



**WORD FORMATION ANALYSIS IN INDONESIAN CLOTHING LINE IN  
INSTAGRAM**

**A FINAL PROJECT**

In Partial Fulfillment of the Requirement

for S-1 Degree in Linguistics

In English Department, Faculty of Humanities

Diponegoro University

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## **PRONOUNCEMENT**

The writer honestly confirm that this final project is originally written by herself without taking any results from other researchers of any university, in S-1, S-2, and S-3 degree and in diploma. She ascertains that she does not quote any material from other publications or someone's paper except from the referense mentioned.

Semarang,

Hanifa Khairunnisa

## MOTTO AND DEDICATION

“Nothing’s better than the wind to your back, the sun in front of you, and your friends beside you”

- *Aaron Douglas Trimble*

*The writer dedicates this final project for her beloved family and close ones.*

*They are her everything in this world.*

*Thank you*

## **APPROVAL**

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The writer realizes that this final project is still far from perfect. Therefore, she will be grateful to receive any constructive criticisms and suggestions to make this project better. She expects that this project will be useful for the readers.

Semarang,

Hanifa Khairunnisa

## TABLE OF CONTENTS

TITLE.....	i
PRONOUNCEMENT .....	ii
MOTTO AND DEDICATION.....	iii
APPROVAL .....	iv
VALIDATION .....	v
ACKNOWLEDGEMENT .....	vi
TABLE OF CONTENTS.....	viii
ABSTRACT .....	ix
1. INTRODUCTION .....	1
2. THEORITICAL FRAMEWORK.....	3
3. RESEARCH METHOD .....	6
4. DISCUSSION.....	7
5. CONCLUSION.....	11
REFERENCES .....	12

## **ABSTRACT**

Instagram is a social networking application that not only shares the users daily activities but also advertisement of goods and services. To attract consumer's interest, naming brand should be good and unique. The purpose of this research are to describe the word formation processes in Indonesian clothing line brands in Instagram and to explain gender differences in using English vocabularies. It is done by using word formation theory from O' Grady and Guzman. This is descriptive-qualitative research. To limit the number of the data, the writer only discusses Indonesian clothing line brands which contain the elements of word formation process, by applying purposive random sampling technique. The word formation processes found on the data were Initialization, Acronym, Blending, Clipping, Borrowing, Inflection, Compounding, Derivation, Onomatopoeia, Multiple Process and compounding process is the most common process that is used among others processes. The writer also knows that the companies of Indonesian clothing line use English names to inspire others companies to make brand as unique as possible to compete in clothing line business. It is hopefully the brands can be easily recognized by the customers that not only local people but also international.

Keywords: Word Formation, Instagram, Indonesian clothing line brand name

## 1. Introduction

Instagram is a social network application that is used for sharing photos and videos. The founder of Instagram is Kevin Systrom and Mike Kriegerin from San Fransisco. Instagram is a new media for introducing brands besides websites and offline stores. It is also can be connected to other social media, so that the users can share their activities to other social media like Twitter, Facebook, Tumblr, etc.

Most of Indonesian are instagram's users and they use it to introduce their brands. Mostly, Indonesian clothing line brands are using English names. It is because English has a prestigious position in Indonesia and also the companies want to introduce their brands abroad. In this matter, companies prefer to create new words rather than use the existing words in naming their brands. It is hopeful that the product can be easily recognized by the customers. This creativity of producing new words deals with a morphological process called word formation.

The writer uses three previous studies to differentiate this project to the others as follows.

The first study is done by Nor Gemila Sari in 2013, "An Analysis of Word Formation of Slang Words Found in Short Stories in Teenager Magazines *ANEKA YESS!*". She analyzed the type of word formation of slang words in the short stories to show ten types of word formation processes.

The second study from Andreza Widowati Putri in 2012, "Word Formation Analysis Towards Five Main Characters In "How I Met Your Mother" (HIMYM)

TV Series Season 1". She analyzed the meaning and the word formation process of character using Morphology Theories from Katamba (1993), O'Grady (1996) and Yule (2006). There are eight word formation process used to analyze 33 words found in HIMYM Season 1.

The third study from Christina Helen Wydiasari in 2011, "Word Formation Analysis on Slang Words in the Indonesia Teenager's Novel". To show 125 slang words in the edition of 2000 to 2003 in Lupus novels where borrowing process becomes the most dominant process used.

