



**WORD FORMATION PROCESS OF ENGLISH  
MENU NAMES IN SEVERAL HOTELS OF  
CEPU**

**A FINAL PROJECT**

In Partial Fulfillment of the Requirement

For S-1 Degree in Linguistics

In English Department, Faculty of Humanities

Diponegoro University

Submitted by:

Ika Audiyah Andriyani

13020114130057

**FACULTY OF HUMANITIES**

**DIPONEGORO UNIVERSITY**

**SEMARANG**

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## **PRONOUNCEMENT**

I state truthfully that this project is compiled entitled *Word Formation Process of English Menu Names in Several Hotels of Cepu* by myself without taking the results from other research in any university, in S-1, S-2, 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 the bibliography.

Semarang, May 2018

Ika Audiyah Andriyani

## **MOTTO AND DEDICATION**

*Strenght does not come from physical capacity. It comes from an indomitable will-*

*(Mahatma Gandhi)*

*Not all of us can do great thing, but we can do small things with great love-*

*(Mother Teresa)*

*This final project is dedicated to my beloved parents.*

WORD FORMATION PROCESS OF ENGLISH MENU NAMES  
IN SEVERAL HOTELS OF CEPU

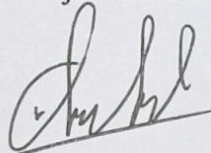
Written by

Ika Audiyah Andriyani  
NIM: 13020114130057

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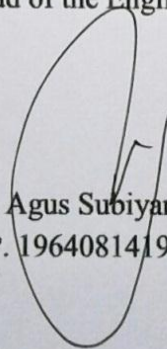
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Project Advisor



Dra. Wiwiek Sundari, M.Hum.  
NIP. 195906071990032001

The Head of the English Department



Dr. Agus Subiyanto, M. A.  
NIP. 196408141990011001



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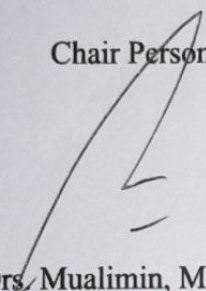
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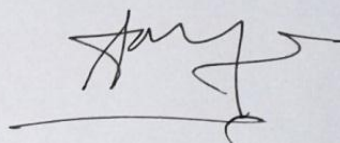
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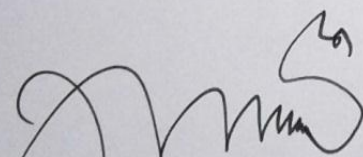
Dr. Mualimin, M.Hum.  
NIP. 19611110 198710 1 001

First Member



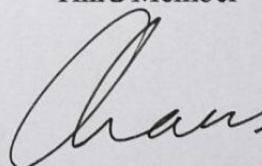
Drs. Catur Kepirianto, M.Hum.  
NIP. 19650922 199203 1 002

Second Member



Dr. Deli Nirmala, M.Hum.  
NIP. 19611109 198703 2 001

Third Member



Drs. Oktiva Herry Chandra, M.Hum.  
NIP. 19671004 199303 1 003

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

Finally, I hope this project will be useful to the reader who wishes to learn something about Word Formation Process of English Menu Names in Several Hotels of Cepu.

Semarang, May 2018

Ika Audiyah Andriyani

## TABLE OF CONTENTS

TITLE.....	i
PRONOUNCEMENT.....	ii
MOTTO AND DEDICATION .....	iii
APPROVAL.....	iv
VALIDATION.....	v
ACKNOWLEDGEMENT .....	vi
ABSTRACT.....	1
1. INTRODUCTION .....	1
2. THEORETICAL FRAMEWORK.....	4
3. RESEARCH METHOD.....	9
4. RESULT AND DISCUSSION .....	10
4.1 Word Formation Process of English Menu Names in Several Hotels of Cepu .....	10
4.2 The Motivations of Several Hotels of Cepu Using English in the Menu Names.....	16
5. CONCLUSION .....	18
REFERENCES.....	19



