



# **Morphological Process of English Terms in Beverage**

## **Product Name**

### **A FINAL PROJECT**

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## **PRONOUNCEMENT**

I states truthfully that this project is compiled by myself without taking the result from other research in any university, S-1 S-2, and S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, July 2017

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I realize that this project is still far from perfect. I, therefore, will be glad to receive any constructive criticism and recommendation to make this project better.

Finally, I expect that this project will be useful to the reader who wishes to learn something about linguistics in contact and its effects for the society.

Semarang. July 2017

Mahardikowati Susanti

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## **ABSTRAK**

Penelitian ini menganalisis tentang nama produk minuman yang mengandung bahasa Inggris. Penelitian ini bertujuan untuk menganalisis proses pembentukan kata dalam nama produk minuman. Penulis menggunakan metode kualitatif. Dalam menganalisis data, penulis menggunakan teori *word formation process*. Hasil dari penelitian ini adalah ditemukannya lima jenis proses pembentukan kata dan perbedaan kelas kata pada nama produk minuman yang mengandung proses pembentukan kata.

*Keyword: word formation process, rank scale, beverage product name*



## 1. Introduction

Product name is an important thing to attract consumers as it plays an important role to describe what the product is. Nowadays, Indonesian product names such as automotive, food, beverage, electronic start to use English. As an international language, English is now taking its part in product name to make it different with ordinary Indonesian product name.

Beverage is one of products which used English term on its name. It is not only taking the base word of English but also creating a new word in order to make the product name more interesting. As part of morphology, word formation process is the study of word forming, is appropriate in analysing the product name.

In this study, I focus on the English term of Indonesian beverage product name. This study analyses word formation process of the English term on Indonesian beverage product name. Before analysing the data, I collect the beverage products from Youtube channel, *Iklan TV Indonesia*, and then choose the ones which have English term.

I found two previous studies discussing word formation phenomena related to my study. They are “A Study of Word Formation Process of Food and Beverage Product Names in Indonesia” by Haryati (2014) and “*Analisis Gaya Bahasa dalam Slogan Iklan Minuman di Televisi*” by Lazfihma (2014).

The first previous study focused on identifying word formation process of the food and beverage product name in Indonesia. The data were collected by observation, interview, open-response, questionnaire, verbal reports, diary, and discourse analysis. The result showed four word formation processes which are blending, compounding, wishy-washy, and onomatopoeia.

Meanwhile, the second previous study described the meaning shift of beverage advertisement slogan. The study focused on tea and coffee beverage advertisement. The data were collected from advertisement on seven television channels in 2011-2013 using qualitative method. The result presented ten styles of language and meaning shift.

The first study is focusing on the name of beverage and food product by using word formation process theory, while the second study is discussing the slogan of beverage advertisement by using semantic approach. Both of previous studies are concerning on the interesting name and the slogan of Indonesian product. In this study, I analyse word formation process of Indonesian beverage product name by focusing on the beverage product name which has English term listed on *Iklan TV Indonesia* channel on Youtube.

The problems in this study are which beverage product name that has English term on *Iklan TV Indonesia* and how the word formation process occurs on the beverage product name. Meanwhile, the purpose of this study is to classify the beverage product name on *Iklan TV Indonesia* which has English term and to show the word formation process of the beverage product name.

## 2. Theoretical Framework

### 2.1 Word Formation Process

According to Yule (2010) and Lieber (2009), word formation strategies are classified into eleven:

#### 1. Coinage

Coinage is a word formation process which is happened by using a trade name of a product (Yule, 2010:53). In this case, the trade name of the product becomes general terms related into a same thing as the product. For example, 'Aqua' is usually used to refer to mineral water, while 'Levi's' is usually refer to clothes made of jeans.

#### 2. Borrowing

Borrowing is a word formation process which is done by taking over the word from another language (Yule, 2010:54), like "*tugasku **deadline**-nya jam 4 sore.*" The word 'deadline' in Indonesian sentence is borrowed from English, which means *batas waktu*.

