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Editors:

Timothy Mckinnon

Nurhayati

Agus Subiyanto

M. Suryadi

Sukarjo Waluyo



Master's Program in Linguistics, Diponegoro University

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THE STUDY OF WORD PLAY IN CAPEK COLOUMN

Oktiva Herry Chandra

FIB UNDIP

Abstract

Language is a medium of communication which can be functioned to various aims, such as giving social criticism and factual issues, and showing attitude and perception of certain people to certain situation. The communication is sometimes spoken indirectly, meaning that the linguistic forms and the content can be interpreted to have more than one meaning. The speaker uses this way for the sake of his/her convenience. Word Play as one kind of implicite communications which is packed in humour genre is often used by the writer of coloumn Catatan Plesetan Kelik (CAPEK) in daily news Suara Merdeka to render criticisms on social, educational, economic, and ,even, sport issues.

The main problems of this article are (1) how does the writer of CAPEK compose the Word Formation Rules of his word play, (2) what are the language motivations behind the use of the Word Play, and (3) what are the reference deviations of the Word Play.

The data to analyse are the words or phrases found in the CAPEK coloumn which contain word play. The documentaion method was used in collecting data. The results show that, in making a word play, the writer uses several systems of word formation rules, they are compounding, acronym, initialization, derivation, borrowing, inflection, clipping, and back formation. The word play in this coloumn is backgrounded by different language motivations, such as phonetic, morfological, and semantic motivation. The issues revealed are of politic, social, educational, and sport issues. The results also indicate the writer of of CAPEK coloumn uses reference deviation to reach his goal, that is, giving his critical opinion to certain situation.

Key words: word play, word formation rules, deviation of reference, and language motivation

1. Introduction

Communication is a basic for human being as a member of community. They are able to transfer ideas and opinion, either in the form of written or spoken, from addressers to addressees. This is done when each participant in one set of communication is able to interpret correctly every single expression of idea expressed by others. The meaning produced by addresser is not always directly communicated to others. It happens that the intention indirectly, since the addresser has her/his own motivations, one of them is that S/he uses the expression as a medium of criticism.

Criticism has potential to make others feel not convenient and give bad response. To minimize this potential, some addressers, in this case the writer of coloumn, change the way of delivering messages via humor. In humor, people usually make expressions that contain implicit meaning to show what the people really intend to. Word play is one kind of humors containing a strategy of communication where the addresser tricks words, phrases, and abbreviation other than the common. Generally, humor is the main purpose of word play. To such extent, a word play can be taken to a level where it is used as a criticism instrument.

Word play is easily found in coloumn of CAPEK written by Kelik at Sunday edition of daily news paper, *Suara Merdeka*. Here, the coloumn plays all readers' mind, jumping from original idea of the words used into other meaning. The topics being discussed in this coloumn are various ranging from common issues to sensitive issues to certain people, and from domestic life to policy made by the government.

This paper is going to describe some characteristics of word play in which the writer intends to explain the deviation of reference, the word formation, the motivation behind the usage of Word Play, and Issues revealed through word plays

2. Research Method

The writer used documentation method in collecting data by studying CAPEK coloumn published in Sunday edition of *Suara Merdeka*. The data were taken from the coloumn of March, 15 to August, 11 2007/ There are 22 coloumn to analyse and are 176 word plays found. Any word plays in this coloumn are population of research. Out off 176 words plays found, the writer took 39 word plays as samples of

data via purposive sampling. The writer used Padan referential for grouping samples based on its reference and Agih method was used to analyse the data.

3. Review of Literature

3.1 Reference Deviation

The theory of reference is used to see the hidden meaning of word play. The main idea of using this theory is to put each word play into triadic relation of referring expression – reference – referent. For Ogden and Richard (Palmer, 1981:24), referring expressions which point or identify to something, someone, or event. This expression is symbolized by words, phrases, and sentences. Reference or thought is anything in mind which is pointed by the referring expression. Then, referent is objects in the world of experience.