From the previous studies above, the writer finds the same topic that is word formation processes. However, the objects which are used by the previous studies are various from the novel, TV series, and magazine. Besides, the data are not only English words, but also use Indonesian words. Therefore, this project only uses English words and choose Instagram as the object to be analyzed. The aims of this research are to analyze the process of English word formation found in Indonesian clothing line brand in Instagram and to know the reason behind it's use.

## **2. Theoretical Framework**

### **a. Word Formation**

According to O'Grady and Guzman (1997:144-160), word formation processes are classified into compounding, coinage, borrowing, blending, acronym, initialization, conversion, clipping, back formation, reduplication, derivation, inflection, and onomatopoeia.

#### **a) Compounding**

It is a combination of lexical categories (adjectives, verbs, noun, or prepositions) to make a larger word (O'Grady and Guzman, 1997:151), which is divided into two endocentric compounds and exocentric compounds.

#### **b) Inflection**

It is a process of adding affixes to a word to make a new one without changing the meaning or the word class.

#### **c) Borrowing**

It is all language-borrowed word from other language. The words can be adapted to the phonology of the borrowing language. For instance, *taco* and *burrito* from Spanish.

#### **d) Coinage**

Coinage as one of the least common processes of word formation in English, that is, the invention of totally new terms. The coinage

words are usually trade name. For example *Kleenex* for facial tissue.

**e) Initialization**

It is a process of reducing some letters of the word its letter on the pronounce word. For example US for United States.

**f) Onomatopoeia**

It is produced by imitating the voice of animal or other thing like gun, like “bang” sound for the gun.

**g) Acronym**

It is formed by taking the initial letter of a word or phrase or sentence and reading them as one word. E.g: UNICEF for United Nations International Children’s Emergency Fund.

**h) Blending**

It is done by mixing two words into one by taking the first syllable of one word and joining it into the end of the word. E.g: brunch from breakfast and lunch.

**i) Clipping**

It is a process where a polysyllabic word eliminates its one or more syllable, so that it becomes shorter, like ‘prof’ for profesor.

**j) Reduplication**

It duplicates all or part of the base word to which it applies to mark a grammatical or semantic contrast which is divided into two, full reduplication and partial reduplication. Full reduplication is a repetition of the entire word, while partial reduplication copies only part of the word.

**k) BackFormation**

It is a process that creates a new word by removing a real or, supposed affix from another word, for example 'housekeep' from housekeeper.

**l) Derivation**

It happens when a word is created where its meaning and/or its category is different from its base by adding an affix (O'Grady and Guzman, 1997:144).

**m) Conversion**

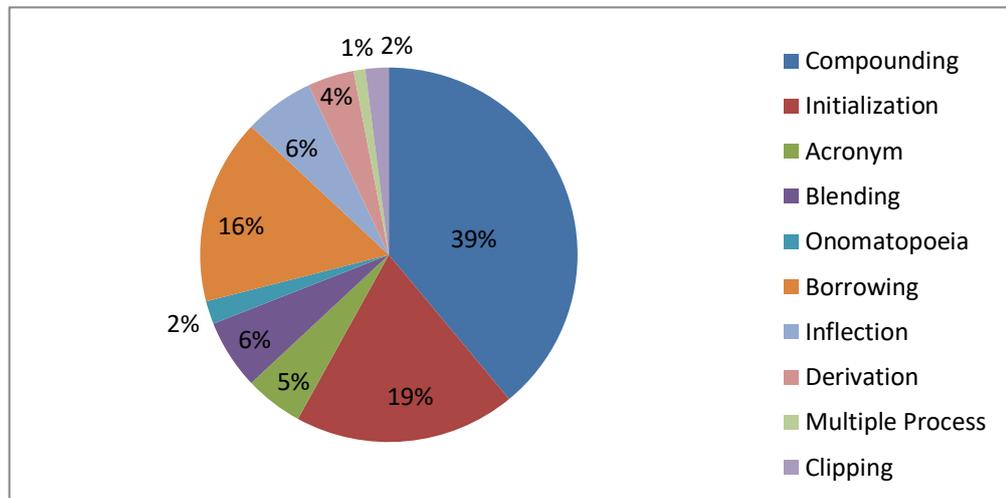
It is a process that assigns an already existing word to a new syntactic category.

### **3. Research Method**

This research is a descriptive qualitative research. The data in this project are all clothing line brands using English in Indonesian clothing line found in Instagram. The population of this research is all clothing line brand names found from the hashtag #Indonesianclothingline in Instagram. This research uses purposive random sampling technique and choose 100 words which contain elements of word formation processes.

