WORD FORMATION PROCESS OF ROAD ADVERTISEMENT IN SURABAYA

THESIS

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ABSTRACT

Firmansyah, A.A. (2021). Word Formation Process of Road Advertisement in Surabaya. English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. Mohammad Kurjum, M.Ag.

Keywords: Word Formation Process, Advertisement, Surabaya.

This study analyzes roadside advertisements in three locations in Surabaya (east, center, and west). It was using the theory of word-formation processes by O'Grady and Gusman (1996) to find out the meaning of words in advertisements. In this study, the researcher answered the three problems of study. First, types of English word-formation are found in outdoor advertisements installed in the east, central, and west Surabaya roadside? Second, how are the messages or information conveyed from the data found? Third, what word-formation is most often found in the Surabaya protocol roadside?

This study used a descriptive approach in this qualitative research design because the researcher conducted the study to explain the meaning and describe how the word-formation of outdoor advertisement was installed on the roadside of Surabaya. Meanwhile, the research also uses a quantitative research method to know the kind of word-formation most often found in the advertisement on the roadside of Surabaya.

The results of this study indicate that there are 115 data in the form of English words in the advertisements placed in the three locations. The data are classified into ten word-formation categories such as blending, borrowing, compounding, coinage, conversion, clipping, initialization and acronym, back-formation, derivation, and inflection. All the data is processed and analyzed to find out the message or information of the data in the advertisement based on the context and category of word-formation. The type of word formation that is most often found in Surabaya is compounding, which is a combination of two words to give an interesting impression rather than using two words naturally, and usually, it is used as the brand name of a business. Examples of compounding are Tabletoys, Globalart, Vapeboss, Greenlake, many more.

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ABSTRAK

Firmansyah, A.A. (2021). Proses Pembentukan Kata Dari Iklan Jalan Di Surabaya.Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. Mohammad Kurjum, M.Ag.

Kata Kunci: Proses Pembentukan Kata, Iklan, Surabaya.

Penelitian ini bertujuan untuk menganalisis iklan pinggir jalan di tiga lokasi di Surabaya (timur, tengah dan barat) dengan menggunakan teori proses pembentukan kata, untuk mengetahui makna kata dalam iklan. Dalam penelitian ini, peneliti menjawab tiga masalah penelitian. Pertama, jenis pembentukan kata dalam Bahasa Inggris apa yang ditemukan di iklan luar ruangan yang dipasang di pinggir jalan Surabaya timur, pusat dan barat? Kedua, bagaimana pesan atau informasi yang disampaikan dari data yang ditemukan? Ketiga, pembentukan kata apa yang paling sering ditemukan di pinggir jalan protokol Surabaya?

Penelitian ini menggunakan pendekatan deskriptif dalam desain penelitian kualitatif ini karena peneliti melakukan penelitian untuk menjelaskan makna dan mendeskripsikan bagaimana pembentukan kata pada iklan luar ruang yang dipasang di pinggir jalan kota Surabaya. Sementara itu, penelitian ini juga menggunakan metode penelitian kuantitatif untuk mengetahui jenis pembentukan kata yang paling banyak ditemukan pada iklan di pinggir jalan kota Surabaya.

Hasil penelitian ini menunjukkan bahwa terdapat 115 data berupa kata-kata bahasa Inggris dalam iklan yang dipasang di ketiga lokasi tersebut. Data diklasifikasikan ke dalam sepuluh kategori pembentukan kata seperti blending, borrowing, compounding, coinage, conversion, clipping, initialization and acronym, back-formation, derivation, and inflection. Semua data tersebut diolah dan dianalisis untuk mengetahui pesan atau informasi pada data di iklan berdasarkan konteks dan kategori pembentukan katanya. Tipe dari pembentukan kata yang paling sering ditemukan di Surabaya adalah compounding, yangmana itu adalah penggabungan dari dua kata untuk memberikan kesan menarik daripada menggunakan dua kata secara alami dan biasanya itu digunakan sebagai nama brand dari suatu bisnis. Contoh dari compounding adalah Tabletoys, Globalart, Vapeboss, Greenlake and etc

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CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the background of the study, problems of the study, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of the study

Humans tend to use language as a communication tool to share their thoughts, concepts or give information to others. To know how to produce the correct language, we need to study linguistics. Merriam Webster dictionary stated that linguistics is learning the human language, including the components, existence, structure, and language modifications (https://www.merriam-webster.com/dictionary/linguistics). The word of linguistics is derived from Latin "lingua," meaning language, while the suffix "ics" indicates the name of science (Yunitasari, 2012). Linguistic has some branches, such as phonology, phonetics, syntax, discourse, morphology and so on.

In linguistics, there is a branch that deals with studying words, namely morphology. According to Carstairs & McCarthy (2002, p.16), they stated that the word morphology derives from the Greek word "*morphe,"* which means "form," and *logos* which means "science." Morphology also involves a term called a morpheme, and it means the smallest unit of language

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(Carstairs & McCarthy 2002). Here, morpheme can be named as a word. There are two kinds of morpheme; free and bound morpheme. A morpheme that can stand alone is called a free morpheme, such as happy, table, help, etc. While a morpheme that cannot stand alone is called bound morpheme, and it must be bound to a free morpheme, such as in "-er" in the word "cheaper." The word-formation, such as cheap + -er, becomes "cheaper," which absolutely cannot be separated into morphology because morphology also engages the word-formation.

Word formation is the process of forming a word that is studied in morphology. This study focuses on creating such morphemes to construct new words. There are several kinds of word-formation processes for creating new words. Wisniewski (2007) stated that "word formation is referred to as all processes connected with changing the form of the words." There are several ways to form word variations, such as compounding, blending, coinage, borrowing, etc.

In this era, it is crucial to learn about morphology, including word-formation. Because in the development era, there are many new words formed that not everyone knows about the development of the word itself, especially in older people who do not follow the development of today's modern. In its development, more and more new words are created by some people as casual slang used daily to talk with their close friends or even for marketing purposes in the advertisement. Therefore, we can learn how to form a word in morphology to find out the meaning.

In this study, the researcher is interested in using advertisements as the data. Because in today's advertisements, there are many new word creations created by

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digital marketers to promote the products. Based on the definition, Agustrijanto (2002) stated that an advertisement is a form of communication that encourages consumers to purchase their products and promote their new products. The advertisement is also one of the most effective ways of marketing communication for companies or business owners who want to achieve the goals in their markets and survive in fierce business competition and build more value in products.

Based on the types of advertisements, there are two kinds of advertisements to determine where their target market is. Those are outdoor and indoor advertisements. Nugroho (2011) stated that "outdoor advertisements which exist in the open space, can be seen in roads, malls, etc., while the indoor can be seen in newspapers, brochures, magazines, etc."

In this study, the data was taken from outdoor advertisements. Because in this type of advertisement, we can find more advertisements that are displayed in broader coverage that can be found on the roadside in the form of billboards, banners, and even on Videotron. In our daily lives, everywhere we go along the way, we indeed see various advertisements. The consumers will know and remember the product if the business owners use unique language or vocabulary to persuade them. Therefore, using language in advertisements is important to promote the product (Fauziah & Saun, 2018). To create a good advertisement, the owner should use unique and interesting words or even create a new word to attract consumers to have a willingness to buy the products because consumers are more likely to have an interest in advertising that is unique, contrast, and interesting.

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There have been some previous studies conducted by other researchers about word formation, such as slang words (e.g., Fathonah, 2018; Novianti 2017; and Sheryllia 2019), advertisement boards (e.g., Anggraeni, 2011; Fauziyah & Sanun, 2018; Nurman, 2014; Rustamaji, 2015). The word-formation process also has been studied by researchers in different data. Among the examples are using social media such as on Facebook (Fathonah, 2018; Mustafa et.al., 2015), on Instagram (Sheryllia, 2019), and another researcher used Deadpool movie (Novianti, 2017), soccer terms in Jakarta Post (Hanif, 2015), Brand names in Indonesian product (Giyatmi et.al.,2014). The word-formation process of advertisement was also studied by the researchers in a different areas, such as advertisement boards in Semarang (Anggraeni, 2011), in Padang city (Fauziah & Saun, 2018), in Lamongan (Nurman, 2014), in Kendal Regency (Rustamaji, 2015).

Some researchers do not provide a clear analysis of the word-formation process on their data from the mentioned research above. They only show some of the data obtained containing elements of the word-formation process without clearly analyzing how the words are formed (Fauziyah & Sanun, 2018; Nurman, 2014). Whereas to know the process of word-formation with the explicit meaning of a word, it is essential to provide information to the reader about how the application of morphology in word-formation.

