



**MEANING SHIFT ON INDONESIAN ECONOMIC TERMINOLOGIES
BORROWED FROM ENGLISH**

A THESIS

**In partial Fulfilment of the Requirements for
the *Sarjana* Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University**

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PRONOUNCEMENT

I honestly confirm that I compile this thesis by myself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. I ascertain also that I do not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, June 2016

Intan Ratih Kumaladewi

MOTTO AND DEDICATION

Our greatest weakness lies in giving up.

The most certain way to succeed is always to try just one more time.

Thomas A. Edison

Sit with those who love God, for that enlightens the mind.

Umar bin Khattab

*This paper is dedicated to
My beloved family and
to everyone who had helped me accomplishing this paper*

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Semarang, June 2016

Intan Ratih Kumaladewi

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ABSTRAK

Salah satu tanda perkembangan bahasa adalah pengembangan kosakatanya yang bertujuan untuk menjelaskan suatu objek yang belum memiliki referensi yang sesuai dalam bahasa tersebut. Salah satu cara mengembangkan kosakata adalah dengan menyerap kosakata dari bahasa lain. Dalam media massa, contohnya koran, ada penggunaan kata serapan dari bahasa asing dalam penulisan berita di dalamnya. Terkadang makna kata serapan dari bahasa asing tersebut mengalami perubahan makna dari makna aslinya.

Penelitian ini bertujuan mendeskripsikan perubahan makna yang terjadi pada istilah ekonomi Bahasa Indonesia yang diserap dari Bahasa Inggris dalam Rubrik Ekonomi koran harian Kompas. Penulis menggunakan teori Pendekatan Makna, yaitu Pendekatan Analitik atau Referensial dan penulis juga menggunakan teori Makna Leksikal, untuk mengetahui arti dari istilah ekonomi Bahasa Indonesia yang diserap dari Bahasa Inggris dan komponen maknanya.

Penelitian ini adalah penelitian kualitatif karena data yang dianalisa berupa kata. Penelitian ini juga merupakan penelitian deskriptif karena menjawab permasalahan dalam penelitian ini dengan mendeskripsikan data yang dianalisa. Metode yang digunakan untuk menganalisa data adalah Metode Padan dengan menggunakan Sub-Metode Referensial dan Translasional dengan Kamus Besar Ekonomi dan *Dictionary of Economics* sebagai panduan dalam membedakan dan menyamakan istilah ekonomi yang ditemukan.

Dalam penelitian ini ditemukan tiga jenis perubahan makna yang terjadi yaitu meluas, menyempit, dan perubahan total. Perubahan makna tersebut dipicu oleh empat faktor, yaitu faktor kebahasaan, faktor kesejarahan, faktor sosial, dan karena kebutuhan kata yang baru.

Kata kunci: istilah ekonomi, teori pendekatan makna, makna leksikal dan analisis komponen makna.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Indonesian is a language which also develops like any other language because it is also developing its vocabulary. Like any other language, the development of Indonesian vocabulary is intended to express an object that does not have a suitable word as the object reference. One of the ways of developing vocabulary is by borrowing a word from another language.

Kompas daily newspaper is one of the biggest national printed media in Indonesia, read by more than 1.5 million people throughout Indonesia. In its *Rubrik Ekonomi* or Economy Rubric, we can find various Indonesian economic terms borrowed from English. There are many borrowings words we can find in mass media because there are many foreign words coming from international terms that have no suitable translation in Indonesian although the meaning of those borrowed words sometimes have changed from the real meaning from its language which is called a meaning shift phenomenon.

Based on the description above, I am interested in doing research about the meaning shift on Indonesian economic terminologies borrowed from English obtained from the Economy Rubric of *Kompas* daily newspaper to explain the kind of meaning change occurs on those borrowing words.

1.2 Research Problem

The analysis of the meaning change of borrowing words on the previous sub chapter is done to answer the following research problems.

1. What are the kinds of the meaning shift occurred in Indonesian economic terms borrowed from English taken from the Economy Rubric of *Kompas* daily newspaper?
2. What are the factors influencing the meaning shift of Indonesian economic terms borrowed from English obtained from the Economy Rubric of *Kompas* daily newspaper?

1.3 Purpose of Study

The purposes of understanding the kinds of meaning shift and the factors influencing the meaning shift of the Indonesian economic terms borrowed from English found in Economy Rubric of *Kompas* daily newspaper are:

1. to describe how many kinds of meaning shift are found in the Indonesian economic terms borrowed from English found in the Economy Rubric of *Kompas* daily newspaper; and
2. to show why the meaning shift happens in Indonesian economic terms borrowed from English found in the Economy Rubric of *Kompas* daily newspaper.

1.4 Previous Study

I found two theses as references for this research with similar topic with my research. The first thesis entitled *Pergeseran Makna Kosakata Otomotif Berbahasa Inggris pada Tabloid Otomotif Motor dan Motorbike* by Nurhaidawati (2009) from Diponegoro University Semarang is a qualitative research which discussed the types of the meaning shift and the factors of the meaning shift on English automotive terminologies.

The types of the meaning shift on English automotive terminologies are generalization, specification, pejoration (degradation), and amelioration (elevation). Meanwhile, the factors that influence the meaning shift are the basic feature of the internal language element, the word generic element, the specialisation, the specification and the history.

The second thesis entitled *The Analysis of English Borrowing Word in Indonesian Political Terminology* by Loriania (2011) from State Islamic University Syarif Hidayatullah Jakarta is a qualitative research which described the kind of borrowing words in Indonesian political terminologies, its meaning change and the type of its borrowing process from *Politik dan Hukum* column in *Kompas* daily newspaper. The kinds of borrowing word are 'narrowing' and 'extension' where most of them are equal or same in meaning. Meanwhile, the types of borrowing are 'loanword', 'loan blend', and 'loan shift'.

The similarity between my research and the first previous thesis is that both of the researches identify the kind of and the factor influencing the meaning change. On the other hand, the difference between my research and those two

previous studies is that my research use the Economy Rubric of *Kompas* daily newspaper as data source and economic terms as the data; while the first previous study analysed automotive terminologies taken from *Tabloid Otomotif Motor dan Motorbike* and the second previous study analysed political terminologies obtained from *Politik dan Hukum* column in *Kompas* daily newspaper. In addition, the second previous study uses the types of borrowing process based on the phonological and semantics characteristic of the borrowing words and did not use semantic feature to analyse the data like my study.

1.5 Writing Organization

Chapter 1 Introduction

It presents the Background of Study, the Research Problem, the Purpose of Study, the Previous Study, and the Writing Organization.

Chapter 2 Theoretical Framework

It provides semantics studies related to the meaning shift of borrowing words that is used to analyse the data on Chapter IV.

Chapter 3 Research Methodology

It exposes the Type of Research, Data and Data Source, Population and Sample, Method of Collecting Data and Method of Analysis Data.

Chapter 4 Analysis Data

It shows the analysis of the kinds of meaning shift of Indonesian economic terminologies borrowed from English and the factors influencing the phenomenon.

Chapter 5 Conclusion

It gives the finding and the conclusion of the discussion of the previous chapter.

CHAPTER 2

THEORETICAL FRAMEWORK

2.1 Semantics

Semantics is the study of meaning. It studies the meaning for communication which is expressed by words or sentences. Palmer (1983:1) said that “semantics is the technical term used to refer to the study of meaning, and, since meaning is a part of language, semantics is a part of linguistics.”

There are two kinds of approaches in the study of meaning, referential or analytical approach and contextual or operational approach. Ullmann adapted by Sumarsono (2007:66) said that “analytical or referential approach finds out the meaning essence by breaking the meaning into several main components and operational approach learns the word in its operation or its used.”

In line with Ullmann, Pateda (2010:86) explained that “analytical approach wants to look for the meaning by deciphering the meaning into several main segments, while operational approach wants to observe the word usage.” The example of analytical or referential approach is where the word ‘husband’ is described as human, male, adult, has a wife, and patriarch.

There is also another kind of meaning besides the operational and referential approach namely, lexical meaning. It is the meaning of the word when the word stand alone, either in a lexeme form or an affixed form where its

meaning more or less is fixed, like one that can be read in a dictionary (Pateda, 2010:119).

For example, based on Dictionary of Economics ‘deflation’ means:

Reduction in economic activity, resulting in falls in output, wages, prices and similar effects, either caused by a fall in demand or created when a government reduces money supply or lowers interest rates.(Collin, 2006:48).

Meanwhile, according to *Kamus Besar Ekonomi*, ‘*deflasi*’ means:

Penambahan nilai mata uang, antara lain dengan pengurangan jumlah uang kertas yang beredar dengan tujuan mengembalikan daya beli uang yang nilainya menurun; gejala yang terjadi akibat keadaan tersebut adalah penurunan produksi, kelangkaan lapangan kerja, serta rendahnya daya beli masyarakat (addition of currency values, such as by reducing the amount of circulated money to restore the purchasing power of money whose value has decreased; a phenomenon that occurs as a result of these circumstances is a decrease in production, employment shortages, and low purchasing power). (Winarno and Ismaya, 2007:144).

The meaning of deflation and *deflasi* in these two dictionaries are called lexical meaning.