#### 3. Compounding

Compounding is a word formation process by which is happened by combining two or more words to produce a single word (Yule, 2010:55). The combination of the process can be nouns, verbs, adjectives, or prepositions, such as *Blackberry*, *wallpaper*, *full-time job*.

#### 4. Blending

Blending is a word formation process which is done by combining two words, taking the beginning or the end of the words and joining them to produce a single new word (Yule, 2010:55), like *brunch* (breakfast+lunch), and *beefburger* (beef+hamburger).

#### 5. Clipping

Clipping is a word formation process which is happened by cutting one or more syllable to be a shorter form (Yule, 2010:56). According to Veisberg (2009:156), clipping process has three types, front, back, and front-back. Front Clipping is done by cutting the first syllable of word, like *burger* from 'hamburger'. Back Clipping is done by cutting the final syllable of word, such as *ad* from advertisement. Front-Back Clipping is done by cutting the first and final syllable of word, as *flu* from '*influenza*'.

#### 6. Back Formation

Back formation is a word formation process which is done by reducing the word to form another word in different type (Yule, 2010:56). The reducing process is usually cutting one syllable of Noun to form Verb, such as '*editor*' (Noun) into '*edit*' (Verb).

#### 7. Conversion

Conversion is a word formation process which is happened by changing the function of word type without reducing the word form (Yule, 2010:57). For example,

in '*jalan itu berlubang*' (the road has a hole) and '*aku jalan dulu ya*' (I go first), the word '*jalan*' in the first example is Noun while that of the second example is Verb.

#### 8. Acronym and Initialization

Acronym is a word formation process which is done by taking the initial letter of two or more words to produce a new word which is pronounced as a new single word (Yule, 2010:58), such as *ABRI* (*Angkatan Bersenjata Republik Indonesia* or Indonesian Republic Armed Army). Meanwhile, Initialization is a word formation process which is also done like Acronym word formation process but the word is pronounced by saying each initial letter only, such as [be – i] for pronouncing *BI* (*Bank Indonesia* or Indonesian Bank).

#### 9. Inflection

Inflection is a word formation process which is happened by adding affix or suffix to a base word that does not change the word-function and class (Lieber, 2009: 88). The word form will be changed based on different grammatical context such as tense, plurality, person type, and others. The example are *walk – walked*, *bag – bags*, and *talk-talking*.

#### 10. Derivation

Derivation is a word formation process which is done by adding an affix or suffix to its base word which change the word-class (Lieber, 2009:33). According to Yule (2010:59), some affixes which are added in the beginning of a word is called

prefixes, while that of in the end of a word is called suffixes. For example, the word 'unhappy' is formed by adding prefix 'un' into the word 'happy' (un+happy=unhappy).

## 11. Multiple Processes

Multiple process is a word formation process which is happened by combining more than one word formation processes to create a word (Yule, 2010: 60). This process could be Borrowing followed by Derivation, Borrowing followed by Clipping, etc. For example, in '*dengan caramelized*', the word 'caramel' is formed by borrowing an English word and hold Derivation word formation process by adding suffix 'ized'.

### 2.2 Rank Scale

Rank scale is hierarchy of language unit. According to Morley (2000), rank scale is arranged from the smallest units to the largest units, which is morpheme, word, phrase, clause, and sentence.

#### 1. Morpheme

Morpheme is a small unit of meaning or grammatical function (Yule, 2010: 67), which consists of one or more phonemes. For example, the word *talks*, *talking*, and *talked* consist of one element *talk* which is free morpheme and other elements *-s*, *-ing*, and *-ed* which are bound morphemes.

## 2. Word

Word is a basic unit of a syntax which consists of one or more morphemes and orthographically is bounded by a blank space (Morley, 2000: 26), such as ‘flower’ and ‘flowers’.

## 3. Phrase

Phrase is a group of words which might be expressed by a single word (Morley, 2000: 26), such as ‘the Indonesian’ and ‘beautiful girl’.

## 4. Clause

Clause is a group of word which consists of one or more phrases containing subject and verb (Morley, 2000: 26), such as ‘Anne buys an apple’.

## 5. Sentence

Sentence is a group of phrase or clause which consists of one or more clauses and it begins with capital letter and ended by full stop (Morley, 2000: 25), like ‘he gives me a flowers.’