## **ABSTRACT**

Cepu is a small sub district in Blora recognized as oil city. Many employees of oil company live there. The employees who come from different countries prefer to come to hotel to have breakfast, to have lunch and to have dinner because several hotels in Cepu offer the menus from other countries in international language such as Italy, Australia, England and China. Almost all of the menu names contain word formation process. The purposes of this study are to explain word formation process of English menu names in several hotels of Cepu and to describe the motivations of several hotels of Cepu using English in the menu names. In this study, the writer applies the theories from Katamba (1993), Holmes (2001), Haspelmath (2002) and O'Grady and John (2015). The writer chooses descriptive qualitative method to present the data. To collect the data, she applies observation and interview methods. The finding of this study shows that there are many word formation processes used by several hotels of Cepu in English menu names, namely inflection, derivation, compounding, initialism, conversion, borrowing and double processes. In addition, there are four motivation of several hotels of Cepu using English in the menu names.

Keywords: Word Formation Process, English Menu Names, The Restaurants in Several Hotels of Cepu

## **1. INTRODUCTION**

Language is a system that contains three aspects namely meaning, structure and sound. Every language in the world is formed from the smaller part of words. Some words are formed through some morphology processes which are interesting to be analyzed. It can be found in the menu names in the restaurant of hotels around the world.

Cepu is a small sub district in Blora, Central Java. Many people know that Cepu is recognized as oil city because there are many oil companies such as Exxon, Mobil Cepu Ltd, Pertamina EP Cepu and MIGAS. The employees of oil companies living there come from different countries and have different

appetite to consume food. Sometimes, they prefer to come to hotel to have breakfast, to have lunch and to have dinner because several hotels of Cepu offer the menus from other countries in international language such as Italy, Australia, England and China. Almost all of the menu names contain word formation process. From that phenomenon, the writer is interested in explaining word formation process of English menu names in several hotels of Cepu and to describe the motivations of several hotels of Cepu using English in the menu names.

The differences between this study from other studies are the objects and the method. In this study, the objects are taken from English menu names in several hotels of Cepu, namely SAME Hotel, Mega Bintang Sweet Hotel, Top Star Hotel, Ronggolawe Hotel and Home Stay Simpang 7 . The data will be explained using the theory of word formation process.

There are two previous studies discussing word formation process in English menu names, they are, "*Proses Pembentukan Nama-Nama Makanan Berbahasa Inggris di Restoran di Simpang Lima*", by Sundari (2008) and "Word Formation Process at Pazzo Pancake Menu Names in Kudus Extention Mall" by Mashitoh (2014).

The first study is by Sundari (2008) entitled "*Proses Pembentukan Nama-Nama Makanan Berbahasa Inggris di Restoran di Simpang Lima*". She tried to show the word formation process of menu names and to explain the structure of word and phrases of English menu names taken from some

restaurants in Simpang Lima. Based on the result, she showed that 40 words are derivation process, 22 words are inflection, 9 words are coinage, 24 words are conversion, 56 words are borrowing, 14 words are compounding, 5 words are acronym and initialization, 3 words are back formation, 16 words are clipping, 4 words are blending. She also explained that 200 words are noun phrases.

The second study is by Mashitoh (2014) entitled “Word Formation Process at Pazzo Pancake Menu Names in Kudus Extention Mall”. She tried to analyze the word formation process of English menu names taken from Kudus Extention Mall and she also explained the meaning of English menu names. Based on the study, she showed that there are many types of word formation processes such as, 9 menu names are categorized as compounding, 22 menu names are derivation, 5 menu names are inflection, 1 menu name is acronym, 1 menu name is blending, 3 menu names are coinage, 16 menu names are borrowing, 2 menu names are clipping, 1 menu name is reduplication and 4 menu names are conversion. In addition, there are 12 menu names that contain connotative and denotative meaning.