2.2 Componential Analysis

In the previous sub-chapter, it is said that the referential approach finds out the meaning essence by breaking the meaning into several main components. To describe the components of meaning, it is necessary to do the componential analysis to allow us providing definition for words in terms of few components (Palmer, 1983:110). Chaer (2009:115) added that “componential analysis

considers any lexical element to have or to not have some distinctive features to distinguish it from another lexical element.”

To distinguish it, there are plus (+) and minus (-) signs to show whether a word has the component or not when we conduct the componential analysis. Parera (2004: 159-160) shows three steps to analyse the components.

1. Choosing a set of words that are considered related.
2. Finding the analogies between those words.
3. Writing the semantic components or semantic composition on the basis of the previous analogies.

Here are the examples of componential analysis between “deflation” in English and “*deflasi*” in Indonesian. The components of deflation are (+Reduce the money supply), (+Reduce the interest rates), (+Fall in output), and (+Fall in demand) and the components of *deflasi* are (+ Reduce the money supply), (- Reduce the interest rates), (+ Fall in output), and (+ Fall in demand). That description tells us that the meaning of ‘*deflasi*’ has been narrowed from the meaning of ‘deflation’. It is shown by the description of the act of ‘deflation’ (reduce the interest rates), which is not happening in ‘*deflasi*’.The explanation about narrowing meaning can be seen in page 11.

2.3 Borrowing

The example above shows that words may also be borrowed from another language to express a concept or to describe an object for which there is no obvious word available in the language they are using (Holmes, 2001:42).

Jendra (2012:81) said that word-borrower can be a partial or passive bilingual who may never really use another language from which they borrowed the words. Jendra (2012:83-84) explained that according to the relation between the languages involved, word-borrowings are classified into three, namely

1. Cultural borrowings

Cultural borrowings refer to words that are borrowed from a different language uncommonly used in the speech community. All English words borrowed by Indonesian bilinguals belong to this type. The words *bamboo* and *ketchup* from Malay, *curry* from Tamil, and *vodka*, *tsar*, and *tundra* from Russian have been borrowed into English as cultural borrowings-type, because Malay, Tamil and Russian are not languages commonly used by English speaking community.

2. Intimate borrowings

Intimate borrowings refer to words that are borrowed by bilinguals from a language that is also spoken widely in the community. Spanish words like *matador*, *cannibal*, and *armada* borrowed by English users in the United States are categorised as intimate borrowings, because Spanish is widely spoken in the country.

3. Dialect borrowings.

Dialect borrowings refer to words that are borrowed from different dialect of the same language. An example of dialect borrowings is the words *apartment*, *fall* (season), and *soccer* that are borrowed from American English into British variety.

In addition, Jendra (2012:86-87) stated that there are two types of borrowing words according to whether the foreign words are adapted or not (yet) by the borrowers, namely spontaneous and incorporated borrowings.

1. Spontaneous borrowings

Spontaneous borrowings are foreign words that receive no adaptation at all or they may receive it but the adaptation is apparently not noticeable in the native language. When the English word “thanks” is written “thanks” and is pronounced as / æ k/ or in other words it is pronounced exactly with the correct English sounds, the word is then classified as a spontaneous borrowing. Words that are borrowed for the first time by a bilingual speaker may be spontaneous and speech borrowings are more likely to be spontaneous than incorporated borrowings.

2. Incorporated borrowings

Incorporated borrowings are words that are borrowed and received affixes or sounds or spelling adjustment in the native language. The English word music has been borrowed long time ago from the French word *musique*, with the spelling changed from que into c and definitely with sound adjustment too.

From the explanation above Indonesian borrowing words from English belong to incorporated borrowings. It happens because the words can have adjustment on the spelling, the suffix and the letter of the Indonesian borrowing words from English.

The adjustment is regulated under *Keputusan Mendikbud Nomor 0543a Tahun 1987* which explains the rule of spelling adjustment of borrowing word, the

rule of foreign suffix adjustment, the rule of letter adjustment of foreign last consonant, and the rule of letter adjustment of foreign last consonant that obtained *a* letter as it is presented on the tables in appendices.

2.4 Semantic Change

In semantics, the change of meaning is called meaning shift. According to Chaer, (2009:140-144) there are five types of meaning shift.

1. Widening

It happens when a word which originally has only one meaning, but later has more than one meaning. For example, the word '*saudara*' that means 'siblings' is extended 'into anyone related by blood' and then expands again into 'anyone who has similar origins'.

2. Narrowing

It occurs when a word which originally has more than one meaning change has only one meaning. For example, the word '*sarjana*' which means 'clever' or 'intellectual' is narrowed into 'those who has graduated from universities'.

3. Total Change

It happens when the original meaning of a word is changed and has no original meaning in its new meaning. For example: the word '*pena*' which originally means 'feather' is turned into 'stationary that used ink'.

4. Eufemia

It occurs when the meaning of a word is still remaining. The word only has been changed into a more polite way in its delivery. For example, the word '*penjara*' or '*bui*' is replaced with '*lembaga pemasyarakatan*'.

5. Coarsening

It attempts to replace a word which has a subtle meaning or ordinary meaning to a word which has a rude meaning. For example, the word '*tuna netra*' is replaced with '*buta*'.

2.5 Factors of Meaning Shift

Ullmann (in Pateda 2010:163-168) explained some factors causing meaning shift as follows.

1. Linguistic Causes

It happens when the meaning shift is related to phonology, morphology, and syntax. For example, the word '*sahaya*', which at first means 'slave', is shifted into *saya* which means 'I' (a pronoun of first person).

2. Historical Causes

It occurs when the meaning shift is related to a word development that is related to object, institution, idea or scientific concept. For example, the word '*symposium*' which is related to idea, which at first means 'joyous events to drink, eat, and dance', is shifted into 'scientific gathering'.

3. Social Causes

It happens when the meaning shift is related to a word meaning development in society. For example, the word '*gerombolan*', which at first means 'people who gather together', possesses a negative meaning because it is always connected to people who gather to create trouble or 'a gang'.

4. Psychological Causes

It occurs when the meaning shift is specified to emotive factors and taboo. For example the word 'lord' in English is used to mention the name of God.

5. Foreign Effect

It happens because of the interaction between one nation to other nation. For example, the word 'paper' which means '*kertas*' in Indonesian is now associated with 'scientific work'.

6. The Needs of New Meaning

The meaning shift occurs because of the needs of new word to refer to a new discovery. For example, the word 'tank' which at first means 'a container for liquid or gas' has a new meaning into 'an armoured vehicle that was found in World War I'.

CHAPTER 3

RESEARCH METHODOLOGY

In this chapter, I provide the Type of Research, Data and Data Source, Population and Sample, Method of Collecting Data and Method of Analysis Data.

3.1. Type of Research

This research is considered as a qualitative research since the data of this research is in the form of words. The characteristic of qualitative research is, according to Moleong (2004:6) “the collected data of a qualitative research were words or pictures and not numbers.”

This research is also a descriptive research since it answers the research problems by describing the data as Nawawi (2012:67) said that “a descriptive research is a procedure or a way to solve research problem by describing the research object state based on actual facts in present time.” In this research, I describe the kinds of meaning shift of Indonesian economic terminologies borrowed from English on Economic Rubric of *KOMPAS* daily newspaper and the factors influencing the meaning shift.

3.2. Data and Data source

Sudaryanto (2001:5-6) explained that “data is a special lingual phenomenon that contained and directly related to the refer problem.” Meanwhile, Arikunto (2002:107) defined data source as “a subject where the data can be obtained”. The

data in this research are Indonesian economic terminologies borrowed from English which are obtained from Economy Rubric of *Kompas* daily newspaper from 1st December 2014 to 6th December 2014 as the data source.

3.3. Population and Sample

According to Arikunto (2002:108), “population is the whole subject of the research.” The population in this research is the whole Indonesian economic terminologies borrowed from English founded in Economy Rubric of *KOMPAS* daily newspaper, taken from 1st December 2014 to 6th December 2014. There are 38 terminologies taken as the population of the research.

In addition, Arikunto (2002:109) explained sample as “part or representative of research population.” The samples of this research are 11 Indonesian Economic Terminologies borrowed from English on Economy Rubric of *KOMPAS* daily newspapers which undergo a meaning shift phenomenon, which were chosen by applying purposive sampling technique. It is a sampling technique which determines the sample with a certain consideration which is seen able to provide comprehensive data (Arikunto, 2002:15).

3.4. Method of Collecting Data

To collect the data, I use *metode simak* or observation method which requires data observation. Sudaryanto (2001:133) explained it as a method which is used to observe the language usage, such as the use of written language like the object of

this research. Then, I apply *teknik sadap* or tapping technique, *teknik simak bebas libat cakap* or non-participant technique, and *teknik catat* or note-taking technique consecutively to obtain more accurate data.

First of all, I tap the data by using tapping technique by tapping the language usage (Sudaryanto, 2001:133). Then, it is followed by observing the informant's language usage without my direct interference by using non-participant technique (Sudaryanto, 2001:134). Using this technique, I select the data by observing the Indonesian economic terminologies borrowed from English by looking to the rule of spelling adjustment of borrowing word, the rule of foreign suffix adjustment, the rule of letter adjustment of foreign last consonant, and the rule of letter adjustment of foreign last consonant that obtained A letter as the reference to identify the borrowing words from English. Finally, I write down the Indonesian Economic terminologies borrowed from English by using note-taking technique to record relevant data of the research in a written form (Sudaryanto, 2001:135).