### **3. Research Method**

In this study, I used qualitative approach to get the data. Qualitative approach is used as research procedures which resulted descriptive data containing of spoken and written words. I collected 23 products which contains English term on the product name.

In collecting the data, I used observation method which is a method of collecting data by analysing an object systematically. The data were collected from Indonesian beverage product listed on Youtube channel, *Iklan TV Indonesia*. In order to get the data, I searched Indonesian beverage products which contains English term on its product name. After collecting the data, I divided the beverage product name into two: the product name using English word as a base and the product name using a word or a phrase of English.

The 23 Indonesian beverage product names using English term is analysed by using word formation process and I classified based on its the word formation process.

#### **4. Result and Discussion**

In this study, I analyse 23 beverage product names containing four types of word formation process: Borrowing, Blending, Compounding, Inflection and Multiple Process. The name of the product and the word formation process is shown in the following table.



**Table 4.1 Indonesian Beverage Product Name Using English and Its Word Formation Process Type**

<b>NO.</b>	<b>Product Name</b>	<b>Morphological Process</b>
1.	Sprite	Borrowing
2.	Frestea	Blending
3.	Nescafe	Blending
4.	Indomilk	Blending
5.	Milkuat	Blending
6.	Good Day	Compounding
7.	Luwak White Coffee	Compounding
8.	Okky Jelly Drink	Compounding
9.	Torabika Cappuccino	Compounding
10.	Extra Joss	Compounding
11.	Koko Drink	Compounding
12.	Panther Energy	Compounding
13.	Vidoran Smart	Compounding
14.	Frisian Flag	Compounding
15.	You C 1000	Compounding
16.	Ultra Milk	Compounding
17.	Bear Brand	Compounding

18.	Real Good	Compounding
19.	Coolant	Inflection
20.	Torabika Creamy Latte	Multiple process
21.	Indocafe Coffeemix	Multiple process
22.	Protocal Solid	Multiple process
23.	Nutrisure Gold	Multiple process

The similar characteristic of all the data is they borrow English word as its product name. On the other, the differences are its word formation process there are as 1 Borrowing word formation process, 4 Blending word formation process, 13 Compounding word formation process, 1 Inflection word formation process and 4 Multiple Process word formation process. Borrowing word formation process is occurred on the product name using English word-based as its name while Blending, Compounding, Inflection and Multiple processes are occurred on product name using English non word-based or phrase.

#### **A. Borrowing**

Borrowing is a word formation process which is done by taking over the words from another language. I found one Borrowing process which using English word-based as English as the product name.

## Sprite

Sprite is a soft drink product in a plastic bottle usually consumed by teenagers or adults. The word 'sprite' is formed by applying a Borrowing word formation process of the word 'sprite'. The process is done by taking word based 'sprite' as the product name.

## **B. Blending**

Blending is a word formation process which is done by taking part of two words or more and combining it into one new word. I found 4 (four) blending processes which is used to form the product name.

### 1. Frestea

Frestea is a liquid tea product in a plastic bottle usually consumed by teenagers. The word 'frestea' is formed by applying Blending word formation process of the word 'fresh' and 'tea'. The process is done by removing the final letter 'h' from the word 'fresh' (adj) and then combining it with the word 'tea' (n). The word 'frestea' means tea that is refreshing the day of consumers as it is usually consumed in a cold condition.

### 2. Nescafe

Nescafe is a powder coffee product in a sachet produced by Nestlé usually consumed by adults. The word 'nescafe' is formed by applying a Blending word formation process of the word 'nestlé' and 'café'. The process is done by removing the three final letters 'tlé' from the word 'nestlé' (n) and then

combining it with the word 'café' (n). The word 'nescafé' means a coffee from Nestlé which have a same taste as café coffee.

### 3. Indomilk

Indomilk is a liquid milk product in a plastic bottle usually consumed by kids. The word 'indomilk' is formed by applying a Blending word formation process of the word 'indonesia' and 'milk'. The process is removing five final letters 'nesia' from the word 'indonesia' (n) and then combine it with the word 'milk' (n). The word 'indomilk' means milk which give a spirit for consumers every day.