However, some researchers have researched advertisements in several cities in Indonesia (e.g., Anggraeni, 2011; Fauziyah & Sanun, 2018; Nurman, 2014; Rustamaji, 2015). But as far as I know, no one of the previous studies researched the word-

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formation process in the outdoor advertisement in Surabaya city. The researcher used the data broader in advertisements such as billboards, banners, and Videotron in this study. The previous studies only take the data on the billboard advertisement. In this present research, the researcher limits the scope of the study only on the Surabaya roadside that can be passed by the car on East Surabaya, Central Surabaya, and West Surabaya. The researcher does not take data from narrow roads because there are so many narrow roads in Surabaya. The researcher chooses English words of outdoor advertisement in Surabaya as the data of this research because Surabaya is the biggest city in Java Island after Jakarta. There are so many restaurants and shops that use outdoor advertisements as the media to promote their product, especially in East, Central, and West Surabaya. The researcher does not search the North and South Surabaya data because North Surabaya is part of a densely populated area with many small alleys and lots of houses, so it is infrequent to find advertisements installed on the roadside. On the other hand, in South Surabaya, advertisements are rarely found too. If it is found, the established advertisements are the same as in Central, East, and West Surabaya.

In this global economic era, many business owners use advertisements to convey messages and information to consumers about their products. But the phenomenon that occurs in advertisements, many business owners make new words that are sometimes not understood by the target market (consumers). It causes the message or information to be conveyed by the business owners may be not delivered to consumers, which can be a disappointment on both sides. Sometimes, consumers

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are also deceived by the words in advertisements that they do not know the actual meaning of that word. Therefore, this study aims to provide knowledge to the public about the process of word formation and also the choice of words in advertisements, especially since several advertisements use a new word that some people do not understand. To analyze words, the researcher uses a morphological approach to study the word-formation process according to O'Grady and Gusman (1996), classified into ten categories; blending, borrowing, compounding, coinage, conversion, clipping, initialization and acronym, back-formation, derivation, and inflection.

1.2 Problem of the study

The research problems of this study are as follows:

1. What types of English word-formation are found in outdoor advertisements installed in the east, central, and west Surabaya roadside?
2. How are the messages or information conveyed from the data found?
3. What is the word-formation most often found in the Surabaya roadside?

1.3 Significance of the Study

Hopefully, this research could contribute to linguistics and provide the knowledge to the learners that every word has the process of word-formation. Also, there is the meaning of it that happens in the advertisement. This research could also contribute to the English Department student regarding the process of word-formation found in the outdoor advertisement, especially in Surabaya as the previous study to conduct the following research about the word-formation process.

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1.4 Scope and Limitation

The scope of this research is the outdoor advertisement, including the billboards, banners, and Videotron installed on the Surabaya roadside. Wherever we are, we will find the advertisement, but in this research, the researcher limits the data to focus on analyzing word-formation found in outdoor advertisements installed on Surabaya roadside, especially on the East Surabaya, Central Surabaya, and West Surabaya, which in those areas there are many advertisements installed. The researcher uses the main theory related to the word-formation process by O'Grady and Gusman (1996).

1.5 Definition of Key Terms

Word formation

The process of creating a new word.

Advertisement

Media to promote the product and the service of a company or business owner to attract the consumer to buy and use it.

Surabaya

The second-largest city on Java Island after Jakarta.

Message

Information conveyed by business owners to the consumers.

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CHAPTER II

REVIEW OF LITERATURE

In this chapter, the researcher explains the theory by the expert related to this study.

2.1 Morphology

Chaer (cited in Hanif, 2008, p.3) stated that morphology's word is derived from 'morf, 'shape,' and 'logi,' which means 'science.' Katamba (1993, p.19) states that morphology is the study of word structure. Lieber (2009, p.2) has the same statement that supports Katamba's argument. Brown (2002, p.25) also states that morphology is a concern with the relationship between the form of a word.

From the definition above, we can conclude that morphology is a linguistic branch that studies the meaning of the word and the creations or the changes of the word, both semantically and grammatically.

2.1.1 Morpheme

Yule (1985, p.67) states that morphology is the study of the fundamental elements of a language called a morpheme. Hatch and Brown (1995, p.261) state that a morpheme is a meaningful linguistic unit with no smaller significant units. It means that morphology cannot be separated from the smallest element called morpheme, which is part of word-formation. Because in a word, there may be one or two types in a morpheme, such as free morpheme and bound morpheme.

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2.1.1.1 Free Morpheme

A free morpheme is a morpheme that can stand alone (Yule, 2010 p.68) states that; free morphemes, such as basic nouns, verbs, and adjectives, can generally be defined as the collection of separate English word forms. For example, play, cheap, bright, etc.

2.1.1.2 Bound Morpheme

Rustamaji (2015, p.17) states that bound morphemes are morphemes that usually cannot stand alone and are generally attached to a different form (free morphemes); for example, morphemes, re-, un-, ist, -ed, - al, -s. The structure of a bound morpheme are affixes that consist of prefixes or suffixes. For example, replay, cheaper, brighten, etc.

2.1.2 Word Formation

Rustamaji (2015, p.19) states that the theory of English word-forming is found in morphology, the linguistic branch that deals with the study of word forms and the mechanism of word-formation. The process of forming new words is called a word-formation process (Yule, 2010, p.53). O'Grady and Gusman (1996) said that various word-formation processes might occur in a sentence. O'Grady and Gusman (1996) classified the word-formation process into ten categories; blending, borrowing, compounding, conversion, coinage, clipping, initialization and acronym, back-formation, derivation, and inflection

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2.1.2.1 Blending

Blending is a word-formation process whereby a word is created from non-morphemic parts of two items (O'Grady et.al. 1997). Blending is also the combination of two parts of words but deleting the part of combined words. For instance, the word motel (motor + hotel), brunch (breakfast + lunch), and so on.

2.1.2.2 Borrowing

Borrowing is the process of adapted or borrowing the word from other languages. The English language was also taken the languages from another country into the dictionary. For example, yogurt derived from Turkish, piano derived from Italian, alcohol derived from Arabic, and many others. The borrowed words can also change the pronunciation, such as democracy derived from Greek (*democratos*), supermarket derived from Japanese (*suupaamaaketto*), etc.

2.1.2.3 Compounding

O'Grady and Guzman (1996, p.151) state that the mixture of lexical categories (noun, verb, adjective, or preposition) is compounding. Compounding is also known as the combination of two or more words. For example: (noun compound: windmill, postcard, greenhouse), (verb compound: overlook, spoon-feed), (Adjective compound: red-hot, nationwide)

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2.1.2.4 Coinage

O'Grady and Guzman (1996, p.160) state that the current terms' coinage' or 'manufacture' is a new word created from names. Yule (2010, p.53) also said that coinage is a common English word-formation process that creates entirely new words. Mostly, coinage words are the trade names of commercial products that become the general terms. The examples are Indomie, Aspirin, Vaseline, Xerox, Canon, and Google. Google is the most famous coinage word that we know. There is also a process of word-formation similar to coinage, but the new words are based on a person or a location, for example, Volt (Alessandro Volta), Watt (James Watt), etc.

2.1.2.5 Conversion

McCarty (2002, p.142) conversion is also the derivation, without any transparent structure modification, of one lexeme from another lexeme (e.g., bottle the water - verb bottle from the noun bottle). Conversion does not add an affix, but it is close to derivation due to improvements in the part of the speech and meaning (O'Grady et.al. 1997, p.157). Conversion is known as zero derivation. Because conversion resembles derivation but without affixes or changes in any form, for example: walk as verb and noun, father as noun and verb, report as verb and noun.

2.1.2.6 Clipping

Clipping is a method of cutting one or more syllables that shortens a polysyllabic term (O'Grady & Guzman, 1996, p.157). According to Yule (2006, p.55), the element of reduction noticeable in blending is even more apparent in the process

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described as clipping. Usually, we shorten the word to make it faster in pronunciation. But in formal situations, we are better to use the longer term. Instead, we can use the short term (clipping) if it is in an informal situation. For example: exam (examination), phone (telephone), plane (airplane), ad (advertisement), fest (festival), etc.

2.1.2.7 Initialization and Acronym

Initialization and acronym are similar terms. Hatch and Brown (1995, p.210) state that another reducing technique is an initialization, where every letter of the word is pronounced. For instance, VCR (video cassette recorder), CD (compact disk), LA (Los Angeles), US (United States), etc. Meanwhile, an acronym is a word made up abbreviation, too, but the result is pronounced as a word, not as a list of letters (Hatch and Brown, 1995, p.210). For instance, UNESCO (United Nations Educational, Scientific, and Cultural Organization), NASA (National Aeronautics and Space Agency), etc. Moreover, other words that we don't realize that part of the acronym are radar (radio detecting and ranging), scuba (self-contained underwater breathing apparatus), and laser (light amplification by stimulated emission of radiation). Rustamaji (2015, p.25) said that acronyms are being added to the vocabulary with the proliferation of computers and the use of the internet, such as MORF (male or female) and FAQ (frequently asked questions).

2.1.2.8 Back Formation

(O'Grady and Guzman, 1996, p. 158) state that back-formation is a process that creates new words by removing a real or supposed affix from another word in the

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language. An example of back-formation is the verb "actor" derived from the word "act" by deleting –or (affix). Other examples of back-formation words are: donate (verb) from the donation (noun), regulate (verb) from regulation (noun), babysit (verb) from babysitter (noun), edit (verb) from the editor (noun). From the examples, we can take the conclusion that back-formation usually changes a noun into a verb.