In this study, there are two questions raised, which are (1) What are the process of word formation of English menu names in several hotels of Cepu? And (2) What are the motivations of several hotels of Cepu using English in the menu names? The purposes of this study are to explain the process of word formation of English menu names in several hotels of Cepu and to describe the motivations of several hotels of Cepu using English in the menu names.

## 2. THEORETICAL FRAMEWORK

This study uses some theories from Katamba (1993) and O'Grady and John (2015) about types of word formation process to answer research questions. In this study, she focuses on word formation process. The followings are the types of word formation process.

### 2.1 Inflection

Katamba (1993: 205) in his book entitled *Modern Linguistics Morphology* explains that inflection concerns syntactically determined process of affixation. In English, it happens to nouns, verbs and adjectives. For examples are suffix *-s*, *'s* in nouns as marker of plural and genitive, *-s*, *-ing*, *-ed*, *-en/-ed* in verbs as marker of tenses, and *-er*, *-est* in adjectives as marker of comparative and superlative, but these suffixes cannot change the meaning and the word class. It can be found in menu names, such as, *French fries*, *Slice fruits*, *Spring rolls*, *Calamari rings*, etc.

### 2.2 Derivation

Katamba (1993: 47) states that derivation has two characters. First, derivation can change the meaning of the base word. For examples are the word "kind and unkind". Both of them are adjectives, but they have opposite meaning. Second, derivation can change the word class. For example are the adjectives "kind" and "simple". If they are added with suffix *-ly*, they will be "kindly" and "simply". These words will change from adjective to adverb.

### 2.3 Compounding

Katamba (1993: 304) says that compounding is one type of word formation processes that combines two or more bases. It has a head that is located in the right side of compounding. In English, there are categories of compound words, those are:

- a. Noun compound consists two or more words combined to create a noun compound, e.g. *Cheese cake*.
- b. Adjective compound consists two or more words combined to creat an adjective compound, e.g. nation wide, sky blue, blue green, etc.
- c. Verb compound consists two or more words combined to create a verb compound, e.g. steam roll, dry clean, spoon feed, etc.

Based on semantic view, there are four types of compound, namely endocentric compound and exocentric compound explained by O’Grady and John (2015: 114). Next, coordinative compound and appositional compound added by Haspelmath (2002: 87).

- a. Endocentric compound is compound constraction identifying the general class in which the meaning of the entire word belongs. E.g. “sky blue” means a type of blue.
- b. Exocentric compound is a type of compound that has different meaning from the meanings of its parts. E.g. “four eyes” means people wearing glasses.

- c. Coordinative compound has more than semantic head. Both of compound members are on an equal footing. They can be marked by word “and”, symbols “+”, “-”, and letter “-n-”. E.g. *Bread-n-butter*.
- d. Appositional compound has the same referent to both of compound members, such as the word “bitter-sweet”.

#### 2.4 Acronym and Initialism

According to O’Grady and John (2015: 126), there are differences between acronym and initialism. Acronym is a process creating a new word by taking the initial letters of some or all words and pronouncing them as a word such as *UNICEF* for *United Nations International Children’s Emergency Fund*. Next, Initialism forms a new word by taking the initial letter of all words, but we do not pronounce it as a word, example *USA* for *United States of America*.

#### 2.5 Reduplication

Katamba (1993: 180) explains that reduplication is one of word formation processes with marking a grammatical by repeating all or part of the base. For examples are *pooh-pooh* and *goody-goody*.



## 2.6 Backformation

O’Grady and John (2015: 124) clarifies about Backformation. This process makes new word by deleting affixes. For examples are the word “donate” from “donation” and the word “enthuse” from “enthusiasm”.

## 2.7 Blending

O’Grady and John (2015: 124) states about blending. This process is producing a new word from two or more words that has existed before. Sometimes, we take it from first part of one and the last part of other such as the word “brunch” from breakfast and lunch.

