



**PROCESS OF ENGLISH WORD FORMATION FOUND IN
ADVERTISEMENT BOARDS IN KENDAL REGENCY**

a final project
submitted in partial fulfillment of the requirements for
the degree of *Sarjana Sastra* in English

by
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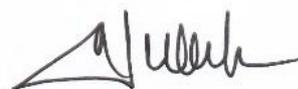
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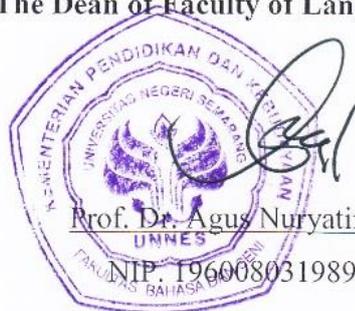
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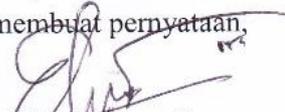
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Yang membuat pernyataan,


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MOTTO AND DEDICATION

Don't waste your time or time will waste you

(Matthew Bellamy)

This final project is dedicated to:

My beloved father (Abdul Rochim)

My beloved mother (Sri Lestari)

My little brother (Dwi Nur Rahmat)

All members of English Literature 2011, especially *rombel 2* who always supports
me in finishing this final project

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I realize that this final project is far from perfect; therefore, I expect for critique and suggestions for its betterment. Finally, I hope that this final project will be useful for the readers.

Eko Rustamaji

ABSTRACT

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God has created the human with their perfectness compared to other creatures. One of human perfectness is the ability to communicate using a tool called language. The science about language is called linguistics. Linguistics has some branches, such as semantics, phonology, and morphology. Morphology is a science about internal structure of words of certain language. There are many languages in this world. One of them is English which has become an international language. As an international language, English is used by many countries as their foreign language, even second language. One of the countries which uses English as the first foreign language is Indonesia. The use of English in Indonesia can be found in advertisement boards. This final project is based on a study which attempts to find English advertisement boards, analyze the types of English word formation process used in the English advertisement boards, and know the types of English word formation process used most often. The data were taken from English advertisement boards found in Kendal regency. The observation was conducted in three locations. They are east region, middle region, and west region of Kendal regency. The qualitative approach and purposive sampling method were applied in this study. Therefore, description and interpretation was used. The result of this study shows that there were 113 advertisement boards containing English words found in the three main locations of Kendal regency. Those data of English advertisement boards were found in Kaliwungu (72 data), Kendal city (21 data), and Weleri (20 data). From 113 data of English advertisements, 202 English words were found and 11 kinds of English word formation process out of 13 types of English word formation were identified. The data of suppletion and internal change could not be found. Derivation process takes 24.7% (50 data); cliticization takes 1.9% (4 data); compounding takes 33.1% (67 data); conversion takes 5.4% (11 data); clipping takes 6.5% (13 data); blending takes 2.4% (5 data); backformation takes 0.5% (1 data); acronym takes 9.5% (19 data); onomatopoeia takes 0.5% (1 data); inflection takes 9.5% (19 data); and coinage takes 6% (12 data). It can be seen that compounding is the English word formation process mostly used in the advertisement boards in Kendal regency. It is suggested that the study with the same topic must be conducted with different objects.

TABLE OF CONTENTS

| | |
|--|-----|
| Page of Approval..... | ii |
| Declaration of Originality | iii |
| Motto and Dedication..... | iv |
| Acknowledgement..... | v |
| Abstract | vi |
| Table of Contents | vii |
| List of Tables..... | xi |
| List of Figures | xiv |
| List of Appendices | xv |
| CHAPTER | |
| I INTRODUCTION | |
| 1.1 Background of the Study..... | 1 |
| 1.2 Reasons for Choosing the Topic | 4 |
| 1.3 Research Problems | 5 |
| 1.4 Objectives of the Study | 5 |
| 1.5 Significance of the Study | 5 |
| 1.6 Outline of the Research Report | 7 |
| II REVIEW OF RELATED LITERATURE | |
| 2.1 Review of the Previous Studies..... | 9 |
| 2.2 Review of the Related Theories | 15 |
| 2.2.1 Word..... | 15 |

| | |
|--|----|
| 2.2.2 Morpheme | 16 |
| 2.2.3 Free Morpheme and Bound Morpheme | 17 |
| 2.2.4 Root, Affixes, and Combining Form | 17 |
| 2.2.5 Processes of English Word Formation..... | 19 |
| 2.2.5.1 Derivation..... | 20 |
| 2.2.5.2 Cliticization | 20 |
| 2.2.5.3 Internal Change | 21 |
| 2.2.5.4 Suppletion | 21 |
| 2.2.5.5 Compounding..... | 22 |
| 2.2.5.5.1 Compounds vs. Phrasal Words | 22 |
| 2.2.5.6 Conversion | 22 |
| 2.2.5.7 Clipping..... | 23 |
| 2.2.5.8 Blending | 23 |
| 2.2.5.9 Backformation..... | 24 |
| 2.2.5.10 Acronyms | 24 |
| 2.2.5.11 Onomatopoeia | 25 |
| 2.2.5.12 Inflection | 25 |
| 2.2.5.13 Coinage | 27 |
| 2.2.6 Advertisement | 27 |
| 2.2.6.1 Outdoor Advertisement..... | 28 |
| 2.2.6.2 Kinds of Outdoor Advertisement..... | 28 |
| 2.3 Theoretical Framework | 29 |

III METHODS OF INVESTIGATION

| | |
|--|----|
| 3.1 Research Design..... | 31 |
| 3.2 Object of the Study..... | 32 |
| 3.3 Types of Data | 34 |
| 3.4 Role of the Researcher | 34 |
| 3.5 Procedures of Collecting the Data..... | 35 |
| 3.5.1 Field Observation | 35 |
| 3.5.2 Note Taking..... | 35 |
| 3.5.3 Classifying | 36 |
| 3.5.4 Counting..... | 36 |
| 3.5.5 Reporting..... | 36 |
| 3.6 Procedures of Analyzing Data | 37 |
| 3.7 Procedures of Reporting Data | 37 |

IV FINDINGS AND DISCUSSION

| | |
|--|----|
| 4.1 General Findings | 38 |
| 4.1.1 English Advertisements Found in Advertisement Boards in East Region of Kendal Regency | 39 |
| 4.1.2 English Advertisements Found in Advertisement Boards in Middle Region of Kendal Regency | 42 |
| 4.1.3 English Advertisements Found in Advertisement Boards in West Region of Kendal Regency | 44 |
| 4.2 Discussion | 46 |

| | |
|---|----|
| 4.2.1 Process of English Word Formation Found in Advertisement Boards | |
| in Kendal Regency..... | 47 |
| 4.2.1.1 Derivation..... | 47 |
| 4.2.1.2 Cliticization..... | 50 |
| 4.2.1.3 Internal Change..... | 52 |
| 4.2.1.4 Suppletion..... | 52 |
| 4.2.1.5 Compounding..... | 53 |
| 4.2.1.6 Conversion..... | 57 |
| 4.2.1.7 Clipping..... | 59 |
| 4.2.1.8 Blending..... | 61 |
| 4.2.1.9 Backformation..... | 64 |
| 4.2.1.10 Acronym..... | 64 |
| 4.2.1.11 Onomatopoeia..... | 66 |
| 4.2.1.12 Inflection..... | 66 |
| 4.2.1.13 Coinage..... | 68 |
| 4.3 Types of English Word Formation Process Used Most Often | |
| in Advertisement Boards in Kendal Regency..... | 70 |
| V CONCLUSIONS AND SUGGESTIONS | |
| 5.1 Conclusions..... | 80 |
| 5.2 Suggestions..... | 83 |
| BIBLIOGRAPHY..... | 84 |
| APPENDICES..... | 87 |

LIST OF TABLES

| Table | Page |
|--|------|
| Table 3.1 List of English Advertisements Found in East Region of Kendal Regency | 35 |
| Table 3.2 English Word Formation Process found in Three Regions of Kendal Regency | 36 |
| Table 4.1 English Advertisements Found in Kaliwungu and Brangsong | 40 |
| Table 4.2 English Advertisements Found in Kendal City and Around..... | 42 |
| Table 4.3 English Advertisements Found in Weleri City and Around | 44 |
| Table 4.4 Derivation Process Found in Advertisement Boards in Kendal Regency..... | 47 |
| Table 4.5 Cliticization Process Found in Advertisement Boards in Kendal Regency..... | 51 |
| Table 4.6 Compounding Process Found in Advertisement Boards in Kendal Regency..... | 53 |
| Table 4.7 Conversion Process Found in Advertisement Boards in Kendal Regency..... | 57 |
| Table 4.8 Clipping Process Found in Advertisement Boards in Kendal Regency..... | 60 |
| Table 4.9 Blending Process Found in Advertisement Boards in Kendal Regency..... | 62 |

| | |
|---|----|
| Table 4.10 Acronym Process Found in Advertisement Boards in Kendal Regency..... | 64 |
| Table 4.11 Inflection Process Found in Advertisement Boards in Kendal Regency..... | 67 |
| Table 4.12 Coinage Process Found in Advertisement Boards in Kendal Regency..... | 69 |
| Table 4.13 Percentage of Derivation Process Found in Advertisement Boards in Kendal Regency..... | 71 |
| Table 4.14 Percentage of Cliticization Process Found in Advertisement Boards in Kendal Regency | 71 |
| Table 4.15 Percentage of Compounding Process Found in Advertisement Boards in Kendal Regency..... | 72 |
| Table 4.16 Percentage of Conversion Process Found in Advertisement Boards in Kendal Regency | 73 |
| Table 4.17 Percentage of Clipping Process Found in Advertisement Boards in Kendal Regency | 74 |
| Table 4.18 Percentage of Blending Process Found in Advertisement Boards in Kendal Regency | 74 |
| Table 4.19 Percentage of Backformation Process Found in Advertisement Boards in Kendal Regency..... | 75 |
| Table 4.20 Percentage of Acronym Process Found in Advertisement Boards in Kendal Regency | 75 |

| | |
|--|----|
| Table 4.21 Percentage of Onomatopoeia Process Found in Advertisement | |
| Boards in Kendal Regency | 76 |
| Table 4.22 Percentage of Inflection Process Found in Advertisement | |
| Boards in Kendal Regency | 76 |
| Table 4.23 Percentage of Coinage Process Found in Advertisement Boards | |
| in Kendal Regency | 77 |

LIST OF FIGURES

| Figure | Page |
|--|------|
| Figure 1.1 Flow Chart of Theoretical Framework | 30 |
| Figure 4.1 Percentage of English Word Formation Found in Advertisement Boards in Kendal Regency | 78 |

LIST OF APPENDICES

| Appendix | Page |
|---|------|
| Appendix I English Advertisements Found in East Region of Kendal Regency..... | 87 |
| Appendix II English Advertisements Found in Middle Region of Kendal Regency | 92 |
| Appendix III English Advertisements Found in West Region of Kendal Regency | 94 |
| Appendix IV Types of English Word Formation Process Found in East Region of Kendal Regency..... | 96 |
| Appendix V Types of English Word Formation Process Found in Middle Region of Kendal Regency | 102 |
| Appendix VI Types of English Word Formation Found in West Region of Kendal Regency | 104 |
| Appendix VII Photo Documentation | 106 |

CHAPTER I

INTRODUCTION

Chapter 1 presents introduction of the study which consists of background of the study, reasons for choosing the topic, research problems, objectives of the study, significance of the study, and the outline of the research report. Description of subchapter is presented as follows.

1.1 Background of the Study

Human beings are the only creatures that are given special abilities by the God. They can adapt, think, survive and analyze natural phenomena. By using their special abilities, they can improve their life to be better. They can use their abilities because they have a part of body called brain. The human brain is very complex than the other creatures, for instance animals. This is why the human beings are called as the most perfect and special creatures. Besides, something that makes them more special than the others is their way to express their feeling, thought, and emotion. They express their feeling, thought, and emotion through a tool called language.

Language is one of the most important things in communication and it is used as a tool of communication among the nations in all over the world. Hence, the language cannot be separated with a term called linguistics. The word linguistics is derived from Latin "lingua" meaning language, while the suffix "ics" indicates the

name of a science (Yunitasari 2012). Linguistics concerns with language, that is human language. According to *Cambridge Advanced Learner's Dictionary Third Edition*, linguistics is the systematic study of the structure and development of language in general or of particular languages. In other word, linguistics is a basis for the scientific study of human language from various aspects, such as sounds, words, and grammar rules. Linguistic is a general science of language; therefore, it has some branches of scientific study, such as phonology, phonetics, semantics, syntax, discourse, pragmatics, and morphology.

Traditionally, morphology can be stated as a study of internal structure of words (Katamba 1993:19). The word “morphology” is derived from the Greek word *morphe* meaning “form” and *logos* meaning “science” (Carstairs and McCarthy 2002:16). Morphology belongs to the area of grammar involving the structure of words and its relationships between words. Morphology also involves a term called morpheme. Morpheme is the smallest meaningful units of language (Carstairs and McCarthy 2002). It means that a morpheme cannot be separated to smaller units which are either meaningful by itself or sign of grammatical function like plural or singular sign in a noun (Katamba 1993:20). There are two kinds of morpheme; free morpheme and bound morpheme. Free morpheme is a morpheme which can stand alone, such as *nation*, while bound morpheme cannot stand alone and it must be attached to a free morpheme, as in *-al* in *national*. The word formation, such as *nation + -al* becomes *national* which absolutely cannot be separated to morphology because morphology also engages the word formation. There are many techniques known in English word formation, such as blending, clipping, compounding, etc.

As an impact of the developing era and globalization, the use of English has been applied in many countries. Almost all of the countries in this world learn English. Moreover, some of them use English as their foreign language. Indonesia, one of the countries in South East Asia which follows the development of globalization era has applied the English as a subject in education curriculum. However, the application of English in Indonesia is not only in the education, but also almost all elements of life in Indonesia. For example, it can be found in advertisement boards in Indonesia. There are many advertisement boards in Indonesia that use English as the word selection to attract the readers or consumers to use or buy the products. One of the regencies in Indonesia that uses many advertisement boards in English is Kendal regency. It is located in Central Java, in the west of Semarang city and in the east of Batang regency. Kendal regency belongs to a region where the industrialization runs fast. This is why many of businessmen try to build their business in Kendal regency. To attract the consumers and promote their new products, they use some ways, such as online media and advertisement boards. It is easy to find advertisement boards in Kendal regency, even, many of advertisers or businessmen use English words in their advertisement boards. They have applied some strategies in forming the English word, for example compounding. Compounding is one of the ways of forming a new word. It is the combination of lexical categories (nouns, adjectives, verbs, or preposition) to create a larger word, for instance *camp + fire* becomes *campfire* (O'Grady et.al. 1997: 143).

In this study, I try to find out, classify, and analyze the process of English word formation found in advertisement boards in Kendal regency. I have a notion that by conducting a research on the use of English word, especially in advertisement boards is interesting because there are a few researches about it and I am attracted in linguistics, especially morphology. Besides, I hope that my study will be useful for the readers who are interested in learning the process of English word formation.

1.2 Reasons for Choosing the Topic

I choose the topic of his study based on the following reasons:

1. The main function of advertisement is to promote a product in order the consumers know and get interest to use or buy it. Advertisement board is one of media to promote the product. Absolutely, the words used in advertisement board are clear, simple, and persuasive. The advertisers will choose good words in their advertisement boards. There are many advertisement boards containing English words in Kendal regency. Therefore, I conduct this study to know the kinds of word choice they have been using in their advertisement boards.
2. English words used in advertisement boards are usually not single word. It must be a combination with other English words, such as *Signature Moment-Committed to Greatness*. In morphology, it is called word formation. Hence, in this study, I will classify, describe, and analyze the kinds of process of English word formation found in advertisement boards in Kendal regency.

3. There is a few studies on English word formation conducted by researchers, especially such studies in which advertisements as the object of the study. Therefore, I am challenged to conduct a study about this topic.

1.3 Research Problems

Based on the background of study above, the problems of the study are as follows:

1. What English advertisements are found in advertisement boards in Kendal regency?
2. What English word formation processes are found in advertisement boards in Kendal regency?
3. What types of English word formation process are used most often?

1.4 Objectives of the Study

Based on the research problem, this study will be aimed:

1. to find the English advertisement boards in Kendal regency.
2. to describe and analyze the processes of English word formation found in advertisement boards in Kendal regency.
3. to explain the types of English word formation processes used most often.

1.5 Significance of the Study

Significance of the study can be divided into three main lines; pedagogical significance, practical significance, and further research development. The three main significance is stated as follows:

1. Pedagogical Significance

Pedagogical significance means the significance for linguistics study because my study belongs to linguistics field. I hope that this study will take contribution for linguistics, especially in morphology. It gives some knowledge regarding to the process of English word formation found in advertisement boards. In short, this study is a real evidence that linguistic science is applied in practical life.

2. Practical Significance

For the practical significance, I expect this research can give benefits for the linguistic learners, the students of English Department, and public society.

a. For the linguistic learners

Through this research, the linguistic learners are expected to know more about the English words used in advertisement boards and the process of it. This research enriches their knowledge regarding to the kinds of English word formation and the application in real life.

b. For the students of English Department.

English Department students are expected to be sensitive with the changes around their life, especially the changes of language in the society. By this study, I expect that the students of the English Department know about the process of English word formation found in Kendal regency. It can trigger their sensitivity regarding to the language used by society and its application in advertisements.

c. For the public society.

The society who are interested in recognizing or knowing the process of English word formation, especially in Kendal regency, can take this study as one medium to get some information about it. Moreover, I hope that public society who often see the advertisements around them, can recognize the kinds of English word formation used in the advertisements. It can give them a lesson about English word and English word formation processes.

3. Further Research Development

I hope that this research can be a reference for those who are interested in conducting a research with the same topic. Conducting a research in linguistic is a challenging study. Hence, I also hope that there will be researchers who want to conduct a further study in linguistic, especially concerning the process of English word formation.

1.6 Outline of the Research Report

This final project is organized into five chapters and subchapters. Chapter one is the introduction, which consists of background of the study, reasons for choosing the topic, research problems, objectives of the study, significance of the study, and outline of the research report.

Chapter two is review of related literature, which consists of three subchapters. First, review of previous studies which explains some previous studies focusing on the process of English word formation used in some media, such as

newspaper, billboard, and online media. Second, review of theoretical study that discusses about the theories of morphology and English word formation processes. Third, theoretical framework which describes how the theories are applied in analyzing and answering the problem's statements.

Chapter three is research methodologies. This chapter consists of seven subchapters. The first gives the information about the research design. The second gives the information about object of the study, and the third gives information about the types of data. The next is role of the researcher, procedures of collecting the data, procedures of analyzing data, and procedures of reporting data.

Chapter four is findings and discussions. In this chapter, the analysis of English word formation process found in advertisement boards in Kendal regency is given by me. It contains three subchapters. The first is about English advertisements found in Kendal regency. Second part relates to types of English word formation processes found in advertisement boards in Kendal regency. The third one, I will present the types of English word formation process used most often in advertisement boards in Kendal regency.