2.1.2.9 Inflection

Inflection is a word created by inserting affixes to generate a new type without modifying the word class or context. (Hatch and Brown, 1995, p.285). Inflection does not create the new lexeme but only changes the lexeme form. They fit into different grammatical contexts (Lieber, 2009, p.88). The inflection in English grammatical content consists of the plural (-s), genitive ('s), the third person singular (-s), past tense (-ed), (-ing) form of a verb, comparative (-er), and superlative (-est). English words also have zero plural morpheme such as deer (singular) and deer (plural), fish (singular) and fish (plural), sheep (singular), and sheep (plural).

2.1.2.10 Derivation

According to Yule (2006, p.57), "a derivation is one of the word-formation processes to creating new words by adding affixes." An affix can be a prefix and suffix. Some affixes are un-, pre-, -ful, -ish, -ism, mis-, -ness, -er, -ment, -able. In the derivation, the word's meaning changes slightly, but it is still closely related to the original word. For example, affixes (un-) and (-able) of "unbelievable", prefix (-un) of

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"unhappy", suffix (less) of "careless". Other examples of derivation are pre-judge, joy-ful, terror-ism, fast-er, etc.

2.3 Advertisement

According to Agustrijanto (2002), he states that advertisement is the type of communication that encourages consumers to purchase their products and promote their new products. The advertisement is also the media for promoting the business owner's product, ideas, and services. Jefkins (cited in Rustamaji, 1997) mentioned that promotion includes personal selling, selling promotion, and publicity. The promotion can be called marketing communication for companies or business owners who want to achieve the goals in their markets, survive in fierce business competition, and build more value in products or services. So the purpose of the advertisement is to promote a product or service to the public (consumers) to attract the consumers to buy or use such products or services (Rustamaji, 2015, p.27).

2.3.1 Outdoor Advertisement

Nugroho (2010) states that outdoor advertisement was first found in Greek and Roman archeological ruins. It means that outdoor advertising is the oldest form of advertisement. Usually, outdoor advertisements are known as billboards. The advertisement development is very rapid in the current era. There are many innovations to the advertisement form, such as a digital advertisement that uses moving effects, colorful images, etc. Outdoor advertisement is mainly found on the side of the road, in malls, stations, bus shelters, and others.

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The development of technology is vital in making the advertisement variations, such as billboards made from poles, aluminum, zinc, or other materials. Then the advertisement in the form of Megatron / Videotron is programmed with a computer and connected to electricity, which is made of a wide LED monitor and colorful lighting. There is also a form of advertisement called a banner which is usually used for shop displays. Then the advertisement in the form of a paper named poster is generally applied in strategic places, such as bus stops, stations, malls, etc.

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CHAPTER III

METHODOLOGY

In this chapter, the researcher discusses the research methods of this study. Those are design, data collection, and data analysis.

3.1 Research Design

Babbie (2010, p.106) states "that 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 a kind of strategy used by the researcher in conducting the study.

The researcher used a descriptive approach in this qualitative research design because the researcher conducted the study to explain the meaning and describe how the word-formation of outdoor advertisement was installed on the roadside of Surabaya. Kumar (2011) states that the "qualitative research method involves the use of qualitative data and it focuses on the interpretation of situations or phenomena in their natural settings." Hancock, Ockleford, & Windridge (2009, p.7) define there are three characteristics of qualitative research. First, it focuses on how people have different ways of looking at reality. Second, it studies naturally without data manipulation. Third, it focuses on description and interpretation. So, this qualitative research method aims to analyze and interpret the data by the meaning of the English word in advertisements. The researcher described and reported the original data

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obtained from the observation. Meanwhile, the research also used a quantitative research method to know the kind of word-formation most often found on the roadside of Surabaya.

3.2 Data Collection

3.2.1 Data and Data Source

This research data are outdoor advertisements that contain the word-formation process, which is installed on the Surabaya roadside. The kinds of data are the English word found in outdoor advertisements on billboards, banners, and Videotron. The English word itself can be the name of the product and the word that contain English word formation in the advertisement. The researcher is concerned with the word-formation process of advertisement and interprets the message or information of it. It is because to know the strategy of the business owner or the marketer to convey their message to attract the consumer. The researcher divides the location to find the outdoor advertisement on East Surabaya, Central Surabaya, and West Surabaya. In those areas, there are many advertisements installed to collect the data.

3.2.2 Research Instrument

Johnson & Christensen (cited in Fathonah, 2004) stated that the writer or researcher, or human is an instrument in qualitative research to collect the data. Because this research uses a qualitative method which is interpretative research, so the main instrument is the researcher himself to collect and analyze the data. The roles of the researcher are first, to do the observation to collect the data. Secondly, to collect

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the data using English words found in an outdoor advertisement in Surabaya. Thirdly, to analyze what type of English word formation was used in the data and interpret its meaning, and the last, to report the result based on the analysis.

3.2.3 Data Collection Technique

In this research, the data are English words found on the advertisements in three regions of Surabaya protocol roadside. The researcher collected the data that contain possible English words on the advertisements randomly by the photograph, with some steps below:

a. Observation

Observation is the first step to collect the data in this research. The observation on the roadside of Surabaya is divided into three categories: East Surabaya, Central Surabaya, and West Surabaya. Each data will be marked where the data are found, especially the name of the road. The researcher takes the photographs using a phone camera as a tool to capture the data found.

b. Note Taking

After taking the photographs by capturing the data, the researcher lists down and takes some notes every time found the possible English words formation in advertisements and the location of the data where they found. The example of note-taking is put into the table below:

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Table 3.1 Example of Note Taking Word Formation Found

English Words	Location
Everyday Wonderfood	Jl Gemblongan No 75
So on	. . .

3.3 Data Analysis

The technique of the data analysis is as these following steps:

a. Identifying

After obtaining the data, in this process, the researcher identifies all of the data in the form of the English word in advertisements into the selected data, whether the data can be used or not.

b. Analyzing

After identifying the data, the next step is analyzing the data. First, the researcher classifies the data of each type of English word formation found in the advertisement. Which data categories as blending, compounding, etc. The data is grouped as this following table:

Table 3.2. Example of Word Formation Analysis

Word Formation	English Words
Blending	Richeese - (adjective) rich + (noun) cheese So on

The way to analyze is the researcher explains how the data form and the researcher also interprets the message of the word-formation related to the meaning of advertisement communication. It means the researcher explains how the company or

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the business owner gives the message or information to the consumers about their product.

c. Counting

Counting aims to find the most frequent word-formation process used in outdoor advertisements in Surabaya. This step is to answer the second research question, which the researcher counts and lists all in each word-formation process. The researcher continues the process by adding up the data result in percentage using the formula below:

$$\frac{N}{Data} \times 100$$

N: Data in each type of word formation process.

Data: Total of all the data of the type of word formation process.

For example, if the blending type found 15 data out of a total of 100 data, it can be calculated as follows:

$$\frac{15}{100} \times 100$$

From the above calculation, the calculation results obtained from the blending data are 15%.

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CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher provides two points, namely findings and discussion. First, the researcher provides a list of data found in each region in Surabaya, along with the type of word-formation. The researcher also provides the description and explanation of the data found on East, Central, and West Surabaya roadside that contains the message or information conveyed from the data found. Second, the researcher

4.1 Findings

After observing places throughout the Surabaya area (East, West, and Central), the researcher was able to find a lot of data in advertisements. However, because the scope of this data is in the form of English words, the researcher can only find 115 data of English words in advertisements installed on East, West, and Central Surabaya. The data found are mostly in East Surabaya, where there are 61 data. Furthermore, other data in Central Surabaya there were 33 data, and West Surabaya only 21 data. There are ten types of word-formation from the data found, including blending, borrowing, compounding, coinage, conversion, clipping, initialization and acronym, back-formation, derivation, and inflection, which are explained in the next part.

The researcher conducted the observation in East Surabaya first because the researcher's house was in East Surabaya. The researcher easily got the data quickly

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because many advertisements are installed on the roadside on billboards and banners. Then he continued to observe the data in Central Surabaya, where the advertisements were installed there in billboards, even Videotron. Then he continued to observe the data in West Surabaya, but unfortunately, he found some data which was the same as in East Surabaya and Central Surabaya.

The researcher did not conduct observations in North and South Surabaya because there was little data found after being traced. The reason is that North Surabaya is part of a densely populated area with many small alleys and lots of houses, so it is rare to find advertisements installed on the roadside. On the other hand, in South Surabaya, advertisements are rarely found too. If it is found, the installed advertisements are the same as in Central, East, and West Surabaya. Therefore, in this case, the data that has been classified are primarily located in East Surabaya.