In summary, I apply 3 (three) steps to collect the data as follows.

1. Tapping the data by using tapping technique by tapping the language usage.
2. Selecting the data by observing the Indonesian economic terminologies borrowed from English by looking to the rule of spelling adjustment of borrowing word, the rule of foreign suffix adjustment, the rule of letter adjustment of foreign last consonant, and the rule of letter adjustment of

foreign last consonant that obtained *a* letter by using the non-participant technique.

3. Using the note-taking technique to write down Indonesian Economic terminologies borrowed from English.

3.5. Method of Analysing Data

To analyse the data, I use *padan* method from Sudaryanto (2001:13). It is divided into five sub-methods, namely referential method, articulatory phonetic method, translational method, orthographical method, and pragmatic method. According to Sudaryanto (2001:14) when people determine that noun is a word that states objects, it is called a referential method with reference as determinant. Meanwhile, when people determine that a word class in one language has the same form in different language it is called translational method with other language as determinant. For example, Indonesian preposition *di-* in Javanese means *ing*.

In this research, I use referential and translational methods. The determinants of the first method are kinds of meaning shift and the factors of meaning shift, while determinants of the second method are the rules of spelling adjustment of borrowing word, foreign suffix adjustment, letter adjustment of foreign last consonant and letter adjustment of foreign last consonant that obtained *a* letter.

Padan method has a basic technique called *teknik pilah unsur penentu* or dividing-key-factors technique. From that basic technique there are 5 (five) types of determinants namely, *daya pilah referensial* or referential competence-in-dividing, *daya pilah fonetis artikulatoris* or articulatory phonetic competence-in-dividing, *daya pilah translasional* or translational competence-in-dividing, *daya pilah ortografis* or orthographical competence-in-dividing, and *daya pilah pragmatis* or pragmatic competence-in-dividing.

In this research, I use referential and translational competence-in-dividing technique by sorting the Indonesian economic terms borrowed from English into different kinds of meaning shift and the factor influencing it by using the referential competence-in-dividing technique. Then, the translational competence-in-dividing technique is used to analyse the word spelling, suffix, and letter adjustment to find the borrowing word.

Finally, I apply 3 (three) techniques from Sudaryanto (2001:27) namely, *teknik hubung banding menyamakan* or equalizing technique, *teknik hubung banding memperbedakan* or differentiating technique and *teknik hubung banding menyamakan hal pokok* or equalizing the main point technique to analyse data. First, I find the Indonesian economic terms borrowed from English and the English economic terms meaning by using *Kamus Besar Ekonomi* and Dictionary of Economics by applying equalizing technique.

Next, I analyse the Indonesian economic terms borrowed from English and the English economic terms meaning by using the componential analysis by

applying differentiating technique. Last, I classify the data by the kinds of meaning shift and the factor influencing it by applying equalizing the main point technique.

In summary, I apply 5 (five) steps to analyse the data as following.

1. Using the *padan* method to analyse the data by using its sub-methods, namely referential and translational method. The first sub-method determinants are the kinds of meaning shift and the factors of meaning shift. The second sub-method determinants are the rules of spelling adjustment of borrowing word, foreign suffix adjustment, letter adjustment of foreign last consonant and letter adjustment of foreign last consonant that obtained *a* letter.
2. Sorting the Indonesian economic terms borrowed from English into different kinds of meaning shift and the factor influencing it by using the referential competence-in-dividing technique. Then, the translational competence-in-dividing technique is used to analyse the word spelling, suffix, and letter adjustment to find the borrowing word.
3. Finding the Indonesian economic terms borrowed from English and the English economic terms meaning by using *Kamus Besar Ekonomi* and Dictionary of Economics by applying equalizing technique.
4. Analysing the Indonesian economic terms borrowed from English and the English economic terms meaning by using the componential analysis by applying differentiating technique.

5. Classifying the data by the kinds of meaning shift and the factor influencing it by applying equalizing the main point technique.

CHAPTER 4

DATA ANALYSIS

4.1 Types of Meaning Shift

There are three kinds of meaning shifts on Indonesian economic terminologies borrowed from English recorded from Economic Rubric of *Kompas* daily newspaper: widening, narrowing, and total change. These will be explained further in this sub section of analysis data chapter.

4.1.1 Widening

It happens when a word which originally has only one meaning, but later has more than one meaning (Chaer, 2009:140). The percentage of widening is 27.27 % or 3 (three) terminologies out of 11 (eleven) terminologies. The terms are *bank sentral*, *properti*, and *tarif*.

1. *Bank sentral*

The term '*bank sentral*' which is borrowed from the English word 'central bank' has a spelling adjustment of borrowing word from 'c' to become 's' in front of 'e'.

In Dictionary of Economics, 'central bank' means:

The main government-controlled bank in a country, which controls the financial affairs of the country by fixing main interest rates, issuing currency, supervising and acting as a bank to the commercial banks and controlling the foreign exchange rate. (Collin, 2006:28).

Meanwhile, in *Kamus Besar Ekonomi*, '*bank sentral*' means:

Bank yang tugas pokoknya membantu pemerintah dalam hal mengatur, menjaga dan memelihara kestabilan nilai mata uang negara, mengatur pelaksanaan pinjaman, menerbitkan obligasi dan surat berharga milik pemerintah, menentukan kebijakan moneter, disamping mendorong kelancaran produksi dan pembangunan serta memperluas kesempatan kerja (bank whose main duties are assisting the government in terms of controlling, maintaining and preserving the currency stability of the country; managing the loans implementation; issuing bonds and securities owned by the government; setting the monetary policy; encouraging the smooth production and development and expanding job opportunities). (Winarno and Ismaya, 2007:89).

In addition to the discussion above, the components of the word ‘central bank’ and ‘*bank sentral*’ can be formulated by using componential analysis as it is shown in the Table IV.1.

Table IV.1. Componential Analysis of Central Bank and *Bank Sentral*

Components	Central bank	<i>Bank sentral</i>
Controlling financial affairs	+	+
Supervising commercial banks	+	+
Controlling foreign exchange rate	+	+
Encouraging the run of production	-	+
Expanding the job opportunities	-	+

From the explanation above, it can be said that the meaning of ‘*bank sentral*’ has been widened from the original meaning of ‘central bank’. It is shown by the description of ‘*bank sentral*’ which is different from the ‘central bank’ where ‘central bank’ does not have ‘encouraging the run of production’ and ‘expanding the job opportunities’.

2. *Properti*

The term '*properti*' which is borrowed from the English word 'property' has a spelling adjustment of borrowing word from '-y' to become '-i'.

In Dictionary of Economics (2006:160), 'property' means 'land and buildings', while in *Kamus Besar Ekonomi* (2007:362), '*properti*' means '*sejumlah aktiva, termasuk kas, yang dapat dipindahtangankan dari seorang/pihak kepada orang/pihak lain* (the number of assets, including cash, which can be transferred from one person or party to another person or party)'.

In addition to the discussion above, the components of the word 'property' and '*properti*' can be formulated by using componential analysis as it is shown in the Table IV.2.

Table.IV.2. Componential Analysis of Property and *Properti*

Components	Property	<i>Properti</i>
Cash	-	+
Land	+	+
Building	+	+
Intangible asset	-	+

From the explanation above it can be concluded that, the meaning of '*properti*' has been widened from the real meaning of 'property'. It is shown by the different components of '*properti*' [(+) cash and (+) intangible assets] which is different from the component of 'property'.

3. *Tarif*

The term '*tarif*' which is borrowed from the English word 'tariff' has a spelling adjustment of borrowing word from double consonant '-ff' to become single consonant '-f'.

In Dictionary of Economics (2006:198), 'tariff' means a tax to be paid on imported goods. On the other hand, in *Kamus Besar Ekonomi* (2007:402), '*tarif*' means *jenis dan besaran biaya yang dipungut untuk membayar setiap jasa yang diberikan* (type and amount of fees which are collected to pay for any granted services).

In addition to the discussion above, the components of the word "tariff" and "*tarif*" can be formulated by using componential analysis as it is shown in the Table IV.3.

Table IV.3. Componential Analysis of Tariff and *Tarif*

Components	Tariff	<i>Tarif</i>
Fee	+	+
Cost	+	+
Paid on imported goods	+	+
Paid for services provided	-	+

From the explanation above, it can be seen that the meaning of '*tarif*' has been widened from the previous meaning of 'tariff'. It is shown by the different component of '*tarif*' which is different from the meaning of 'tariff' as 'tariff' does not have 'paid for services provided'.

4.1.2 Narrowing

It occurs when a word which originally has more than one meaning is changed into having only one meaning (Chaer, 2009:142). The percentage of narrowing is 27.27 % or 3 (three) terminologies out of 11 (eleven) terminologies. The terms are *deflasi*, *komoditas*, and *kompetisi*.

1. *Deflasi*

The term '*deflasi*' which is borrowed from the English word 'deflation' has a foreign suffix adjustment from '-tion' to become '-si'. The meaning of the English economic term 'deflation' has been narrowed in Indonesian economic terms '*deflasi*'.