The writer applies the distributional method, a method in which its focus of analysis is part of the data from the key of the instrument in distributional method's framework is always the language of the data, research itself, like word, syntactic function, clause, phrase, etc. (Sudaryanto, 1993:37). First, the writer observes all the data collected then classifies the data based on the word formation processes. Second, she gets the lexical meaning based on dictionary. The last is the writer analyze the data by using word formation process theory and classify the data based on it's word formation process.

## 4. Discussion



The writer finds out that compounding process is the most common used in clothing line brand as she finds 39 words containing compounding process about 100 words taken as a sample.

### a. Compounding

The word 'Pretty Plus' is one of the examples of compounding process. Pretty Plus is formed by combining the word 'pretty' (Adj) and 'plus (Adj) to create an Adjective compound.

Pretty (Adj) + plus (Adj) < Pretty Plus

### b. Blending

The writer discovers word *Sciaprock* which is included to blending process. *Sciaprock* is formed by combining three words 'scissors', 'paper', and 'rock' that is taken from a hand game. It is a game that usually played between two people, in which each player simultaneously forms one of three shapes of "rock" (a closed fist), "paper" (a flat hand),

and “scissors” (a fist with the index finger and middle finger extended, forming a ‘V’ shape).

**scissor + paper + rock < *Scipaprock***

**c. Borrowing**

Based on the finding, the writer finds sixteen words as borrowing process, for example ‘hijab’ from brand Hijab Today. The word Hijab is borrowed from Arabic meaning a scarf for covering the hair and neck that is worn by muslim women.

**d. Initialization**

The initialization process found in Indonesian clothing line is CFH which stands for Cowboy From Hell.

**e. Clipping**

Clipping is a process where a polysyllabic word eliminates its one or more syllable, so that it becomes shorter. The example of clipping in this research is sync. Sync is a clipping process from the base word synchronize that means a represent or arrange events to indicate coincidence.

**f. Acronym**

The writer finds six acronym processes in the research, for example LUST. LUST, which stands for Living Under Sucks Things.

**g. Onomatopoeia**

The writer discovers two brands that including to onomatopoeia process which are Oink and Miaw. The term Oink is a natural sound of a pig and Miaw is a natural sound of a cat.

**h. Derivation**

The derivation process found in Indonesian clothing line is Dirty. The word Dirty is a derivation process because it is attached by suffix -y at the end of the base form 'dirt'. It is change the class of word from 'dirt' (N) to 'dirty' (Adj).

Dirt = Dirt + [-y] < Dirty

**i. Inflection**

Next, there is inflection process. The writer found four inflection processes, for example Mats and Guns. The words Mats and Guns are attached by affix -s as the plural marker.

Mat + [-s] (plural marker) < Mats

Gun + [-s] (plural marker) < Guns

**j. Multiple Procces**

Last but not least, the writer finds one word that categorized as a multiple process. According to Yule, there is a possibility to trace the operation of more than one process at work in the creation of particular word (1985:56). The writer finds term 'chocochips' as the example of multiple process of compounding, clipping, and inflection process. 'chocochips' is

a combination of two words, 'choco' (N) and 'chips' (N), meaning small chunks of sweetened\_chocolate. It is classified as a noun compound because it is combining two noun words and does not change the class of word. 'Choco' itself is a clipping process from the original word 'chocolate'. It is classified as inflection process since the word 'chocochips' is attached by affix -s as the plural marker.

**Chocolate** → **Choco** (clipping from base form 'chocolate')

Chocolate (N) + chips (N) → Chocochips (noun compound)

Chocochip + [-s] (plural marker) < Chocochips (inflection)

## **5. Conclusion**

After analyzing the data, the writer concludes that there are some word formation processes used by a clothing line company. It is because they want to differentiate their brands with others and to make people more interesting in their products. There are ten types of word formation processes in the Indonesian clothing line brand which are compounding, initialization, borrowing, clipping, inflection, derivation, acronym, blending, onomatopoeia, and multiple process. The most frequent word formation process used in this project is compounding, which are 39 brands found as compounding process.

In brief, the writer concludes that Indonesian use those word formation processes to inspire others companies to make the brand as unique as possible to compete in clothing line business. Instagram is used by people around the world, so that it is hopefully the brands can be easily recognized by the customers that not only local people but also international.

Hopefully, this paper could be a reference for the next similar research and also will be expanded the reader's knowledge in the scope of linguistic study, especially in Morphology.

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