In chapter five, the last chapter, I present the conclusions and some suggestions dealing with the subject matter of this final project.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents review of the related literature. I would like to present the approaches and theories underlying the topic of the project. I use several sources to support explanation of the subject matter.

2.1 Review of the Previous Studies

In this subchapter, I would like to present some researches or studies dealing with the process of English word formation. Some researchers have committed studies, the object of which vary from the magazines, newspapers, advertisements, etc.

The first research was done by Chudin (2008) from English Department of Semarang State University. His research is entitled *An Analysis on Derivation of English Adjectives as Found in Transhumanism of Hello Magazine*. His study was about derivation as a process of word-formation. He stated that derivation is the most productive process of creating new word in English. He limited his study only by focusing on derivation process. After analyzing the data, he found that there were 98 derived adjectives in the article; 68 derived adjectives from noun and 30 derived adjectives from verbs. The derivation creates a new category of words. He also found that there were some suffixes which attach to the bases either nouns or verbs. Those suffixes are *-ic (horrific)*, *-able/-ible (responsible, solvable)*, *-ous (courageous, dangerous)*, *-ful (powerful)*, and *-ive (speculative)*. He concluded that there were six categories of derived adjectives, namely relational adjectives,

possessional adjectives, private adjectives, similitudinal adjectives, potential adjectives, and attenuative adjectives. Actually, the word formation process can be found not only in magazine, but also in advertisement boards. Therefore, I intend to conduct a study on English word formation found in advertisement boards.

The second research was conducted by Praestiwardani (2008) from the English Department of Semarang State University. She conducted a study on *The Analysis of Derivation English Adverbs Found in The Jakarta Post's Articles*. She used three articles entitled *The Rice of Bali; A Lesson in Loss, Why Iran didn't Cross the WMD road*, and *Indonesia can be Proud of what has been achieved*. Those articles were published on December 15th 2007. After analyzing the data, she found that the process of derivation creates new category of words. The data showed that derived adverbs were formed by some affixes. Those affixes are *-ly*, *-wise*, *-ever*, and *-where*. The most productive way in forming derived adverbs is by affixing *-ly* suffix to an adjective. Dealing with the spelling rule, if the *-ly* suffix is attached to specific stems, it will phonologically change. Based on the result of her analysis, she found that there were 32 derived adverbs consisting of 25 adverbs which were formed by adding the *-ly* suffix to adjectives, and the other by affixing with *-ward*, *-wise*, *-where*, and *-ever* suffixes. Praestiwardani just focused her study on derivational process, whereas I focus my study on all kinds of word formation process which can be found in advertisement boards in Kendal regency.

The next research, a student of Faculty of Letters from Soegijapranata Catholic University Semarang, Sumiatun (2008) conducted a study concerning word formation processes. Her study was entitled *The Analysis of the Word*

Formation Process of the SMS Text in SMS KAMU Kompas 2008. SMS KAMU is a forum of KOMPAS newspaper using text message as a tool for discussion. She chose the SMS texts in *Kompas* newspaper from January to December in 2008. In her study, she used theory of morphology and word formation processes from O'Grady (1996) and Yule (1985). After analyzing the data, she found that from 965 SMS text words, there were 11 processes of word formation which influenced the SMS text words. The eleven processes were reduplication, abbreviation, clipping, contracting, letter sign, morphophonemic, borrowing, blending, onomatopoeia, and multiple processes. Besides, she also found three processes mostly used in the SMS text words. They were abbreviation, morphophonemic, and multiple processes.

The fourth research dealing with morphology and word formation was conducted by Anggraeni (2011) from Diponegoro University Semarang. Her research was entitled *Word Formation Process in Outdoor Advertisement*. She focused on a case study of billboard installed in Semarang. Besides, she only chose slang words. The object of her study were billboards or advertisement boards installed in Semarang. She applied the theory of word formation by Hatch & Brown (1995), Katamba (1993), and O'Grady (1996). Anggraeni found that there were 100 slang words on billboards in around Semarang. 40 of them belonged to process of compounding, 4 borrowing, 13 coinage, 7 initialization and acronym, 11 blending, 9 clipping, 1 conversion, 9 inflection, and 6 derivation. She concluded that the process of word formation dominating the billboards in Semarang was compounding.

Hadiati (2011) conducted a study entitled *A Morphological Analysis of English Compound Words in Tolstoy's God Sees the Truth, But Waits*. She focused her study on compound words, especially endocentric compound. The object of her study was a short story by Leo Tolstoy (1828-1910) entitled *God Sees the Truth, But Waits*. After analyzing the data, she found 60 endocentric compounds consisted of 46 compound verb (76.7%), 4 compound adjective (6.7%), and 10 compound noun (16.6%). Hadiati also found that there were some various elements for each formation of endocentric compound. The first, compound verb has two main elements. Those are preposition and verb, but the most occurred combination is verb and preposition instead of preposition and verb. She found 46 compound words formed from verb-preposition, but she did not find any compound words combined from preposition-verb. The second, compound adjective has three main elements. Those are noun, adjective, and preposition. She found 2 endocentric compound words as the combination of noun-adjective and 2 endocentric compound words as the combination of adjective-adjective. However, she did not find any combination of preposition-adjective. The third, compound noun has four main elements consisting of noun, verb, adjective, and preposition. The combination frequently used is noun-noun (7 compound words), adjective-noun (2 compound words), and verb-noun (1 compound word).

Hosseinzadeh (2014), a lecturer of Tafresh (Amirkabir) University, Iran, conducted a study on morphological field entitled *News Blends in English Language*. The purpose of her study was to identify new form of blends which have entered the English language. She used descriptive approach on her study. It was

based on the division of the new blends and their structure in English. The methodology that she used was exploratory-quantitative-interpretative. She obtained the data by exploring and investigating. On the other word, the data collected was primarily quantitative, and the analysis was interpretative. Most of her data was obtained by extensive internet research. Hosseinzadeh focused her study only on blending, specifically the new blends. She divided the types of blends into several types. They were phonemic overlap (a syllable or part of syllable is shared between two words), clipping, and the combination of phonemic overlap and clipping. Moreover, Hosseinzadeh divided the kinds of clipping into four categories: back clipping, fore clipping, middle clipping, and complex clipping. The examples of back clipping are: ad (advertisement), cable (cablegram), doc (doctor), exam (examination); examples of fore clipping are: chute (parachute), roach (cockroach), coon (raccoon), and phone (telephone). He also found some examples of middle clipping, such as: flu (influenza), fridge (refrigerator), and jams (pijamas). Besides, complex clippings were found in compounds, such as cablegram (cable telegram), org-man (organization man). Moreover, Hosseinzadeh stated that there was the combination of clipping and phonemic overlap, such as *slithy* (*slimy+lithe*), *ambisextrous* (*ambidextrous+sex*). After obtaining and analyzing the data, she found three new blends in English. The new blends were: new blends with overlapping, such as slanguage (slang+language), sexpert (sex+expert), playbore (play+bore); new blends with clipping, such as spotch (spot+blotch), guck (goo+muck), chexting (cheating+texting), globish (global+English), bleen (blue+green); and new blends with clipping and

overlapping, such as pomato (potato+tomato), suspose (suspect+suppose), feminazi (feminist+nazi), fugly (fucking+ugly), glamazon (glamorous+amazon).

Hunter (2012) from Carnegie Mellon University, Doha, Qatar, conducted a research dealing with word formation in film script (screenplay) entitled *Word-Formation in Mark Boal's The Hurt Locker*. He chose the screenplay of a film by Mark Boal, who won the 2010 Academy-Award winner for best film and best original screenplay as an object of his research. Aside the morphological approach, Hunter also applied style analysis of the screenplay, such as the role of words in the repetition of themes, thematic analysis, and Indo-European roots analysis. To support his analysis, he used the theories of themes and images within narratives by Mehring (1990), Horton (2000), Parker (2002), Dethridge (2004), and Norman (2007). Moreover, for the word-formation analysis, he used the theories from linguist experts, such as Wisniewski (2007), Stekauer (2000), Plag (2003), and Lieber (2009). The result of his study showed that there were 651 words in the screenplay associated with the two theme-words. Among those words, there were over 100 compound words and a few acronyms, such as *IED and EOD* and a blend word *medivac*. Moreover, Hunter found 105 compound words, acronyms, and blends which were found in 98 of the screenplay's 145 scenes over two-thirds of the total (68%).

From the researches presented above, I found the same topic that is word formation process. However, the objects which were chosen by the researchers were various from TV advertisements, short stories, screenplay, magazines, etc. Besides, the data were not only English words, but also a study of Indonesian word formation

processes. Therefore, I took only English word formation, either formal English words or informal English words (slang words) as my object to be analyzed. It is the difference between my study and the researches presented above. Regarding to the theory of English word formation process, I choose the theories from the linguists like Katamba (1993), O'Grady et.al. (1997), and Yule (2010).

2.2 Review of the Related Theories

It is important to understand the terms related to the topic of this study (English word formation); therefore, I restated some morphological terms and the theories of English word formation proposed by some expert linguists.

2.2.1 Word

It is not easy to define what is meant by a word. Many linguists have their own definition, seen from some aspects. According to Sukrisno (2012), a word is a unit of language which appears between a space or spaces in a writing form. Carstairs and McCarthy (2002:4) viewed a word as meaningful building-blocks of language. When a baby begins to say, his or her parents will regard it as the baby's first word. It implies that one word may be regarded as a sentence. For example, an expression "Sit!" is built up by one word, but it also plays as a sentence which the listeners understand its meaning that they must sit.

In a spoken language, words play as a tool of actual communication. It must be the result of the analysis of a sequence of speech sounds occurring in actual daily activities of a language society (Katz 1996) as cited by Siahaan (2008:11). Siahaan stated that words can be seen by some concepts. First, they

can be seen from the linguistics approach. It means that words are the smallest independent meaningful units. Second, they can be seen from the unit of performance used in speech. By this view, words are parts of speech which are segmental. They show the ability to be pronounced in isolation and are still meaningful units of the speech which can be substituted by other words of the same class. Third, words can be viewed as units of writing performance. It means that words are smallest meaningful combination of letters which can be isolated and still show their tendency and potential characters for divisions which have one or more independent part and one or more dependent part. In short, words can be defined as the minimal units of language which have meanings.

2.2.2 Morpheme

As I mentioned in the background that morphology is the study of the internal structure of words, and of the rules which words are formed. Morphology cannot be separated to a linguistic term for the most element unit of grammatical form. This element unit is called morpheme (Fromkin et.al. 2003: 96). A single word may be composed of one or more morphemes. For example, the word *cat* consists of one morpheme, whereas the word *adorable* is composed of two morphemes *adore* + *able*. A morpheme may be represented by a single sound, such as the morpheme *a* meaning “without” as in *amoral*. A morpheme may also be represented by a single syllable, such as *child* and *ish* in *childish* (*child* + *ish*). It is clear that morpheme is the minimal linguistic

unit; it is an arbitrary union of a sound and a meaning that cannot be further analyzed.

2.2.3 Free Morpheme and Bound Morpheme

Morphemes can be divisible into two types. There are free morpheme and bound morpheme. Free morpheme is morpheme that can stand by itself as a single word. It means that it can stand independently; for example, the words *table, cat, happy, sad, run, and read* can stand freely or independently. The free morphemes can generally be identified as the set of separate English word forms, such as basic nouns, adjectives, verbs, etc. (Yule 2010:68). Whereas, bound morphemes are morphemes that cannot normally stand alone and are typically attached to another form (free morpheme); for instance the morphemes, *re-, ist, -ed, -s, un-, -al*. These forms are called as affixes. Affixes consist of two kinds, namely prefixes and suffixes. In English, all affixes are bound morphemes (Yule 2010: 68).

2.2.4 Root, Affixes, and Combining Form

According to O'Grady et.al. (1997:135), complex words typically consist of a root and one or more affixes. The root morpheme comprises the major component of the word's meaning and belongs to lexical category, such as noun, verb, adjective, or preposition. A root is irreducible core of a word, with nothing else attached to it. Free morphemes, which can stand alone, belong to roots. The free morphemes, like nouns, adjectives, verbs, adverbs, and

prepositions are example of lexical morphemes. They carry most of the “semantic content” of utterances like referring to individuals (e.g. the nouns *George, father*), describing actions, processes, or states (e.g. the verbs *kick, read, think*), attributing properties (e.g. the adjectives *kind, clever*), expressing relations (e.g. the prepositions *in, on, under*), and describing circumstances like manner (e.g. *friendly, kindly*) (Katamba 1993:41). Katamba added that many other free morphemes are function words. These differ from lexical morpheme in that while lexical morpheme carry most of the “semantic content”, the function words mainly signal grammatical information or logical relations in a sentence (1993:41-42). The example of function words are articles (*a, the*), demonstratives (*this, that, those, these*), and pronouns (*I, you, we, they, them; my, your, his, hers; who, whom, which, whose, etc.*).

Carstairs and McCarthy (2002:20), stated that all morphemes which are not roots, are called as affixes. Only root morpheme can be free, so affixes are necessarily bound. There are two kinds of affixes; prefixes and suffixes. Prefixes are non-root morphemes that precede the root (e.g. *en-* in *endanger*), while suffixes are non-root morphemes that follow the root (like *-ance* in *annoyance*, *-ly* in *happily*, and *-ness* in *madness*).

According to Carstairs and McCarthy (2002:21), there are some words which contain two bound roots, such as *electrolysis, electrosopy, microscopy, microcosm, etc.* There are also some words containing one bound and one free root; for instance, *microfilm* and *electrometer*. These words are not words in common use and are nearly all technical terms of scientific vocabulary, mostly

from Greek and Latin. Because these words comprise of non-English character of the bound morphemes which build them, many linguists identify these bound morphemes as a special category of combining forms. Here are some examples of combining forms: *leg-ible*, *audi-ence*, *magn-ify*, *rend-ition*, *clar-ity*, *applic-ant*.

2.2.5 Processes of English Word Formation

This part is the main theories underlying my study. I quote some theories dealing with process of English word formation stated by linguist experts, such as Katamba (1993), O’Grady et.al. (1997), Yule (2010), Carstairs and McCarthy (2002), Lieber (2009), and Fromkin et.al. (2003). My study is about process of English word formation found in advertisement boards in Kendal Regency. Therefore, I took the theories related to English word formation by those experts as the basis of my data analysis. Theory of English word formation is included in Morphology, the branch of linguistics which deals with studying word forms and also word formation process.

Word formation process is technic or way whereby a word in a language is formed. According to Wisniewski (2007), word formation is referred to all processes connected with changing the form of the word by; for example, affixation, which is a matter of morphology. Because my data are only English words, I took the theories of English formation process only. The process of English word formation will be presented below.

2.2.5.1 Derivation

Fromkin et.al. (2003:83) stated that bound morphemes like *-ify* and *-cation* are called derivational morphemes. When they are attached to a root morpheme, a new word with a new meaning is derived. The form which results from the addition of a derivational morpheme is called derived word. For example, the adjective *sad* is added by a bound morpheme *-ness* becomes a noun *sadness*. Derivation shapes a word with a meaning and category differ from that of its base through the addition of an affix (O'Grady et.al. 1997:145).

There are many English derivational affixes, which change the part of speech of root or base. For example, suffixes *-able* changes verbs into adverbs (fix-able, understand-able), *-(at)ion* changes verbs into nouns (realiz-ation, assert-ion, protect-ion), *-ful* changes nouns into adverbs (hope-ful, faith-ful), and there are other derivational affixes like *-er*, *-ing*, *-ment*, *-(i)al*, *-(i)an*, and *-ic*.

2.2.5.2 Cliticization

It is clear that some words cannot stand alone as independent forms for phonological reasons. They are called clitics, which must be added to another word in a sentence. An example of clitics can be found in English, where certain verb forms have reduced variants (*'m* for *am*, *'s* for *is*, and *'re* for *are*) that cannot stand alone since they no longer constitute a syllable instead a word must minimally contain at least one syllable. Cliticization occurs and attaches those elements to preceding word (O'Grady et.al. 1997:140). The genitive *-'s*

is also regarded by many linguists as the good example of clitic. Even though it is a bound morpheme, the genitive –'s is not a suffix which indicates the process of inflection. Here are some examples of Cliticization: *I'm leaving now*, *Mary's going to succeed*, and *They're here now*.

2.2.5.3 Internal Change

Internal change is a process of word formation which changes the vowel of a word, such as verbs *sing* and *sang*, *drive* and *drove*, nouns *foot* and *feet*, *goose* and *geese*. Internal change is not an example of infixing because there is no English word that has root morphemes like **ft*, **sng*. Besides, there is no English morpheme *oo* that means “singular” like in a noun *goose* or a English morpheme *ee* which means ‘plural’ like in a noun *geese* (O’Grady et.al. 1997:141).

2.2.5.4 Suppletion

O’Grady et.al. (1997:141-142) stated that internal change must be differentiated to suppletion. Suppletion is a morphological process whereby a root morpheme is replaced by a phonologically unrelated form in order indicate a grammatical contrast. The verb *go* and *went* is an example of English suppletion.

2.2.5.5 Compounding

Compounding is a process of English word formation whereby two or more words are joined to new word forms. This process which occurs in English are nearly limitless, such as *bittersweet*, *homework*, *pickpocket*, etc (Fromkin et.al. 2003:93).

When two words are in same part of speech, the compound word will be in this category such as noun + noun like *girlfriend*, *paper clip*, and *postman*, are called compound nouns. In English, the rightmost word in a compound is the head of compound. The head is the part of a word or phrase that determines its broad meaning and grammatical category (Fromkin et.al. 2003:93).

2.2.5.5.1 Compounds vs. Phrasal Words

It is important to know that compound and phrasal words are clearly different. Phrasal words are items that have internal structure of phrases but their function syntactically as words, such as the words *a green house* and *a greenhouse*. There is a difference in sound corresponding to the difference in meaning. In the first word, the main stress is on *green*, whereas the second word, the main stress is on second part *house*. Therefore, *green house* is regarded as a phrasal word because it has characteristic of phrases in English which is stressed on the last word (Carstairs and McCarthy 2002:60).

2.2.5.6 Conversion

Conversion is a process of word formation which converts an already existing word to a new syntactic category. Conversion does not add an affix, but it

resembles derivation because of the change in part of speech and meaning which it brings about (O'Grady et.al. 1997:157). Besides, the notion that derivation can occur without any overt change in shape may seem strange and some linguists regard this process as 'zero-derived' or 'zero suffix', but generally it is called conversion. There are some examples of conversion; *dry* as verb and adjective, *water* as noun and verb, *walk* as verb and noun, etc.

2.2.5.7 Clipping

Clipping occurs when a word with more than one syllable is reduced to a shorter form. It usually appears in casual speech (Yule, 2010: 56). Clipping is a shortening process of a polysyllabic word by reducing one or more syllables (O'Grady et.al. 1997:157). The term *gasoline* is still used, but most people talk about *gas*. The other examples are *ad* (advertisement), *fest* (festival), *flu* (influenza), *phone* (telephone), *exam* (examination), etc. Clipping is popular among students; for example, when they call their teacher as *prof* (professor).