The ability to identify the intended meaning actually depends on more than the understanding of this triadic relation. It has been added iconic material, or co-text, accompanying the referring expression (Yule, 1996:21). Ullman (1972:61) explain the relation between symbol, reference, and referent may result in several realizations. It is possible to have one referent which is symbolized by different referring expression or one referring expression symbolizes several referents. As a result, the analysis is expected not only to succeed in revealing the hidden meaning, but also is able to formulate the system of making referring expression (*word play*)

3.2 Word Formation

There are many kinds of word formation. O'Grady (1996:151-158) divides word formation into ten kinds of process, they are: compounding, derivation, conversion, clipping, blending, backformation, acronym, onomatopoeia, coinage, and inflection. Hatch and Brown add initialization and borrowing (1995:1970-285)

4. Discussion

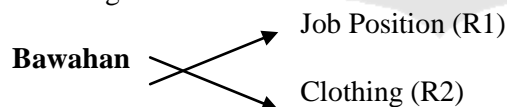
4.1.1 Referring Expression Deviation System

From 176 word plays, there are 100 word plays experiencing referring expression (RE) deviation system in which a referring expression is deviated intentionally from its original referent (R1) into another referent (R2) to trick the reader's mind. This fact confirms the statement of Ullman that one name may have many senses.

One case found in the data that shows this kind of system is from data [65]

[65]...Belum lagi problem lain yang datang silih berganti yang mesti ditanggung presiden, selalu terkait dengan para **bawahannya**, Padahal yang namanya istilah atasan dan **bawahan** hendaknya harus saling melengkapi. Soalnya apabila **bawahan** tanpa atasan bisa-bisa dituduh pornoasik, begitu pula sebaliknya atasan tanpa **bawahan** bisa-bisa dituduh pornografis.

The word **bawahan** (RE) in the first sentence will make the readers think about people who work for president (R1), **bawahan** means job position. However, the referring expression (RE) in the third and fourth sentences is being deviated. In those sentences, the RE is used to talk about clothing (R2) in which **bawahan** means clothing. This referent deviation is drawn in the diagram below.



Word **bawahan** as referring expression (RE) is deviated from its original referent position (R1) to another referent clothing (R2)

4.1.2 Referent Deviation System

Another kind of deviation found in the data is Referent Deviation System (RDS). There are 76 of 176 word plays in the Capek column that can be categorized as Referent Deviation System. In RDS, the writer of the column deviates the reader's mind by deviating the referent (R) from its genuine referring expression (RE) to another referring expression (R2).

The example of this system can be seen from data [22]. Kelik, the writer, uses the word **sepak bola** (R2) to replace the word **sepak bola** (R1) to stand for a sport game, soccer (R)

[22] Apalagi **sepak bola** termasuk salah satu olah raga yang paling digemari masyarakat kita. Kelik chose the word **sepak bola** as a word play in which the reader's mind is being deviated from its original referring expression **sepak bola**. Though these two words are different referring expressions, but actually they still refer to the same object, namely soccer.

4.2 Word Formation

From 176 word plays analyzed, the writer found 130 word plays which show different patterns of word formation rules consisting of Acronym (pure and fake acronym) , Initialisation, Compounding, Derivation, Borrowing, Inflection, Clipping, and Back Formation.

4.2.1 Compounding

Fifteen word plays in CAPEK column are formed by compounding. Analyzing word plays that are categorized as compound word, there are some word plays made by exocentric and endocentric process. The data [96] is one of examples which is found.

[34] Meskipun di sekolah banyak juga siswa yang membuat **masalah dinding**, eh majalah dinding, ding!

In the data above, the compound word **majalah dinding** (R1) is deviated to **masalah dinding** (R2). The word formation is done by combining two bases resulting one meaning as seen below.