4.1.1 Word Formation Types of Advertisements Found in Surabaya

4.1.1.1 East Surabaya

Below are some word formations found in the east region of Surabaya and their addresses, which are grouped as this following table:

Table 4.1. Word Formation Types Found in East Surabaya

No	Word Formation Process	Number of Data	Percentage
1	Compounding	15	15/115 x 100 = 13 %
2	Blending	12	12/115 x 100 = 10,4 %
3	Clipping	5	5/115 x 100 = 4,3 %
4	Borrowing	5	5/115 x 100 = 4,3 %
5	Derivation	8	8/115 x 100 = 6,9 %
6	Inflection	4	4/115 x 100 = 3,4 %
7	Conversion	5	5/115 x 100 = 4,3 %
8	Back Formation	0	0

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9	Coinage	2	2/115 x 100 = 1,7 %
10	Initialization and Acronym	5	5/115 x 100 = 4,3 %

From the data table above, we can see that compounding is a type of word formation that is most often found in English words in advertisements installed in East Surabaya. In contrast, coinage is rarely used; even in back-formation, the data were not found. However, the data in East Surabaya were 61 data (53%) from the total data found.

4.1.1.2 Central Surabaya

Below are some advertisements found in the central region of Surabaya and their addresses, which are grouped as this following table:

Table 4.2. Word Formation Types Found in Central Surabaya

No	Word Formation Process	Number of Data	Percentage
1	Compounding	8	8/115 x 100 = 6,9 %
2	Blending	3	3/115 x 100 = 2,6 %
3	Clipping	2	2/115 x 100 = 1,7 %
4	Borrowing	3	3/115 x 100 = 2,6 %
5	Derivation	4	4/115 x 100 = 3,4 %
6	Inflection	1	1/115 x 100 = 0,8 %
7	Conversion	2	2/115 x 100 = 1,7 %
8	Back Formation	1	1/115 x 100 = 0,8 %
9	Coinage	7	7/115 x 100 = 6 %
10	Initialization and Acronym	2	2/115 x 100 = 1,7 %

From the data table above, we can see that compounding is a type of word formation that is most often used in English words in advertisements installed in Central Surabaya. In contrast, inflection and back-formation are rarely used. However, the data in East Surabaya were 33 data (28,6%) from the total data found.

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4.1.1.3 West Surabaya

Below are some advertisements found in the west region of Surabaya and their addresses, which are grouped as this following table.

Table 4.3. Word Formation Types Found in West Surabaya

No	Word Formation Process	Number of Data	Percentage
1	Compounding	7	7/115 x 100 = 6 %
2	Blending	6	6/115 x 100 = 5,2 %
3	Clipping	5	5/115 x 100 = 4,3 %
4	Borrowing	0	0
5	Derivation	0	0
6	Inflection	1	1/115 x 100 = 0,8 %
7	Conversion	2	2/115 x 100 = 1,7 %
8	Back Formation	0	0
9	Coinage	0	0
10	Initialization and Acronym	0	0

From the data table above, we can see that compounding is a type of word formation that is most often used in English words in advertisements installed in West Surabaya. In contrast, inflection is rarely used; even in borrowing, derivation, back-formation, coinage, and acronym, the data were not found. However, the data in East Surabaya were 33 data (28,6%) from the total data found.

4.1.2 The Word-Formations Processes of Data and Its Message or Information

Below are some of the data found in advertisements with the types of word formation and its message or information conveyed.

4.1.2.1 Compounding

In English, two words might be combined to make a new term. It is a word-formation process named compounding. The word used is usually the original word of

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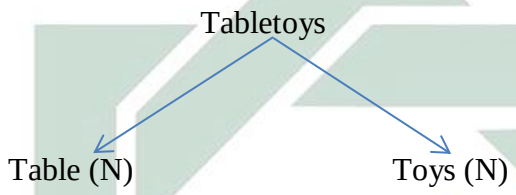
free morpheme, without reducing the part of words that are combined. The researcher finds many English words in Surabaya which belong to compounding words. A detailed analysis of this word-formation type is provided here:

4.1.2.1.1 Tabletoys



The data above is a compound word, that the word "table" is combined with the word "toys" to form a new term *tabletoys*. *Tabletoys* is an advertisement for a game gallery that was found on Jalan Mulyosari, East Surabaya. If we look at the word structure, the word of *tabletoys* should be written in the form of "table toys" or "toy's table." This is the uniqueness of compound words, in which we must be able to distinguish between a noun phrase (phrasal word) and a compound word, for example, in the word "Green Land" (with space) and "Greenland" (without space). From here, we can differentiate which one is a noun phrase and which one is a compound word. *Green Land* is a noun phrase because the word describes land that is green and filled with plants or trees. Meanwhile, *Greenland* is a compound word because that is a brand name for housing in West Surabaya, which the word has been compounded.

However, *Tabletoys* do not mean a toy that is shaped like a table, but this is a table used for toys. More specifically, it is a kind of board game with an extensive collection of games like in a library. But the researcher thought that this place is not recommended for small children because the board games available here are not in the

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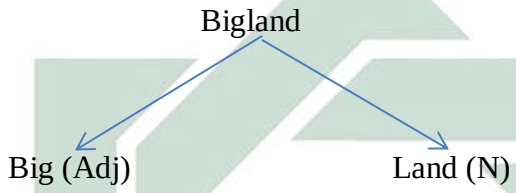
form of a table on which there are toys, but these are board games for teenagers like Secret Hitler, Aquatico, Waroong Wars, and so on.

4.1.2.1.2 Bigland



The data above is a compound word that the word "big" is combined with the word "land" to form a new term *Bigland.* Bigland is an advertisement of a mattress product brand from Las Vegas, the USA, that was found on Jalan Gemblongan, Central Surabaya. Bigland does not mean a large land or big island as happened in the word "Big Land." The "land" of Bigland here is a compound word that can be interpreted as a large mattress. Some people call mattresses a kapok island, especially Indonesians, because kapok is used as a filling material for mattresses, pillows, and bolsters. But on modern mattresses like *Bigland* is a large mattress made of slightly kapok, sponges, and springs, making the mattress texture much softer.

The researcher also found other data from the same mattress product, the Airland brand. The word "land" of Airland is also a representation of a mattress that has a cycle in and out of the air in it due to the effect of the spring on the mattress, so it can create a comfortable feeling and a soft texture when on it.

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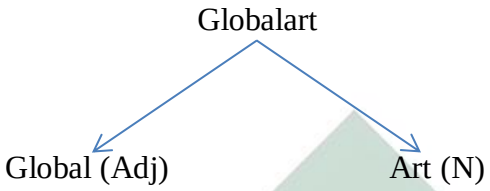
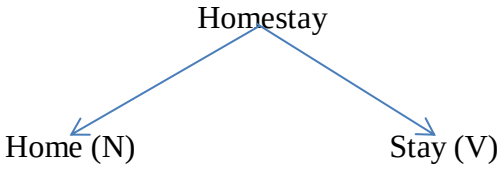
4.1.2.1.3 Globalart



The data above is a compound word that the word “global” is combined with the word “art” to form a new term *Globalart.* Globalart is an advertisement of the art education institute “Globalart - Think Creative,” which was found on Golden Palace, HR.Muhammad, Central Surabaya. At first glance, if we look at the word structure as in one word, the researcher thought that this is not listed in the dictionary. Sure enough, this is a compound word that combines two words into one word. Business owners usually create new words that give an interesting impression rather than using two words naturally.

As the data mentioned before, the researcher thought that this “Globalart” arts education institution is used as a meaning a place to increase children’s artistic creativity, which allows them to learn, explore, find new boundaries in thinking and doing things differently so that their artwork can go global.

4.1.2.1.4 Homestay



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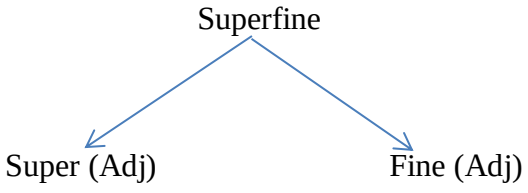
The data above is a compound word that the word “home” is combined with the word “stay” to form a new term, *homestay.* The word homestay is in the advertisement of “International Homestay - Coffee and Lounge” that was found on Jalan Bangka, East Surabaya. Homestay means a local resident’s house that is rented out to foreign tourists for a long time to get to know and learn the language and culture of certain local people. This concept is different from hotels that have luxurious buildings with complete facilities. A homestay is just a house with a few rooms, which makes it a private place.

Currently, homestays are starting to experience changes in service quality, function, location, buildings, and facilities. Generally, homestays are owned by individuals, which do not even have business management. However, at this time, rented houses are not just ordinary local residents’ houses, but have become a form of lodging business at high prices, which are oriented towards making money, as happened in Indonesia, namely Oyo, Reddors, and others. Therefore tourists will not see the notion of homestay in the same way again.

4.1.2.1.5 Superfine



The data above is a compound word that the word “super” is combined with the word “fine” to form a new term *superfine.* The word “superfine*”* means so fine

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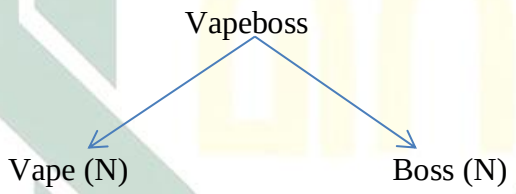
(good), which refers to a product that is considered a superior product made from premium ingredients with high quality. The word superfine is in the advertisement of the original Indonesian cigarette “Djarum Super” that was found on Jalan Prada Indah, West Surabaya. The word superfine here refers to clove, which is used as the main ingredient in making cigarettes. This is a way for the owner to convey a message to the customer that these cigarettes use high-quality cloves to be interested and want to know how the taste is produced.