2.2.5.8 Blending

Blending is a word formation process whereby a word is created from non-morphemic parts of two items (O'Grady et.al. 1997:154). In another word, blending is the fusion of two words into one. It usually consists of the first part of one word with the last part of another, so the blending result consists of both original meaning, such as *motel* comes from *motor* + *hotel*, the meaning of which is a hotel for motorists, *smog* from *smoke* and *fog*, *brunch* from *breakfast*

and *lunch*. According to Fromkin et.al. (2003:98), blends are similar to compounds, but parts of the words which are combined are deleted, so they are “less than” compounds.

2.2.5.9 Backformation

Backformation is a special type of reduction process of word formation. Typically, a word of one type (usually a noun) is reduced to form a word of another type (a verb) (Yule 2010:56-57). An example of backformation is the process whereby the noun *television* first came into use and the verb *televise* was created from it. Fromkin et.al. (2003: 97) added that a new word may enter the language because of an error or incorrect morphological analysis, such as the word *peddle* was derived from *peddler* on the mistaken assumption that the *er* was the agentive suffix. A major source of backformation in English are words which end with *-or* or *-er* and have meanings involving the notion of an agent, like *editor*, *swindler*, and *stoker*. By the process of backformation, the verbs *edit*, *swindle*, and *stoke* were formed. Other examples of backformation process are *donate* (from “donation”), *emote* (form “emotion”), *enthuse* (form “enthusiasm”), *edit* (from “editor”) and *babysit* (form “babysitter”).

2.2.5.10 Acronyms

Acronyms are words derived from the initials of several words (Fromkin et.al. 2003:95-96). The good examples of acronyms are *USA*, *FBI*, and *CIA*. Such

words are pronounced as the spelling indicates; for instance, *NASA* from *National Aeronautics and Space Agency*, *UNESCO* from *United Nations Educational, Scientific, and Cultural Organization.*, and *Radar* from “*radio detecting and ranging*”. However, some other linguists state that initial of several words in which those words are pronounced as the spelling like *NASA* and *UNICEF*, are called as initialization. Acronyms are being added to the vocabulary with proliferation of computers and the use of internet, such as *MORF* (male or female?), *FAQ* (frequently asked questions, and *FYI* (for your information), etc.

2.2.5.11 Onomatopoeia

According to O’Grady et.al. (1997:159), all languages have words, the sound of which represents an aspect of the thing that they name. This phenomenon is called onomatopoeia. Such onomatopoeic words can be found in English like *buzz*, *hiss*, and *cuckoo*. Because onomatopoeic words are not exact phonetic copies of noises, their form may differ from language to language. For example, the English word *meow* in Indonesian becomes *meong* and in Japanese becomes *nya*. The English word *cock-a-doodle-doo* in Indonesian becomes *kukuruyuk* and in Japanese becomes *kokekokko*.

2.2.5.12 Inflection

Inflection is a word formation that does not change the part of speech and does not create new lexemes, but rather changes the form of lexemes. They fit into

different grammatical contexts (Lieber 2009:88). Grammatical contexts can include information about number (singular, plural), person (first, second, third), tense (past, present, future), etc. Lieber (2009:99) stated that English is quite poor language in inflection. The distinction between singular and plural is marked on nouns *Singular* (cat, mouse, ox, child) and *Plural* (cats, mice, oxen, children). Besides, English has only a few of case marking on nouns. It uses the morpheme *-s* to signal possession and plural like a sentence *The two books are on the table* (*-s* signs plural for book), *those are Anita's books* (*-s* sign the possession). Nevertheless, the bound morpheme indicating the possession (*-'s*) is not suffix (process of inflection) instead of Cliticization.

Suffix gets fully integrated phonologically, semantically, and syntactically with the root or base to which it is attached. It cannot be separated from the root or base and attached to another constituent of the sentence. In contrast, a clitic has a looser relationship with its host; for example, *The President's eloquence* and *The President of Indonesia's eloquence* (O'Grady et.al. 1997:140-141). Uniquely, English words also have zero plural morpheme, such as *deer* (singular) and *deer* (plural); *fish* (singular) and *fish* (plural); *sheep* (singular) and *sheep* (plural). In short, Inflection does not change the part of speech of a word, instead changes the form of word because of grammatical contexts.

2.2.5.13 Coinage

Coinage is a common process of word formation in English which is the invention of totally new terms (Yule, 2010: 53). Mostly, the sources of coinage are the trade names of commercial products that become general terms. The common examples are *nylon*, *Vaseline*, *aspirin*, *Kleenex*, *Teflon Xerox*, and *Kodak*. The most famous example of coinage is the word *Google* which means “to use internet to find information”.

There is also a word formation process alike coinage, but the new words are based on the person or a place. It is called **eponyms**; for example, *sandwich* (from 18th century Earl of Sandwich who first insisted on having his bread and meat together while gambling), *Fahrenheit* (from the German people, Gabriel Fahrenheit), *volt* (from the Italian, Alessandro Volta), *watt* (from Scottish inventor, James Watt), and *jeans* (from the Italian city of Genoa where the type of cloth was first made) (Yule, 2010: 54).

2.2.6 Advertisement

Advertisement is a part of promotion mix. Jefkins (1997) as cited by Yulianti (2009) mentioned that promotion mix includes personal selling, selling promotion, and publicity. Promotion mix is a part of marketing mix. According to Kotler (1997) as cited by Yulianti (2009), marketing mix consists of 4P: product, place, price, and promotion. The purpose of advertisement is to promote a product or service to public (consumers) in order they are attracted

to buy or use such products. It means that advertisement is a tool for marketing (Nugroho 2010).

2.2.6.1 Outdoor Advertisement

Outdoor advertisement is the oldest form of advertisement. The proof of outdoor advertisement was firstly found in the ruins of Greek and Roman archeological remains (Nugroho 2010). The first form of outdoor advertisement is named board, a sign of residence which is still used now.

Nowadays, the development of outdoor advertisements runs fast. There are many innovations, such as moving effects, colorful properties, and other properties. The advertisement outdoors intentionally applied on the high buildings, equipped with lamps as found in the cities in the world, including Indonesia (Frank Jefkins as cited by Nugroho 2010).

2.2.6.2 Kinds of Outdoor Advertisement

Advertisement is divided into two types according to its location. The first is indoor advertisement. It is an advertisement which can be found in television, newspapers, or magazines. The second is outdoor advertisement. It is an advertisement that is located alongside the streets and in front of a store or a shop (Nugroho 2010).

There are some kinds of outdoor advertisement. They are:

1. Billboard

In Indonesia, billboard is known as *papan reklame*. It is made of aluminium, fiberglass, zinc, and other materials. It is applied in a specific place such as in

a side of road, besides, it is also hanged or attached to wall of buildings, pole, or tree. Billboard is installed with the height of 4-6 meter from the ground and the duration of installation is a year (Nugroho, 2010).

2. Megatron/Videotron/LED

It is a kind of outdoor advertisement with a wide monitor and lighting, with a picture and or colorful characters, programmed with computer system and electricity.

3. Banner

Banner is an outdoor advertisement made of cloth, and its width is about 50-150 cm, while the length is indefinite. There are some kinds of banner, such as Giant banner, sun-screen (shop display), air banner, and balloon air banner.

4. Poster

Poster is outdoor advertisement made of paper. It is usually applied in strategic place, such as mall, bus stop, etc.

2.3 Theoretical Framework

As have been discussed in the previous chapter, this study is a qualitative research on the English word formation found in advertisement boards, especially in Kendal regency. I cited a number of literatures to support this study, including the articles, journal articles, and theoretical theories of English word formation by some linguists. These theories are very important for analyzing my data. The main text books (theoretical books) that I used to analyze my data are those by Katamba (1993), Yule (2010), Fromkin et.al. (2003), Lieber (2009), and O'Grady et.al.

(1997). The types of English word formation are derivation, cliticization, internal change, suppletion, compounding, conversion, clipping, blending, backformation, acronyms, onomatopoeia, inflection, and coinage.

The analysis of this study starts from reading and comprehending the theories of English word formation from the journal article and theoretical books. Next, field observation is conducted to obtain the data (English words) from advertisement boards located in Kendal regency. After the relevant data are obtained, the next step is identifying the data and inventorying them into observation table. Besides, the data are also taken in a form of photographs using digital camera. Furthermore, the data found are analyzed using the theories of English word formation and then they are interpreted. The last step are drawing conclusions and giving suggestions. To make it clear, here I draw a chart of the theoretical framework of this study.

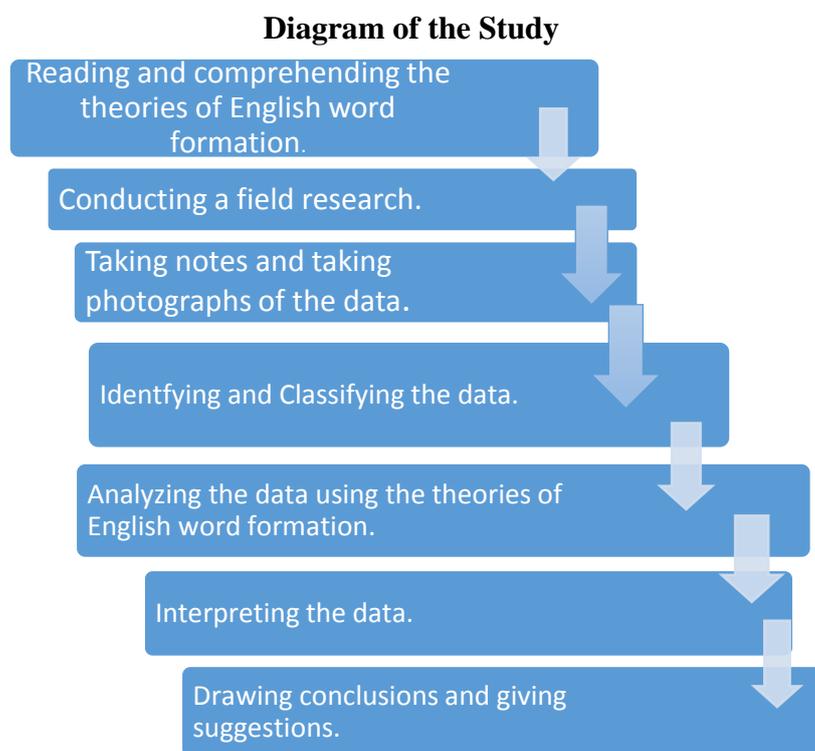


Figure 1.1 Flow Chart of Theoretical Framework

CHAPTER III

METHODS OF INVESTIGATION

Chapter III presents the research methodology used in this final project. It is divided into seven sub-chapters. They are research design, object of the study, types of data, roles of the researcher, procedures of collecting data, procedures of analyzing data, and procedures of reporting data.

3.1 Research Design

Design means the strategy used in the study. It is the researcher's plan of how to proceed to gain an understanding of some groups or some phenomena in their context (Ary, et.al. 2010:426). Meanwhile, Babbie (2010:106) states, "Research design is regarded as a process for deciding what aspects we'll observe, of whom, and for what purpose". It can be said that research design is strategy in conducting a research or study.

Since my study intends to describe the data which are obtained from an observation, I applied qualitative research method. Qualitative research is concerned with developing explanations of social phenomena (Hancock, et.al. 2009:7). According to Hancock et.al. (2009:7-8), there are some characteristics of qualitative research. Firstly, it tends to focus on how people or groups of people can have (somewhat) different ways of looking at reality. Secondly, it studies behavior in natural settings or uses people's accounts as data with no manipulation of the data. Thirdly, it also focuses on description and interpretation.

Meanwhile, Flick et.al. (2000:1) state,

Qualitative research claims to describe life-worlds ‘from the inside out’, from the point of view of the people who participate. By so doing, it seeks to contribute to a better understanding of social realities and to draw attention to process, meaning patterns, and structural features.

Besides, qualitative relates to inductive, subjective, and process-oriented method used to understand, interpret, describe, and develop a theory on a phenomena (Burns and Grove 2011:356). Because qualitative research reflects a phenomenon in a society and emphasizes on interpretation, I described and reported the original or the real data obtained from the observation without any editing.

3.2 Object of the Study

The qualitative data does not only consist of interviews and observations, but also might include documents, films or videotapes, and even census data (Corbin and Strauss 1998:11). In this study, the object or the data are English words found in advertisement boards in Kendal regency. It can be said that I combined the observation and documents; I was as an observer who conducted an observation to collect the public document (English words used in advertisement boards). I divided my location of observation into three parts; first part was east region of Kendal, second was middle region of Kendal, and the third was west region of Kendal. I collected all advertisement boards that contain English words in each location by taking note and photo documentation.

To obtain the data, I applied a certain sampling technique. According to Rea and Parker (1992), Kalton (1983), Warner (2008) as cited by Griffiee (2012:57-59),

there are two kinds of sampling technique. Those are nonprobability sampling and probability sampling. Nonprobability sampling is sampling in which the researcher does not know the probability of a given possible respondent's being selected into the sample. It is generally agreed that nonprobability sampling is widespread. Nonprobability sampling is divided into four types. Those are convenience sampling, purposeful/purposive sampling, snowball sampling, and quota sampling (Griffiee 2012: 58).

Meanwhile, probability sampling is defined by Rea and Parker (1992: 147) as cited by Griffiee (2012:59) as "the probability of any member of the working population being selected to be a part of the eventual sample is known". There are four types of probability sampling: simple random, systematic, stratified, and cluster sampling.

In short, samples in nonprobability sampling are selected by the researcher. In another hand, samples in probability sampling are selected by a random mechanism. Thus, I chose nonprobability sampling as my technique in obtaining the data. Specifically, I applied purposeful/purposive sampling because I only collected the data (English words) from outdoor advertisement boards. Purposive sampling is selecting sample "on the basis of your own knowledge of the population, its elements, and the nature of your research aims" (Latham 2007: 9).

The kinds of advertisement board that I chose as object of the data are billboard, megatron/videotron/LED, banner, and poster. Those advertisement boards (which use English words) are usually used by cigarette producers, sport shops, furniture shops, building material shops, hand phone sellers, etc. I selected

Kendal regency as my observation location because there are many industries, shops, and factories that use English words to promote their products or services. It seems that the businessmen in Kendal regency are aware of globalization era in which the use of English language is important nowadays. Therefore, I am interested in analyzing and describing the English word formation process used in advertisement boards in Kendal regency.

3.3 Types of Data

The data of this research are written text documents. Those are English words found in advertisement boards in Kendal regency. Kendal regency is located between Semarang city and Batang regency. It belongs to a large regency that is located in Central Java Province. I applied purposive sampling technique to obtain the data. The data were taken by taking notes and photographs.

3.4 Role of the Researcher

Qualitative research is interpretative research, with the inquirer or researcher typically involved in a sustained and intensive experience with participants (Creswell 2009:177). In this study, I have four roles, namely as data collector, data observer, data analyzer and data reporter. As the data collector, I collected all of the English words found in advertisement boards in Kendal regency. Then as data observer, I classified and categorized the data into formal English words and informal English words (slang words). As data analyzer, I analyzed what types of English word formation process used in those advertisement boards. Moreover, as

the data reporter, I described and reported the result of analysis using words based on the theories since this research is descriptive qualitative approach.

3.5 Procedures of Collecting the Data

Procedures mean the steps that I followed in obtaining the data of this study. Because it is an academic study, the procedures or steps must be clear. The procedures of collecting the data are presented as follows:

3.5.1 Field Observation

The first step of collecting data is conducting an observation. My observation was conducted in Kendal regency to find English words in advertisement boards. I divided the location into three parts (regions). I took photograph of the English words that I found using a digital camera.

3.5.2 Note Taking

After taking the photograph of the data, I listed down the English advertisements and the location of the data where they were found. The data were put into a table as the following example:

Table 3.1
List of English Advertisements Found in East Region of Kendal Regency

| EAST REGION OF KENDAL REGENCY (Kaliwungu, Brangsong) | | |
|---|----------------------|-----------------------------------|
| No. | English Words | Location (Street) |
| 1. | Feel the Difference | Jl. Kertomulyo, Kaliwungu Selatan |

3.5.3 *Classifying*

The next step of the procedures of collecting data is classifying. I classified the data according to the types of English word formation process. They were derivation, cliticization, internal change, suppletion, compounding, conversion, clipping, blending, backformation, acronyms, onomatopoeia, inflection, and coinage. The obtained data were grouped into a table as follows,

Table 3.2
English Word Formation Process Found in Three Regions of Kendal Regency

| ENGLISH WORD FORMATION PROCESS FOUND IN EAST REGION OF KENDAL REGENCY | | |
|--|--|-------------------------------|
| No. | English Words | Word Formation Process |
| 1. | Difference (n) ← [Differ (v) + -ence]n | Derivation |

3.5.4 *Counting*

After all English word formation processes found in three regions of Kendal regency were listed, the next step was counting. Its purpose is to know the types of English word formation mostly used in east region, middle region, and west region of Kendal. Furthermore, I also counted the English word formation process most used in advertisement boards in Kendal regency.

3.5.5 *Reporting*

The last but not least, the obtained data were reported in a form of descriptive qualitative. This report includes data description, data analysis, and my interpretation based on English word formation theories.

3.6 Procedures of Analyzing Data

As I mentioned before that this study is descriptive qualitative research, I did not concern with the specific and complex formula. My study is aimed to find English word formation process found in advertisement boards in Kendal regency. After all data were obtained using purposive sampling technique, I analyzed them using English word formation theories to classify the type of word formation process of them.

3.7 Procedures of Reporting Data

The analyzed data are reported in a descriptive form since this study is qualitative. Qualitative research relies on text and image data. It has unique steps in data analysis and draws on diverse strategies of inquiry (Creswell 2009: 173). In short, descriptive qualitative research resolves the problem of the study by applying description rather than numbers calculation.

I applied this method because it involves interpretation. I interpreted the analyzed data according to the theories of English word formation.

CHAPTER IV

FINDINGS AND DISCUSSION

Chapter IV focuses on the analysis of the obtained data. The data are English words which were found in advertisement boards in Kendal regency. All the obtained data will be presented in details in this chapter. This chapter is divided into three main sub-chapters that become the main answer of the research problems as stated in chapter I.

The first part is about the English advertisements found in advertisement boards in Kendal regency. Those English advertisements were taken from three main locations in Kendal regency. The second part is the analysis of English word formation processes found in advertisement boards in three locations in Kendal regency. The third one is about the English word formation process mostly used in advertisement boards in Kendal regency.

4.1 General Findings

After conducting an observation through the three main locations in Kendal regency (Kaliwungu, Kendal, and Weleri city), I found 113 outdoor advertisements which contain English words. The English words were mostly found in Kaliwungu. There were 72 data found in Kaliwungu, 21 data found in Kendal city, and 20 data found in Weleri. At first, I conducted the observation in Kaliwungu. On the other day, I conducted the second observation in Kendal city and Weleri. I found some

advertisements which were the same as I found in Kaliwungu. Therefore, the data were mostly obtained in Kaliwungu.

