

people magazine giving specialization of its articles contains about the information for Indonesian male teenagers.

The difference of HAI Magazine from 1977 until now is on the first edition still dominated with display of comic and short story. Both were being favourite teenagers at that time. For the year to year, along the way, HAI Magazine has experienced some replacement, from the logo until the design of magazine display. HAI magazine has been a trusted friend and most favoured for male teenagers. So, HAI Magazine which always supporting male teenagers with building confidence of them to moving achieve their goals.

Most of the HAI Magazine readers are student of senior high school and student in university, sometimes there are reader from junior high school too. All of them are young people who have a high curiosity, of course need of information as they wants. Because generally someone who identifies with vast insight about information usually will avoid from a judgment of “less social” in their community than with them who take less advantages of mass media attendance as main reference to access the information. (Nurudin, 2007:105).

To fulfill the information and life style the reader who always dynamic overtime. HAI give information completely and add knowledge about some International and local music information. The articles in the Music section of HAI magazine use daily language, casual, free, recently and understandable by young people as purpose first these are made the reader getting the satisfication of all they want and need.

Kriyantono, 2006:208 state that media reputed try to fulfilled motif of the public, if this motif fulfilled so need of the public will be fulfilled too until in the end the media who fulfillable of the public is effective media. Palmgreen, 1985:227 said that uses and gratification focus motif as an independent variable influence using of media, that is public use media as a push from certain motifs.

When we discuss about young people, especially male, the scope of male magazine was tended to often reporting content about music. Existence of music section has been one of the permanent section presented since the past until now. The section has been something always be waited by reader than the other sections because the content contained reporting about update information about the musician and its development, concert show running, whether local or international, show exclusive interview with International artists who has visited in Indonesia such as Sleeping with sirens, Avenged sevenfold, Incubus, Paramore and etc.

Existence of HAI Magazine against mass media development has good enough influence, especially for young people. Young people have been one of advance power a nation certainly always try to develop of knowledge and skill themselves. So as the vision and misson declared by HAI Magazine which being a source of trusted information for young people in order to develop of the creativity. HAI Magazine tries to give actual information, interesting, important related by life of young people especially male. In the other hand HAI Magazine was given useful guide and could be applied as mentioned above.

Based on the many opinions of the Netizen that there are paradigms of HAI magazine contents is all about music. It is could be looked by the cover and dominated by coverage on the magazine. Actually, there are many features or sections in the magazine includes movie, sport, art, automotive, gadget, technology. hangout place, stuffs, skulizm, fashion, event, and etc. So, the features of HAI magazine is various and adjust what the teenagers needed. HAI magazine participates to educating of a nation too by the publishing of the magazine.

Beside HAI has published the magazine, Hai has two big program HAI Online and HAI Day. HAI Online created to be one of supporting platform to greet with audience in Indonesia. HAI was designed as media had high utility in entertainment, art, and education sector. To get the information the reader can visit to join at www.Hai-online.com. Then Hai Day is an event for the young people, especially the teenager in order to celebrate of HAI anniversary in every year which started from 2012. There are many programs such as school competition, exhibition and music concert.

There are many sections with interesting content/features but because any mentioned HAI magazine is a music magazine. So the writer interested to research section about music. In the written contents of the section many words contained and classified as borrowing word. As we know text written in the magazine is adjusted with the reader. So many foreign terms contained in the magazine. Bahasa used as the language of the magazine, although many a few of another

language tucked inside it. Teenagers who identical with big embitterment exactly need information as they want.

Using English borrowing word used often by people around us includes student in campus like use it because it has looked and heard prestige when it be spoken. Sometimes pronouncing of English borrowing words more simply than Indonesian borrowing words.

To show the original of this study, the writer presents the related studies as follows. The research conducted by Loriania (2011) a student of the State Islamic University of Syarif Hidayatullah Jakarta entitled *The Analysis Of English Borrowing Words In Indonesian Political Terminology*. The focus is from twenty borrowing in political terms collected as column of KOMPAS newspaper, there are changes of meaning such as narrowing and extension in meaning. But degeneration and regeneration of meaning kinds do not exist. And most of them are equal or the same in meaning. The researcher used theory of Yule that borrowing is the taking over of words from other language and borrowing is one of the most common sources of new word in English language, Japan language and also Bahasa. The method of this research is qualitative because in this research, the writer analyzes the data which are in the form of words. She will describe the corpus of English lexical politics which are borrowed by Indonesian language. She also will describe the changes of meaning that happen in the borrowing words such as extension or generalization and narrowing or specialization.

Then Achmad Yusuf (2015) entitled *Borrowing Word Translation In Digital Camera Magazine Published In Indonesia For March 2014 Edition*. The focus is translation procedures and types of borrowing word of the borrowing words translation from English into Indonesian language can be concluded Borrowing word for loan blend appears as most in Indonesian translation. The researcher used theory of Charles F. Hocketts that borrowing is not always from language into another, sometimes it is merely between dialects. The method of this research is descriptive qualitative method by describing the theory of borrowing, describing the theory of translation procedure, writing down the whole data analysis, and collecting the information from the research, in which the data collected are read, compile, and analyze using the theories of equivalence and borrowing words. Research findings are displayed with the results of its analysis.

Tutriana Ayu Sekarrosa (2014) a student of the Gadjah Mada University Yogyakarta entitled *The English Borrowing Words in Kompas Online Articles*. The data analysis focuses on the classification of English borrowing words and the equivalent of the English loanwords and their Bahasa Indonesia counterparts. The researcher used theory of Champbell that word which originally was not part of the vocabulary of the recipient language but was adopted from some other language and made part of the borrowing language's vocabulary The method of this research is descriptive qualitative by listed in the form of table and analyzed in two parts. The first part of data analysis discusses about the classification of English borrowing word and the second part discusses about the equivalent meaning between English loanwords and their Bahasa Indonesia counterparts. The