## 2.8 Clitization

In English, some morphemes influence their meaning and function, but these morphemes can stand alone without changing the meaning and function. O’Grady and John (2015: 122) mentions that this process as clitization. This example can be found in English namely (*’m* for *am*, *’s* for *is*, and *’re* for *are*) that cannot stand alone, but it occurs fixing these elements to the preceding word such as the sentence “I’m leaving now”.

In addition, to support second research question, the writer uses theories about “Language in Social Contexts” from O’Grady and John (2015) and “Language Choice in Multilingual Communities” from Holmes (2001).

According to O’Grady and John (2015: 466), people and language influence social level. In other word, people use language in other aspects

such as clothing, the arts or business. It means that language has a power in communication. Holmes (2001: 21) adds that there are social factors that must be recognized in communication such as who you are talking to, what the social context, what the function and the topic of discussion. These social factors turn out to be important in accounting for language choice in many different kind of speech community.

### **3. RESEARCH METHOD**

This study uses descriptive qualitative method to present the data. The data are taken from several hotels of Cepu, namely SAME Hotel, Mega Bintang Sweet Hotel, Top Star Hotel, Ronggolawe Hotel and Home Stay Simpang 7. Based on the survey, there are many foreigners and employees visiting these hotels to have breakfast, to have lunch or to have dinner because these hotels offer the menus from other countries in international language. There are two methods used in collecting the data, namely observation and interview. In addition, recording and note taking techniques are also used to get the informations from the interviewees about the motivations of several hotels of Cepu using English in the menu names. The population in this study is 130 English menu names from these hotel, but only 65 English menu names are used in this study because some menus have the same name between one hotel to other hotels. The data used to study are the menu names containing word formation process. Next, to analyze the data, the writer uses *Agih method* by Sudaryanto (1993).

## 4. RESULT AND DISCUSSION

### 4.1 Word Formation Process of English Menu Names in Several Hotels of Cepu

#### 4.1.1 Inflection

Based on the data, the writer finds nine English menu names using inflection process, namely *Sliced fruits*, *Sliced mix fruits*, *French fries*, *Garlic french fries*, *Banana splits*, *Spring rolls*, *Calamari rings*, *Fish & chips* and *Chicken wings*.

Based on the theory, inflection process happens to nouns, verbs and adjectives. In this study, she finds inflection process on nouns as plural marker. The examples are the menus *Spring rolls* and *Calamari rings*. If the roots “roll and ring” are added with suffix “-s”, the word class of these words do not change. These words are categorized into nouns even though we dissolve the suffix, so suffix “-s” is only plural marker.

#### 4.1.2 Derivation

The writer finds sixteen English menu names that have derivation process, namely *Fried rice*, *Fried noodle*, *Sliced fruits*, *Sliced mix fruits*, *Fried egg*, *Fried banana*, *Roasted beef chicken with mustard*, *Boiled egg*, *Assorted dimsum*, *Grilled salmon*, *Australian beef tenderloin steak*, *Australian beef sirloin steak*, *Australian beef rib eye*, *Russian salad*, *Beef oriental sauce* and *Hawaiian show boat*.

In derivation process, some suffixes change the meaning and the word class such as suffixes “-ed, -an, -al, etc.”. Every word class on derivation process has different marker. For example is the word “fried” that is adjective. It is derived from the word “fry” that is verb. In derivation, if the verb is added with suffix “-ed”, it changes into another word class as an adjective. In this analysis, the word “fried” on *fried rice*, *fried egg*, *fried banana* and *fried noodle* are adjective. It can be seen on the data such as the word “sliced” on *sliced fruits*, “boiled” on *boiled egg*, “assorted” on *assorted dim sum*, and “grilled” on *grilled salmon*.