4.1.1 English Advertisements Found in Advertisement Boards in East Region of Kendal Regency

East region of Kendal regency in which I chose as the first location in conducting observation to obtain the data were Kaliwungu and Brangsong. I found 72 advertisement boards (outdoor advertisements) containing English words. The advertisements that use English words are advertisements of fashion shops, internet cafés (warnet), cigarette products, housing, hand phone shops, sport shops, automotive dealer, and many more.

Advertisement sometimes contains more than one English word. Usually, there are another English words that follow the main ad, for example, a slogan. I found some advertisements containing more than one English words in one advertisement, such as *Corsa – Official Tire Partner of Manchester United*, *Bigland Spring bed – The Ultimate Sleeping Comfort*, and *RMC MONOCOAT – Protects & Colours Your Wood in One Single Layer*. It goes without saying that those advertisements consist of some English words. Here I present some samples of English advertisement found in east region of Kendal regency (for the details data, see the appendix 1, p.87).

Table 4.1
English Advertisements Found in Kaliwungu and Brangsong

| ENGLISH ADVERTISEMENTS FOUND IN ADVERTISEMENT BOARDS IN EAST REGION OF KENDAL REGENCY (Kaliwung and Brangsong) | | |
|---|--|-------------------------------------|
| No. | English Advertisement | Location (Street) |
| 1. | Javaland Spring Bed | Jl. Simpang 3 Sekopek Kaliwungu |
| 2 | We R Different - Sales, Service, Spare Part | Jl. Raya Kaliwungu no. 163 |
| 3 | King's Rent | Jl. Raya Sumberejo Kaliwungu |
| 4 | XTreme Protection PERTAMINA XP | Jl. Raya Barat 350 Kaliwungu |
| 5 | Mandiri ATM | Jl. Raya Timur Kaliwungu |
| 6 | Nirwana Residence | Jl. Boja Kaliwungu |
| 7 | HotRod 3G+ | Jl. Raya Brangsong |
| 8 | BLC (Bahurekso Lawyers Club) | Jl. Raya Brangsong |
| 9 | Tirto Arum Baru – Enjoy the variety of tourism in Kendal | Jl. Raya Sumberejo KM. 17 Kaliwungu |
| 10 | Gudang Garam Signature – Committed to Greatness | Jl. Raya Kaliwungu no. 14 |

It can be seen from the data above that there are some new terms of English words. They are called non-formal words or slang words. Slang words are usually used in informal situation, such as in a daily speaking. Besides, slang words are also used to show the close relationship between people. In the advertisement, the slang words are used by the producers or businessmen to attract the society, in this context as the consumer, to buy their products or to use their services.

The sample of new terms that can be found in advertisement boards in Kaliwungu and Brangsong is the word *Javaland*. The people of Indonesia mostly recognize the word “Java” as the name of an island in Indonesia. However, to call the island of Java (capital), people call it as “Java Island” not “Javaland”. The word “Javaland” in that advertisement is just a name of a product of spring bed, not to

refer the Java Island. The other slang words are *We R Different*, *HotRod 3G+*, *BLC*, *Xtreme protection PERTAMINA XP* and *Gudang Garam Signature*.

The sentence “We R Different” contains non-formal English words because it contains inappropriate “to be”. Formally, the word “R” should be “are”, so the formal phrase is “We are Different”. It is not a serious matter in advertisement, once again, the function of advertisement is to inform and to attract the consumers. Therefore, the use of non-formal words (slang words) seems to be effective in persuading the consumers. The word “HotRod 3G+” was used by a cellular operator to promote their product of internet connection packet. Actually, the word “hotrod” is a slang word for a car which is modified to have a very fast speed. I think that the use of word “HotRod 3G+” by a cellular operator is to tell the consumer that the product of internet connection is very fast like hotrod.

The next advertisement “Xtreme protection PERTAMINA XP” also contains non-formal word “xtreme” and “XP”. The word “xtreme” should be “extreme” in formal use and the new term “XP” stands for Xtra Power. There is also a new word BLC which stands for Bahurekso Lawsyers Club. It is a new term for the group or community of lawyers of Kendal regency. It uses the word “Bahurekso” because it is a name of patriot from Kendal who fought against colonialism in Indonesia. Therefore, some institutions or places in Kendal use the word “Bahurekso” as their name, such as Bahurekso Lawyers Club, Bahurekso Football Club, and Bahurekso Stadium.

Cigarette producers often use new terms for their product name, such as “Gudang Garam Signature”. The word “Gudang Garam” does not mean a place for

keeping salt, but it is a name of cigarette product. The word “signature” follows the word “Gudang Garam”, so it becomes a new term “Gudang Garam Signature”.

4.1.2 English Advertisements Found in Advertisement Boards in Middle

Region of Kendal Regency

In the middle region of Kendal regency (Kendal city and around), I also found some advertisement boards containing English words. Nevertheless, the data were not as many as those found in Kaliwungu because I found the same advertisements between this region and east region. Therefore, I only took the different data. In Kendal city and around, I found 21 data of English advertisement boards. The data were mostly found along the main street of Kendal city (Soekarno Hatta Street) or called as *Pantura* Street, and near the shopping center.

For more clear explanation, some of the data taken from the middle region of Kendal regency are presented below.

Table 4.2
English Advertisements Found in Kendal City and Around

| ENGLISH ADVERTISEMENTS FOUND IN ADVERTISEMENT BOARDS IN MIDDLE REGION OF KENDAL REGENCY (Kendal City and Around) | | |
|---|--------------------------------------|---|
| No. | English Advertisement | Location (Street) |
| 1. | BAF – Bussan Auto Finance | Jl. Soekarno Hatta, Kendal |
| 2 | Bira Collection Tupperware | Jl. Stasiun Lama, Kendal |
| 3 | Yummy Healthy Tasty | Jl. Kyai Guru Sulaiman, Pegandon Kendal |
| 4 | Dragon Fighter | Jl. Raya Ketapang Kendal |
| 5 | TDC - Telkomsel Distribution Center | Jl. Soekarno Hatta no. 10 Kendal |
| 6 | Canon – Image Runner, Digital Copier | Jl. Stasiun Lama Kendal |

| | | |
|----|--------------------------------|---|
| 7 | BUZZ – Psyconcept | Jl. Sunan Abinawa Pegandon Kendal |
| 8 | ICEWALK | Jl. Sunan Abinawa Pegandon Kendal |
| 9 | Zeneos – Grips Your Lifestyle | Jl. Raya Tegorejo no.11 Pegandon Kendal |
| 10 | Finiland – Balancing Your Life | Jl. Tegorejo Pegandon Kendal |

It can be seen from the data above that there are some new terms of English words found in middle region of Kendal regency; for example the word *BAF*, *BUZZ*, *Psyconcept*, *Yummy Healthy Tasty*, *Tupperware*, and *Icewalk*. The word “BAF” was found in *Jalan Soekarno Hatta* near *Tirto Arum Baru* swimming pool, Kendal city. It stands for “Bussan Auto Finance”. Bussan is a name (trademark) of an automotive finance institution. The other new term is “BUZZ Psyconcept”. This word was found in an advertisement of fashion shop. The word “BUZZ” relates to the sound of bee, but it does not mean that the fashion product is buzzing like a bee. Moreover, the word “Psyconcept” is also a new term in English.

A bakery businessman also uses some slang words to promote his/her products. Those words are “Yummy, Healthy, Tasty”. Yummy is a slang word indicating pleasure or delicious food. It is combined by the word “healthy” and “tasty” to ensure the consumers that the bakery products are not only delicious (yummy), but also healthy for body and tasty in the mouth. The next sample of the new term found in middle region of Kendal regency is “Tupperware”. Tupperware is a name of plastic containers product. Sometimes, people use the word “Tupperware” to refer any plastic container.

The new term “Icewalk” was also found in middle region of Kendal regency. Specifically, that word can be found in shopping center along Pegandon traditional

market, Kendal. Icewalk is a trademark of teenage fashion. Therefore, there is no relationship with ice and walk.

4.1.3 English Advertisements Found in Advertisement Boards in West Region of Kendal Regency

The west region of Kendal regency, mainly Weleri city belongs to main city of Kendal regency. There are many industries and business including food industries, garment industries, business in clothing, automotive, etc. In Weleri city, I found many advertisements containing English words. Unfortunately, there were also many advertisements which were the same as I found in Kaliwungu and Kendal city. For this reason, I only took the new data of English advertisements.

There were 20 data of English advertisements found in Weleri city. It was not like the data I found in Kaliwungu and Kendal city, the data found in Weleri city were mostly used formal English word. Therefore, there were only a few data of new terms or slang words. Those data sample are presented into the following table,

Table 4.3
English Advertisements Found in Weleri City and Around

| ENGLISH ADVERTISEMENTS FOUND IN ADVERTISEMENT BOARDS IN WEST REGION OF KENDAL REGENCY (Weleri City and Around) | | |
|---|--|--------------------------------------|
| No. | English Advertisement | Location (Street) |
| 1. | Signature Moment | Jl. Raya Timur Weleri |
| 2. | Jotun – Multicolor Centre | Jl. Raya Timur no. 3 Weleri |
| 3. | Lexy Phone | Jl. Raya Utama Tengah Weleri |
| 4. | Sekartama Waterland | Jl. Raya Timur Weleri |
| 5. | Geomedia Property | Jl. Raya Timur Weleri |
| 6. | Castrol Auto Service | Jl. Raya Utama Tengah Weleri |
| 7. | Mowlex Inspiring Colours, the easy way to get your personal colour | Jl. Raya Utama Tengah no. 153 Weleri |

| | | |
|-----|--|------------------------------|
| 8. | Green Garden Residence | Jl. Raya Utama Tengah Weleri |
| 9. | Top Steak – Hot Plate | Jl. Raya Sumberagung Weleri |
| 10. | Ganesha Operation – The King of the Fastest Solution | Jl. Raya Timur no. 79 Weleri |

According to the data table above, it can be seen that there are some new terms and formal English words. The words *Signature Moment*, *Jotun*, *Lexy Phone*, *Green Garden Residence*, *Top Steak*, *Geomedia* and *Ganesha Operation* belong to new terms. In contrast, the words *Waterland*, *Property*, *Auto service*, *Colour*, *King*, *Fastest*, and *Solution* belong to formal words (not new terms) in which the people have already recognized the words.

“Signature Moment” is an event conducted by a cigarette producer. The word “Signature” does not relate to “hand sign”, but it is a name of a cigarette product. It is combined by a word “moment” becomes “Signature Moment” meaning a moment (event) conducted by Signature cigarette producer. The other slang word “Jotun” in *Jotun Multicolor Center* is a trademark or product name of a colour paint. However, according to *Mobile Collin English Dictionary*, the word “Jotun” means a race of giants in Norse myth.

Many mobile phone shops also create their own new term to differentiate with each other, such as *Lexy Phone* who creates its own name. Besides using the word “phone”, hand phone businessmen also use the word “cell” such as “Astro Cell” stands for Astro Cellular.

The word “residence” is often used by housing businessmen to name their business; for example, the word *Green Garden Residence* which indicates that the residence has many green trees like green garden. The next new term, “Top Steak”

was used by a steakhouse businessman. It seems that the owner wants to inform the consumers that his/her steak is top (the best steak). The creativity of the businessmen in Kendal regency in forming new terms are well enough, such as the combination of the word “Geo-“ with “media” to form a new word “geomedia”. It is a name of land insurance service. This is why the businessman uses the word “geo” which means “land, soil, or ground”. Besides of using a Greek word (geo) to form a new term, a businessman in west region of Kendal also used a name of Hindu god “Ganesh” in the word *Ganesh Operation*. Ganesh is a Hindu god of prophecy who has elephant head. Ganesh operation is an institution of learning center such as extracurricular of lesson tutorial.

4.2 Discussion

This part focuses on discussion of classified and analyzed data. After classifying and analyzing the data based on the theories of English word formation, I found 202 English words in advertisement boards in Kendal regency. Those data were mostly taken from Kaliwungu. There were 132 data from Kaliwungu, 36 data from Kendal city, and 34 data from Weleri.

It can be said, from 13 types of English word formation (derivation, cliticization, internal change, suppletion, compounding, conversion, clipping, blending, backformation, acronym, onomatopoeia, inflection, and coinage), only data of internal change and suppletion that could not be found because those two types of English word formation process are related to the changing of present form of a verb into past form. Meanwhile, an advertisement board uses present verbs or

future verbs to inform the public (consumer) that there is a new product or service. The advertisers never use past form of verbs; therefore, the data of process of internal change and suppletion could not be found.

4.2.1 Process of English Word Formation Found in Advertisement Boards in Kendal Regency

As I mentioned in the methods of investigation, I divided the location of observation into three parts (east region, middle region, and west region of Kendal regency). From the three locations, east region of Kendal regency (Kaliwungu and Brangsong) contributes the most data of this study because there were 132 data of English words found there. The detail analysis of English word formation process found in advertisement boards in Kendal regency are presented as follows:

4.2.1.1 Derivation

Derivation is a process of English word formation that shapes the new words. The new words are different category from the base of these words. However, derivation does not always change the part of speech of new words.

Table 4.4
Derivation Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|--|----------------------------------|---------------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | Western (n) ← [west + -ern] | Derivation |
| 2. | Trading (n) ← [trade + -ing] | Derivation |
| 3. | Optical (adj.) ← [optic + -al] | Derivation |
| 4. | Bakery (n) ← [bake + -(e)ry] | Derivation |
| 5. | Personal (adj.) ← [person + -al] | Derivation |

From data number 1, it can be seen that the word *Western* is derived from the word *west* + *-ern*. *Western* belongs to adjective (adj.), whereas *west* is a noun (n) and it is followed by the suffix *-ern* to form the new word *western*. The word *western* was found in east region of Kendal regency from an advertisement of “Western Union”. It can be said that suffix *-ern* changes a noun into an adjective, such as *eastern*, *southern*, and *northern*.

Data number 2 is a sample that derivation changes verb *trade* into noun *trading* [trade (v) + -ing]. The word *trading* is an advertisement of human supplier agency “CV. Bamboo Kuning – General Trading, Export, Import” which was found in Brangsong (east region of Kendal regency). The suffix *-ing* that shapes a verb into a noun belongs to derivational suffix. In other hand, the suffix *-ing* also belongs to inflectional suffix indicating the progressive tense. This process will be discussed in the next sub-chapter.

Optical is an adjective relating to the eye or the sense of sight. It is derived from the word *optic* (adj.) followed by suffix *-al* [optic (adj.) + -al]. As I mentioned before that not all derivation processes change the part of speech. In this case, the word *optical* is adjective derived from an adjective *optic*. This process is called derivation not inflection because the lexeme or category of the word *optical* and *optic* are different even though the part of speech of both words are the same. The word *optical* is taken from an advertisement “Artha Optical” which was found on Jalan Raya Timur Kaliwungu.

The sample number 4 is a process of derivation that changes a verb *bake* into a noun *bakery*; [bake (v) + -(e)ry] → bakery (n). Bakery is building used for baking. It is also called as *bakehouse*. The word *bakery* in an advertisement “Aldila Bakery” has a meaning “the building used for baking”. Moreover, it also has a meaning “the building used for selling cakes”. The suffix *-(e)ry* is also attached in the words *machinery*, *jewelry*, and *slavery*. The suffix *-ery* or *-(e)ry* has a function of changing a specific category of word (maybe noun or verb) into a noun with different category. The advertisement “Aldila Bakery” can be found on Jalan Kyai Guru Sulaiman, Pegandon, Kendal.

The last sample, number 5 shows a derivation process of a suffix *-al* that changes the noun *person* into an adjective *personal*. This process can be drawn as [person (n) + -al] → personal (adj.). The word *personal* is a part of a paint advertisement “Mowlex – Inspiring Colours, The Easy Way to Get Your Personal Colour”. *Personal* is an adjective which has function as modifier, it modifies a noun *colour* as in the compound word *Personal Colour*. *Personal* means private aspects of a person’s life. This advertisement was found in west region of Kendal regency (Weleri) on Jalan Raya Utama Tengah number 153 Weleri. For the addition, not every suffix *-al* changes a category of word into adjective. The suffix *-al* also changes a verb into a noun, such as *Removal* [remove (v) + -al]. In conclusion, if the suffix *-al* is attached into a noun, it changes noun into adjective like *Personal* and *Digital*; if suffix *-al* is attached into a verb, it changes the verb into a noun, such as *Removal* and *Arrival*.

There were some derivational suffixes found in advertisement boards in Kendal regency. For example, suffix *-ent* changes a verb *differ* into an adjective *different*; suffix *-ice* derives a verb *serve* into a noun *service*; suffix *-ence* forms a verb *reside* into a noun *residence*; suffix *-ion* changes a verb *protect* into a noun *protection*; suffix *-er* which denotes an agent of “X” process, derives a verb *clean* into a noun *cleaner*; suffix *-ly* changes a noun *friend* into an adjective *friendly*; suffix *-ee* derives a verb *employ* into a noun *employee*. Moreover, there were also found suffixes such as *-ism* in the word *tourism*, *-ness* in the word *greatness* and *-y / -ny* in the word *funny*.

4.2.1.2 Cliticization

Cliticization is a process of attaching a clitic to another word in a sentence. Clitic belongs to bound morpheme, but it is not the same as bound morpheme in inflection. The reduced-verb forms such as *'re* (are), *'m* (am), and *'s* (is) are good examples of clitics. Those verb forms do not constitute a syllable, so they must be attached to another word (free morpheme). Moreover, the suffix showing a possessive *-‘s* also belongs to a clitic rather than inflectional suffix because the genitive suffix *-‘s* can move freely to other word in a phrase or sentence (does not always depend on its host).

There were some English words found in advertisement boards in Kendal regency containing the process of Cliticization. Most of the clitics are suffixes showing possessive (*-‘s*). For the detail analysis, I present the data showing process of Cliticization below.

Table 4.5
Cliticization Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|---|-------------------------------|--------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | King's ← [king (n) + -'s] | Cliticization |
| 2. | Edy's ← [Edy (n) + -'s] | Cliticization |
| 3. | Family's ← [family (n) + -'s] | Cliticization |

The data number 1 above shows the process of cliticization in which the noun *King* is attached by the genitive suffix –'s. It is a part of car rental advertisement “King’s Rent” that was found in Jalan Raya Sumberejo, Kaliwungu. King’s Rent does not mean that the car rental owned by a king (of a kingdom), but it is just a name of a service. The use of word *King’s* perhaps has a meaning that the service is the best as the power of a king.

Data number 2 also has the same case. The proper name *Edy* is followed by a genitive suffix –'s to form a word *Edy’s* in an advertisement *Edy’s Grosir*. The owner of the grocery is Edy. Therefore, the grocery is named *Edy’s Grosir* which means the grocery owned by Edy. This advertisement can be found in a new shopping complex, Kaliwungu.