Based on Dictionary of Economics, 'deflation' means:

Reduction in economic activity, resulting in falls in output, wages, prices and similar effects, either caused by a fall in demand or created when a government reduces money supply or lowers interest rates.(Collin, 2006:48).

Meanwhile, according to *Kamus Besar Ekonomi*, '*deflasi*' means:

Penambahan nilai mata uang, antara lain dengan pengurangan jumlah uang kertas yang beredar dengan tujuan mengembalikan daya beli uang yang nilainya menurun; gejala yang terjadi akibat keadaan tersebut adalah penurunan produksi, kelangkaan lapangan kerja, serta rendahnya daya beli masyarakat (addition of currency values, such as by reducing the amount of circulated money to restore the purchasing power of money whose value has decreased; a phenomenon that occurs as a result of these circumstances is a decrease in production, employment shortages, and low purchasing power). (Winarno and Ismaya, 2007:144).

In addition to the discussion above, the components of the word 'deflation'

and '*deflasi*' can be formulated by using componential analysis as it is shown in

Table IV.4.

Table IV.4. Componential Analysis of Deflation and *Deflasi*

Components	Deflation	<i>Deflasi</i>
Reduce the money supply	+	+
Reduce the interest rates	+	-
Fall in output	+	+
Fall in demand	+	+

From the explanation above, it can be said that the meaning of '*deflasi*' has been narrowed from the meaning of 'deflation'. It is shown by the description of the act of 'deflation' (reduce the interest rates), which is not happening in '*deflasi*'.

2. *Komoditas*

The term '*komoditas*' which is borrowed from the English word 'commodity' has a spelling adjustment of borrowing word from 'c' to become 'k' in front of 'o', from double consonant 'mm' to become single consonant 'm' and has a foreign suffix adjustment from '-ty' to become '-tas'. The meaning of the English economic term 'commodity' has been narrowed in Indonesian economic terms '*komoditas*'.

Based on Dictionary of Economics (2006:32), 'commodity' means something sold in very large quantities, especially raw materials and food such as metals or corn.

On the other hand, based on *Kamus Besar Ekonomi*, '*komoditas*' means:

Barang mentah yang digolongkan menurut mutunya sesuai dengan standar perdagangan internasional, misalnya karet, gandum, kelapa sawit, kopi, the, tembakau; barang yang lazim diperdagangkan untuk memenuhi kebutuhan manusia baik sebagai barang konsumsi maupun barang produksi; barang dagangan; mata dagangan (raw material that is classified based on its quality under the international trade standard, for example, rubber, wheat, palm oil, coffee, tea, tobacco; goods commonly traded to meet human needs either as a consumption or a production; merchandise). (Winarno and Ismaya, 2007:105).

In addition to the discussion above, the components of the word ‘commodity’ and ‘*komoditas*’ can be formulated by using componential analysis as it is shown in the Table IV.5.

Table IV.5. Componential Analysis of Commodity and *Komoditas*

Components	Commodity	<i>Komoditas</i>
Good Production	+	+
Good Consumption	+	+
National standard quality	+	-
International standard quality	+	+

From the explanation above, it can be concluded that the meaning of ‘*komoditas*’ has been narrowed from the meaning of ‘commodity’. It is shown where there is no ‘national standard quality’ in the meaning of the word ‘*komoditas*’.

3. *Kompetisi*

The term ‘*kompetisi*’ which is borrowed from the English word ‘competition’ has a spelling adjustment of borrowing word from ‘c’ to become ‘k’ in front of ‘o’ and has a foreign suffix adjustment from ‘-tion’ to become ‘-si’. The meaning of the

English economic term ‘competition’ has been narrowed in Indonesian economic term ‘*kompetisi*’.

Based on Dictionary of Economics (2006:34), ‘competition’ means “the action of companies or individuals who are trying to do better than others, to win a larger share of the market, to control the use of resources, etc.”

Meanwhile, according to *Kamus Besar Ekonomi* (2007:110), ‘*kompetisi*’ means “*persaingan terus-menerus antar berbagai perusahaan untuk merebut pasaran serta menentukan harga pasaran* (a continuous rivalry among various companies to seize the market and to determine the market prices).”

In addition to the discussion above, the components of the word ‘competition’ and ‘*kompetisi*’ can be formulated by using componential analysis as it is shown in the Table IV.6.

Table IV.6. Componential Analysis of Competition and *Kompetisi*

Components	Competition	<i>Kompetisi</i>
Rivalry	+	+
Among companies	+	+
Among individuals	+	-
To win the market	+	+

From the explanation above, it can be seen that the meaning of ‘*kompetisi*’ has been narrowed from meaning of ‘competition’. It is shown that there is no ‘rivalry among the individuals’ in the meaning of the word ‘*kompetisi*’.

4.1.3 Total Change

It happens when the original meaning of a word is changed and the word has no original meaning in its new meaning (Chaer, 2009:142). The percentage of total change in meaning is 45.45 % or 5 (five) terminologies out of 11 (eleven) terminologies. The terms are *administrasi*, *inflasi*, *konsumsi*, *likuiditas* and *suplai*.

1. *Administrasi*

The term '*administrasi*' which is borrowed from the English word 'administration' has a foreign suffix adjustment from '-tion' to become '-si'. The meaning of the English economic term 'administration' has experienced a total change in meaning in Indonesian economic term '*administrasi*'.

Based on Dictionary of Economics (2006:3), 'administration' means "the appointment by a court of a person to manage the affairs of a company which is in difficulties", while the word '*administrasi*' means "*usaha atau kegiatan yang berkaitan dengan penyelenggaraan kebijaksanaan untuk mencapai tujuan; kegiatan kantor; dan tata usaha* (business or activity related to the implementation of the policy to achieve goals; office activity; and administration)." (Kamus Besar Ekonomi, 2007:20)

In addition to the discussion above, the components of the word 'administration' and '*administrasi*' can be formulated by using componential analysis as it is shown in the Table IV.7.

Table IV.7. Componential Analysis of Administration and *Administrasi*

Components	Administration	<i>Administrasi</i>
Regulation	+	+
Staff appointed by a court	+	-
To achieve company's goal	+	+
To manage company's affair which is in difficulty	+	-

From the explanation above, it can be said that '*administrasi*' has a total change in meaning from the word 'administration' because of the different way of appointment and job description. 'Administration' staff is appointed by a court and only manage company's affair which is in difficulty, while '*administrasi*' staff is appointed by the company and implement policies to achieve company's goal.

2. *Inflasi*

The term '*inflasi*' which is borrowed from the English word 'inflation' has a foreign suffix adjustment from '-tion' to become '-si'. The meaning of the English economic term 'inflation' has a total change in Indonesian economic term '*inflasi*'.

Based on Dictionary of Economics, 'inflation' means:

A situation in which prices rise to keep up with increased production costs, with the result that the purchasing power of money falls. Inflation affects businesses, in that as their costs rise, so their profits may fall and it is necessary to take this into account when pricing products. (Collin, 2006:101)

On the other hand, based on *Kamus Besar Ekonomi* the word ‘*inflasi*’ means:

Kemerosotan nilai uang (kertas) karena banyaknya uang (kertas) yang beredar sehingga harga barang mengalami peningkatan; keadaan yang menunjukkan berkurangnya daya beli masyarakat dalam masa tertentu karena besarnya jumlah uang (kertas) yang beredar melebihi jumlah barang dan jasa yang tersedia (deterioration of the paper money value because the abundant amount of circulated paper money so that the price of goods is increasing; circumstance that shows the decrease of consumer's purchasing power in a certain period because of the quantity of circulated paper money more than the quantity of the available goods and services). (Winarno and Ismaya, 2007:253).

In addition to the discussion above, the components of the word ‘inflation’ and ‘*inflasi*’ can be formulated by using componential analysis as it is shown in the Table IV.8.

Table IV.8. Componential Analysis of Inflation and *Inflasi*

Components	Inflation	<i>Inflasi</i>
The rise of prices	+	+
The increase of production costs	+	-
Too much of amount of money circulation	-	+
Fall of currency	+	+

From the explanation above, it can be concluded that ‘*inflasi*’ has a total change in meaning from ‘inflation’ because the different cause that creates ‘inflation’ and ‘*inflasi*’. ‘Inflation’ is caused by the increase of production costs, while ‘*inflasi*’ is caused by the abundant amount of circulated money.

3. *Konsumsi*

The term '*konsumsi*' which is borrowed from the English word 'consumption' has a spelling adjustment of borrowing word from 'c' to become 'k' in front of 'o' and has a foreign suffix adjustment from '-tion' to become '-si'. The meaning of the English economic term 'consumption' has a total change in meaning in Indonesian economic term '*konsumsi*'.

Based on Dictionary of Economics (2006:37), 'consumption' means "the purchasing of goods or services to satisfy needs, in particular in the household sector." Meanwhile, '*konsumsi*' in *Kamus Besar Ekonomi* (2007:115) means "tindakan manusia baik secara langsung atau tak langsung untuk menghabiskan atau mengurangi kegunaan (utility) suatu benda pada pemuasan terakhir dari kebutuhannya (human acts either directly or indirectly to spend or reduce the utility of goods on its last gratification of their needs)."