4.1.2.1.6 Vapeboss



The data above is a compound word that the word “vape” is combined with the word “boss” to form a new term *vapeboss*. Vape is a device used for inhaling vapor from a heated liquid that contains flavor and nicotine. It simulates as an electronic cigarette which consists of a battery, a cartridge containing a flavourful liquid, and a heating component to produce vapor from the liquid to be inhaled. In contrast, the word boss means a person who dominates in a job in controlling all lines. The word “Vapeboss” is an advertisement for the electronic cigarette that was found on Jalan Raya Bukit Darmo, Central Surabaya. From the word “Vapeboss,” the researcher can analyze that the owner uses this word to represent a person who is vaping is like a boss

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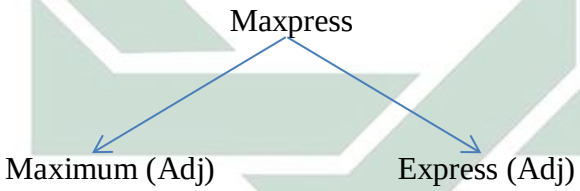
who is a dominating person. This dominance could be related to the more vapor generated from e-cigarettes than from tobacco smoke.

4.1.2.2 Blending

Blending is the combination of two words. It is almost the same as the compounding process. The difference is that compounding combines two words in their original form, but the words in blending combine two words and delete the part of words that are combined. The researcher found several blending processes in English words in several advertisements in Surabaya. Below is the data and the analysis that is included in the blending process:

4.1.2.2.1 Maxpress



The new word formed by the blending process found by the researcher is "Maxpress." The word "Maxpress" consists of two words, namely maximum and express. The first word is "maximum," that cut to be "max," which means a condition where the measurement value is at the highest level. The second word is "express," that cut to be "press," which means a measurement value at high speed. Maximum and express have a similar meaning which means that in a condition that has the most incredible quantity or value. However, the most incredible value here refers to the

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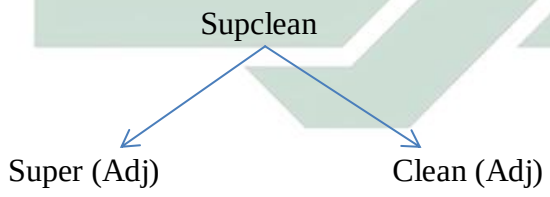
speed of service. The word “Maxpress” is an advertisement from laundry service “Maxpress – Coin Laundry,” which was found on Jalan Raya Lontar, West Surabaya.

I argue that the word “Maxpress” here is used as a communication message to the customers, which informs that this laundry service can be done quickly and optimally. Especially in this laundry using many machines that customers can operate by inserting coins, then the device can operate quickly by itself. So the customers don’t feel queued because of the long service from employees or the very long way the washing machine works. At this point, the researcher thought that the weakness is the people will only pay attention to the word of maximum and express which this laundry provides fast service. Still, some people will be doubtful about the cleanliness of a given laundry.

4.1.2.2.2 Supclean



The word “Supclean” consists of two different words, namely super and clean. The first word is “super,” which is cut to be “sup,” which means high quality, and the second word is “clean.” The word “Supclean” was found in an advertisement for the laundry service store “Suplclean Laundry Service.” The researcher argued that the word “Supclean” here is used as a communication message to the customers, informing them that this laundry will provide clean service optimally. At this point,

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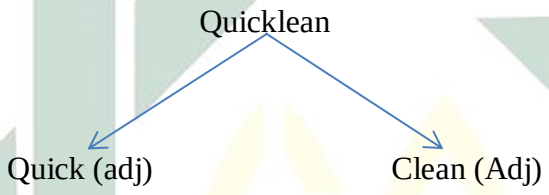
the researcher thought about its weakness, which the people will only pay attention to the word super clean which this laundry provides clean service optimally, but some people may doubt the time given when washing, whether long or fast. It will be a separate comparison by the customer to choose a laundry service.

4.1.2.2.3 Quicklean



The word "Quicklean" consists of two different words, namely quick and clean. The first word is "quick," and the second word is "clean." Quicklean is an advertisement for laundry service store "Quicklean Laundry and Dry clean." The words "quick" and "clean" both have the same suffix prefix and are combined into "quicklean." Not without reason, this is the owner's strategy to make people easily memorize the brand name and make it as information to people that this laundry claims that it will provide quick and clean service to customers. It makes a great attraction for customers to do laundry at Quicklean with the services that will be provided. Because if we compare it with Maxpress and Supclean, both only highlight one maximum service, that is fast (on Maxpress) and clean (on Supclean), but Quicklean can provide both.

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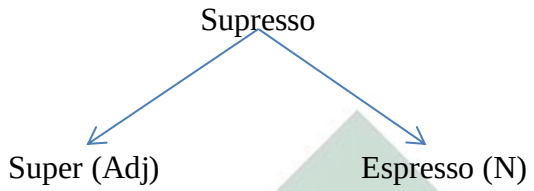
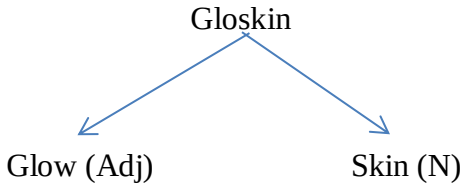
4.1.2.2.4 Supresso



The word "Supresso" consists of two different words, namely super and espresso. The first word is "super," which is cut to be "su." The word "super" means high quality. While the second word is "espresso," which is cut to be "presso." The word "espresso" means coffee beans are made from roasted coffee brewed with hot water. Supresso is a coffee gallery, or we are usually known as a coffee shop that was found on Lenmarc, West Surabaya. The researcher argued that the word "Supresso" is used as a communication message to the customer, which informs that the coffee beans used are of the best quality, so the coffee or espresso served has a super (high) quality.

4.1.2.2.5 Gloskin



The word "Gloskin" consists of two different words, namely glowing and skin. The first word, "glowing," that cut to be "glo," which means shine brightly. The second word is the original word that is "skin," which means the cover of the body.

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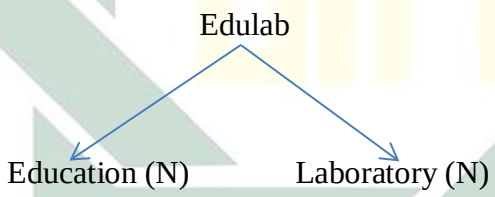
Gloskin is an advertisement for the beauty clinic “Gloskin Aesthetic Clinic,” which was found on Ruko Grand Sungkono, Mayjen Sungkono, Central Surabaya. Based on its name, the researcher argued that the purpose of the word “Gloskin - Glowing skin” is used as a communication message to the customer. The owner informs them that it is a beauty clinic that provides treatments to customers to improve the beauty of their facial skin and body so that the skin becomes glowing. Moreover, the Gloskin aesthetic clinic claims that this clinic uses non-surgical treatment media, using natural blends supported by advanced technology.

4.1.2.2.6 Edulab



The word “Edulab” consists of two different words, namely education and laboratory. The first word is “education,” which is cut to be “edu,” which means the process of teaching or learning to imparting or acquiring knowledge. The second word is “laboratory,” which is cut to be “lab,” which means a room or building for doing the process of education. Edulab is a learning institution that provides educational consultation and services, not only to students but also to parents and schools. Based on the website of Edulab Indonesia, the researcher concludes that Edulab defines education by introducing the main concepts in interpreting and learning so that it makes education addictive, engaging, and fun.

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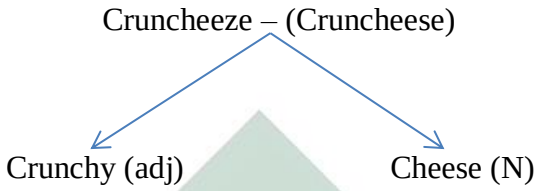
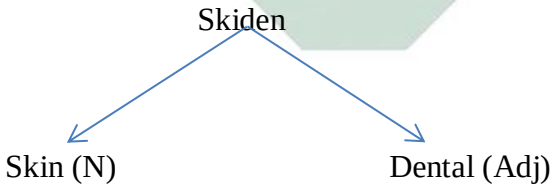
4.1.2.2.7 Cruncheeze



The word "Cruncheeze" consists of two different words, namely crunchy and cheese (slang word of "cheese"). Crunchy is a representation of the noise from the food being eaten or bitten. In contrast, cheese is a food made from milk that has a soft texture and has yellowish. Cruncheeze is an advertisement for Pizza Hut - Black Meat Monsta Cruncheeze, which is an advertisement for a new pizza product from Pizza Hut. The researcher argued that the word "Cruncheeze" is used to inform the customer that this pizza is baked at the same time with cheddar cheese topping, so the pizza will be crunchy on the outside and soft on the inside when eaten.