The last data sample, number 3 also shows a process of Cliticization. The noun *family* is followed by a genitive suffix –s in an advertisement “Family’s Laundry”. This advertisement board was found in Jalan Tegorejo, Pegandon, Kendal. *Family’s Laundry* means the laundry service for all people (families), not a laundry owned by a certain family and just for a family.

From the analysis above, it can be concluded that Clitic –'s is a bound morpheme that does not constitute a syllable, so it must be attached to a free morpheme. Clitic is quite free from its host; for example, the phrase *Family's Laundry of Jokowi*. The clitic –s in its host (family) can move to the other word such as *Jokowi*, and the phrase becomes *Jokowi's Family Laundry*. This is the reason why cliticization is different from Inflection. Furthermore, the bound morpheme in process of inflection cannot be separated from its host because of grammatical reason.

4.2.1.3 Internal Change

Some verbs may change the vowel according to grammatical rule. For example, the verbs *sit* and *sat*. The vowel *i* in the verb *sit* changes into *a* in *sat*. This process of word formation is called as internal change.

Unfortunately, in this study, this kind of English word formation could not be found in any advertisement boards in Kendal regency. I argue that the businessmen or advertisers in Kendal regency choose present verb not past or participle verb. Absolutely, information in advertisement boards are present and new. It is aimed to inform and attract the consumers to buy and use the product or service. Therefore, the process of internal change was not used in advertisement boards.

4.2.1.4 Suppletion

Suppletion has similarity with internal change, which the change of words (verbs) are influenced by grammatical rule. However, in internal change, there is a change

of vowel in a verb as in *sit* and *sat*. The forms of verb in internal change are almost similar because the change happens only in vowel. In contrast, the form of present verb and past verb in suppletion is totally different; for example, the verb *go* and *went* that have different form. The vowel changes and the consonants change, too.

This kind of word formation could not be found in advertisement boards in Kendal regency. The reason is the same as internal change. Because advertisements are used to persuade the readers or consumers to buy and use a new product (or service), I am sure that the advertisers never use the past form of verb. They will use present verbs (or perhaps future verbs) to ensure the readers that there is a newest and up to date product.

4.2.1.5 Compounding

In English, two different words may combine together to form a new term. This word formation process is called compounding. Usually, the words that combined are free morpheme. However, bound roots and combining forms may also combine with a free morpheme (or with other combining forms) to form a new term.

There are many English words constitute the process of compounding which were found in advertisement boards in Kendal regency. Here is the detail analysis of this type of word formation,

Table 4.6
Compounding Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|--|-------------------------------------|---------------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | Spring bed ← [spring (v) + bed (n)] | Compounding |

| | | |
|----|--|-------------|
| 2. | Geomedia ← [geo- + media (n)] | Compounding |
| 3. | Interior Cleaner ← [interior (n)+ cleaner (n)] | Compounding |
| 4. | Auto Finance ← [auto- + finance (n)] | Compounding |
| 5. | Leakproof ← [leak (n) + proof (adj.)] | Compounding |

The sample number 1 above is an example of compound word. The word *spring* (v) is combined with a word *bed* (n) to form a new term *spring bed* (n). It is a kind of compound noun because the head of this compound word is a noun (*bed*). Compound word has a characteristic in which the head of this compound is usually in right part. This phenomenon is called as right-headed compound. As in the word *spring bed*, the head is *bed* not *spring*. Therefore, *spring bed* is a kind of bed that has a characteristic of spring (jump over) so that a person who steps on it may leap or jump over. *Spring bed* does not mean a bed that can jump.

Sometimes, it is not easy to interpret a meaning of a compound word. Considering the context is an important thing in order to interpret a meaning of compound word. Moreover, a compound word also has a characteristic that the stress is usually in the first part. In this case, the word *spring bed* has a stress in the word ‘*spring* and it is pronounced ‘*spring bed*. The advertisement boards containing the word “Spring bed” can be found in some locations in Kaliwungu, Kendal, and Weleri.

There is an interesting case due to the compound word *spring bed*. I found some advertisement boards containing this word. Some advertisements contain two words *spring bed* (with a space), and the others contain one word *springbed* (without a space). Unfortunately, I could not find this word in English dictionary

because it is a new term coined by Indonesian people. There is no term “spring bed” used by English people. I argue that both of words are compound because there is no formal agreement (English dictionaries do not include it yet) which one is right form. If the first part of those words is adjective (as in *greenhouse* and *green house*), I can differentiate which one is noun phrase and which one is compound word. *Green house* is absolutely a noun phrase because there is a *very green house*. In other side, there is no *very greenhouse*. Greenhouse is a kind of place made from glass to keep plants.

I have stated that compound word usually consists of two free morphemes, but it is not always. As in the sample number 2, the word *geomedia* contains a combining form *Geo-*, means earth or ground. The word *Geo-* is from Greek. The word “geomedia” was found in Jalan Raya Timur Weleri in an advertisement “Geomedia Property”. It is an advertisement of land insurance. Stress in the compound word *geomedia* is not in the first element as in ‘*spring bed*. Because it contains a combining form with “o” ending (*Geo-*), the stress is in the vowel “o”. Therefore, it is pronounced *Ge’omedia* as in *bi’ology*, *physi’ology*, and *soci’ology*.

In the data number 3, both of the elements of the compound word (compound noun) are nouns. It is the word *cleaner* which is derived from a verb *clean*. Combined by a noun *interior*, it becomes a compound noun (NN) *interior cleaner*. “Interior Cleaner” means something that cleans an interior. Because the head of this compound word is derived from a verb, so the first element (*interior*) is considered as the object of the verb contained in the second element of that compound (*cleaner*). This kind of compound word is named “synthetic compound”.

This advertisement “Interior Cleaner” was found on Jalan Raya Kaliwungu number 119.

Compound word number 4 is also built by a combining form. The combining form *Auto-* is from Greek, like in the word *autobiography*. *Auto finance* is a compound word, means an institution that offers credit payment of automotive products. This compound word is a part of advertisement “Bussan Auto Finance” found in Jalan Soekarno-Hatta, Kendal. Compound words are may built up by two free morphemes, a combination of free morpheme and a combining form, and also a combination of two bound roots. This case was found in an advertisement “Istana – Fashion Outlet & Garment Industry”. The underlined word “outlet” is a combination of two bound roots *out-* and *-let*.

The last sample, number 5 is a compound adjective. The head of the word *Leakproof* is an adjective *proof*. While the first element of this compound is a noun *Leak*. The compound word *Leakproof* belongs to right-headed compound. Leakproof has a meaning secure against a leak (hole or crack). This compound word was contained in an advertisement “ABC Dry Cell – Leakproof” found in Jalan Raya Sumberejo KM. 18 Kaliwungu. It can be interpreted that product of the battery is claimed as secure from leak.

Form the analysis of compound words above, it can be stated that the process of compounding found in advertisement boards in Kendal regency are majority compound nouns. Moreover, the compound words are mostly right-headed and the head are nouns. The meaning of the compounds can be guessed by the elements

that built them. Thus, compound words which were found in advertisement boards in Kendal regency are “endocentric”.

4.2.1.6 Conversion

Conversion is also called as zero-derivation because it has similarity with process of derivation in which it changes the part of speech or category of a word. However, conversion does not involve any suffix. The new word is in the same form but different in part of speech.

I found some processes of conversion in advertisement boards in Kendal regency. Those processes of conversion were found in east region and west region of Kendal regency. I did not find any process of conversion in advertisement boards in the middle region of Kendal regency. Here are the samples and the analysis of this word formation process,

Table 4.7
Conversion Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|--|---|---------------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | Export (n) \leftrightarrow Export (v) | Conversion |
| 2. | Taste (n) \leftrightarrow Taste (v) | Conversion |
| 3. | Repair (n) \leftrightarrow Repair (v) | Conversion |
| 4. | Paint (n) \leftrightarrow Paint (v) | Conversion |
| 5. | Service (n) \leftrightarrow Service (v) | Conversion |

Five samples above show the process of conversion. All of those samples are the conversion between nouns and verbs. Sample number 1 is an advertisement of

human power supplier “CV. Bamboo Kuning – General Trading, Export, Import”.

This advertisement board was found on Jalan Letnan Suyono number 57 Brangsong, Kendal. *Export* in this advertisement is a noun because the word preceding and following it, are compound nouns “General Trading” and a noun “Import”. I argue that technique of parallelism (noun, noun, noun) was applied by the advertiser. *Export* as a noun has a meaning “goods that are sold to other countries”. Furthermore, *export* is also a verb which means the process of selling goods to other countries. Thus, this process is called as conversion. The same case is also found in the word *import*. “Import” can be noun and also verb; it has a meaning “goods which are bought from other countries” and “process of buying and bringing goods from other countries”.

Sample number 2 is the other example of conversion found in an advertisement board in Kendal regency. *Taste* is a part of a cigarette advertisement “Magnum Blue - Taste the Difference”. This advertisement was found in Jalan Raya Timur Kaliwungu. The word *taste* in this advertisement is absolutely a verb because the phrase “Taste the Difference” is an imperative. In contrast, *taste* is also a noun, which has a meaning the sensation experienced by means of tasting.

The next sample, number 3 is an advertisement of automotive service “Utama – Auto Body Repair” which was found on Jalan Raya Timut number 77 Kaliwungu. The word *repair* here is a noun which means the act of repairing. This noun is converted by a verb “repair”, which means “to restore or fix something broken to good condition”.

Another sample of conversion was found in west region of Kendal regency, specifically Weleri city. The word *paint* was found in an advertisement “Al-tex – Atlantic Ocean Paint” on Jalan Raya Timur number 2 Weleri. *Paint* here is a noun which means a substance used for decorating a surface of something. In another case, the word *paint* is also a verb means “to make a picture of a scenery, figure, etc”.

Sample number 5 is also a process of conversion, in which the word *service* is a noun and it can be converted into a verb. “Service” as a noun means an act of help or assistance, while “service” as a verb has a meaning to provide service or supply with assistance. The advertisement board that contains the word *service* was “Castrol Auto Service”. It was found on Jalan Raya Utama Tengah Weleri.

The process of conversion provided in the table above is a conversion between nouns and verbs. The word *export*, *taste*, *paint*, and *service* come first as nouns and they are converted into verbs. While the word *repair* comes first as a verb and then it is converted into a noun.

4.2.1.7 Clipping

There is a process of English word formation by cutting a syllable of a polysyllable word. This kind of process is called Clipping. After analyzing the data, I found some of clipping processes in advertisement boards in Kendal regency. The table shown below are some data samples of clipping process.

Table 4.8
Clipping Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|--|---------------------|---------------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | Rent | Clipping |
| 2. | E-mail | Clipping |
| 3. | Cell | Clipping |
| 4. | Auto | Clipping |
| 5. | Promo | Clipping |

Data number 1 above is an advertisement of car rental named “King’s Rent”. The word *rent* is actually from a word *rental*. The last syllable *al* in the word *rental* is cut to be a word *rent*. This advertisement was found on Jalan Raya Sumberejo Kaliwungu.

Cutting process of syllable does not only appear in the last syllable like the word “rent” from “rental”, but the process of cutting syllable also appears in the first part of a word. For example the data number 2; the word *Electronic mail* is cut in the first part (electronic) becomes a word *E-mail*. This word was found on Jalan Kyai Haji Asyari, Kaliwungu. It contained in an advertisement of a café internet named “Planet Everywhere – Browsing, Download, E-mail, Scan, Upload, Printing”.

The data sample number 3 is also showing the process of clipping. The word *cell* is from *cellular*. Process of clipping appears by cutting the last syllable of this polysyllable word. Cellular means involving cellular radio. It relates to a system of

hand phone. The word *cell* was found in an advertisement of hand phone shop on Jalan Raya Plantaran, Kaliwungu.

The next sample, number 4, shows the clipping process of the word *automobile* (or *automotive*). The clipped word is *Auto*. It was found in an advertisement board “Bussan Auto Finance” located on Jalan Soekarno Hatta, Kendal. *Automobile* is another word for car.

The data number 5 is another sample of clipping in which the last syllable of a word *promotion* is clipped to *promo*, means an act of informing the consumer that there is a new product or service. It was found on Jalan Raya Timur, Weleri from an advertisement “Elektronik Meubel – Promo Soft Opening!!”.

It can be seen from the analysis above that the majority data of clipping found in advertisement boards in Kendal regency are processes of cutting the last syllable of polysyllabic words. This kind of clipping is called *back-clipping*.

4.2.1.8 Blending

Blending is the fusion of two words into one. It resembles the process of compounding. If compounding involves the combination of two words which those words are in original forms, the words that fuse in blending are some parts of the two words, such as *motel* (from *motor* and *hotel*). This kind of word formation process was quite difficult to find in advertisement boards in Kendal regency. However, I could find some of blending processes there. Here are the samples that belong to blending process:

Table 4.9
Blending Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|---|--|--------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | Smartphone (n) ← [smart (adj.) + telephone (n)] | Blending |
| 2. | Wi-fi (n) ← [wireless (adj.) + fidelity (n)] | Blending |
| 3. | Psyconcept (n) ← [psyche (v) + concept (n)] | Blending |
| 4. | Finiland (n) ← [finial (n) + land (n)] | Blending |

The word *smartphone* in data number 1 is a fusion of an adjective *smart* and a noun *telephone*. The word *telephone* is cut to form a word *phone* (it is a process of clipping). Then, the adjective *smart* and the noun *phone* are fused to a word *smartphone*. Smartphone is a mobile telephone that has special features, such as sending e-mail, streaming, accessing internet, taking picture, chatting, etc. This is an advertisement of a mobile phone named “Asiafone-Smartphone” which was found on Jalan Raya Timur Kaliwungu. Moreover, the word *Asiafone* belongs to process of blending, too. It is a fusion of the noun *Asia* with the word *fone* (slang word of *phone*).

The data number 2 shows that blending process may involve two parts of two different words. The first word is an adjective *Wireless* and cut to be *Wi*. *Wireless* means without cable. The second word is a noun *Fidelity* and it is also cut to be *Fi*. The new word produced by the blending process is *Wi-Fi*, means a system of accessing internet connection from computer or smartphone that has wireless

connection. The word *Wi-Fi* stands for *Wireless Fidelity*. The advertisement “Juragan - Gratis Kopi & Wi-Fi” was found in complex of Pakuwon Asri, Kaliwungu.

A new word by process of blending was also found in middle region of Kendal regency. The word is *psyconcept*. It is the fusion of a word *psyche* and *concept*. The word *psyconcept* is an advertisement of fashion shop “Buzz – Psyconcept” which was found on Jalan Sunan Abinawa, Kendal. I argue that the fashion businessman used the word *psyconcept* to attract the buyers. This word emphasizes that the businessman has the clothing concept which fits to the buyers’ mental process (psychological).

Another new word formed by blending process is the word *finiland*. It is from the word *finial* and *land*. According to *Mobile English Collins Dictionary*, *finial* is an ornament at the top of a thing. Moreover, *finial* is also the variant of the word *final*. The word *finiland* was found in an advertisement of spring bed on Jalan Tegorejo Pegandon, Kendal.

There are some techniques of blending, such as the word *Smartphone* which the second part of the word (*telephone*) is cut to the word *phone* and fused with an adjective *smart*. Other case is the fusion of two clipped words as in *Wireless* + *Fidelity* to be *Wi-Fi*. The original word as the second part of a blend word is also found in the word *finiland* (*finial* + *land*) and *psyconcept* (*psyche* + *concept*).

4.2.1.9 Backformation

It is a reduction process of a word. Usually, the original words are nouns which are reduced into verbs. This kind of word formation is very rare in advertisement boards in Kendal regency. I only found 1 advertisement that used the process of backformation. The verb *edit* is formed by the process of backformation from the noun *editor*. It is an advertisement of café internet that provides a service of photo editing. Other examples of words formed by backformation process are *babysit* from *babysitter*, *beg* from *beggar*.

4.2.1.10 Acronym

English words formed by process of acronym could be found easily in advertisement boards in Kendal regency. Acronym is a word derived from the initial of several words. The word may be pronounced as spelling like *Unicef* or just initial word like *USA*. However, some linguists called this process (like *USA*) as initialization, in which a word is pronounced by initializing its first letter. The detail analysis of this type of word formation is presented below.

Table 4.10
Acronym Process Found in Advertisement Boards in Kendal regency

| Process of English Word Formation Found in Kendal Regency | | |
|--|------------------------------|---------------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | BLC ← Bahurekso Lawyers Club | Acronym (initialization) |
| 2. | PVC ← Polyvinyl Chloride | Acronym (initialization) |

| | | |
|----|---|--------------------------|
| 3. | RC ← Racing Champion | Acronym (initialization) |
| 4. | TOEFL ← Test of English as a Foreign Language | Acronym |
| 5. | TDC ← Telkomsel Distribution Center | Acronym |

Sample number 1 is an acronym (initialization) from the word *Bahurekso Lawyers Club*. It is a club of lawyers of Kendal regency whose main office is located in Kendal city. This advertisement board was found on Jalan Raya Brangsong.

Sample number 2 is a chemical name from *Polyvinyl Chloride* or people usually called it as *PVC*. PVC is a synthetic thermoplastic material made by chemical process called polymerizing vinyl chloride. This word was found in an advertisement “Shella 2 PVC” on Jalan Raya Kaliwungu number 304. PVC in this advertisement has a meaning of a plastic pipe made from polyvinyl chloride material.

An advertiser of motor cycle also applied acronym or initialization process to promote a product of it. The sample number 3 was found in advertisement “XEON RC” on Jalan Raya Kalinwungu (complex of Gladak traditional market). *RC* is an initialization from *Racing Champion*. The advertiser wanted to inform the public that the product of motorbike is very fast like racing champion.

TOEFL is another sample of acronym which the initial word is pronounced. It stands for *Test of English as a Foreign Language*. TOEFL is a test or examination of English for speakers of other countries (non-native English speaker). Usually, toefl test is a requirement for those who want to continue their study in a local or foreign university. Moreover, every university has its own requirement of toefl

score for the people who want to enter the university. The advertisement that used a word *TOEFL* was found on Jalan Purin Kendal.

Sample number 5 is a new term formed by the process of acronym. *TDC* stands for *Telkomsel Distribution Center*. It is a distribution center owned by a cellular provider named *Telkomsel*. The recruitment of Telkomsel employee of Kendal regency is conducted there. This ad was found on Jalan Soekarno Hatta number 10, Kendal.

4.2.1.11 Onomatopoeia

Onomatopoeia is a word formation whose sound is imitative of the sound of noise or animal. This kind of word formation was very difficult to find in advertisement boards in Kendal regency because onomatopoeia is actually related to speech (saying) or sound not written text. Advertisement board is written text; therefore, the process of onomatopoeia was very difficult to find. I just only found 1 sample that uses this type of word formation. The advertisement is “BUZZ – Psyconcept”. It was found on Jalan Sunan Abinawa Pegandon, Kendal. *Buzz* is called as onomatopoeic word because it is imitation of sound of bee in flight.