In addition to the discussion above, the components of the word 'consumption' and '*konsumsi*' can be formulated by using componential analysis as it is shown in the Table IV.9.

Table IV.9. Componential Analysis of Consumption and *Konsumsi*

Components	Consumption	<i>Konsumsi</i>
Purchasing good	+	-
Purchasing service	+	-
Spending the good utility	-	+
Reducing the good utility	-	+

Satisfying need	+	+
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From the explanation above, it can be seen that '*konsumsi*' has a total change in meaning from 'consumption'. It is shown by the different activity between them where 'consumption' is an act to purchase good or service, while '*konsumsi*' is an act to spend or reduce goods.

4. *Likuiditas*

The term '*likuiditas*' which is borrowed from the English word 'liquidity' has a spelling adjustment of borrowing word from 'q' to become 'k' and has a foreign suffix adjustment from '-ty' to become '-tas'. The meaning of the English economic term 'liquidity' has a total change in Indonesian economic term '*likuiditas*'.

Based on Dictionary of Economics (2006:117), 'liquidity' means "1. a situation of having cash; 2. Assets which are can be changed into cash."

On the other hand, based on *Kamus Besar Ekonomi* the word '*likuiditas*' means:

1. *Posisi keuangan/kas suatu perusahaan dan kemampuannya untuk memenuhi kewajiban yang telah jatuh tempo;*
2. *Kemampuan perusahaan untuk memenuhi kewajibannya atau membayar utangnya pada saat pembayaran* (1. Financial/cash position of a company and its ability to meet its obligations that have matured; 2. The ability of a company to meet its obligations or to pay its debts at the time of payment). (Winarno and Ismaya, 2007:288)

In addition to the discussion above, the components of the word ‘liquidity’ and ‘*likuiditas*’ can be formulated by using componential analysis as it is shown in the Table IV.10.

Table IV.10. Componential Analysis of Liquidity and *Likuiditas*

Components	Liquidity	<i>Likuiditas</i>
Having cash	+	+
Having the ability to meet obligation	-	+
Having the ability to pay debt	-	+

From the explanation above, it can be said that ‘*likuiditas*’ has a total change in meaning from ‘liquidity’ because there is a different situation that needs to do between them. ‘Liquidity’ is a situation of having cash, while ‘*likuiditas*’ is the company’s financial state and its ability to meet their obligation on a due date.

5. *Suplai*

The term ‘*suplai*’ which is borrowed from the English word ‘supply’ has a spelling adjustment of borrowing word from double consonant ‘pp’ to become single consonant ‘p’. The meaning of Indonesian economic terms ‘*suplai*’ has a total change from the English economic term ‘supply’.

Based on Dictionary of Economics (2006:196), ‘supply’ means “the quantity of a good or service which is needed and is available for sale”, while ‘*suplai*’ in *Kamus Besar Ekonomi* (2007:400) means “jumlah barang/jasa yang ditawarkan pada tingkat harga, waktu, dan pasar tertentu (the quantity of goods/services offered on a certain price level, timing, and market).”

In addition of the discussion above, the components of the word ‘supply’ and ‘*suplai*’ can be formulated by using componential analysis as it is shown in the Table IV.11.

Table IV.11. Componential Analysis of Supply and *Suplai*

Components	Supply	<i>Suplai</i>
A need of good or service	+	-
An offer of good or service	-	+
Good/service for sale	+	+
Good/service provided at certain price	-	+
Good/service provided at certain time	-	+

From the explanation above, it can be concluded that ‘*suplai*’ has a total change in meaning from ‘supply’ because there is a different activity between them. ‘Supply’ is a need of good or service, while ‘*suplai*’ is an offer of good and service provided at a certain price and time.

4. 2. Factors of Meaning Shift

There are several factors influencing the meaning of Indonesian economic terminologies borrowed from English taken from Economic Rubric of *Kompas* daily newspaper. They are linguistic causes, historical causes, social causes and the needs of new meaning as follows.

4.2.1 Linguistic Causes

Linguistic causes happen when the meaning shift is related to phonology, morphology, and syntax(Ullmann in Pateda, 2010:163). The percentage of the

meaning shift that is influenced by linguistic causes is 63.63 % or 7 (seven) terminologies in total out of 11 (eleven) terminologies. It happens on *administrasi, deflasi, inflasi, komoditas, kompetisi, konsumsi, and likuiditas*.

1. *Administrasi*

The word '*administrasi*' which is borrowed from the English word 'administration' has a meaning shift influenced by linguistic cause. Initially, 'administration' means "the appointment by a court of a person to manage the affairs of a company which is in difficulties" (Collin, 2006:3). Since 'administration' is borrowed into Indonesian, administration is changed into *administrasi* after it receives foreign suffix adjustment from '-tion' to '-si'. Finally, the terms meaning is changed.

'Administrasi' means "business or activity related to the implementation of the policy to achieve goals; office activity; and administration." (Winarno and Ismaya, 2007:20). The meaning shift is shown by the different way of appointment and the job description. 'Administration' staff is appointed by a court and only manage company's affair which is in difficulties, while '*administrasi*' staff is appointed by the company and implement policies to achieve company's goal.

2. *Deflasi*

The word '*deflasi*' which is borrowed from the English word 'deflation' has a meaning shift influenced by linguistic cause. Previously, 'deflation' means "reduction in economic activity, resulting in falls in output, wages, prices and

similar effects, either caused by a fall in demand or created when a government reduces money supply or lowers interest rates” (Collin, 2006:48). As ‘deflation’ is borrowed into Indonesian, deflation is changed into ‘*deflasi*’ after it receives foreign suffix adjustment from ‘-tion’ to ‘-si’. And then, the term’s meaning is changed.

‘*Deflasi*’ means:

Addition of currency values, such as by reducing the amount of circulated money to restore the purchasing power of money whose value has decreased; a phenomenon that occurs as a result of these circumstances is a decrease in production, employment shortages, and low purchasing power.” (Winarno and Ismaya, 2007:144).

The meaning shift is shown by the different act in both terms, where ‘deflation’ means ‘to reduce the interest rates’ and ‘*deflasi*’ means ‘to not reduce the interest rates’.

3. *Inflasi*

The word ‘*inflasi*’ which is borrowed from the English word ‘inflation’ has a meaning shift influenced by linguistic cause. At first, ‘inflation’ means “situation in which prices rise to keep up with increased production costs, with the result that the purchasing power of money falls” (Collin, 2006:101). Because ‘inflation’ is borrowed into Indonesian, ‘inflation’ is changed into ‘*inflasi*’ after it receives foreign suffix adjustment from ‘-tion’ to become ‘-si’.

‘*Inflasi*’ means:

Deterioration of the paper money value because the abundant amount of circulated paper money so that the price of goods is increasing; circumstance that shows the decrease of consumer's purchasing power in a certain period because of a quantity of circulated paper money more than

the quantity of the available goods and services (Winarno and Ismaya, 2007:253).

The meaning shift is shown by the different cause and effect, where ‘inflation’ is caused by a situation of the increased production cost and ‘*inflasi*’, is the abundant amount of money in circulation.

4. *Komoditas*

The word ‘*komoditas*’ which is borrowed from the English word ‘commodity’ has a meaning shift influenced by linguistic cause. Initially, ‘commodity’ means “something sold in very large quantities, especially raw materials and food such as metals or corn” (Collin, 2006:32). Since ‘commodity’ is borrowed into Indonesian, ‘commodity’ is changed into ‘*komoditas*’ after it receives spelling adjustment of borrowing word from ‘c’ to become ‘k’ in front of ‘o’, double consonant ‘mm’ to become single consonant ‘m’, and foreign suffix adjustment from ‘-ty’ to become ‘-tas’. Finally, the terms meaning is changed.

‘*Komoditas*’ means:

Raw material that is classified based on its quality under the international trade standard, for example, rubber, wheat, palm oil, coffee, tea, tobacco; goods commonly traded to meet human needs either as a consumption or a production; merchandise (Winarno and Ismaya, 2007:105).

The meaning shift is shown by the different meaning, where there is no national trade standard in ‘*komoditas*’.

5. *Kompetisi*

The word ‘*kompetisi*’ which is borrowed from the English word competition has a meaning shift influenced by linguistic cause. Previously, ‘competition’ means

“the action of companies or individuals who are trying to do better than others, to win a larger share of the market, to control the use of resources, etc.” (Collin, 2006:34). As ‘competition’ is borrowed into Indonesian, ‘competition’ changed into ‘*kompetisi*’ after it receives spelling adjustment of borrowing word from ‘c’ to become ‘k’ in front of o and foreign suffix adjustment from ‘-tion’ to become ‘-si’. And then, the terms meaning is changed.

‘*Kompetisi*’ means “a continuous rivalry among various companies to seize the market and to determine the market prices” (Winarno and Ismaya, 2007:110). The meaning shift is shown by the different meaning where there is no rivalry among the individuals in the meaning of ‘*kompetisi*’.