4.1.2.2.8 Skiden



The word "Skiden" consists of two different words, namely skin, and dental. The first word is "skin," which is cut to be "ski," which means the cover of the body. In contrast, the second word is "dental," which is cut to be "den," which is related to the treatment of the teeth or dentistry. Skiden is an advertisement for the beauty skin and teeth clinic "Skiden Aesthetic Clinic" found on Jalan Raya Mulyosari, East

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Surabaya. In my opinion, the word “Skiden” was used as a marketing strategy by the owner to make it easier for the public to recognize and memorize the clinic’s name. This can also be a characteristic of the clinic because each clinic usually has a unique brand name representing its product or service. However, in this case, “Skiden” only uses the word skin and dental, which is cut into “Skiden,” which is the actual treatment service provided by the clinic.

4.1.2.3 Clipping

Clipping is the process of reducing a word by cutting one or more syllables. Usually, the word is shortened to make it easier to pronounce. The researcher found some data from advertisements in Surabaya that contain clipping words as described below.

4.1.2.3.1 MedPoint Med → Medical (N)

The word *med* is actually from the word *medical*. The last syllable –ical in the word medical is cut to be *med*, which is included in the backclipped word. The process of cutting syllables does not only occur in the last syllable (backclipped word), but the process of cutting syllables also occurs in the first syllable (foreclipped word). The word medical was found on Jalan Lontar, West Surabaya, which the word *medical* means science related to medicine. In this point, the “Medpoint” here is a place or “point” that performs the medical treatment, which can be referred to as a clinic or hospital.

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4.1.2.3.2 Max Max → Maximum (Adj)

The word *max* is actually from a word *maximum*. The last syllable –imum in the word *maximum* is cut to be "*max,"* which is included in the backclipped word. Sometimes business owners clipping the words from the brand or other words in the advertisement to shorten the sentence in the advertisement because the more words, the larger the media is required. Or it just makes it easy for customers to remember, which usually happens to words in a brand. The word *maximum* comes from a laundry advertisement "*Maxpress"* that was found on Jalan Lontar, West Surabaya, which the word maximum means the most incredible quantity value attainable. This word can refer to the quality of goods, speed, and so on

4.2.1.3.3 Oxy Oxy → Oxygen (N)

The word *oxy* is actually from *the* word *oxygen.* The last syllable –gen in the word *oxygen* is cut to be *oxy* which is included in the backclipped word. The word *oxygen* comes from a laundry advertisement "OXY- Hygienic Laundry" that was found on Jalan Manukan Tama, West Surabaya. The word oxygen means elements in the form of gases with no color and no smell. It is the most important gaseous element in the necessities of life of all creatures. So, in the researcher's opinion, the name "OXY Laundry" has an implied meaning that the owner wants this laundry to be a necessity of life for the community for the cleanliness of their clothes.

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4.1.2.3.4 Corp Corp → Corporation

The word *corp* is actually from a word *corporation.* The last syllable –poration is cut to be *corp* which is included in the backclipped word. The word comes from a big bike store advertisement "BIKECORP." that was found on Jalan Meyjend Sungkono, Central Surabaya. The word corporation means a combination of several companies that are managed and run as a big company. In this case, BIKECORP is a store that consists of several brands of bicycles that cooperate to transform into a large company. This collaboration is one of the strategies of several companies to expand their business.

4.1.2.3.5 Tech Tech → Technology

The word *tech* is actually from the word *technology*. The last syllable –nology is cut to be *tech* which is included in the backclipped word. The clipped word of tech (technology) has existed for a long time to shorten words. The word "tech" is an advertisement for the device shop "SKYTECH – Laptop and Gadget" that was found on Jalan Klampis Jaya No 45, East Surabaya.

4.1.2.3.6 Lab Lab → Laboratory

The word *lab* is actually from the word "laboratory." The last syllable –oratory is cut to be *lab* which is included in the backclipped word. A laboratory is a room or building for doing the process of education. Laboratories are usually found in schools to conduct research and experiments for science and language laboratories. It is also

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located in hospitals to research medical matters. The word *lab* was found in a learning institution called *Edulab* that was found on Jalan Manukan Tama, West Surabaya.

4.1.2.4 Borrowing

Foreign terms are usually taken from other languages in particular to accompany new ideas, products, brands, etc. The process of adapting the word from other languages is called borrowing. The researcher found some borrowing words used in advertisements, as mentioned below.

4.1.2.4.1 Perfume

The word *Perfume* is borrowed from the Italian word. We often see words in English, but we don't know that there are some English words that are adopted from other language words. As in the word *perfume*, which we often use to make our clothes or our bodies smell good. The word perfume comes from the word *parfumare* (Italian language). As we know that Italy is one of the largest perfume-producing countries in the world. There are many advertisements for perfume shops on the roadside in Surabaya, but the researcher found this perfume advertisement in "Aromania", on Jalan Semolowaru No 5, East Surabaya

4.1.2.4.2 Supermarket

The word *supermarket* borrowed from the Japanese language, namely *suupaa maketto"* スーパーマーケット". The supermarket is a store that has a large building and has everything you need. This supermarket advertisement can be found in various

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places, including "Superindo Supermarket", which is found on Jalan Nginden Semolo no 98, East Surabaya

4.1.2.4.3 Karaoke

The word *karaoke* is borrowed from the Japanese language and it is the same word, namely *karaoke "*カラオケ". Karaoke is a singing activity using a microphone accompanied by recorded music. This advertisement was found at a karaoke business place called "VIP Karaoke" which was found on Jalan Klampis Jaya No 2E, East Surabaya.

4.1.2.4.4 Pizza

Pizza is a food that is known to many people from all over the world. Pizza consists of round bread dough baked topped with tomato sauce and cheese, usually with added meat or vegetables. Maybe many people don't know that the word pizza comes from Italian, with the same word "pizza", which means cake, pie, or tart. Moreover, the round and flat food has also become the identity of the Italian state and bears the nickname as the Land of Pizza.

4.1.2.5 Derivation

The derivation is a process of word-formation by adding affixes to creating a new word, and it changes the part of speech and the meaning of a root, but it is still closely related to the original word. An affix can be divided into two categories,

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named prefix and suffix. Here are the data found by the researcher in Surabaya advertisements that contain derivation words.

4.1.2.5.1 The *Comfortable* Word Comfort (N) + -able → Comfortable (adj)

From the first data, we can see that the word comfort is derived from the word comfort + -able. The word *comfortable* is belonged to an adjective (adj), whereas comfort is a noun (n), and it is followed by the suffix –able to form a new word, "*comfortable*." Actually, in this data, the word *Comfortable* is a part of the mattress advertisement "Elite – The Comfortable Word," which means that this mattress makes people feel comfortable when sleeping on it. This advertisement was found on Jalan Gemblongan, Central Surabaya.

4.1.2.5.2 Clearance Clear (Adj) + ance → Clearance (N)

The word *clearance* is derived from the word clear (adj), and the suffix -ance follows it to form a new word, "*clearance*" that belongs to a noun. The word *clearance* is a word of ACE advertisement "ACE – Bazar Clearance Sale" that was found on Walikota Mustajab, East Surabaya. The word *clearance* refers to a big discount from the month-end bazaar organized by ACE hardware on Grand city mall which sells household tools and equipment. This monthly discount is one of the business strategies to increase sales and sell out dead stock to replace it with new stock so it doesn't get damaged.

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4.1.2.5.3 Djarum Retail *Partnership* Partner (N) + ship → Partnership (N)

The word *partnership* is derived from the word "partner (n)," and it is followed by the suffix –ship to form a new word, "*partnership*." In this data, these words do not change the part of speech because not all derivation processes change the part of speech, as other examples are optical to be optical (optic + -al), credible to be incredible (in- + credible), happy to be unhappy (un- + happy) and so on. This Djarum Retail Partnership is a grocery store that has become a customer of Djarum cigarettes, which is marked as DRP writing on the shop banner. It is a strategy of Djarum Company to build new business networks through small retailers to villages.

4.1.2.5.4 *Western* Union West (N) + ern → Western (Adj)

The word *western* is derived from the word west (n), and it is followed by the suffix -ern to form a new word "*western*" that belongs to the adjective (adj). Western Union is a multinational company from New York that has remittance services all over the world. There are already many branches that we can find, including the data that was found on Jalan Klampis Jaya.

4.1.2.5.5 European *Slimming* Centre Slim (N) + ing → Slimming (V)

This data is a process of derivation from the word *slim* (n), and the suffix –ing follows it, so that changes noun into the verb "*slimming"* [slim (n) + ing = slimming (v)]. The word of *slimming* is in the advertisement of the aesthetic clinic (beauty clinic) "ESC – European Slimming Centre," which has facial beauty services and

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slimming body treatments. This advertisement can be found on Jalan Raya Kertajaya Indah, East Surabaya.