4.2.1.12 Inflection

Inflection involves suffixes. Nevertheless, inflection does not change the category of a word or part of speech. Inflection is influenced by grammatical context. For example, plural maker *-s* in the word *books*, or suffix *-s* indicating the third person singular as in *Sinta reads a newspaper every morning*.

In this study, I found some processes of inflection. The suffix that takes role in this process is *-s* plural maker. For the detail analysis, here I present the data sample in the table below.

Table 4.11
Inflection Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|---|---------------------------------------|--------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | Lights (n) ← [light (n) + -s] | Inflection |
| 2. | Mavericks (n) ← [maverick (n) + -s] | Inflection |
| 3. | Protects (v) ← [protect (v) + -s] | Inflection |
| 4. | Committed (v) ← [commit (v) + -ed] | Inflection |
| 5. | Fastest (adj.) ← [fast (adj.) + -est] | Inflection |

The data sample number 1 and number 2 are samples of inflection found in advertisement boards in Kendal regency. The suffix *-s* in the word *lights* and *mavericks* are indicating of plural maker. They are said as inflection because the suffix *-s* does not change the category and part of speech of those two words. It can be said that *light* and *lights* are other representation of a same lexeme LIGHT. This also happens to the word *maverick* and *mavericks*. These are in the same lexeme MAVERICK. The word *lights* was found in an advertisement “L.A Lights” on Jalan Raya Barat Kaliwungu. While the word *mavericks* was the part of an advertisement

“Olympic Spring Bed - New Mavericks” found on Jalan Raya Kaliwungu number 224.

The suffix *-s* in the data number 3 is different case from the data number 1 and 2. The suffix in data number 1 and 2 is plural maker, whether the suffix *-s* in the data number 3 (*Protects*) indicates that the subject is third singular person. This word was found in an advertisement “RMC MONOCOAT – Protects and Colours Your Wood in One Single Layer”. The suffix *-s* in *colours* is also an inflection showing that the subject is third singular person.

Another type of suffix indicating the process of inflection is suffix *-ed* in the word *committed* which indicates the past form of the verb *commit*. This word was found in “Gudang Garam Signature - Committed to Greatness”, an advertisement of cigarette product. It was found on Jalan Raya Kaliwungu number 14. The words *commit* and *committed* are in the same lexeme of COMMIT.

Another inflectional suffix is found in the sample number 5. The suffix *-est* in the word *fastest* indicates superlative. Therefore, the word *fast*, *faster*, and *fastest* are representations of the same lexeme FAST. This word was found in an advertisement “Ganesha Operation – The King of the Fastest Solution” on Jalan Raya Timur number 79 Weleri.

4.2.1.13 Coinage

Coinage is a special word formation in which the word is derived from the name of place, person, or certain product. This type of English word formation was found

in some advertisements in Kendal regency. The detail analysis is presented as follows:

Table 4.12
Coinage Process Found in Advertisement Boards in Kendal Regency

| Process of English Word Formation Found in Kendal Regency | | |
|---|--------------------------------------|--------------------------------|
| No. | English Word | English Word Formation Process |
| 1. | <u>Simpat</u> i Loop | Coinage |
| 2. | Bira Collection <u>Tupperware</u> | Coinage |
| 3. | <u>Zeneos</u> – Grips Your Lifestyle | Coinage |
| 4. | <u>Jotun</u> – Multicolor Centre | Coinage |
| 5. | <u>Ganesha</u> Operation | Coinage |

The five samples above are formed by process of coinage. The word *Simpat* in the word *Simpat* Loop actually means the feeling of other people's emotion like sorrow or sadness. However, in this context, *Simpat* is meant as a product of cellular provider. People of Indonesia sometimes mention the word *Simpat* referring to the kind of *sim card* used for mobile phone.

Tupperware is also formed by coinage. Tupperware is a trademark of plastic bottle or plastic container. Indonesian people sometimes call any plastic bottles (for drinking) with colourful choice as Tupperware. This ad was found on Jalan Stasiun Lama , Kendal.

The word *Zeneos* in data number 3 is coined from the word *Zenic*. According to *Mobile Collins English Dictionary*, *Zenic* or *Zen* is related to Japanese (Japanese school with the basic of Buddhism). The word *Zeneos* is used by a producer of

motor shampoo. I argue that the product is from Japan. This advertisement was located on Jalan Raya Tegorejo number 11, Pegandon, Kendal.

I have stated above that coined word may come from the name of people or place. This sample was found on Jalan Raya Timur number 3 Weleri. The word *Jotun* actually has a meaning of a race of giants from Norse myth. Therefore, this coinage process may also be called as *eponym*. This study is not aimed to analyze the exact meaning of the words used in advertisement boards in Kendal regency. However, I argue that the businessmen of the colour paint used the word *Jotun* to emphasize to the public that this product can cover all surfaces with good quality of colour as big as the giant *Jotun*.

Another example of eponym is found in the data table number 5. *Ganesha Operation* contains a word *Ganesha* or *Ganesh* which means the Hindu God who has an elephant head. This word was found on Jalan Raya Timur number 79 Weleri. *Ganesha Operation* is a name of learning center for the students of elementary school up to senior high school.

4.3 Types of English Word Formation Process Used Most Often in

Advertisement Boards in Kendal Regency

After classifying and analyzing the obtained data, I found 132 English words in the east region of Kendal regency. In the middle region of Kendal regency, I could obtain 36 English words. While in the west region of Kendal regency, there found 34 data of English words.

Thus, total sample of English words found in advertisement boards in Kendal regency are 202 data. There are 35 data of derivation process found in Kaliwungu and Brangsong, 9 data of derivation found in Kendal city and around, 6 data of derivation found in Weleri city.

Table 4.13
Percentage of Derivation Process Found in Advertisement Boards in Kendal Regency

| Derivation Process Found in Three Main Locations of Kendal Regency | | | |
|---|-------------------------|------------------------------------|--|
| No. | Location | Total of Derivation Process | Percentage |
| 1. | Kaliwungu and Brangsong | 35 data | $\frac{35}{202} \times 100\% =$ 17.3 % |
| 2. | Kendal city and around | 9 data | $\frac{9}{202} \times 100\% =$ 4.5 % |
| 3. | Weleri | 6 data | $\frac{6}{202} \times 100\% =$ 2.9 % |
| Total of Data | | 50 data | 24.7 % |

There are 3 data of Cliticization found in the east region of Kendal regency, 1 data found in the middle region, and 0 data found in the west region. Therefore, there are only 4 data of Cliticization process found in advertisement boards in Kendal regency.

Table 4.14
Percentage of Cliticization Process Found in Advertisement Boards in Kendal Regency

| Cliticization Process Found in Three Main Locations of Kendal Regency | | | |
|--|-------------------------|---------------------------------------|--|
| No. | Location | Total of Cliticization Process | Percentage |
| 1. | Kaliwungu and Brangsong | 3 data | $\frac{3}{202} \times 100\% =$ 1.4 % |

| | | | |
|----------------------|------------------------|--------|--|
| 2. | Kendal city and around | 1 data | $\frac{1}{202} \times 100\% =$ 0.5 % |
| 3. | Weleri | 0 data | 0 % |
| Total of Data | | 4 data | 1.9 % |

As I mentioned in the discussion of the types of English word formation process found in advertisement boards in Kendal regency, internal change and suppletion involve the change or formation of present verb into past verb. For this reason, data of internal change and suppletion are 0% because these kinds of English word formation could not be found in any advertisement boards in Kendal regency.

For compounding process, there are 43 data obtained in the east region, 8 data obtained in the middle region, and 16 data obtained in the west region. The total of the data of compounding process found in advertisement boards in Kendal regency are 67 data. Here are the percentage of the use of compounding process found in advertisement boards in Kendal regency.

Table 4.15
Percentage of Compounding Process Found in Advertisement Boards in Kendal Regency

| Compounding Process Found in Three Main Locations of Kendal Regency | | | |
|--|-------------------------|-------------------------------------|--|
| No. | Location | Total of Compounding Process | Percentage |
| 1. | Kaliwungu and Brangsong | 43 data | $\frac{43}{202} \times 100\% =$ 21.2 % |
| 2. | Kendal city and around | 8 data | $\frac{8}{202} \times 100\% =$ 4 % |

| | | | |
|----------------------|--------|---------|---|
| 3. | Weleri | 16 data | $\frac{16}{202} \times 100\% =$ 7.9 % |
| Total of Data | | 67 data | 33.1 % |

Moreover, I found 8 data of conversion process in the east region, 0 data in the middle region, and 3 data in the west region. Total of conversion process found in advertisement boards in Kendal regency are 11 data.

Table 4.16
Percentage of Conversion Process Found in Advertisement Boards in Kendal Regency

| Conversion Process Found in Three Main Locations of Kendal Regency | | | |
|---|-------------------------|------------------------------------|--|
| No. | Location | Total of Conversion Process | Percentage |
| 1. | Kaliwungu and Brangsong | 8 data | $\frac{8}{202} \times 100\% =$ 3.9 % |
| 2. | Kendal city and around | 0 data | 0% |
| 3. | Weleri | 3 data | $\frac{3}{202} \times 100\% =$ 1.5% |
| Total of Data | | 11 data | 5.4 % |

There are 8 data of clipping process found in Kaliwungu, 2 data found in Kendal city, and 3 data found in Weleri. Thus, there are 13 data of clipping process found in advertisement boards in Kendal regency. The percentage table of clipping is presented below.

Table 4.17
Percentage of Clipping Process Found in Advertisement Boards in Kendal Regency

| Clipping Process Found in Three Main Locations of Kendal Regency | | | |
|---|-------------------------|----------------------------------|---|
| No. | Location | Total of Clipping Process | Percentage |
| 1. | Kaliwungu and Brangsong | 8 data | $\frac{8}{202} \times 100\% =$ 4 % |
| 2. | Kendal city and around | 2 data | $\frac{2}{202} \times 100\% =$ 1% |
| 3. | Weleri | 3 data | $\frac{3}{202} \times 100\% =$ 1.5% |
| Total of Data | | 13 data | 6.5 % |

Only a few processes of blending found in three main regions of Kendal regency. There are only 3 data of blending found in Kaliwungu, 2 data found in Kendal city, and 0 data found in Weleri.

Table 4.18
Percentage of Blending Process Found in Advertisement Boards in Kendal Regency

| Blending Process Found in Three Main Locations of Kendal Regency | | | |
|---|-------------------------|----------------------------------|--|
| No. | Location | Total of Blending Process | Percentage |
| 1. | Kaliwungu and Brangsong | 3 data | $\frac{3}{202} \times 100\% =$ 1.4 % |
| 2. | Kendal city and around | 2 data | $\frac{2}{202} \times 100\% =$ = 1% |
| 3. | Weleri | 0 data | 0% |
| Total of Data | | 5 data | 2.4 % |

The fewest sample of word formation found in advertisement boards in Kendal regency is backformation. I only found 1 data of backformation process.

Table 4.19
Percentage of Backformation Process Found in Advertisement Boards in Kendal Regency

| Backformation Process Found in Three Main Locations of Kendal Regency | | | |
|--|-------------------------|---------------------------------------|--|
| No. | Location | Total of Backformation Process | Percentage |
| 1. | Kaliwungu and Brangsong | 1 data | $\frac{1}{202} \times 100\% =$ 0.5 % |
| 2. | Kendal city and around | 0 data | 0% |
| 3. | Weleri | 0 data | 0% |
| Total of Data | | 1 data | 0.5 % |

There are 12 data of acronym found in the east region, 7 data found in the middle region, and 0 data found in the west region. Thus, the total of the data of acronym found in advertisement boards in Kendal regency are 19 data,

Table 4.20
Percentage of Acronym Process Found in Advertisement Boards in Kendal Regency

| Acronym Process Found in Three Main Locations of Kendal Regency | | | |
|--|-------------------------|---------------------------------|---|
| No. | Location | Total of Acronym Process | Percentage |
| 1. | Kaliwungu and Brangsong | 12 data | $\frac{12}{202} \times 100\% =$ 6 % |
| 2. | Kendal city and around | 7 data | $\frac{7}{202} \times 100\% =$ 3.5% |
| 3. | Weleri | 0 data | 0% |
| Total of Data | | 19 data | 9.5% |

Onomatopoeia is the second fewest word formation process that could be found in advertisement boards in Kendal regency. There is 0 data of onomatopoeia found in Kaliwungu, 1 datum found in Kendal city, and 0 data found in Weleri.

Table 4.21
Percentage of Onomatopoeia Found in Advertisement Boards in Kendal Regency

| Onomatopoeia Found in Three Main Locations of Kendal Regency | | | |
|---|-------------------------|--------------------------------------|---|
| No. | Location | Total of Onomatopoeia Process | Percentage |
| 1. | Kaliwungu and Brangsong | 0 data | 0% |
| 2. | Kendal city and around | 1 data | $\frac{1}{202} \times 100\% =$ 0.5% |
| 3. | Weleri | 0 data | 0% |
| Total of Data | | 1 data | 0.5% |

Talking about inflection, there are 14 data of inflection found in the east region, 2 data found in the middle region, and 3 data found in the west region. Total of inflection process found in the advertisement boards in Kendal regency are 19 data.

Table 4.22
Percentage of Inflection Found in Advertisement Boards in Kendal Regency

| Inflection Process Found in Three Main Locations of Kendal Regency | | | |
|---|-------------------------|------------------------------------|--|
| No. | Location | Total of Inflection Process | Percentage |
| 1. | Kaliwungu and Brangsong | 14 data | $\frac{14}{202} \times 100\% =$ 7% |

| | | | |
|----------------------|------------------------|---------|---|
| 2. | Kendal city and around | 2 data | $\frac{2}{202} \times 100\% =$ 1% |
| 3. | Weleri | 3 data | $\frac{3}{202} \times 100\% =$ 1.5% |
| Total of Data | | 19 data | 9.5% |

The last English word formation found in the advertisement boards in Kendal regency is coinage. There are 5 data of coinage found in the east region, 4 data found in the middle region, and 3 data found in the west region. The total of the data of coinage process found in the advertisement boards in Kendal regency are 12 data.

Table 4.23
Percentage of Coinage Process Found in Advertisement Boards in Kendal Regency

| Coinage Process Found in Three Main Locations of Kendal Regency | | | |
|--|-------------------------|---------------------------------|--|
| No. | Location | Total of Coinage Process | Percentage |
| 1. | Kaliwungu and Brangsong | 5 data | $\frac{5}{202} \times 100\% =$ 2.5 % |
| 2. | Kendal city and around | 4 data | $\frac{4}{202} \times 100\% =$ 2% |
| 3. | Weleri | 3 data | $\frac{3}{202} \times 100\% =$ 1.5% |
| Total of Data | | 12 data | 6% |

It can be seen from the percentage tables above that the process of compounding takes 33.1% of total English word formation processes found in advertisement boards in Kendal regency. Meanwhile, derivation takes 24.7%, inflection and acronym take the same percentage (each 9.5%). Moreover, the percentage of clipping is 6.5%, coinage is 6%, conversion is 5.4%, blending is 2.4%, and cliticization is 1.9%. The fewest percentage are backformation and acronym (each 0.5%). Besides, only data of suppletion and internal change are 0%.

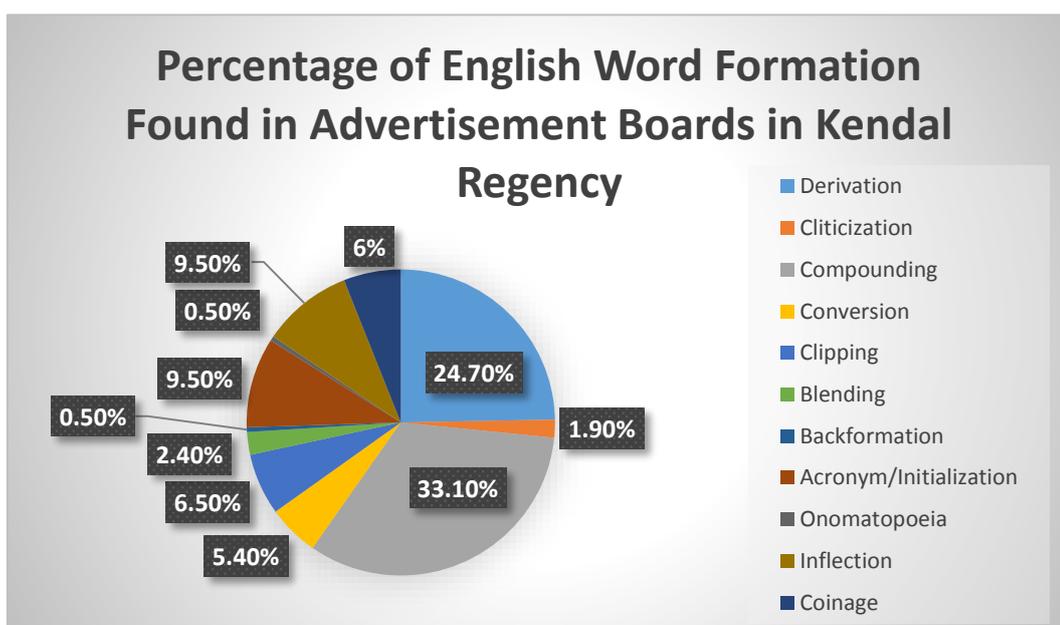


Figure 4.1
Percentage of English Word Formation Found in Advertisement Boards in Kendal Regency

The figure above shows that compounding is the process of English word formation used most often in the advertisement boards in Kendal regency. The amounts of compounding process are 67 data (33.1%), followed by derivation 50

data (24.7%), inflection and acronym are in the same data (19 data of each, or 9.5%), clipping are 13 data (6.5%), coinage are 12 data (6%), conversion are 11 data (5.4%), and blending are 5 data (2.4%). Furthermore, cliticization only takes 4 data (1.9%), whether onomatopoeia and backformation place in the fewest data (each 1 data, or 0.5%).

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter is the last chapter which consists of conclusions and suggestions. The conclusions are drawn from the findings and discussions in chapter IV. Meanwhile, the suggestions are aimed to people who want to conduct a study with the same topic of this study.

5.1 Conclusions

Conducting a study related to the word formation process cannot be separated with a field of linguistics that is morphology. It means that a researcher analyzes the internal structure of English words. In classifying and analyzing the English word formation process, the researcher must be careful, sharp, and critical. He/she should hold some word formation theories proposed by some experts (linguists). For this reason, I refer to some linguists who are experts in English word formation. Their theories are used as the basis of the analysis in this study.

There are at least three conclusions can be drawn from findings. Firstly, there are 113 outdoor advertisements containing English words found in the advertisement boards in Kendal regency. The data were taken from three main locations of Kendal regency. They are east region of Kendal regency (Kaliwungu and Brangsong), middle region of Kendal regency (Kendal city), and east region of Kendal regency (Weleri).

The data of English advertisements were mostly taken from Kaliwungu. In Kaliwungu, there were 72 obtained data. Meanwhile, in Kendal city and around, there were 21 English advertisements. Moreover, I could obtain 20 data in Weleri. In Kaliwungu and Brangsong, the English advertisements were mostly taken from billboards and banners. They were the advertisements of sport shops, furniture shops, restaurants, car rental, housing, man power supplier, and cigarette products. In Kendal city and around, the English words were mostly used in the advertisements of clothing, bakery, cellular provider, and automotive. Meanwhile in Weleri, the English advertisements were found in the advertisements of insurance, oil products, restaurant, and learning center.