### 4. Milkuat

Milkkuat is a liquid milk product in a plastic bottle usually consumed by kids. The word 'milkkuat' is formed by applying a Blending word formation process of the word 'milk' and 'kuat' (strong). The process is done by removing the final letter of 'k' from the word 'milk' (n) and combining it with the word 'kuat' (adj). The word 'milkkuat' means milk which gives strength for consumers.

## **C. Compounding**

Compounding is a word formation process which is happened by combining two or more words to produce a single word. I found thirteen compounding processes which is used to form the product name.

### 1. Good Day

Good Day is a liquid coffee product in a plastic bottle usually consumed by teenagers. The word 'good day' is formed by applying a Compounding word formation process of the word 'good' (adj) and 'day' (n). The process is done by combining the word 'good' and 'day' to create a new meaning. The phrase 'good day' means a liquid coffee which make consumers day good and even better.

### 2. Luwak White Coffee

Luwak White Coffee is a powder coffee product in a sachet usually consumed by teenagers and adults. The word 'luwak white coffee' is formed by applying a Compounding word formation process of the word '*luwak*' or mongoose (n), 'white (adj), and 'coffee' (n) and make a new meaning. The phrase 'luwak white coffee' means a coffee which is made by feeding coffee fruit to mongoose and waiting for the mongoose to digest the coffee fruit and collect the coffee bean from their feces. The mongoose-digested coffee bean were then processes like common coffee bean. This kind of coffee is the most expensive coffee in Indonesia.

### 3. Okky Jelly Drink

Okky Jelly Drink is a sweet syrup mixed with jelly in a plastic cup usually consumed by kids and teenagers. The word 'okky jelly drink' is formed by applying a Compounding word formation process of the word 'okky' (n), 'jelly' (n), and 'drink' and make a new meaning. The phrase of 'okky jelly drink' means jelly as food which is transformed into a drink as it is mixed with sweet drink and consumed by sipping through a straw.

#### 4. Torabika Cappucino

Torabika Cappuccino is a powder coffee product in a sachet usually consumed by adults. The word 'torabika cappucino' is formed by applying Compounding word formation process of the word 'torabika' (kind of coffee in Indonesia) and 'cappucino' (kind of coffee recipe) and make a new meaning. The phrase 'torabika cappucino' means a combination of torabika coffee and milk (cappuccino).

#### **D. Inflection**

Inflection is a word formation process which is happened by adding affix or suffix to a based word without changing the word-function and the word-class. I found one Inflection word formation process which is used to form product name.

##### Coolant

Coolant is isotonic drink product in a plastic bottle usually consumed by teenagers. The word 'coolant' is formed by applying an Inflection word formation process of the word 'cool' and 'ant'. The process is done by adding suffix 'ant' into the word based 'cool' (n) to create 'coolant' (n). Coolant means an isotonic drink which cooling the body.

#### **E. Multiple Process**

Multiple process is a word formation process which is done by combining more than one word formation processes to create a word. I found four Multiple process which are used to form the product name.

### 1. Torabika Creamy Latte

Torabika Creamy Latte is a powder coffee in a sachet packaging usually consumed by teenagers and adults. The word 'torabika creamy latte' is formed by applying Derivation and Compounding word formation process. Derivation process is happened on the word 'creamy', while Compounding process is done on the word 'torabika creamy latte'.

In the Derivation process, the word 'creamy' (adj) is derived from the word 'cream' (n). The changing of the word 'cream' into 'creamy' belong to Derivation process which is done by adding suffix '-y' to the base word 'cream'. Then, it is combined with the word 'torabika' and 'latte' to create a new word, of 'torabika creamy latte'. Torabika Creamy Latte means a torabika coffee (kind of Indonesian coffee) which is made creamy and latte.