Masalah (problem) + dinding (wall) = masalah dinding

Masalah dinding and **majalah dinding** are endocentric, since the meaning of those expressions follows the meaning of the compounding word. In addition, the meaning of masalah dinding refers to a kind of wall (*dinding*)

4.2.2 Derivation

Derivation forms a word with a meaning and or category distinct from that of its base through addition of an affix. The word **jaminan** in data [67] is a word formed by derivation in which the resulted word comes from the process of affixation from verb **jamin** and suffix **-an**. The word class of root (verb) is , then, changed into new word category a noun.

Jamin (verb) + **-an** (suffix) = **jaminan** (noun)

The referring expression **jaminan** (R1) is deviated from its referent, **jaminan** meaning promises of certain condition or guarantee is changed into things used as payment for a debt (R2).

4.2.3 Clipping

In CAPEK column, Kelik clippies words to make the word plays for the reason that the only a part of word is matched to be deviated. For instance, the word kumis on the text comes from the word kumiskinan.

[14] Maksudnya, kini orang-orang gede banyak yang kebakaran jenggot karena kasus-kasusnya dibongkar, sementara orang-orang kecil justru terhimpit **kumis**, tepatnya **kumiskinan**.

The word kumis is derived from the word kumiskinan through the process of clipping in which the writer shortens the polysyllabic word by deleting two last syllables (**kinan**)

4.2.4 Acronym

Acronym is the most frequent word plays in CAPEK column. There are 41 word plays made up of acronym. Generally, acronym is derived from a word which is broken down into some letters or some syllables in which each letter or syllable is made as initial of some words.

[87] pasalnya kaum urban melakukan **Hardiknas** alias **Hari Mudik Nasional** sebagai bentuk simpati untuk memperingat **Harkitnas** (baca **Hari Kejepit Nasional**)

The referring expression **Hardiknas** stands for **Hari Pendidikan Nasional** (R1), and Kelik (the columnist) deviates this word into **Hari Mudik Nasional** which, potentially, changes the meaning of the acronym.

4.2.5 Initialization.

Initialization is another reduction process in which each letter of the word is pronounced. From the data, Kelik deviates the reader's mind by using initialization of a similar referring expression to stand for another referent (meaning) as seen from the data [45] below.

[45] **IPDN** bukan lagi sebagai **Institut Pemerintah Dalam Negeri**, melainkan **Institut Penganiyaan Dalamnya Ngeri**.

The acronym **IPDN** which stands for **Institut Pemerintah Dalam Negeri** is deviated into **Institut Penganiyaan Dalamnya Ngeri** which absolutely has different meaning.

4.2.6 Borrowing

Borrowing is all language-borrowed words from other languages. The process of borrowing is exemplified by the word **anjlok** (see data [64] below) which is borrowed from Javanese language **anjlog**. The word **anjlok** meaning decreasing the quality of government is replaced with word **anjlog** meaning falling down from the tract as shown by data below.

[64]... (pamor) Presiden Susilo Bambang Yudhoyono-Wapres Jusuf Kalla (SBY-MJK) yang dinilai **anjlok**. Wah kayak Kereta Api saja pakai istilah **anjlog** segala.

4.2.7 Inflection

Inflection is a word formation by adding affixes so that it creates a new form without changing the word class and meaning. The word **terusik** is derived from root –usik as a verb, and is added by prefix **ter-**resulting a verb **terusik**. Combined with base **sambel**, the word **terusik** becomes a compound word **sambel terusik** which has different meaning with the old form **sambel terasi**. Kelik uses this inflection in his word plays.

[28] Masih lumayan kalau terusik oleh **sambel terusik** (baca sambel terasi)

4.3 Motivation of Language

4.3.1 Phonetic Motivation

This type of motivation creates a word play by imitating sound by sound or an acoustic experience is imitated by the phonetic structure of the word. There are 48 words containing phonetic motivation. This includes identical sound, sound imitation, and sound similarity on different language.