Secondly, from 13 types of English word formation process I used in this study, there are 11 types of English word formation process that could be found in the advertisement boards in Kendal regency. Unfortunately, the data of suppletion and internal change were not available. Suppletion and internal change are related to the grammatical condition, such as the change of the verb *go* into *went* and *swim* into *swam*. Because internal change and suppletion resemble the change of a word (verb) into past form, these kinds of English word formation could not be found in the advertisement boards in Kendal regency. The purpose of an advertisement is to promote the new products or services. Therefore, the advertisers or businessmen will not use the past form of verbs.

There were some derivational suffixes found in this study. Derivation changes category of a word and part of speech of the word. The suffix *-ent* changes a verb *differ* into an adjective *different*. Suffix *-ice* changes a verb *serve* into a noun

service. Suffix *-ence* derives a noun from a verb, *-er* denotes an agent of “X” process, and *-ee* changes a verb into a noun. The process of Cliticization that could be found was the use of clitic *-’s* showing possession. Clitic is different from inflectional suffix because clitic is more freely from its host. Meanwhile, inflectional suffix depends on its host because of grammatical condition. The data of compounding found in this study were mostly compound nouns in which the head of the compound words are nouns. Thus, the data of compounding were mostly *endocentric compounds*. The obtained data of conversion were the process between verbs and nouns. Moreover, inflectional suffix *-s* indicating the third singular person and plural maker, and suffix *-ed* denoting a past form of a verb are the data of inflection process.

Thirdly, English advertisements obtained in this study often contain more than one English words. From 113 data of English advertisements, I could find 202 data of English words. After classifying and analyzing the data, I found that there are 50 data of derivation process found in the three locations of Kendal regency. The percentage is 24.7% out of data total. Data of cliticization are 3 items (1.9%). Data of compounding are 67 items (33.1%). Meanwhile, the data of conversion are 11 items (5.4%). I could find 13 data of clipping (6.5%), 5 data of blending (2.4%), 1 datum of backformation (0.5%), 19 data of acronym or initialization (9.5%), 1 datum of onomatopoeia (0.5%), and 19 data of inflection (9.5%). Moreover, I also found 12 data of coinage (6%). Unfortunately, the data of internal change and suppletion process are 0% because I could not find any English advertisement boards containing this kinds of word formation process. From the percentages and

numbers of each English word formation process found in the advertisement boards in Kendal regency, it could be concluded that compounding is the process of English word formation used most often in the advertisement boards in Kendal regency. In contrast, backformation and onomatopoeia are the English word formation processes which are rarely used.

5.2 Suggestions

I would like to propose some suggestions dealing with the topic and the results of this study. Firstly, for the linguistic learners, I hope that this study can be useful for them who want to enrich their knowledge in morphology, especially the English word formation process found in advertisement boards. Moreover, they can recognize some new terms of English that have entered in Indonesia.

Secondly, I really expect that there will be other researches conducted by English Department students with the same topic and different objects. As a result, there will be many research reports dealing with English word formation processes with various objects. It will motivate others (linguistic learners) to learn morphology, even conducting a study dealing with English morphology. The more morphological studies, the more improvement can be done regarding this linguistics science. Thus, I kindly expect that this study can be one of references used by those who are interested in conducting linguistic researches (morphological study).

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APPENDIX I

LIST OF ENGLISH ADVERTISEMENTS FOUND IN EAST REGION OF KENDAL REGENCY

| EAST REGION OF KENDAL REGENCY (Kaliwung and Brangsong) | | |
|---|--|---|
| No. | English Advertisements | Location (Street) |
| 1. | Javaland Spring Bed | Jl. Simpang 3 Sekopek Kaliwungu |
| 2 | We R Different - Sales, Service, Spare Part | Jl. Raya kaliwungu no. 163 |
| 3 | King's Rent | Jl. Raya Sumberejo Kaliwungu |
| 4 | Western Union | Jl. Raya Timur no. 74 |
| 5 | Mandiri ATM | Jl. Raya Timur Kaliwungu |
| 6 | Nirwana Residence | Jl. Boja Kaliwungu |
| 7 | CV. Bamboo Kuning – General Trading, Export, Import | Jl. Letnan Suyono no. 57 Brangsong, Kendal |
| 8 | ATM BCA | Jl. Letnan Suyono no. 77 Brangsong Kendal |
| 9 | Istana – Fashion Outlet & Garment Industry | Jl Pandean Kaliwungu |
| 10 | Hikmah - Baby Kid's & mom | Jl. Raya 145 Kaliwungu |
| 11 | XTreme Protection PERTAMINA XP | Jl. Raya Barat 350 Kaliwungu |
| 12 | Achilles Radial | Jl. Raya Barat Kaliwungu |
| 13 | Speed Tyre Shop | Jl. Raya Barat Kaliwungu |

| | | |
|----|--|---|
| 14 | Corsa – Official Tire Partner of Manchester United | Jl. Raya Barat Kaliwungu |
| 15 | Asia Tile | Jl. Raya Brangsong |
| 16 | HotRod 3G+ | Jl. Raya Brangsong |
| 17 | The Sea – Family Recreation | Jl. Raya Brangsong |
| 18 | BLC (Bahurekso Lawyers Club) | Jl. Raya Brangsong |
| 19 | Artha Optical | Jl. Raya Timur Kaliwungu |
| 20 | L.A Lights | Jl. Raya Barat Kaliwungu |
| 21 | Jaya Print | Jl. Raya Kaliwungu no. 71 |
| 22 | Interior Cleaner | Jl. Raya Kaliwungu no. 119 |
| 23 | Desle-Casual & Sport Shoes | Jl. Raya Kaliwungu no. 182 |
| 24 | Oto Kredit - Xtra Motor | Jl. Raya Kaliwungu no. 222 |
| 25 | Olympic Spring Bed - New Mavericks | Jl. Raya Kaliwungu no. 224 |
| 26 | Bigland Springbed – The Ultimate Sleeping Comfort | Jl. Raya Kaliwungu no. 239 |
| 27 | Bigdream Springbed | Jl. Raya Kaliwungu no. 240 |
| 28 | Lenkote – Colour Sensation | Jl. Raya Kaliwungu no. 242 |
| 29 | Shella 2 PVC | Jl. Raya Kaliwungu no. 304 |
| 30 | Beat For Everyone – ESP – Economical, Eco Friendly, High Performance | Jl. Raya Kaliwungu complex of Gladak Traditional Market |
| 31 | XEON RC | Jl. Raya Kaliwungu complex of Gladak Traditional Market |

| | | |
|----|---|--|
| 32 | Holcim - Authorized dealer | Jl. Raya Kaliwungu no. 3 |
| 33 | RMC MONOCOAT – Protects and Colours Your Wood in One Single Layer | Jl. Raya Kaliwungu no. 200 |
| 34 | CS Amalia Elektronik | Jl. Raya Simpang 3 Sekopek Kaliwungu |
| 35 | GG Mild - Break the Limit | Jl. Raya Sumberejo Kaliwungu |
| 36 | Ichidai – Quality Parts | Jl. Raya Timur Kaliwungu no. 60 |
| 37 | PT. Texmaco Perkasa Engineering | Jl. Raya Timur Kaliwungu |
| 38 | Repsol – Full Protection | Jl. Raya Timur Kaliwungu |
| 39 | SMP Muhammadiyah 3 – Berbasis Multiple, Intelligences | Jl. Raya Timur Kaliwungu |
| 40 | Procella – Sleep in Lifestyle | Jl. Raya Simpang 3 Sekopek Kaliwungu |
| 41 | Pusat Laptop & Printer – Electronics and Furniture | Jl. Raya Simpang 3 Sekopek Kaliwungu |
| 42 | Simpaty Loop – Internetan & BB-an | Jl. Raya Soekarno Hatta no. A44 Brangsong |
| 43 | Hai Hai Speed Shop – Sparepart, Accessories, Service, Racing Part, Apparel, Helmet | Jl. Soekarno Hatta no. A3-A4 Brangsong |
| 44 | Eiger – Passion for Adventure | Jl. Stasiun Kaliwungu |
| 45 | Massage & Barbershop | Jl. Boja Kaliwungu |

| | | |
|----|--|--|
| 46 | Grand Citramas regency | Jl. Kyai Haji Asyari Kaliwungu |
| 47 | Djarum Super Mild – Pleasure, Style, Confidence | Jl. Kyai Asyari Kaliwungu |
| 48 | Brico Oddesey - Energy Saver | Jl. Kyai Haji Asyari Kaliwungu |
| 49 | Planet Everywhere – Browsing, Download, E- mail, Scan, Upload, Printing | Jl. Kyai Haji Asyari Kaliwungu |
| 50 | JNE – Express Across Nations | Jl. Pandean Kaliwungu |
| 51 | Media Computer – Shooting/Edit video | Jl. Pandean Kaliwungu |
| 52 | BIGFOAM | Jl. Raya Barat Kaliwungu |
| 53 | Dunhill Mild | Jl. Raya Barat Kaliwungu |
| 54 | Apache - Premium Class | Jl. Raya Boja Kaliwungu |
| 55 | Employee Gathering | Jl. Raya Timur Kaliwungu |
| 56 | Asiafone – Smartphone | Jl. Raya Timur Kaliwungu |
| 57 | Sinar Mas Sellular - BlackBerry | Jl. Raya Timur Kaliwungu |
| 58 | Magnum Blue – Taste the Difference | Jl. Raya Timur Kaliwungu |
| 59 | Gudang Garam - Signature Moment | Jl. Raya Plantaran Kaliwungu |
| 60 | Sonix Cell | Jl. Raya Plantaran Kaliwungu |
| 61 | Apache – Blackgold | Jl. Raya Sumberejo no. 18 Kaliwungu |

| | | |
|----|--|--|
| 62 | Tirto Arum Baru – Enjoy the variety of tourism in Kendal | Jl. Raya Sumberejo KM. 17 Kaliwungu |
| 63 | ABC Dry Cell Leakproof – No Cadmium Added | Jl. Raya Sumberejo KM. 18 Kaliwungu |
| 64 | Skynet – Internet & Game Online | Jl. Raya Timur no. 75 Kaliwungu |
| 65 | Utama – Auto Body Repair | Jl. Raya Timur no. 77 Kaliwungu |
| 66 | Nuura Collection | Jl. Sawah Jati Kaliwungu |
| 67 | Gudang Garam Signature – Committed to Greatness | Jl. Raya Kaliwungu no. 14 |
| 68 | Edy’s Grosir | Komplek Ruko Baru Kaliwungu |
| 69 | Milan - Ceramic Tile | Kompek Ruko Baru Kaliwungu |
| 70 | Rinnai – Experience Our Innovation | Ruko Kaliwungu Baru Blok 1B |
| 71 | Juragan Gratis Kopi & Wi-Fi | Ruko Pakuwon Asri Kaliwungu |
| 72 | Funny – Resto Coffee & Family Karaoke | Ruko Pakuwon Asri Kaliwungu |

APPENDIX II
LIST OF ENGLISH ADVERTISEMENTS FOUND IN MIDDLE REGION
OF KENDAL REGENCY

| MIDDLE REGION OF KENDAL REGENCY | | |
|--|--|--|
| (Kendal City and Around) | | |
| No. | English Advertisements | Location (Street) |
| 1. | BAF – Bussan Auto Finance | Jl. Soekarno Hatta, Kendal |
| 2 | Bira Collection – Tupperware | Jl. Stasiun Lama, Kendal |
| 3 | Aldila Bakery | Jl. Kyai guru sulaiman, Pegandon Kendal |
| 4 | Yummy Healthy Tasty | Jl. Kyai guru sulaiman, Pegandon Kendal |
| 5 | Movie One | Jl. Laut no.1 Kendal |
| 6 | SPG Pameran | Jl. Mataram Patebon Kendal |
| 7 | Java Dirtproof – Word Class, Lifestyle Fashion Color, Emlusion Paint Collection | Jl. Mataram Patebon Kendal |
| 8 | Kursus TOEFL | Jl. Purin Kendal |
| 9 | PT Summit Oto Finance | Jl. Raya Ketapang Kendal |
| 10 | Dragon Fighter | Jl. Raya Ketapang Kendal |
| 11 | Cegah HIV & AIDS! | Jl. Soekarno Hatta Kendal |
| 12 | N&S Mobil – Spooring, Balancing | Jl. Soekarno Hatta no. 46 Kendal |

| | | |
|----|--------------------------------------|--|
| 13 | TDC - Telkomsel Distribution Center | Jl. Soekarno Hatta no. 10 Kendal |
| 14 | CV. Bumilindo Prakasa | Jl. Soekarno Hatta no. 10 Kendal |
| 15 | Canon – Image Runner, Digital Copier | Jl. Stasiun Lama Kendal |
| 16 | BUZZ – Psyconcept | Jl. Sunan Abinawa Pegandon Kendal |
| 17 | ICEWALK | Jl. Sunan Abinawa Pegandon Kendal |
| 18 | Bandung Gaul Outlet | Jl. Sunan Abinawa Pegandon Kendal |
| 19 | Zeneos – Grips Your Lifestyle | Jl. Raya Tegorejo no.11 Pegandon Kendal |
| 20 | Finiland – Balancing Your Life | Jl. Tegorejo Pegandon Kendal |
| 21 | Family’s Laundry | Jl. Tegorejo Pegandon Kendal |

APPENDIX III
LIST OF ENGLISH ADVERTISEMENTS FOUND IN WEST REGION OF
KENDAL REGENCY

| WEST REGION OF KENDAL REGENCY | | |
|--------------------------------------|--|---------------------------------|
| (Weleri and Around) | | |
| No. | English Advertisements | Location (Street) |
| 1. | Signature Moment | Jl. Raya Timur Weleri |
| 2 | Jotun – Multicolor Centre | Jl. Raya Timur no. 3 Weleri |
| 3 | Al-tex – Atlantic Ocean Paint | Jl. Raya Timur no. 2 Weleri |
| 4 | Elektronik Meubel – Promo Soft Opening!! | Jl. Raya Timur Weleri |
| 5 | Sekartama Waterland | Jl. Raya Timur Weleri |
| 6 | Kendal Campus Fair 2015 | Jl. Raya Utama Tengah Weleri |
| 7 | Lexy Phone | Jl. Raya Utama Tengah Weleri |
| 8 | Castrol Auto Service | Jl. Raya Utama Tengah Weleri |
| 9 | Zeida Bakery & Cakes | Jl. Raya Utama Tengah Weleri |
| 10 | Nadia - Beauty Skin Care | Jl. Raya Barat no. 57 Weleri |
| 11 | Kik Babyshop | Jl. Raya Barat Weleri |
| 12 | Helix Motor Oils | Jl. Raya Barat Weleri |
| 13 | Green Garden Residence | Jl. Raya Utama Tengah Weleri |

| | | |
|----|--|--------------------------------------|
| 14 | PT. Weleri Valasindo - Authorized Money Changer | Jl. Raya Utama Weleri |
| 15 | Mowlex – Inspiring Colours, the easy way to get your personal colour | Jl. Raya Utama Tengah no. 153 Weleri |
| 16 | Dulux – let’s colour | Jl. Raya Utama Tengah no. 153 Weleri |
| 17 | Geomedia Property | Jl. Raya Timur Weleri |
| 18 | Ganesha Operation – The King of the Fastest Solution | Jl. Raya Timur no. 79 Weleri |
| 19 | Top Steak – Hot Plate | Jl. Raya Sumberagung Weleri |
| 20 | Blue Gaz | Jl. Raya Timur Weleri |

APPENDIX IV
TYPES OF ENGLISH WORD FORMATION PROCESS FOUND IN EAST REGION
OF KENDAL REGENCY

| ENGLISH WORD FORMATION PROCESS IN EAST REGION OF KENDAL | | |
|--|---|-------------------------------|
| REGENCY | | |
| No. | English Words | Word Formation Process |
| 1. | Javaland (n) ← [Java(n) + land(n)] | Compounding |
| 2. | Spring bed (n) ← [spring(v) + bed(n)] | Compounding |
| 3. | Different (adj.) ← [differ(v) + -ent] | Derivation |
| 4. | Sales (n) ← [sale(n) + -s] | Inflection |
| 5. | Service (n) ← [serve(v) + -ice] | Derivation |
| 6. | Spare Part (n) ← [spare(adj.) + part(n)] | Compounding |
| 7. | King's ← [King (n) + 's] | Cliticization |
| 8. | Rent ← Rental | Clipping |
| 9. | Western (adj.) ← [west(n) + -ern] | Derivation |
| 10. | ATM ← Automated Teller Machine | Acronym (initialization) |
| 11. | Residence (n) ← [Reside (v) + -ence] | Derivation |
| 12. | CV ← Commanditer Venonscraft (from dutch <i>Commanditaire Venootschaap</i>) | Acronym (initialization) |
| 13. | Trading (n) ← [trade (v) + -ing] | Derivation |
| 14. | Export (v/n) ← [ex- + port (v/n)] | Derivation |
| 15. | Export (n) ← → Export (v) | Conversion |
| 16. | Import (v/n) ← [im- + port (v/n)] | Derivation |
| 17. | Import (n) ← → Import (v) | Conversion |
| 18. | BCA ← Bank Central Asia | Acronym (initialization) |
| 19. | Outlet(n) ← [out- + -let] | Compounding |
| 20. | Garment Industry (n) ← [Garment (n) + Industry (n)] | Compounding |

| | | |
|-----|--|--------------------------|
| 21. | Kid's (n) ← [kid (n) + 's] | Cliticization |
| 22. | Mom ← mommy | Clipping |
| 23. | Xtreme Protection (n) ← [extreme (adj.) + Protection (n)] | Compounding |
| 24. | Protection (n) ← [protect (v) + -ion] | Derivation |
| 25. | XP ← Xtra power | Acronym (initialization) |
| 26. | Achilles Radial (n) ← [Achilles (n) + radial (n)] | Compounding |
| 27. | Speed Tire Shop (n) ← [speed (n) + tire (n) + shop (n)] | Compounding |
| 28. | Official (adj.) ← [office(n) + -al] | Derivation |
| 29. | Official Tire Partner ← [official (adj.) + Tire (n) + Partner (n)] | Compounding |
| 30. | Asia Tile (n) ← [Asia (n) + Tile (n)] | Compounding |
| 31. | HotRod (n) ← [hot (adj.) + rod (n)] | Compounding |
| 32. | 3G (n) ← Third Generation / 3 Generation | Clipping |
| 33. | Family Recreation (n) ← [family (n) + recreation (n)] | Compounding |
| 34. | Recreation (n) ← [re- + create (v) + -ion] | Derivation |
| 35. | BLC (n) ← Bahurekso Lawyers Club | Acronym (initialization) |
| 36. | Optical (adj.) ← [optic (adj.) + -al] | Derivation |
| 37. | LA (n) ← Los Angeles | Acronym (initialization) |
| 38. | Lights (n) ← [light (n) + -s] | Inflection |
| 39. | LA Lights (n) ← [LA (n) + Lights (n)] | Compounding |
| 40. | Edit (v) ← Editor (n) | Backformation |
| 41. | Cleaner (n) ← [clean (v) + -er] | Derivation |
| 42. | Interior Cleaner (n) ← [interior (n) + cleaner (n)] | Compounding |
| 43. | Shoes (n) ← [Shoe (n) + -s] | Inflection |
| 44. | Xtra Motor (n) ← [extra (adj.) + motor (n)] | Compounding |
| 45. | Olympic Spring Bed (n) ← [Olympic (adj.) + Spring (n) + Bed (n)] | Compounding |
| 46. | <u>Olympic</u> Spring Bed | Coinage |