The second example is noun added by suffix “-an”. Based on the data, she finds some words changing the meaning and the word class. It is marked by suffix “-an”, for the examples are the word “Australian” on *Australian beef tenderloin steak*, *Australian beef sirloin steak* and *Australian beef rib eye*. “Australian” is derived from the word “Australia” added with suffix “-an”. The word class “Australia” is noun. When it is added with suffix “-an”, the word class changes into an adjective. In addition, it can be found in English menu names on the data, namely the word “Russia” on *Russian salad* and “Hawaiian” on *Hawaiian show boat*.

#### 4.1.3 Compounding

In Compounding process, there are three categories, namely noun compound, verb compound and adjective compound. In this analysis, she finds twenty three English menu names categorized as noun compound, that are *Chicken*

*soup, Chicken steak, Fruit basket, Club sandwich, Cheese sandwich, Egg sandwich, Omelette cheese, Meat soup, Corn cream soup, Chicken cream soup, Asparagus cream soup, Tomato cream soup, Mushroom chicken soup, Crab meat soup, Chicken sandwich, Chicken basket, Fish steak, Mushroom chicken basket, Fish cream soup, Secret banana, Banana toast, Cheese cake* and *Hot dog*. On the other hand, the writer does not find English menu names categorized as adjective compound and verb compound.

The word “*Cheese cake*” is formed by two words, those are “cheese” and “cake”. Cheese (Noun) + cake (Noun) = Cheese cake (Noun compound). It is a cake made from flour, cheese, egg, milk and sugar. Some people serve this menu as a desert.

Based on semantic headedness, there are four types of compounds namely endocentric compound and exocentric compound explained by O’Grady and John (2015). Next, coordinative compound and appositional compound added by Haspelmath (2002).

a. Endocentric compound

After analyzing the data, there are many English menu names categorized as Endocentric compound such as *Corn cream soup*. It means that soup is made from corn and cream. Next, the menu *Fish steak* means that a menu is made from a slice of a large fish.



b. Exocentric compound

There is an English menu name categorized as Exocentric compound, that is *Hot dog*. It is a menu made from roasted soft sausage. Sometimes it is eaten with bun and added with lettuce, tomato, sauce and mayonnaise.

c. Coordinate compound

Based on the data, there are two English menu names categorized coordinate compound namely *Fish & chips* and *Bread + butter + jam*. Firstly is the menu *Fish & chips* that contains crispy fish and potato chips. Sometimes it is ordered as snack. Secondly is the menu *Bread + butter + jam*, it is served as breakfast menu. Bread will be spread by butter and jam.

d. Appositional compound

In this case, the writer does not find English menu names categorized into appositional compound.

#### 4.1.4 Acronym and Initialism

In this process, there are three English menu names categorized into initialism, namely *NZ lamb chop*, *NZ sirloin lamb* and *Rib BBQ sauce*. The word “NZ” is derived from New Zealand and the word “BBQ” is derived from barbeque. In this study, the writer does not find English menu names using process of acronym.

#### 4.1.5 Conversion

In this study, there are two types of conversion. The first type function as verb and adjective. Based on the data, there are ten English menu names categorized into this type namely *Fried rice*, *Fried noodle*, *Sliced fruits*, *Sliced mix fruits*, *Fried egg*, *Fried banana*, *Roasted beef chicken with mustard*, *Boiled egg*, *Assorted dim sum* and *Grilled salmon*. The example is the menu *Sliced fruits*. The word “sliced” is derived from the verb “slice”. If the verb “slice” is added with suffix “-ed”, it can be two categories. First, it can be a marker of past tense or past participle if it is added by subject, but the meaning and the word class do not change. Second, it can be an adjective, but the meaning and the word class change.

The second type function as verb and noun. Based on the data, there are four English menu names categorized into this type, namely *French fries*, *Banana splits*, *Spring rolls*, and *Calamari rings*. For the analysis, the writer takes the menu *Calamari rings*. The word “rings” can be identified as the verb and the noun. It can be the verb when it is stand by singular subject in present tense. It also can be plural noun.

