CHAPTER I

INTRODUCTION

1.1 Background to the Study

Nowadays, the development of world in all aspects gives impact to the development of language. It is proven as we see so many words formed in many fields of people's daily activities. One of them is in the field of fashion or world of fashion. This also happens in the writer's job training place, NEW LOOK retail fashion. There, the writer also finds some cases of new words. The new words often make the customers who come in the place confusing about them. The fact makes the writer be interested in rising about the new words in fashion and how the words are formed as the topic in this job training report.

Regarding the topic of the report above; it is absolutely related to Morphology. As we know, Morphology is one of major levels in linguistics that plays a considerable role in producing and building thousands of English words. The study of morphology is related to the formation of words. To form the words need some processes; the processes are called word formation processes. In Morphology, it is known some word formation processes, namely: blending, compounding, acronym, clipping, borrowing, back formation, coinage, and etymology. However, the writer focuses on describing three of those, blending, compounding, and acronym since the data found when the job training was conducted are only related to those.

Thus, in the next part, the writer focuses on describing those three word formation processes.

Blending is one of word-formation processes. According to Huddleston (2002:1636), blending is a word-formation process that produces new formation by combination of two bases of which at least one reduced. Among the word formation processes, blending is the most productive process. It is called so because blending is often used by many people when they formed new words. The only reason they used it is because blending is more simple to execute than the others. It just needs a reduction into just one sound or letter in combining two words. Some of the examples are: *spork* (blending process from: **sp**oon + f**ork**), *fanzine* (**fan** + maga**zine)**, or Spanglish (**Spa**nish + E**nglish**).

The other variety of word formation is compounding. Compounding is formed from two or more independent words, and has a meaning that involves those of their components. Some examples of compounding process are: *bookcase*, *doorknob*, *fingerprint*, *sunburn*, *textbook*, *wallpaper*, *wastebasket* and *waterbed*. All these examples are nouns, but we can also create compound adjectives, such as: *good-looking*, *low-paid* and compounds of adjective plus noun, such as: *fast-food restaurant* or *a full-time job*.

The last process of word formation that the writer takes is acronym. Acronym is formed by taking first letter in a sentence or phrase. Acronym is kind of abbreviation and the result of acronym usually have word class noun. These can be forms such as *CD* (‘compact disk’) or *VCR* (‘video cassette recorder’) where the pronunciation consists of saying each separate letter. More typically, acronyms are

pronounced as new single words, as in *NATO*, *NASA* or *UNESCO*. These examples have kept their capital letters, but many acronyms simply become everyday terms such as *laser* (‘light amplification by stimulated emission of radiation’), *scuba* (‘selfcontained underwater breathing apparatus’) and *zip* (‘zone improvement plan’).

All the three word formation processes above become the focus in this report. Then, the discussion about those is described at the next part. This is conducted to reach two goals, namely: to find out the processes of word formation and to give information about new words creation to public, especially in the field of fashion. Thus, the writer entitles this report “**Word Formation Processes on Some Products in NEW LOOK Retail Fashion**”

1.2 Scope

. The study aims to discover word formation processes in some new words found in NEWLOOK Retail Fashion. Based on the above background, the formulations of the problem in this study are:

1. What are types of word formation process found in some of new words in NEW LOOK retail fashion?
2. What are types of word class found in some of new words in NEW LOOK retail fashion?
3. What are the meanings of the new words found in NEW LOOK retail fashion?

1.3 Objectives

The purpose of the study was to achieve a certain result. Some of the objectives to achieve in this study are as follows:

1. To describe the types of word formation process found in some new words in NEW LOOK retail fashion.
2. To classify the word class of some new words found in NEW LOOK retail fashion.
3. To clarify the meanings of the new words found in NEW LOOK retail fashion.

1.4 Significance to Knowledge

This study has contributed theoretically and practically. Theoretically, this study improves research about linguistics especially in morphology, and increases new words vocabulary in word formation. Practically, this study gives new words knowledge in the field of clothing in the fashion world, and shows the creativity in processes new words into everyday language that is used in general. In addition, this study makes the new word formation is understandable for the customer who comes to NEWLOOK retail fashion.

1.5 Framework of the Theories

In this study, the writer uses some theories about word formation processes. The writer found some processes of new words in NEWLOOK retail fashion. Those processes are blending, compounding, and acronym. In order to make this study clearly understandable, the writer starts from defining word formation and word formation processes. After doing so, the writer straighly focuses on the topic of this study, the types of word formation processes.

Word formation is defined as the creation or the construction of new word. According to Plag (2002:12) word formation is words that are obviously composed by putting together smaller elements to form larger words with more complex meanings. Processes of word formation are variety; it can be constructed by combining words or shortened to form a new word.

In fact, there are so many types of processes in word formation. Yule (2006:53) mentions that there is a lot of regularity in the word-formation processes in our language. The basic process that Yule mentions is etymology which is known as the study of the origin and history of a word. Some processes that are commonly used to form a new word are, such as: clipping, conversion, compounding, blending, and acronym. However, further the writer describes only three processes: blending, compounding, and acronym as in the study only focuses on those regarding the data collected.

Based on Youseffi (2009:1) blending is a combination of two or more to create a new one, by taking the beginning of the other word and the end of the other one, for the example

(**sp**oon + f**ork** = *spork*) or (**Spa**nish + Eng**lish** = *Spanglish*).

According to Wisniewski (2007:2), compounding is the process of putting words together to build a new one that does not denote two things, but one and pronounced as one unit. This process consists in the combination of two or more words to form a new word. Compounding is compositional, that the meaning of the new word is determined by combining the meaning of the parts. For example, the word *blueberry* is a berry that blue. There are four kinds of compounding such as; endocentric compounds: A (modifier) + B (head) = a special kind of B (*sea power*); exocentric compounds: A + B = compound with an unexpressed semantic head (*paleface*) ; they mostly refer to deprecative properties of people; copulative compounds: A + B = the 'sum' of what A and B denote (*bittersweet*) ; and appositional compounds: A + B = different descriptions for a common referent (*singersongwriter*).

In addition, the last process of word formation in this study is acronym. Based on Yule (2006:57) acronym is new word formed from the initial letters of a set of other words, for example the word 'ATM' is acronym from *Automatic Teller Machine* and 'PIN' is acronym from *Personal Identification Number*.

Furthermore, the writer takes those theories above to determine the word formation processes and then analyze the data.

1.6 Research Method

The Method that the writer use is descriptive analytic. Based on Bickman and Rog (1998) descriptive method is usually the best method for collecting information that will demonstrate relationships and describe the world as it exists. The descriptive method in this study is implemented to describe processes of word formation found in some new words in NEWLOOK retail fashion, and the analytic method is applied to analyze some new words in changing the meaning and the word classes after processes of word formation occur.

The writer collects some data and then analyzes them to make the study in appropriate. The job training location that writer takes the data is in Newlook retail fashion store Trans Studio Mall. The sources of the data are taken from sales flyer and visual merchandise books.