4.1.2.6 Inflection

Inflection is a word created by inserting affixes, but it does not change the part of speech or the meaning of a word. Inflection fits into different grammatical contexts, including information about number (singular and plural), tense (past, present, future), etc. The researcher found some data classified into two categories: inflection plural makers (-s) and inflection present progressive (-ing).

4.1.2.6.1 Inflection with the Plural Makers (-s)

4.1.2.6.1.1 Dreams Dream (N) + -s → Dreams [(N) + Plural Maker]

4.1.2.6.1.2 Hotels Hotel (N) + -s → Hotels [(N) + Plural Maker]

4.1.2.6.1.3 Toys Toy (N) + -s → Toy [(N) + Plural Maker]

The first data is the inflection word from the mattress brand advertisement found on Jalan Gemblongan, Central Surabaya. The word *"dreams"* can be said as inflection because the suffix –s does not change the part of speech. Both words, "dream" and "dream + -s (dreams)," are the representation of the same lexeme, "dream." It only indicates a plural maker, and it also happens to the second and third data below. However, this data of "dreams" shows the message from delivering advertisements to customers to fulfill their sleeping needs with a comfortable mattress to realize their beautiful dreams in their sleep.

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4.1.2.6.2 Inflection with the Present Progressive (-ing)

4.1.2.6.2.1 Bedding Bed (N) + -ing → Bedding [(N) + Present Progressive]

The word "bedding" is part of the laundry advertisement "Classy - Expert Bedding Laundry," which was found on Jalan Dharmahusada, East Surabaya. Bedding is an item that covers a mattress, such as a bedsheet. In this case, the word "bedding" in the Classy Laundry advertisement is an item that is accepted in a laundry service offer where they are experts in providing laundry services on bedding items such as sheets, blankets, pillows, and bolsters.

4.1.2.6.2.2 Enabling Enable (V) + ing → Enabling [(V) + Present Progressive]

The word "enabling" is a part of the CCTV brand advertisement "Alhua Spy CCTV – Enabling a Safer Society and Smarter Living" that was found on Jalan Mulyosari, East Surabaya. The word "enabling" means make a device or system actively operate. The device is referred to the CCTV. In this case, this advertisement conveys that if the customer buys the offered Spy CCTV, then enabling that device will enable a safer society and make life smarter.

4.1.2.7 Conversion

Conversion is known as zero derivation. Even though it does not add an affix, but it is close to derivation due to changes in the part of the speech and meaning of the word. The researcher found some conversion words in Surabaya advertisements in the

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form of advertisement boards and banners. Here is the data and the analysis of this type of word-formation.

4.1.2.7.1 Service Service (V) → Service (N)

The data of conversion "*service*" can be found in many places, but in this case, the researcher found one of the words in the cell phone accessories store advertisement, "*Service* Center - Software and Hardware." This Advertisement was found on Jalan Semolowaru, East Surabaya. The word *service* as a verb has a meaning "perform routine maintenance or repair work on stuff". Furthermore, *service* is also noun, which has a meaning "the action of helping or doing work on stuff"". Thus, this process is called as conversion. The word *service* in this advertisement is absolutely a noun, because of the noun phrase (service center), and it can be interpreted as an action of doing work on the device.

4.1.2.7.2 Change Change (V) → Change (N)

The word *"change"* is a conversion word that was found in the cigarette advertisement "Esse Change" on Jalan Semolowaru, East Surabaya. *Change* in this advertisement is a noun because it is the noun phrase "Esse Change," which, in the researcher opinion, the word *change* is used to refer to the cigarette brand "Esse." This cigarette brand is making an alternation as a pioneer in creating cigarettes with the flavored capsule that can be clicked on the cigarette stem to bring out the flavor. Furthermore, change is also a verb that means make something different.

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4.1.2.7.3 Center Center (V) → Center (N)

The word *"center"* is a conversion word that was found in the cell phone accessories store "Service Center" This Advertisement was found on Jalan Nginden, East Surabaya. The word center as a verb means gives instruction/aim to a point. But the word *center* in advertisement here is a noun, that means the point from which an activity or process is directed, or on which it is focused.

4.1.2.7.4 Point Point (V) → Point (N)

The word *"point"* is a conversion word that was found in the medical clinic "Med*Point*" on Jalan Lontar, West Surabaya. The word *point* in this advertisement is a noun because it is followed by the adjective "med (medical)," which *poin*t here means as a place or location of medical. In another case, the *point* is also as a verb that means direct anyone's attention to anything by extending one's finger or holding something in the hand.

4.1.2.7.5 Clean Clean (Adj) → Clean (V)

The word *clean* is a conversion word which is an adjective, and it can be converted into a verb. It is one of the words in the advertisement of laundry service "Sup*clean*" that was found on Jalan Kendalsari, East Surabaya. In this advertisement, the word *clean* is an adjective that means free from dirt. This adjective is converted by a verb "*clean"* that means make something free from dirt.

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4.1.2.8 Back Formation

Back Formation is a word reduction process in which the original words are usually nouns that are reduced to verbs. The researcher only found one data in the advertisement that is “edit.” The word “edit” is a verb that is formed by the back-formation of the noun “editor.”

4.1.2.9 Coinage

Coinage is a word-formation in English that is the creation of completely new words. The trade names of commercial products that become general words are the most common origins of coinage. The word of coinage is usually also derived from the name of people, place, or specific products. This word-formation type was found by the researcher in outdoor advertisements installed in Surabaya. Here the data and the analysis are as follows:

4.1.2.9.1 Turkish Carpet

The word “Turkish” was found on Jalan Kramat Hang, Central Surabaya, on the banner of the carpet shop “Turkish Carpet.” The word “Turkish” is the people of Turkey or relating to the state of Turkey. In this case, the word “Turkish” is used as the name of the carpet shop (Turkish Carpet), which Turkey is known to the world for its quality carpets that have a distinctive beauty of motifs. Therefore, this shop uses the word “Turkish” as the shop's name to attract the customers' attention. Most of these carpet shops have originally imported carpets from Turkey in the form of prayer rug carpets.

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4.1.2.9.2 Therapedic

The word “Therapedic” is an advertisement from the mattress brand “Therapedic - Wake up Happy to a Brighter Day,” which was found on Jalan Gemblongan, Central Java. Therapedic is a coined word that comes from the type of Therapedic mattress, namely Dr. Thera and Dr. Pedic. Each type has a particular technology and function that can be adapted to a person’s sleep needs. So in this type. Dr.Thera and Dr.Pedic are merged into Therapedic as a mattress brand.

4.1.2.9.3 Eiger

The coined word can come from place names, as in “Eiger - Tropical Adventure” found on Jalan Basuki Rahmat, Central Surabaya. Eiger is a trademark of clothing and equipment for nature recreation such as camping, mountaineering, and rock climbing, named after a mountain in the Bernese Alps, Switzerland.

4.1.2.9.4 Ganesha Operation

The data is the *Ganesha Operation, one of Indonesia's well-known tutoring institutions,* and has spread throughout Indonesia. The data contains the word “Ganesha,” which is the icon of the institution. The word “Ganesha” is also a coinage word where Ganesha is a God in Hindu mythology with a human body and an elephant head. He earned the nickname as the God of knowledge, so that he became the name and icon of the tutoring institution “Ganesha Operation,” as it can be a source of knowledge. The data found on Jalan BKR Pelajar, Central Surabaya.

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4.1.2.9.5 Hisana Fried Chicken

The coined word can come from personal names, as in the data found "Hisana Fried Chicken." It is a crispy fried chicken brand whose owner is an Indonesian person with many branch outlets throughout Indonesia, including data found by researchers on Jalan Mulyorejo, East Surabaya. However, the word "Hisana" is a coined word where Hisana is the name of the HFC owner's daughter, Hisana Zahra.

4.1.2.10 Initialization and Acronym

Initialization and acronym are similar terms. The term acronym refers to a word that is formed by the initial (the first letter) of several words. The words may be pronounced as spelling such as UK (United Kingdom) or the US (United States), and so on. The researcher can easily find the data of initializations or acronyms are as follows:

4.1.2.10.1 KFC (Kentucky Fried Chicken)

This data can be found in various places, including the data found by the researcher in Manyar Kertoarjo, East Surabaya. It is one of the big restaurants in the world which has many branches, namely KFC. It is the acronym of Kentucky Fried Chicken, which is based on its history; KFC started as a restaurant in a workshop room in the Kentucky area, United States. Therefore, the region (Kentucky) is used as the brand name of the KFC restaurant

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4.1.2.10.2 VIP (Very Important Person)

The data was found at a karaoke place, “VIP” on Jalan Klampis Jaya, East Surabaya. The researcher does not really know about the VIP name of the karaoke place, but VIP is an acronym for Very Important Person. Usually, the word “VIP” is found in various places in a building, where the place is written VIP as a place for certain people who are considered important people.

4.1.2.10.3 HFC (Hisana Fried Chicken)

This data was found at a fried chicken outlet on Jalan Mulyorejo, East Surabaya. The word is “HFC,” which is an acronym for Hisana Fried Chicken. It is a crispy fried chicken brand whose owner is an Indonesian person with many branch outlets throughout Indonesia. The name Hisana is from the name of the HFC owner’s daughter, Hisana Zahra.