6. *Konsumsi*

The word ‘*konsumsi*’ which is borrowed from the English word ‘consumption’ has a meaning shift influenced by linguistic cause. At first, ‘consumption’ means “the purchasing of goods or services to satisfy needs, in particular in the household sector” (Collin, 2006:37). Because ‘consumption’ is borrowed into Indonesian, ‘consumption’ is changed into *konsumsi* after it receives spelling adjustment of borrowing word from ‘c’ to become ‘k’ in front of o and foreign suffix adjustment from ‘-tion’ to become ‘-si’. At last, the terms meaning is changed.

‘*Konsumsi*’ means “human acts either directly or indirectly to spend or reduce the utility of goods on its last gratification of their needs” (Winarno and

Ismaya, 2007:115). The meaning shift is shown in the different act where ‘consumption’ means an act to purchase good or service and ‘*konsumsi*’ means an act to spend or reduce goods.

7. *Likuiditas*

The word ‘*likuiditas*’ which is borrowed from the English word ‘liquidity’ has a meaning shift influenced by linguistic cause. Initially, ‘liquidity’ means “(1) A situation of having cash; and (2) Assets which can be changed into cash” (Collin, 2006:117). Since ‘liquidity’ is borrowed into Indonesian, ‘liquidity’ is changed into ‘*likuiditas*’ after it receives spelling adjustment of borrowing word from ‘q’ to ‘k’ and foreign suffix adjustment from ‘-ty’ to become ‘-tas’. Finally, the term’s meaning is changed.

‘*Likuiditas*’ means “(1) Financial/cash position of a company and its ability to meet its obligations that have matured; and (2) The ability of a company to meet its obligations or to pay its debts at the time of payment” (Winarno and Ismaya, 2007:288). The meaning shift is shown on the different situation where ‘liquidity’ means a situation of having cash and ‘*likuiditas*’ means a situation which the company’s financial position needs the ability to meet obligation or to pay debt.

4.2.2 Historical Causes

It occurs when the meaning shift is related to a word development that is related to object, institution, idea or scientific concept (Ullmann in Pateda, 2010:164). The percentage of the meaning shift that is influenced by historical causes is 45.45

% or 5 (five) terminologies in total out of 11 (eleven) terminologies. It happens on *administrasi*, *bank sentral*, *deflasi*, *likuiditas*, and *tarif*.

1. *Administrasi*

The word '*administrasi*' which is borrowed from the English word 'administration' has a meaning shift influenced by historical cause regarding the institution. It occurs since there is a change on its staff and job description. The staff appointed the management is different from that of 'administration'. Previously, administration's staff were appointed by a court and they only manage company's affair wherever the company difficulty. Nowadays, '*administrasi*'s staff appointed by the company and they implement policies to achieve the company's goal.

2. *Bank sentral*

The word '*bank sentral*' which is borrowed from the English word 'central bank' has a meaning shift influenced by historical cause regarding the institution. It occurs '*bank sentral*' has changed as there is a change on its job description. 'Central bank's' duties used to be controlling financial affairs, supervising commercial banks, and controlling foreign exchange rate in a country. Meanwhile, '*bank sentral*'s duties are now added by encouraging the run of country's production and development as well as expanding the job's opportunities.

3. *Deflasi*

The word '*deflasi*' which is borrowed from the English word 'deflation' has a meaning shift influenced by historical cause regarding the idea on its act.

Previously, 'deflation' does not only mean reducing the money supply, but also interest rates in economic activity. Nowadays, '*deflasi*' only means reducing the money supply, not reducing the interest rates.

4. *Kompetisi*

The word '*kompetisi*' which is borrowed from the English word competition has a meaning shift influenced by historical cause regarding the idea on its participant. In 'competition', the participants used to be companies or individuals, while there in '*kompetisi*' the participants are now only the companies.

5. *Likuiditas*

The word '*likuiditas*' which is borrowed from the English word 'liquidity' has a meaning shift influenced by historical cause regarding the idea on its situation. Previously, 'liquidity' means a situation of having cash. Nowadays, '*likuiditas*' means a situation where a company's financial position needs the ability to meet obligation or to pay debt.

6. *Tarif*

The word '*tarif*' which is borrowed from the English word 'tariff' has a meaning shift influenced by historical cause regarding the idea on item being paid. 'Tariff' used to refer to paying imported goods, while '*tarif*' now refer to paying imported goods and services provided.

4.2.3 Social Causes

Social causes happened when the meaning shift is related to a word meaning development in society (Ullmann in Pateda, 2010:165). The percentage of the meaning shift that is influenced by social causes is 27.27 % or 3 (three) terminologies in total out of 11 (eleven) terminologies. It happens on *komoditas*, *properti*, and *tarif*.

1. *Komoditas*

The word '*komoditas*' which is borrowed from the English word 'commodity' has a meaning shift influenced by social cause. There is a difference on both quantity and quality. 'Commodity' means "something sold in very large quantities, especially raw materials and food such as metals or corn" (Collin, 2006:32).

Meanwhile, '*komoditas*' means:

- (1) raw material that is classified according to its quality under the standard of international trade, like rubber, wheat, palm oil, coffee, tea, tobacco;
- (2) goods that commonly trade to meet human needs either as consumption or production;
- (3) merchandise. (Winarno and Ismaya, 2007:105).

It means that Indonesian people refer '*komoditas*' to something with a certain quality.

2. *Properti*

The word '*properti*' which is borrowed from the English word 'property' has a meaning shift influenced by social cause. 'Property' means "lands and buildings" (Collin, 2006:160). Meanwhile, '*properti*' means "the number of assets, including cash, which can be transferred from one person or party to another person or

party”(Winarno and Ismaya, 2007:362). It means that Indonesian people refer ‘*properti*’ more than ‘property’ that are lands and building as well as cash and intangible assets.

3. *Tariff*

The word *tarif* which is borrowed from the English word ‘tariff’ has a meaning shift influenced by social cause. ‘Tariff’ means “a tax to be paid on imported goods” (Collin, 2006:198), while ‘*tarif*’ means “the type and amount of fees that is collected to pay for any granted services”(Winarno and Ismaya, 2007:402). It means that Indonesian people refer ‘*tarif*’ more than ‘tariff’ as it is a payment not only on imported goods but also on services.

4.2.4 The Needs of New Meaning

The needs of new meaning occurs because there is a need of a new word to refer to a new discovery (Ullmann in Pateda, 2010:167). The percentage of the meaning shift that is influenced by the needs of new meaning is 36.36 % or 4 (four) terminologies in total out of 11 (eleven) terminologies. It happens on *konsumsi*, *inflasi*, *likuiditas* and *suplai*.

1. *Konsumsi*

The word ‘*konsumsi*’ which is borrowed from the word ‘consumption’ have a new meaning based on its different act. ‘Consumption’ means “the purchasing of goods or services to satisfy needs, particularly in the household sector”(Collin, 2006:37). Meanwhile, ‘*konsumsi*’ means “human acts either directly or indirectly to spend or reduce the utility of goods on the last gratification

of their needs”(Winarno and Ismaya, 2007:115). It means that the meaning of ‘*konsumsi*’ is completely new since it is no longer refers to an act of purchasing goods or services but an act of spending or reducing the utility of goods.

2. *Inflasi*

The word ‘*inflasi*’ which is borrowed from the word English ‘inflation’ gets a new meaning based on its different situation. ‘Inflation’ means “a situation in which prices rise to keep up with increased production costs, with the result that the purchasing power of money falls”(Collin, 2006:3).

On the other hand, ‘*Inflasi*’ means:

Deterioration of the paper money value because the abundant amount of circulated paper money so that the price of goods is increasing; circumstance that shows the decrease of consumer's purchasing power in a certain period because of a quantity of circulated paper money more than the quantity of the available goods and services (Winarno and Ismaya, 2007:253).

It means the meaning of ‘*inflasi*’ is completely new as it is no longer an act of increasing price of goods/services as a result of the increasing production (on ‘inflation’), but an act of reducing the value of money which resulted in the abundant amount of money leading to reducing people’s purchasing power.

3. *Likuiditas*

The word ‘*likuiditas*’ which is borrowed from the English word ‘liquidity’ needs a new meaning based on its different situation. ‘Liquidity’ means “a situation of having cash; assets which can be changed into cash”(Collin, 2006:117), while ‘*likuiditas*’ means “financial/cash position of a company and its ability to meet its obligations that have matured; the ability of a company to meet its obligations or

to pay its debts at the time of payment”(Winarno and Ismaya, 2007:288). It means that the meaning of *‘likuiditas’* is completely new because it is no longer a situation where a company have anything that can be changed into money to meet their obligation (on *‘liquidity’*), but a situation when a company must be able to meet their obligation or paying its debt on the due date.

4. *Suplai*

The word *‘suplai’* which is borrowed from the word *‘supply’* have a new meaning based on its different condition. *‘Supply’* means “the quantity of a good or service which is needed and is available for sale”(Collin, 2006:196), while *‘suplai’* means “the quantity of goods/services offered on a certain price level, timing, and markets” (Winarno and Ismaya, 2007:400). It means the activity in *‘suplai’* is offering goods/service to people; not goods/service needed by people on *‘supply’*.