| | | |
|-----|--|----------------------------------|
| 47. | Mavericks (n) ← [Maverick (n) + -s] | Inflection |
| 48. | Bigland (n) ← [Big (adj.) + land (n)] | Compounding |
| 49. | Sleeping (n) ← [sleep (v) + -ing] | Derivation |
| 50. | Bigdream (n) ← [big (adj.) + dream (n)] | Compounding |
| 51. | Colour Sensation (n) ← [colour (n) + sensation (n)] | Compounding |
| 52. | PVC (n) ← Polyvinyl Chloride | Acronym (initialization) |
| 53. | ESP ← Enhance Smart Power | Acronym (initialization) |
| 54. | Economical (adj.) ← [[economy(n) + -ic](adj.) + -al]] | Derivation (multiple affixation) |
| 55. | Friendly (adj.) ← [friend (n) + -ly] | Derivation |
| 56. | Eco Friendly (adj.) ← [eco- + friendly (adj)] | Compounding |
| 57. | Performance (n) ← [perform (v) + -ance] | Derivation |
| 58. | RC ← Racing Champion | Acronym (initialization) |
| 59. | Authorized (adj.) ← [[author (n) + -ize]v + -d] | Derivation (multiple affixation) |
| 60. | Dealer (n) ← [deal (v) + -er] | Derivation |
| 61. | Authorized dealer (n) ← [authorized (adj.) + dealer (n)] | Compounding |
| 62. | RMC ← Rubiomonocoat | Acronym (Initialization) |
| 63. | Monocoat (n) ← [mono- + coat (n)] | Compounding |
| 64. | Protects (v) ← [protect (v) + -s] | Inflection |
| 65. | Colours (v) ← [colour (v) + -s] | Inflection |
| 66. | CS ← Capital Stock | Acronym (initialization) |
| 67. | Break (n) ← → Break (v) | Conversion |
| 68. | Parts (n) ← [Part (n) + -s] | Inflection |
| 69. | Quality Parts (n) ← [quality (n) + parts (n)] | Compounding |
| 70. | Engineering (n) ← [engineer(n) + -ing] | Derivation |
| 71. | Protection (n) ← [protect (v) + -ion] | Derivation |
| 72. | Intelligences (n) ← [intelligence (n) + -s] | Inflection |
| 73. | Sleep (v) ← → sleep (n) | Conversion |
| 74. | Lifestyle (n) ← [life (n) + style (n)] | Compounding |
| 75. | Printer (n) ← [print(v) + -er] | Derivation |

| | | |
|------|---|--------------------------|
| 76. | Electronics (n) ← [electronic (n) + -s] | Inflection |
| 77. | Electronic (n) ← → electronic (adj.) | Conversion |
| 78. | <u>Simpati</u> Loop → Simpati refers to a product of cellular operator. | Coinage |
| 79. | Simpati Loop (n) ← [simpati (n) + Loop (n)] | Compounding |
| 80. | BB ← BlackBerry | Acronym (initialization) |
| 81. | <u>BB</u> -an: Blackberry is a name of cellular phone. Sometimes it refers to a chatting application (BBM). | Coinage |
| 82. | Speed shop (n) ← [speed (n) + shop (n)] | Compounding |
| 83. | Accessories (n) ← [accessory(n) + -es] | Inflection |
| 84. | Racing Part (n) ← [racing (n) + part (n)] | Compounding |
| 85. | Eiger (n): It is a trademark of mountain sandals. | Coinage |
| 86. | Barbershop (n) ← [barber (n) + shop (n)] | Compounding |
| 87. | Regency (n) ← [regent (n) + -cy] | Derivation |
| 88. | Grand Citramas Regency (n) ← [grand (adj.) + Citramas (n) + Regency (n)] | Compounding |
| 89. | Confidence (n) ← [confide (v) + -ence] | Derivation |
| 90. | Djarum (n) ← a name of cigarette product | Coinage |
| 91. | Djarum Super Mild (n) ← [djarum (n) + super (adj.) + mild (adj.)] | Compounding |
| 92. | Saver (n) ← [save (v) + -er] | Derivation |
| 93. | Download (v) ← [down (adj.) + load (v)] | Compounding |
| 94. | E-mail (v) ← → E-mail (n) | Conversion |
| 95. | E-mail ← electronic mail | Clipping |
| 96. | Upload (v) ← [up (adj.) + load (v)] | Compounding |
| 97. | Printing (n) ← [print (v) + -ing] | Derivation |
| 98. | Nations (n) ← [nation (n) + -s] | Inflection |
| 99. | Communication (n) ← [communicate (v) + -ion] | Derivation |
| 100. | Supported (v) ← [support (v) + -ed] | Inflection |
| 101. | Bigfoam (n) ← [big (adj.) + foam (n)] | Derivation |
| 102. | Dunhill (n) ← [dun (adj.) + hill (n)] | Compounding |

| | | |
|------|---|---------------|
| 103. | Premium Class (n) ← [premium (n) + class (n)] | Compounding |
| 104. | Employee (n) ← [employ (v) + -ee] | Derivation |
| 105. | Gathering (n) ← [gather (v) + -ing] | Derivation |
| 106. | Employee Gathering (n) ← [employee (n) + gathering (n)] | Compounding |
| 107. | Asiafone (n) ← [Asia (n) + telephone (n)] | Blending |
| 108. | Smartphone (n) ← [smart (adj.) + telephone (n)] | Blending |
| 109. | Blackberry (n) ← [black (adj.) + berry (n)] | Compounding |
| 110. | Magnum Blue (n) ← [magnum (n) + blue (adj.)] | Compounding |
| 111. | Taste (v) ← → Taste (n) | Conversion |
| 112. | Difference (n) ← [differ (v) + -ence] | Derivation |
| 113. | Signature Moment (n) ← [signature (n) + moment (n)] | Compounding |
| 114. | Cell ← cellular | Clipping |
| 115. | Blackgold (n) ← [black (adj.) + gold (n)] | Compounding |
| 116. | Tourism (n) ← [tour (n) + -ism] | Derivation |
| 117. | Dry <u>cell</u> ; from <i>celluloid</i> | Clipping |
| 118. | Leakproof (adj.) ← [leak (n) + proof (adj.)] | Compounding |
| 119. | Added (v) ← [add (v) + -ed] | Inflection |
| 120. | Skynet; <i>net</i> is from the word <i>internet</i> | Clipping |
| 121. | Skynet (n) ← [sky (n) + net (n)] | Compounding |
| 122. | Auto ← Automobile | Clipping |
| 123. | Auto body repair (n) ← [auto (n) + body (n) + repair (n)] | Compounding |
| 124. | Repair (n) ← → repair (v) | Conversion |
| 125. | Collection (n) ← [collect (v) + -ion] | Derivation |
| 126. | Committed (v) ← [commit (v) + -ed] | Inflection |
| 127. | Greatness (n) ← [great (adj.) + -ness] | Derivation |
| 128. | <u>Edy's</u> Grosir (n) ← [Edy + -'s] | Cliticization |

| | | |
|------|---|-------------|
| 129. | Ceramic Tile (n) ← [ceramic (n) + tile (n)] | Compounding |
| 130. | Innovation (n) ← [innovate (v) + -ion] | Derivation |
| 131. | Wi-fi (n) ← Wireless Fidelity | Blending |
| 132. | Funny (adj.) ← [fun (n) + -y] | Derivation |

Total of Word Formation Processes

| No. | Word Formation Process | Frequency |
|-----|------------------------|-----------|
| 1. | Derivation | 35 |
| 2. | Cliticization | 3 |
| 3. | Internal Change | 0 |
| 4. | Suppletion | 0 |
| 5. | Compounding | 43 |
| 6. | Conversion | 8 |

| | | |
|-----|---------------|----|
| 7. | Clipping | 8 |
| 8. | Blending | 3 |
| 9. | Backformation | 1 |
| 10. | Acronym | 12 |
| 11. | Onomatopoeia | 0 |
| 12. | Inflection | 14 |
| 13. | Coinage | 5 |

APPENDIX V
TYPES OF ENGLISH WORD FORMATION PROCESS FOUND IN MIDDLE REGION OF
KENDAL REGENCY

| ENGLISH WORD FORMATION PROCESS IN MIDDLE REGION OF KENDAL REGENCY | | |
|--|---|-------------------------------|
| No. | English Words | Word Formation Process |
| 1. | BAF (n) ← Bussan Auto Finance | Acronym (initialization) |
| 2. | Auto (n) ← Automobile | Clipping |
| 3. | Auto Finance ← [auto- + finance (n)] | Compounding |
| 4. | Tupperware; a trademark of plastic container | Coinage |
| 5. | Bakery (n) ← [bake(v) + -(e)ry] | Derivation |
| 6. | Healthy (adj.) ← [health(n) + -y] | Derivation |
| 7. | Tasty (adj.) ← [taste (n) + -y] | Derivation |
| 8. | Movie (n) ← moving picture | Clipping |
| 9. | SPG ← Sales Promotion Girl | Acronym (initialization) |
| 10. | Dirtproof (adj.) ← [dirt (n) + proof (adj.)] | Compounding |
| 11. | World Class (adj.) ← [World (n) + Class (adj.)] | Compounding |
| 12. | TOEFL ← Test of English as a Foreign Language | Acronym |
| 13. | Summit Oto Finance (n) ← [summit (n) + oto (n) + finance (n)] | Compounding |
| 14. | Fighter (n) ← [fight (v) + -er] | Derivation |
| 15. | HIV (n) ← Human Immunodeficiency Virus | Acronym (initialization) |
| 16. | AIDS (n) ← Acquired Immune Deficiency Syndrome | Acronym (initialization) |
| 17. | Spooring (n) ← [spoor (n) + -ing] | Derivation |
| 18. | Balancing (n) ← [Balance (n) + -ing] | Derivation |
| 19. | TDC ← Telkomsel Distribution Center | Acronym (initialization) |
| 20. | CV (n) ← Commanditaire Vennotschaap | Acronym (initialization) |
| 21. | Canon; a brand referring to a digital camera | Coinage |
| 22. | Runner (n) ← [run (v) + -er] | Derivation |
| 23. | Image Runner (n) ← [image (n) + runner (n)] | Compounding |
| 24. | Digital (adj.) ← [digit (n) + -al] | Derivation |

| | | |
|-----|---|---------------|
| 25. | Copier (n) ← [copy (v) + -er] | Derivation |
| 26. | Digital Copier (n) ← [Digital (adj.) + copier (n)] | Compounding |
| 27. | Buzz (n) | Onomatopoeia |
| 28. | Psyconcept (n) ← [psyche (v) + concept (n)] | Blending |
| 29. | Icewalk (n) ← [ice (n) + walk (n)] | Compounding |
| 30. | Bandung Gaul Outlet (n) | Coinage |
| 31. | Zeneos ; from the word <i>zenic</i> , a Japanese school | Coinage |
| 32. | Grips (v) ← [grip (v) + -s] | Inflection |
| 33. | Finiland (n) ← [finial (n) + land (n)] | Blending |
| 34. | Balancing (v) ← [balance (v) + -ing] | Inflection |
| 35. | <u>Family's</u> (n) ← [family (n) + -'s] | Cliticization |
| 36. | Family's Laundry (n) ← [Family's (n) + Laundry (n)] | Compounding |

Total of Word Formation Process

| No. | Word Formation Process | Frequency |
|-----|------------------------|-----------|
| 1. | Derivation | 9 |
| 2. | Cliticization | 1 |
| 3. | Internal Change | 0 |
| 4. | Suppletion | 0 |
| 5. | Compounding | 8 |
| 6. | Conversion | 0 |

| | | |
|-----|---------------|---|
| 7. | Clipping | 2 |
| 8. | Blending | 2 |
| 9. | Backformation | 0 |
| 10. | Acronym | 7 |
| 11. | Onomatopoeia | 1 |
| 12. | Inflection | 2 |
| 13. | Coinage | 4 |

APPENDIX VI
TYPES OF ENGLISH WORD FORMATION PROCESS FOUND IN WEST REGION OF KENDAL REGENCY

| ENGLISH WORD FORMATION PROCESS IN WEST REGION OF KENDAL REGENCY | | |
|--|--|-------------------------------|
| No. | English Words | Word Formation Process |
| 1. | Signature Moment (n) ← [signature (n) + moment (n)] | Compounding |
| 2. | Jotun (n); it is a name of Giant race of Norse myth | Coinage |
| 3. | Multicolor (n) ← [multi- + color (n)] | Compounding |
| 4. | <u>Atlantic</u> Ocean Paint (n); Atlantic is a name of ocean | Coinage |
| 5. | Atlantic Ocean Paint (n) ← [Atlantic (adj.) + Ocean (n) + Paint (n)] | Compounding |
| 6. | Paint (n) ← → Paint (v) | Conversion |
| 7. | Promo ← Promotion | Clipping |
| 8. | Opening (n) ← [open (v) + -ing] | Derivation |
| 9. | Soft Opening (n) ← [soft (adj.) + opening (n)] | Compounding |
| 10. | Waterland (n) ← [water (n) + land (n)] | Compounding |
| 11. | Campus Fair (n) ← [campus (n) + fair (n)] | Compounding |
| 12. | Lexy <u>Phone</u> ; phone is from <i>telephone</i> | Clipping |
| 13. | Auto Service (n) ← [auto- + service (n)] | Compounding |
| 14. | Service (n) ← → Service (v) | Conversion |
| 15. | Cakes (n) ← [cake (n) + -s] | Inflection |
| 16. | Beauty Skin Care (n) ← [beauty (n) + skin (n) + care (n)] | Compounding |
| 17. | Babyshop (n) ← [baby (n) + shop (n)] | Compounding |
| 18. | Oils (n) ← [oil (n) + -s] | Inflection |
| 19. | Motor Oils (n) ← [motor (n) + oils (n)] | Compounding |
| 20. | Green Garden Residence (n) ← [green (adj.) + garden (n) + residence (n)] | Compounding |

| | | |
|-----|--|-------------|
| 21. | Changer (n) ← [change (v) + -er] | Derivation |
| 22. | Money Changer (n) ← [money (n) + changer (n)] | Compounding |
| 23. | Inspiring (adj.) ← [inspire (v) + -ing] | Derivation |
| 24. | Personal (adj.) ← [person (n) + -al] | Derivation |
| 25. | Geomedia (n) ← [geo- + media (n)] | Compounding |
| 26. | Property (n) ← [proper (adj.) + -ty] | Derivation |
| 27. | <u>Ganesha</u> Operation ; Ganesha is from <i>Ganesh</i> (a name of Hindu God) | Coinage |
| 28. | Operation (n) ← [operate (v) + -ion] | Derivation |
| 29. | Ganesha Operation (n) ← [Ganesha (n) + operation (n)] | Compounding |
| 30. | Fastest (adj.) ← [fast (adj.) + -est] | Inflection |
| 31. | Top Steak (n) ← [top (adj.) + steak (n)] | Compounding |
| 32. | Top (adj.) ← → Top (n) | Conversion |
| 33. | Hot Plate (n) ← [hot (adj.) + plate (n)] | Compounding |
| 34. | Blue Gaz (n); Gaz (Gas) is from <i>Gasoline</i> | Clipping |

Total of Word Formation Process

| No. | Word Formation Process | Frequency |
|-----|------------------------|-----------|
| 1. | Derivation | 6 |
| 2. | Cliticization | 0 |
| 3. | Internal Change | 0 |
| 4. | Suppletion | 0 |
| 5. | Compounding | 16 |
| 6. | Conversion | 3 |

| | | |
|-----|---------------|---|
| 7. | Clipping | 3 |
| 8. | Blending | 0 |
| 9. | Backformation | 0 |
| 10. | Acronym | 0 |
| 11. | Onomatopoeia | 0 |
| 12. | Inflection | 3 |
| 13. | Coinage | 3 |

PHOTO DOCUMENTATION



Javaland Spring bed
Jl. Simpang 3 Sekopek Kaliwungu



We R Different - Sales, Service, Spare Part
Jl. Raya Kaliwungu no.3



King's Rent
Jl. Raya Sumberejo Kaliwungu



XTreme Protection PERTAMINA XP
Jl. Raya Barat 350 Kaliwungu



Mandiri atm
Jl. Raya Timur Kaliwungu



Nirwana Residence
Jl. Boja Kaliwungu



HotRod 3G+
Jl. Raya Braangsong



BLC – Bahurekso Lawyers Club
Jl. Raya Braangsong



Tirto Arum Baru – Enjoy the variety of tourism in Kendal
Jl. Sumberejo KM. 17 Kaliwungu



Gudang Garam Signature – Committed to Greatness
Jl. Raya Kaliwungu no. 14



BAF – Bussan Auto Finance
Jl. Raya Soekarno Hatta Kendal



Bira Collection - Tupperware
Jl. Stasiun Lama Kendal



Aldila Bakery – Yummy Healthy Tasty
 Jl. Kyai guru Sulaiman, Pegandon Kendal



Dragon Fighter
 Jl. Raya Ketapang Kendal



TDC – Telkomsel Distribution Center
 Jl. Soekarno Hatta no.10 Kendal



Canon – Image Runner, Digital Copier
 Jl. Stasiun Lama Kendal



BUZZ Psyconcept, ICEWALK
 Jl. Sunan Abinawa Pegandon Kendal



Zeneos – Grips Your Lifestyle
 Jl. Raya Tegorejo no.11 Pegandon Kendal



Finiland – Balancing Your Life
Jl. Tegorejo Pegandon Kendal



Signature Moment
Jl. Raya Timur Weleri



Jotun – Multicolor Centre
Jl. Raya Timut no. 3 Weleri



Lexy Phone
Jl. Raya Utama Tengah Weleri



Sekartama Waterland
Jl. Raya Timur Weleri



Geomedia Property
Jl. Raya Timur Weleri



Castrol Auto Service
Jl. Raya Utama Tengah Weleri



Mowlex Inspiring Colours, the easy way to get your personal colour
Jl. Raya Utama Tengah no.153 Weleri



Green Garden Residence
Jl. Raya Utama Tengah Weleri



Top Steak – Hot Plate
Jl. Raya Sumberagung Weleri



Ganesha Operation – The King of the Fastest Solution
Jl. Raya Timur no. 79 Weleri