4.1.2.10.4 BCA (Bank Central Asia)

The following data is the bank “BCA,” one of Indonesia's biggest private banks. The word “BCA” is an acronym for Bank Central Asia, which can be found in various places in Surabaya, even throughout Indonesia.

4.1.2.10.5 ESC (European Slimming Centre)

The word "ESC" is part of an advertisement found on Jalan Raya Kertajaya Indah, East Surabaya. The word “ESC” is an acronym for the European Slimming

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Centre, which is a beauty clinic that provides facial beauty and body slimming services with a diet program.

4.1.3 Types of English Word Formation that Most Often Found

In this part, the researcher shows the results of the calculation of the word-formation process that is most often used in three region (east, central and west) of the total data found in the form of a percent (%).

The researcher calculated the amount of data found in East Surabaya. The data found by the researcher were the English words with the following details

Table 4.7. Percentage of Word Formation Process in Surabaya

No	Word Formation Process	Number of Data	Percentage
1	Compounding	30	30/115 x 100 = 26 %
2	Blending	21	21/115 x 100 = 18,2 %
3	Clipping	12	12/115 x 100 = 10,4 %
4	Borrowing	8	8/115 x 100 = 6,9%
5	Derivation	12	12/115 x 100 = 10,4%
6	Inflection	6	6/115 x 100 = 5,2 %
7	Conversion	9	9/115 x 100 = 7,8 %
8	Back Formation	1	1/115 x 100 = 0,8%
9	Coinage	9	9/115 x 100 = 7,8%
10	Initialization and Acronym	7	7/115 x 100 = 6%

From the table for calculating the amount of data above, the researcher found significant results from the total data findings that have been combined in the three areas of Surabaya to answer the third research question about the word-formation most often found in the Surabaya roadside. The researcher concludes that compounding is a type of word formation that is most often used in English words in advertisements

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installed in Surabaya. Data from compounding found 30 out of 115 data or 26% of the total data.

4.2 Discussion

Conducting the study on the word-formation cannot be separated from the morphology. In its development, more and more new words are created by some people as casual slang used daily to talk with their close friends or even for marketing purposes in the advertisement. It means the researcher analyzes English words, which the researcher must have careful, thorough, and critical thinking. Especially in this study, when the researcher analyzes a word in an advertisement, he needs extensive knowledge related to the product or company that makes the advertisement.

In advertisements, the use of word-formation is a common thing, especially in creating a new word. It must be hidden information or hidden messages behind the meaning of a word in an advertisement, especially in a brand name or product name, as the owner's way of conveying information to the target market (consumers). It is a marketing strategy of a company or business owner to attract the attention of customers who are curious about the words that are made so that they are interested in buying a product or service.

In this study, the researcher uses a morphological approach to study the word-formation process according to O'Grady and Guzman (1996), which classify ten categories of word formation, namely blending, borrowing, compounding, coinage, conversion, clipping, initialization and acronyms, back-formation, derivation, and

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inflection. The researcher uses data from English words of outdoor advertisements installed in three areas of Surabaya, namely East, Central, and West Surabaya.

The researcher has answered the first question dealing with the types of English word-formation found in outdoor advertisements installed in the East, Central, and West Surabaya roadside. The data found contain all of the ten types of word formation based on O'Grady and Gusman (1996) theory, in the form of English word-formation of advertisements in billboards, banners, and Videotron. The data is mostly found in East Surabaya because many advertisements can be found there, and coincidentally it was the researcher's first destination to search the data. The researcher did not observe North and South Surabaya because little data was found there after being traced. The reason is that North Surabaya is part of a densely populated area with many small alleys and lots of houses, so it is rare to find advertisements installed there. On the other hand, in South Surabaya, advertisements are rarely found too. If it found, the installed advertisements are the same as in Central, East, and West Surabaya. Therefore, the data of this study is only on English advertisements located in the three areas in Surabaya.

The researcher also has answered the second question dealing with the word-formation processes and the messages or information conveyed from the data found. After analyzing the data, the researcher concludes the general description of the messages or information contained in English words of advertisements installed in East, Central, and West Surabaya roadside. In analyzing a word using word formation,

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we cannot directly describe what we read. We should have broad insight, or at least we should find out about the company and the products or services offered by the company. These messages and information are usually related to the products and services being sold.

An example to prove that is in the data “Gloskin.” Some people may not know about this word or may consider it a familiar name. In fact, it contains the meaning addressed to the customer that this word is a blending process of the word “Glowing Skin.” To find out, we can look or research the company's name and the products being sold. Gloskin is a beauty clinic that sells products and services in terms of skincare. So, Gloskin's words contain a message or information to the customer, which informs that this is a beauty clinic that provides treatments to improve the beauty of their facial skin and body so that the skin will be glowing. This case also occurs in other data found in English advertisements in Surabaya.

After counting the total amount of data found and classifying it into several parts according to the findings in each type of word formation in the three regions of Surabaya, the data obtained were 30 data of compounding (26%) in three areas of Surabaya. Furthermore, the data of blending were 21 data (18.2%), Clipping were 12 data (10.4%), derivation were 12 data (10.4%), conversion were 9 data (7.8%), coinage were 9 data (7.8%), borrowing were 8 data (6.9%), acronym were 7 data (6%), inflection were 6 data (5.2%). Lastly, the least was back-formation only 1 data found (0.8%). From the amount of data found, it can be concluded that compounding is a

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word-formation process that is most often found in the advertisement installed on East, Central, and West Surabaya roadside.

Based on the overall findings above related to present study with several previous research, this study strengthens previous studies from Anggraeni (2014) and Rustamaji (2015). Anggraeni (2014) analyzed word formation on billboards installed in Semarang. Meanwhile, Rustamaji (2015) analyzed the word formation process on advertisement boards in Kendal Regency. Both previous studies used data in the form of outdoor advertisements in the form of billboards installed in a city or district, while this study used the broader data such as billboards, banners and Videotron. The findings of both also prove that compounding is the type of word formation most often found in advertisements. This present research supports the findings that compounding is the most often found in advertisements. Moreover, this study also explains how the process of word formation is and what hidden information is found in the words in the advertisements, so people can find out the meaning of the new word.

This present study, to some extent, has contributed to the development of previous studies on the word-formation process in advertisements to provide knowledge to the public about how a word can be formed and how it is formed. It is inseparable from hidden information or hidden messages behind the meaning of a word. It may take several topics for further research, especially those related to word formation in advertisements and other objects such as slang words that continuously

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evolve. Or maybe there is another object that continues to develop, which contains forming new words with various meanings implied by a new word.

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CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is the last chapter which deals with the conclusion of the findings and the discussions in the previous chapter. It also contains the suggestion to provide information to the next researchers who are interested in conducting research on the word-formation process.

5.1 Conclusion

The researcher conducted the study and interpretation on the formation of English words in outdoor advertisements installed in three areas; East, Central, and West Surabaya roadside. This study responds to the problems of the study about the type of word formation process found in the data, the interpretation of messages or implied information from the data found, and mentions the types of word formation that are often found by calculating the whole data.

The total data found in English words are 115 data in East, West, and Central Surabaya. The data found are mostly in East Surabaya, where there are 61 data. Furthermore, other data in Central Surabaya there were 33 data, and West Surabaya only 21 data. The entire data contains each type of word formation process, which found the data with ten types of word formation, namely blending, borrowing, compounding, coinage, conversion, clipping, initialization and acronyms, back-formation, derivation, and inflection.

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Based on the findings from the analysis related to the message or information implied in the data found in the advertisement, the researcher concluded that in analyzing a word using word formation, we could not directly describe what we read. We must have broad insight and critical thinking. To find out hidden messages or information from a word, especially in advertisements, we must find out and understand the company and the products or services offered by the company or business owner. Messages and information from new word-formation are usually related to the products and services being sold.

After classifying and analyzing the data, the researcher found that there were 30 data of compounding (26%) in three regions of Surabaya. Furthermore, the data of blending were 21 data (18.2%), Clipping were 12 data (10.4%), derivation were 12 data (10.4%), conversion were 9 data (7.8%), coinage were 9 data (7.8%), borrowing were 8 data (6.9%), acronym were 7 data (6%), inflection were 6 data (5.2%) and the least was back-formation only 1 data found (0.8%). From the amount of data found, it can be concluded that compounding is a word-formation process that is most often used in the advertisement installed on three regions of the Surabaya roadside. On the other hand, which is rarely used is in the advertisement is the back-formation.

5.2 Suggestion

The study of morphology is important because as time goes on, there will be many new words. We must examine how the word is formed to find the meaning of the new words, especially in words from advertisements and slang words that are

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constantly evolving. There are always new words and terms that will be formed. Therefore, the researcher suggests that the next researcher, especially English Literature students, always conduct the study about word formation with different data and places. Moreover, there will be many developments in every morphology science, especially in word formation, with more and more research being conducted on the theory of word formation

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