CHAPTER 5

CONCLUSION

After analysing data in previous chapter, I draw conclusions as follows. The Indonesian economic terms borrowed from English economic terms are mostly consists of nouns instead of adjectives as 119 out of 120 of the terms are nouns. From those 120 terms, only 38 terms found in the Economy Rubric of *Kompas* daily newspaper from Monday, 1st December 2014 to Saturday, 6th December 2014. I analyse 11 out of 38 terms found in the rubric since only these 11 terms experienced meaning shifts.

From these 11 terms, there are 3 (three) kinds of meaning shift, widening, narrowing, and total change. First, widening happens because a word which originally has only one meaning has more than one meaning. It happens on *bank sentral*, *properti*, and *tarif*. Second, narrowing occurs since a word which originally has more than one meaning change have only one meaning. It occurs on *deflasi*, *komoditas*, and *kompetisi*. Third, total change exists as a new meaning of a word which does not have the original meaning. It exists on *administrasi*, *inflasi*, *konsumsi*, *likuiditas*, and *suplai*. As eufemia and coarsening meaning changes are mainly on adjectives, these two kinds of meaning shifts are not found in the rubric.

The definitions of the terminologies are compared to each other with the help of the Dictionary of Economics (Collin, 2006) and *Kamus Besar Ekonomi*

(Winarno and Ismaya, 2007), which means that the definitions from these two vocabularies are restricted only in certain aspects of economic objects.

There are terms that have no meaning shift because the Indonesian terms are derived directly without any meaning change from its English terms. For instance, based on the Dictionary of Economics (2006:54), the word ‘diversification’ means ‘the addition of another quite different type of business to a firm’s existing trade’. Meanwhile, the meaning of the word ‘*diversifikasi*’ in *Kamus Besar Ekonomi* (2007:160) is *penganekaan usaha untuk menghindari ketergantungan pada ketunggalan kegiatan produk jasa atau investasi* or the variety of business to avoid the dependence on a single goods/activities service or investment. The meaning shows that the word ‘diversification’ and ‘*diversifikasi*’ is aimed at developing another kind of business to avoid a dependence on the firm’s existing trade. Therefore, there is no meaning shift happens on the word ‘*diversifikasi*’.

I also find the factors influencing the meaning shift of those terms, namely linguistic causes, historical causes, social causes and the needs of new meaning. First, linguistic causes happen when the meaning shift is related to phonology, morphology, and syntax. It happens on *administrasi*, *deflasi*, *inflasi*, *komoditas*, *kompetisi*, *konsumsi*, and *likuiditas*. Second, historical causes occur when the meaning shift is related to a word’s development. It occurs on *administrasi*, *bank sentral*, *deflasi*, *likuiditas*, and *tarif*. Third, social causes exist when the meaning shift is related to a word meaning development in society. It exists on *komoditas*, *properti*, and *tarif*. Fourth, the need of new meaning emerges because there is a

need of a new word to refer to a new discovery. It is experienced by *konsumsi*, *inflasi*, *likuiditas* and *suplai*. I do not find psychological causes and because the borrowed terms do not involve emotive factors and taboo words. I also do not find foreign effect since Indonesian economic terms restricted only in certain aspects of economic objects. Therefore there is no language development that causing meaning shift.

From the whole conclusion, it can be said that most of the borrowed words experience a meaning shift because there is different economic condition on different place, in this case, United Kingdom or England and Indonesian. This research can be continued by observing what the differences are and how those differences influence the meaning shift.

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APPENDICES

- Table 1 : The Rule of Spelling Adjustment of Borrowing Word
- Table 2 : The Rule of Foreign Suffix Adjustment
- Table 3 : The Rule of Letter Adjustment of Foreign Last Consonant
- Table 4 : The Rule of Letter Adjustment of Foreign Last Consonant that
Obtained A Letter

APPENDIX I

Table 1 The Rule of Spelling Adjustment of Borrowing Word

No.	Rule	Example
1	<i>aa</i> (Dutch) → <i>a</i>	<i>Octaaf</i> → <i>Oktaf</i>
2	<i>ae</i> → <i>ae</i> if has no variation with <i>e</i>	<i>Aerobe</i> → <i>Aerob</i>
3	<i>ae</i> → <i>e</i> if has variation with <i>e</i>	<i>Haemoglobin</i> → <i>Hemoglobin</i>
4	<i>ai</i> → <i>ai</i>	<i>Trailer</i> → <i>Trailer</i>
5	<i>au</i> → <i>au</i>	<i>Hydraulic</i> → <i>Hidraulik</i>
6	<i>c</i> → <i>k</i> in front of <i>a</i> , <i>u</i> , <i>o</i> and consonant	<i>Crystal</i> → <i>Kristal</i>
7	<i>c</i> → <i>s</i> in front of <i>e</i> , <i>i</i> , and <i>y</i>	<i>Central</i> → <i>Sentral</i>
8	<i>cc</i> → <i>k</i> in front of <i>o</i> , <i>u</i> , and consonant	<i>Accommodation</i> → <i>Akomodasi</i>
9	<i>cc</i> → <i>ks</i> in front of <i>e</i> and <i>i</i>	<i>Accent</i> → <i>Aksen</i>
10	<i>ch, cch</i> → <i>k</i> in front of <i>a</i> , <i>o</i> , and consonant	<i>Saccharin</i> → <i>Sakarín</i> <i>Charisma</i> → <i>Karisma</i>
11	<i>ch</i> → <i>s</i> if pronounced <i>s</i> or <i>sy</i>	<i>Machine</i> → <i>Mesin</i>
12	<i>ch</i> → <i>c</i> if pronounced <i>c</i>	<i>China</i> → <i>Cina</i>
13	<i>ç</i> (Sanskrit) → <i>s</i>	<i>çabda</i> → <i>Sabda</i>
14	<i>e</i> → <i>e</i>	<i>Description</i> → <i>Deskripsi</i>
15	<i>e</i> which is not pronounced is omitted	<i>Phoneme</i> → <i>Fonem</i>
16	<i>ea</i> → <i>ea</i>	<i>Idealist</i> → <i>Idealis</i>
17	<i>ee</i> (Dutch) → <i>e</i>	<i>Systeem</i> → <i>Sistem</i>
18	<i>ei</i> → <i>ei</i>	<i>Eicosane</i> → <i>Eikosan</i>
19	<i>eo</i> → <i>eo</i>	<i>Stereo</i> → <i>Stereo</i>
20	<i>eu</i> → <i>eu</i>	<i>Neutron</i> → <i>Neutron</i>
21	<i>f</i> → <i>f</i>	<i>Factor</i> → <i>Faktor</i>
22	<i>g</i> → <i>g</i>	<i>Gene</i> → <i>Gen</i>
23	<i>gh</i> → <i>g</i>	<i>Sorghum</i> → <i>Sorgum</i>
24	<i>i</i> → <i>i</i> if it is the first letter in front of vocal	<i>Ion</i> → <i>Ion</i>
25	<i>ie</i> (Dutch) → <i>i</i> if pronounced <i>i</i>	<i>Riem</i> → <i>Rim</i>
26	<i>ie</i> → <i>ie</i> if not pronounce <i>i</i>	<i>Patient</i> → <i>Pasien</i>
27	<i>kh</i> (Arab) → <i>kh</i>	<i>Akhir</i> → <i>Akhir</i>
28	<i>ng</i> → <i>ng</i>	<i>Congress</i> → <i>Kongres</i>
29	<i>oe</i> (<i>oi</i> Greek) → <i>e</i>	<i>Oestrogen</i> → <i>Estrogen</i>
30	<i>oi</i> (Dutch, English) → <i>oi</i>	<i>Exploitation</i> → <i>Eksplorasi</i>

31	<i>oo</i> (Dutch) → <i>o</i>	<i>Provoost</i> → <i>Profos</i>
32	<i>oo</i> (English) → <i>u</i>	<i>Cartoon</i> → <i>Kartun</i>
33	<i>oo</i> (Double vocal) → <i>oo</i>	<i>Zoology</i> → <i>Zoologi</i>
34	<i>ou</i> → <i>u</i> if pronounced u	<i>Coupon</i> → <i>Kupon</i>
35	<i>ph</i> → <i>f</i>	<i>Photo</i> → <i>Foto</i>
36	<i>ps</i> → <i>ps</i>	<i>Pseudo</i> → <i>Pseudo</i>
37	<i>pt</i> → <i>pt</i>	<i>Ptyalin</i> → <i>Ptialin</i>
38	<i>q</i> → <i>k</i>	<i>Equator</i> → <i>Ekuator</i>
39	<i>rh</i> → <i>r</i>	<i>Rhythm</i> → <i>Ritme</i>
40	<i>sc</i> → <i>sk</i> in front of a, o, u and consonant	<i>Scriptie</i> → <i>Skripsi</i>
41	<i>sc</i> → <i>s</i> in front of e, i, and y	<i>Scenography</i> → <i>Senografi</i>
42	<i>sch</i> → <i>sk</i> in front of vocal	<i>Schema</i> → <i>Skema</i>
43	<i>t</i> → <i>s</i> if pronounced s in front of i	<i>Ratio</i> → <i>Rasio</i>
44	<i>th</i> → <i>t</i>	<i>Method</i> → <i>Metode</i>
45	<i>u</i> → <i>u</i>	<i>Unit</i> → <i>Unit</i>
46	<i>ua</i> → <i>ua</i>	<i>Aquarium</i> → <i>Akuarium</i>
47	<i>ue</i> → <i>ue</i>	<i>Duet</i> → <i>Duet</i>
48	<i>ui</i> → <i>ui</i>	<i>Conduite</i> <i>Konduit</i> →
49	<i>uo</i> → <i>uo</i>	<i>Quota</i> → <i>Kuota</i>
50	<i>uu</i> → <i>u</i>	<i>Vacuum</i> → <i>Vakum</i>
51	<i>v</i> → <i>v</i>	<i>Vitamin</i> → <i>Vitamin</i>
52	<i>x</i> → <i>x</i> in first word	<i>Xylophone</i> → <i>Xilofon</i>
53	<i>x</i> → <i>ks</i> in other position	<i>Executive</i> → <i>Eksekutif</i>
54	<i>xc</i> → <i>ks</i> in front of e and i	<i>Excitation</i> → <i>Eksitasi</i>
55	<i>xc</i> → <i>ksk</i> in front of a, o, u and consonant	<i>Exclusive</i> → <i>Eksklusif</i>
56	<i>y</i> → <i>i</i> if pronounced i	<i>Psychology</i> → <i>Psikologi</i>
57	<i>y</i> → <i>y</i> if pronounced y	<i>Yen</i> → <i>Yen</i>
58	<i>z</i> → <i>z</i>	<i>Zenith</i> → <i>Zenit</i>
59	Double consonant become single consonant except if it confusing	<i>Effect</i> → <i>Efek</i> <i>Mass</i> → <i>Massa</i>