This word play is motivated by the use of identical pronunciation between two words or more and they are applied in different context. The example is data [131] below.

[131] Bahkan kalau kita cermati beberapa lirik lagunya secara mendalam, justru Kang Doel memiliki **Soembang** sih cukup besar terhadap negeri ini.

The word **Soembang**, referring to **Doel Soembang** a singer, is used intentionally in the sentence above since the word has identical sound with **sumbang** which means donating. There is a shift from referent 1(R1) to referent 2 (R2) because of identical sound.

4.3.2 Morphological Motivation

There are only three word plays that their meanings are motivated by morphological structure. These are found in compound word. The columnist deviates the words by changing the word order of **calon tetap** to **tetap calon** resulting in different meaning. The example can be seen from data [144] below.

[144] Yang pasti, makna **calon tetap** berbeda dengan **tetap calon**

4.4 Issues in Word Plays

4.4.1 Politic Issues

Indonesian politic is identical with money and corruption. The columnist reveals this tendency by using word play which is aimed to trigger humor. The data [16] below shows

[16] Persoalan pada akhirnya membuat **DPRD** menjadi bermakna **Dewan Perlu Rapelan Dana**

The acronym **DPRD** standing for **Dewan Perwakilan Rakyat Daerah** is deviated into **Dewan Perlu Rapelan Dana**. The abbreviation **DPRD** is used to borrow the structure of idea but, then, is applied to different referent (meaning). By doing this, the columnist uses word play to criticize.

4.4.2 Economic Issues

There are a lot of word plays containing economic issues as its motivation. Since Indonesia is a developing country, there are a lot of economic problems found in the column which represent the columnist concerns to this issue. He criticizes the government, for example, to the issue related to the lack of foodstuff as can be seen below.

[110] Yang namanya minyak goreng adalah salah satu kebutuhan pokok yang tergabung dalam grup **sembako** (**sembilan bahan pokok**) dan bukannya **semua bahan kosong**.

4.4.3 Educational Issues

Educational issues are also the target of criticism. This usually deals with facilities, quality improvement, student development etc. Data [34] and [49] are the examples dealing with the problem of student's maturity and attitude.

[34] Meskipun di sekolah banyak juga siswa yang membuat **masalah dinding**, eh majalah dinding, ding!

[49] Sedangkan anak-anak kita yang duduk di bangku **SMP** atau **Sedang Mengenal Puber** akan menjalaninya pada tanggal 24 April hingga 26 April 2007.

4.4.4 Sport Issues

There are two samples containing sport issue, they are data [22] and [116]. In data [116] the referent of **PSSI** is deviated into a new meaning which has different referent. Let's see data [116] below.

[116] terhadap nafas persepakbolaan di negeri kita tercinta ini adalah **PSSI** atau **Persatuan Sepak Bola Indonesia**, bukannya **PSSI** itu mengandung arti **Pengurus Sepak Bola Seumur Idup**.

The acronym **PSSI** is deviated intentionally to depict the present condition of **PSSI** in which this organisation is ruled by the same figures in severe times

5. Conclusion

The word plays are made by deviating reference. The way to deviate the reference is done by changing the referring expression deviation system and referent deviation system. The changing of referent or meaning is the result of word formation in which the columnist, Kelik, replaces the old form with new one. Compounding, Acronym, Initialization, derivation, Clipping, Borrowing, inflection and Backformation are processes used to deviate meaning. The creation of word plays is also motivated phonetically and morphologically. Some issues are revealed, they are: formation, the writer also discusses phonetic severe issues, namely politic, education, sport, and social

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MASTER'S PROGRAM IN LINGUISTICS DIPONEGORO UNIVERSITY

Jalan Imam Bardjo, S.H. No.5 Semarang 50241
Phone/Fax +62-24-8448717
www.mli.undip.ac.id
Email: linguistics_undip@yahoo.com