### 2. Indocafe Coffeemix

Indocafe coffeemix is a powder coffee in a sachet packaging usually consumed by adults. The word 'indocafe coffeemix' is formed by applying word formation process of Blending and Compounding word formation process. Blending process is happened on the word 'indocafe' and 'coffeemix', while Compounding process is done on the word 'indocafe coffeemix'. In Blending process, the word 'indocafe' is formed by taking two first syllables of 'indonesia', 'indo', and combining it with the word 'café'. Meanwhile, the word 'coffeemix' is formed by combining the word 'coffee' and 'mix'. In Compounding process, the word 'indocafe' is combined with the word

‘coffeemix’ to create a new word of ‘indocafe coffeemix’. Indocafe Coffeemix means mixed coffee from Indonesia which tasted like coffee from a café.

### 3. Protecal Solid

Protecal solid is ten solid round tablets with calcium in a tube packaging that must be mixed with water to be consumed which is usually consumed by female adults. The word ‘protecal solid’ is formed by Blending and Compounding word formation process. The Blending process is happened on the word ‘protecal’, and the Compounding process is done on the word ‘protecal solid’. In Blending process, the word ‘protecal’ is formed by cutting two final letters of the word ‘protect’ into ‘prote’ and combining it with the word ‘cal’ which is formed by cutting four final letters of the word ‘calcium’. Then, it is combined with the word solid to create new word of ‘protecal solid’ which means a solid tablet containing calcium.

### 4. Nutrisure Gold

Nutrisure gold is a powder milk usually consumed by kids. The word ‘nutrisure gold’ is formed by applying Blending and Compounding word formation process. Blending process is happened on the word ‘nutrisure’ and compounding process is done on the word ‘nutrisure gold’. In Blending process, the word ‘nutrisure’ is formed by taking two syllables of ‘nutrition’, into ‘nutri’ and combine it with the word ‘sure’. Then, the word ‘nutrisure’ is combined with the word ‘gold’ to create new word, ‘nutrisure gold’ which means nutrition support for kids.



## 5. Conclusion

After analysing data, in the previous chapter, the result show that there are 5 (five) word formation processes that can be found in the beverage product name. From 23 name, 1 of them are using English by applying Borrowing, 4 of them using English by applying Blending, 13 of them using English by applying Compounding, 1 of them using English by applying Inflection, and 4 of them using English by applying Multiple Process word formation process.

Borrowing word formation process is done by borrowing English word directly. Blending word formation process is done by combining Noun + Noun or Noun + Adjective, to form beverage name product. Compounding process is done by combining more than one words to create new meaning (those combinations are Noun + Noun, Noun + Adjective, Noun + Verb, and Adjective + Adjective) to form beverage name product. Inflection is done by adding suffix to the based word without changing the class word. Multiple process is done by combining two or more process (Blending, Compounding, and Derivation) to form beverage name product.

From the data analysis, it can be seen that most of the beverage name product are in the form of a phrase. Only 6 (six) out of the 23 data are in the form of a word and 1 (one) of them are using Borrowing word formation process, 4 (four) of them are using Blending word formation process, and 1 (one) of them are using Inflection word formation process, to form beverage name product. It can be said that most Indonesian

beverage name product are using phrase to make the product more understandable for consumers as they can describe the product by look at the way of the name.

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## Appendix

<b>NO.</b>	<b>Product Name</b>	<b>Morphological Process</b>	<b>Word Class</b>
1	Sprite	Borrowing	word
2	Frestea	Blending	word
3	Nescafe	Blending	word
4	Indomilk	Blending	word
5	Milkuat	Blending	word
6	Good day	Compounding	phrase
7	Luwak white coffee	Compounding	phrase
8	Okky jelly drink	Compounding	phrase
9	Torabika cappuccino	Compounding	phrase
10	Extra joss	Compounding	phrase
11	Koko drink	Compounding	phrase
12	Panther energy	Compounding	phrase
13	Vidoran smart	Compounding	phrase
14	Frisian flag	Compounding	phrase
15	You C 1000	Compounding	phrase
16	Ultra milk	Compounding	phrase
17	Bear brand	Compounding	phrase
18	Real good	Compounding	phrase
19	Coolant	Inflection	word
20	Torabika creamy latte	Multiple process	phrase
21	Indocafe coffeemix	Multiple process	phrase
22	Protocal solid	Multiple process	phrase
23	Nutrisure gold	Multiple process	phrase