APPENDIX II

Table 2 The Rule of Foreign Suffix Adjustment

No.	Rule	Example
1	-aat → -at	<i>Advocaat</i> → <i>Advokat</i>
2	-able, -ble → -bel	<i>Variable</i> → <i>Variabel</i>
3	-ac → -ak	<i>Maniac</i> → <i>Maniak</i>
4	-acy, -cy → -asi, -si	<i>Accountancy</i> → <i>Akuntansi</i>
5	-age → -ase	<i>Etalage</i> → <i>Etalase</i>
6	-air, -ary → -er	<i>Primary</i> → <i>Primer</i>
7	-al → -al	<i>National</i> → <i>Nasional</i>
8	-ance, -ence which is varied with -ancy, -ency → -ans, -ens	<i>Ambulance</i> → <i>Ambulans</i>
9	-ance, -ence which is varied with -ancy, -ency → -ansi, -ensi	<i>Efficiency</i> → <i>Efisiensi</i>
10	-anda, -and, -endum, -andum → -anda, -an, -endum, -andum	<i>Referendum</i> → <i>Referendum</i>
11	-ant → -an	<i>Accountant</i> → <i>Akuntan</i>
12	-ar → -ar	<i>Polar</i> → <i>Polar</i>
13	-air → -er	<i>Populair</i> → <i>Populer</i>
14	-archie, -archy, → -arki	<i>Monarchie</i> → <i>Monarki</i>
15	-asm → -asme	<i>Sarcasm</i> → <i>Sarkasme</i>
16	-asc, -ose → -ase, -osa	<i>Dextrose</i> → <i>Dekstrosa</i>
17	-ate → -at	<i>Accurate</i> → <i>Akurat</i>
18	-(a)tie, -(a)tion → -asi, -si	<i>Action</i> → <i>Aksi</i>
19	-eel → -il	<i>Moreel</i> → <i>Moril</i>
20	-eel, -aal, -al → -al	<i>Rational</i> → <i>Rasional</i>
21	-ein → -ein	<i>Protein</i> → <i>Protein</i>
22	-et, -ete, -ette → -et	<i>Clarinet</i> → <i>Klarinet</i>
23	-eur → -ir, -ur	<i>Amateur</i> → <i>Amatir</i>
24	-eur, -or → -ur	<i>Director</i> → <i>Direktur</i>
25	-ic -ique → -ik	<i>Unique</i> → <i>Unik</i>
26	-icle, → -ikel	<i>Article</i> → <i>Artikel</i>
27	-ics, -ica, → -ik, -ika	<i>Tactics</i> → <i>Taktik</i>
28	-id, -ide → -id, -ida	<i>Chloride</i> → <i>Klorida</i>

29	-ief, -ive	→ -if	Descriptive	→ <i>Deskriptif</i>
30	-iek, -ica, -c, -ics, -ique (noun)	→ -ik, -ika	Logic	→ <i>Logika</i>
31	-iel, -ile, -le	→ -il	Stable	→ <i>Stabil</i>
32	-ific	→ -ifik	Specific	→ <i>Spesifik</i>
33	-ine	→ -in, -ina	Discipline	→ <i>Disiplin</i>
34	-isch, -ic	→ -ik	Mechanic	→ <i>Mekanik</i>
35	-isch, -ical	→ -is	Practical	→ <i>Praktis</i>
36	-isme, -ism	→ -isme	Terrorism	→ <i>Terorisme</i>
37	-ist	→ -is	Journalist	→ <i>Jurnalis</i>
38	-ite	→ -it	Favourite	→ <i>Favorit</i>
39	-ity	→ -itas	Facility	→ <i>Fasilitas</i>
40	-ive	→ -if	Relative	→ <i>Relatif</i>
41	-logie, -logy	→ -logi	Analogy	→ <i>Analogi</i>
42	-logue	→ -log	Dialogue	→ <i>Dialog</i>
43	-loog (Dutch)	→ -log	Epiloog	→ <i>Epilog</i>
44	-oide, -oid	→ -oide	Metalloide	→ <i>Metaal</i>
45	-oir(e)	→ -oar	Trottoir	→ <i>Trotoar</i>
46	-or	→ -or	Dictator	→ <i>Diktator</i>
47	-ot	→ -ot	Ballot	→ <i>Balot</i>
48	-ous is omitted		Synchronous	→ <i>Sinkron</i>
49	-sion, -tion	→ -si	Conversion	→ <i>Konversi</i>
50	-sis, -sy	→ -sis, -si	Analysis	→ <i>Analisis</i>
51	-teit, ty	→ -tas	University	→ <i>Universitas</i>
52	-ter, -tre	→ -ter	Metre	→ <i>Meter</i>
53	-ure	→ -ur	Procedure	→ <i>Prosedur</i>
54	-uur	→ -ur	Aparatuur	→ <i>Aparatur</i>
55	-y	→ -i	Deputy	→ <i>Deputi</i>

APPENDIX III

Table 3 The Rule of Letter Adjustment of Foreign Last Consonant

No.	Rule	Example
1	-ck → -k	Block → <i>Blok</i>
2	-ct → -k	Contract → <i>Kontrak</i>
3	-ft → -ft	Lift → <i>Lift</i>
4	-lc → -lk	Talc → <i>Talk</i>
5	-ld → -ld	Kobold → <i>Kobold</i>
6	-lf → -lf	Golf → <i>Golf</i>
7	-lm → -lm	Film → <i>Film</i>
8	-lp → -lp	Pulp → <i>Pulp</i>
9	-ls → -ls	<i>WalsWals</i> →
10	-lt → -lt	Basalt → <i>Basalt</i>
11	-mb → -b	Bomb → <i>Bom</i>
12	-mph → -mf	<i>LimphLimfa</i> →
13	-nd → -n	Dividend → <i>Dividen</i>
14	-nk → -nk	Bank → <i>Bank</i>
15	-ns(-nce) → -ns	<i>OnsOns</i> →
16	-nt → -n	Gradient → <i>Gradien</i>
17	-ps → -ps	<i>GipsGips</i> →
18	-pt → -p	Concept → <i>Konsep</i>
19	-rb → -rb	Rhubarb → <i>Rubarb</i>
20	-rch → -rk	Patriarch → <i>Patriark</i>
21	-rd → -rd	Fjord → <i>Fyord</i>
22	-rg → -rg	Erg → <i>Erg</i>
23	-rk → -rk	Mark → <i>Mark</i>
24	-rm → -rm	Isotherm → <i>Isoterm</i>
25	-rp → -rp	Schizocarp → <i>Skizocarp</i>
26	-rph → -rf	Amorphous → <i>Amorf</i>
27	-rps → -rps	Corps → <i>Korps</i>
28	-rs → -rs	Mars → <i>Mars</i>
29	-rt → -rt	Introvert → <i>Introvert</i>
30	-rtz → -rtz	Hertz → <i>Hertz</i>
31	-sk → -sk	Obelisk → <i>Obelisk</i>

32	-st → -s	Contrast → <i>Kontras</i>
33	-xt → -ks	Context → <i>Konteks</i>

APPENDIX IV

**Table 4 The Rule of Letter Adjustment of Foreign
Last Consonant that Obtained A Letter**

No.	Rule	Example
1	-ct → <i>-kta</i>	Fact → <i>Fakta</i>
2	-ns → <i>-nsa</i>	Lens → <i>Lensa</i>
3	-rb → <i>-rba</i>	Verb → <i>Verba</i>
4	-rm → <i>-rma</i>	Norm → <i>Norma</i>
5	-rp → <i>-rpa</i>	Harp → <i>Harpa</i>
6	-sm → <i>-sma</i>	Plasm → <i>Plasma</i>
7	-sp → <i>-spa</i>	Cusp → <i>Kuspa</i>