CHAPTER II

WORD FORMATION PROCESSES ON SOME PRODUCTS IN NEW LOOK RETAIL FASHION

This chapter presents the study of the word formation processes and further discussion is related to the objectives. This study is conducted as an attempt to analyze the process of word formation, to classify the word class, and to clarify the meaning after forming new words on some products in NEWLOOK retail fashion. In this study, the writer classifies the word formation processes into only three categories, this is because only three word formation processes that usually used in forming some new words in fashion industry.

2.1 Blending

Blending is process with taking only the beginning of one word and joining it to the end of the other word.

Data 1

Skort

Skort is combination of two separate forms or two words “skirt” and “short”. The word “**sk**irt” is taken in the beginning and combined with the word “sh**ort**” in the end of the word. According to oxford online dictionary, *skirt* is a woman’s outer garment fastened around the waist and hanging down around the legs and *short* is garment worn by men and women, circling the waist and splitting to cover the upper part of the legs.

The words class of *skirt* and *short* are noun. However, after blending process into *skort*, the word class is still noun. *Skort* is categorized as blending because there are two difference words that are combined into one new word by taking only in the beginning of one word and joining it to the end of the other word.

As stated above, after combined, the word skirt and short become one word “*skort*”. As the result, the meaning of *skort* is a women’s garment that have individual leg sections usually covered by a flap in front.



skirt



short (pants)



skort

2.2 Model of transition of skort

Data 2

Jeggings

Jeggings is combination of two difference forms of clothes, "**je**ans" and "leg**gings**". According to Oxford online dictionary, *jeans* is a durable twilled cotton cloth used especially for sportswear and work cloths and *legging* is a garment fabric that covering for the leg.

The word class both of *jeans* and *of legging* is noun. However, after blending process into *jegging,* the word class is still noun. *Jegging* is categorized as blending because there are two difference words that are combined into one new word by taking only in the beginning of one word and joining it to the end of the other word.

The meaning of word *jegging* is a women's denim leggings garment that resemble tight jeans. In addition, Kerry Maxwell (2010:1) in her article which is entitled "Definition of Jeggings" says that jeggings was appeared in early 2009 to design like tight denim jeans and typically made from synthentic elastic fabric such as spandex. It also became one of the hottest clothing items in 2010.



jean



legging



jegging

2.3 Model of transition jegging

2.4 Compounding

Compounding is process of putting two words together and pronounced as one unit. There are four kinds of compounding; endocentric compounds: A

(modifier) + B (head) = a special kind of B e.g *Blueberry*, exocentric compounds: A + B = compound with an unexpressed semantic head e.g *Fathead*, copulative compounds: A + B = the 'sum' of what A and B denote e.g *Highwaist*, and appositional compounds: A + B = different descriptions for a common referent e.g *Sister-in-law*.

Data 3

Babydoll Dress

The word "*baby*" and "*doll*" are compounded into one word, and added with the specific name of the clothes "dress". Based on oxford online dictionary, the word *baby* is a child or animal that is newly or recently born and *doll* is a small model of human figure, used as a child's toy. *Babydoll* is categorized as compounding because two words *baby* and *doll* are combined together and become one word that refers to daily clothes for child.

Based on the theory, the word *babydoll* is an appositional compounds type, that defines A + B = different descriptions for a common referent. The head of this compounding is *dress* that have modifier the word *babydoll*. However, *babydoll* is always known as dress clothing while we do not use in specific name of the clothes "dress". The word class *baby* and *doll* have the same category as noun.

After combined, the meaning of the word *Babydoll* based on Oxford online dictionary is style of women's clothing resembling that traditionally worn by a doll or young girl. In addition, Yissel Cabrera (2009:2) in her article which is entitled "

Evolution of Clothing: The Babydoll Dress", says *babydoll* is originated as a negligee, a popular piece of lingerie during the 1930's and 40's. Later, *Babydoll* dress was transformed into a short dress that could be worn during the day and not only worn by a doll or young girls.



2.5 Model of babydoll dress

Data 4

Waistcoat

The word *waistcoat* is combined from two words, "*waist*" and "*coat*". Based on Oxford online dictionary, *waist* is a part of the human body below the ribs and above the hips and *coat* is a full-length outer garment with sleeves.

Both of *waist* and *coat* have the same category as a noun. Based on theory, *waistcoat* is categorized as copulative compounds seens A + B = the 'sum' of what A and B denote (*waistcoat*). The word "*waist*" defines the type of the "*coat*" which is closely fitting in the waist.

Based on Oxford online dictionary defines that *waistcoat* is close – fitting waist – length garment with no sleeves or collar and buttoning down the front, worn by men over shirt and under jacket.



2.6 Model of waistcoat

Data 5

Jumpsuit

The word *jumpsuit* is a combination between two words, "*jump*" and "*suit*". Based on Oxford online dictionary, *jump* is pushing oneself into the air using the muscles in one's legs and feet. Meanwhile, oxford online dictionary defines *suit* is a set of outer clothes made of the same fabric and designed to be worn together.

The word *jump* is a verb, but after the word *jump* is compounded with the word *suit* the word class changes into noun. Based on the theory, *jumpsuit* is copulative compound that A + B = the 'sum' of what A and B denote (*jumpsuit*). The word "*jump*" defines the type of the "*suit*". In addition, the word "*suit*" is sometimes compounded with other words, such as *swimsuit* and *playsuit.*

After combined, the meaning of the word *jumpsuit* based on Oxford online dictionary is a garment incorporating trousers and sleeved top in one piece. Moreover, Becca in her article (2013:1) which is entitled "The History of The Jumpsuit" conclude *jumpsuits* were also adopted by pilots, motor racing drivers and skiers, but in 1919 the first *jumpsuit* was produced as fashion clothing.



2.7 Model of jumpsuit

2.8 Acronym

Acronym is the process whereby a new word is formed from the initial letters of the constituent words of a phrase or sentence. Some words that are formed by acronym may also pronounce as a word or as initials.

Data 6

LBD

LBD is acronym that is pronounced as single word. The acronym of *LBD* takes first letters of the beginning words, *Little Black Dress*. *LBD* is pronounced as initials because they take only first letter in the beginning of words.

Before combined into one word, *LBD* have some word classes; *Little* is adjective, *Black* is noun, and *Dress* is noun. However, the word class of *LBD* as acronym is always noun.

As the result, the meaning of *LBD* is a short black dress for women. Meanwhile, Kevin Potts (2014:3) in his article "Fashion History Classic", says the *LBD* invented by Coco Chanel and has popular before the 1920s that wearing color black was accessible to women of all social classes. In addition, *LBD* was become a uniform for civillian women entering the workface in World War II.



2.9 Model of LBD