CHAPTER III

CONCLUSION AND SUGGESTIONS

3.1 Conclusion

This study shows that word formation process theory play the important roles in constructing word in a language. It is proven by the existence of word formation process found in some new words in NEWLOOK retail fashion. In addition, from this study the writer also can conclude that blending and compounding are two of word formation processes that are most commonly used in forming new words, especially in world of fashion.

Related to the fact above, blending is most productive process in forming new words. It not only forms new words, but also creates a new type of clothes. In the process of blending, short and skirts have the same category as noun. This is also applied in the word "jeans" and "legging" that have same category as noun. If seeing the meaning, *skort* and *jegging* have changed the overall meaning. Before both of new words are formed, each word has its own type and category. The second process is compounding, this process changes the word class after two words combined. As in the analysis, the word class 'jump" is verb but after combined with the word "suit" the word class change into noun. The last process is acronym. Based on Quirk (1985:3) acronym known as alphabetisms; the process forms new words from the initial letters of the constituent words of a phrase or sentence. For instance, the word *LBD*; ***L****ittle* ***B****lack* ***D****ress*. The word class of acronym is always noun.

Meanwhile, there are also minor word formation processes such as, clipping, conversion, and back-formation. They called minor because they are not used as much as blending, compounding, and acronym. In addition, as the one of international brand, actually NEWLOOK give mostly influence of developing new words and make lots of people become familiar with the English words.

3.2 Suggestion

As suggestions, the future research can enrich the field of morphology, by possibly exploring other numerous up to date object with different theory for word formation process. The writer suggests the theory from Ingo Plag (2002) that clarifies more specific about word formation in English. Plag describes lots of word formation from basic process and discuss establishing word formation rules. Moreover, the future research can be correlated with the technology development in the society that employs the technique of word formation processes.

The other process that the writer suggests to explore word formation study is clipping. This process formed by shortening other words. Clipping also formed new words by eliminating the initial part, the last part, or both parts of those words. For example, *phone* from (*tele)phone*, *plane* from *(air)plane*, *ad (advert (*BrE*))* from *ad(vertisement)*, *exam* from *exam(ination)*, and *flu* from *(in)flu(enza)* This idea comes from Quirk.