#### 4.1.6 Borrowing

In this process, there are eleven English menu names categorized into borrowing from Italian such as *Spaghetti bolognese*, *Spaghetti carbonara*, *Spaghetti marinara*, *Spaghetti oglio olio*, *Lasagna Verdi Pizza salami*, *Pizza pepperoni*, *Pizza Hawaiian*, *Pizza margaretta*, *Pizza quarisima* and

*Pizza meat lovers*. For the analysis, the writer takes one of them that is *Spaghetti carbonara*. According to *Merriam Webster Dictionary*, the word “spaghetti and carbonara” borrow from Italian. The word “Spaghetti” means long pasta and the word “carbonara” means a dish of hot pasta into which other ingredients as eggs, bacon or ham and grated cheese. These words do not change from the origin.

In addition, there is an English menu name borrows from Chinese. The word “dim sum” on *Assorted dim sum* borrows from Chinese. According to *Merriam Webster Dictionary*, it means traditional Chinese food consisting of a variety of items as steamed or fried dumplings, pieces of cooked chicken and rice balls. It is served in small portions.

#### 4.1.7 Double processes

In this study, there is an English menu name using double processes in word formation, namely “Meat lovers”. The word “lovers” has two processes. The first process is derivation. The word “love” is categorized into a verb. When the word “love” is added with suffix “er”, it changes to be “lover”. The word class changes from verb to noun. The meaning of this word also changes. The second process is inflection. The word “lovers” is derived from the word “lover”. If the root “lover” is added with suffix “s”, the word class and the meaning of this word do not change. It is only a plural marker on noun.

## **4.2 The Motivations of Several Hotels of Cepu Using English in the Menu Names**

After interviewing hotel managers and chefs, there are four motivations influencing several hotels of Cepu using English in their menu names. These motivations will be described, below.

First, Cepu hotels use English in their menu names to make the customers interested in the menus. The chef added that many customers prefer to order the menus from other countries. He realizes that language used in menu names has a power on business. In Asean Economic Community, many products from other countries are exported freely and many customers consume these products. It happens to the menus created from other languages such as English. Second, the kitchen leader creates English menu names taken from the ingredients and seasoning. Third, foreigners working in oil company come to the hotels to have breakfast, to have lunch and to have dinner. They prefer to choose the menus from their countries because every foreigner has different appetite to consume food. Next, the motivation of the restaurant of Cepu hotels using English in their menu is they want to make the foreigners easier to understand the menus. The menus are written in English and added informations under the menus.

In this case, the writer agrees to O'Grady and John (2015) and Holmes (2001) that in communication aspects, people must pay attention to choose language because language has a power to influence people like on business. In addition, social factors can be important aspect in accounting for language choice. People use certain language to talk to people in different occasion such as when

foreigners visit tourism resorts, the guide will explain them by using International language like English. It also happens in Cepu hotels, they choose English to communicate with the foreigners like in presenting English menu names. After interviewing the hotel managers and chefs, she summarizes that social factors can be important aspect influencing people in using language choice.

## **5. CONCLUSION**

After analyzing the data, the writer tries to show word formation process of English menu names taken from several hotels of Cepu. Based on the result, the writer concludes that nine English menu names use inflection, sixteen English menu names use derivation and twenty three English menu names use compounding. In addition, there are three English menu names categorized into initialism. In borrowing process, there are eleven English menu names borrow from Italian and an English menu name borrows from Chinese. In the last, the writer finds that an English menu name uses double processes.

There are four kinds of motivation that influence several hotels of Cepu using English in their menu names. First, the hotels want to make the customers interested in the menus. Second, the kitchen leader creates English menu names taken from ingredients and seasoning. Third, the foreigners working in oil company of Cepu prefer to come to the hotels to consume the food from their countries. Next, the hotels assume that when they use English in their menu names, the foreigners will be easier to understand the menus.



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