AN ANALYSIS OF WORD FORMATION PROCESSES IN OUTDOOR ADVERTISEMENT OF BILLBOARD FOUND IN LAMONGAN

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Abstract: As the term word-formation are dealing with the formation of words. Word formation process has ten categories are the followings: Coinage, Borrowing, Compounding, Blending, Clipping, Back Formation, Conversion, Acronym, Inflection and Derivation. This study aims to classify about kinds of word formation processes and to know about the most dominant word formation process used in outdoor advertisement of billboard in lamongan. The researcher found 100 data that included of word formation processes. The researcher found 14 data from the process of coinage, 8 data from the process of borrowing, 29 data from the process of compounding, 4 data from the process of blending, 14 data from the process of clipping, 1 data from the process of back formation, 2 data from the process of derivation, 22 data coming from process of acronym and 6 data from the process of inflection. Based on the findings, many of encounter billboards in outdoor advertisements are used English or mixing between Indonesian and English, for examples; djarum black, quick chicken, surya phone etc. Then, the researcher make two points of this phenomenon, they are: code mixing (sosiolinguistic) and language imperialism.

Key words: word formation, advertisement and billboard
Today, there are many kinds of advertisement in daily life. Indoor and outdoor advertisement can be seen everywhere and every time. Advertisement is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. There are two kinds of advertisement, indoor and outdoor. Outdoor advertisements, which exist in the open air, can be found in shopping centers, roads, etc. While the indoor one is found in magazines, brochures, newspaper, etc.

According to Stebbing and Bini (2004:18) the function of advertisement is divided into two, they are: public awareness advertisement and persuasive advertising. Public awareness advertisement is some advertisement which give information about health or safety or community program decision made by government. Persuasive advertising is most advertising tries to persuade people to buy product or service. The language used in advertisements is very important for promoting its products. Consumers will know and remember the product if the advertisers use interesting language in the advertisements.

The language uses in advertisements is very important for promoting products. Consumers will know and remember the product if the advertisers use interesting language in the advertisements. Due to the reason, the researcher tries to make research about word formation processes in outdoor advertisement of billboard in Lamongan. The term ‘word-formation’ suggests, it is dealing with the formation of words. It can say that dealing with morphologically complex words. For example, employee can be analyzed as being composed of the verb employ and the ending -ee, can be segmented into the smallest parts. This unit is called morphemes. (Plag, 2002:12), Word formation process has ten categories are the followings: Coinage, Borrowing, Compounding, Blending, Clipping, Back Formation, Conversion, Acronym, Inflection and Derivation.

As it is known, people are never far from advertisements, products, radio and TV commercials and billboards that clamor for their attention. People who work hard or go around from one place to another is hard to catch but billboard advertisements catch them in every place with effective reach. Billboard is one mode of advertising. Billboard requires a simple message that can be conveyed quickly to passers-by. The designer of the advertisement must encapsulate the core message of a campaign on a single page (a very large page).

Elden as quoted by Kartopu et al (2005:1), says that: Billboards are charming and attractive advertising vehicles. The meaning universality of the messages, photos and graphics, which are used in billboards are important and effective for the perception of the consumer. The Billboards are in the centre of the crowded city, are usually 2x3.5m large. As known, Billboards are short lived and lasted advertising vehicles, because they change fastly. The priority objective of billboard advertisements is: to gather and attract consumers interest and attention.

Based on the background, the research problems can be formulated: 1) What are the kinds of word formation processes in outdoor advertisement of billboard are found in Lamongan?, 2) What is the most dominant of word formation process used in outdoor advertisement of billboard found in Lamongan?

Method

This study uses descriptive qualitative research, because the researcher tries to describe the result of study using words. The researcher is as instrument of the study and billboard as the object of the study.

Research location of this study in Lamongan. They are included East Lamongan in Veteran Street, West Lamongan in Mastrip Street (made), North Lamongan in Panglima Sudirman Street and South Lamongan in
Sunan Drajat Street (Demangan). Beside that, the researcher choose some region in Lamongan regency which central of business or province street which many billboards on it. The location included west Lamongan which covers Babat, Pucuk and Sukodadi. Then, East Lamongan which covers Deket, and South Lamongan in Tikung district.

In collecting the data, the researcher uses documentation and observation method. The real acts for documentation method is taking a picture about billboard as outdoor advertisement in Lamongan. Then, the writer uses observation field note technique to create the data from source. It helps to make paragraph descriptive for discussion in this case.

The steps to analyze the data are: first, the researcher finds the word formation process in billboard as outdoor advertisement. Second, takes a note about the terms. Third, classifies the data and describes the word formation processes. Fourth, analyze the word formation used word formation theories. And the last, the writer presents the result of the study.

Findings

The researcher found 100 data that are included in word formation processes. Then she is classifying them into nine categories, They are: 14 data from the process of coinage (Aqua, Yong ma, Nokia, Atlas, Indo jeans, Promag, Khong guan, Winmicycle, top 1, IRC, Indomie, Xerox, Honda, and Philips). 8 data from the process of borrowing (UD. Assalamu’alaikum, Rshare Rabbani, Awam, Yong Ma, Young Fa, Khong Guan, LLI (Loe Lan Ing) and Kebab kings).

Then, 29 data from the process of compounding (photocopy, taka paints, nippon paints, water block, bella springbed, western union, blue gas, bridge stone, stars original, kantor pos, fruit tea, professional mild, magnum blue, score mild, yummy chicken, air asia, good year, quick chicken, yuasa battery, family bakery, platinum ceramics, kapal api, fish center, muslim store, djarum super, federal parts and pop mie). 4 data from the process of blending (furnimart, alfamart, warnet and wartel). 14 data from the process of clipping (Citra TV, Net and Cafe Sibru, Ramayana Dept. Store, Oil Mart, Fax, Blue gas, Bakso Mas Bro, Smartfren, Depkominfo, Bagas cell, Surya phone, Ciptadent, Resto Kampoeng, Indomie).

1 data from the process of back formation (comforta), 2 data from the process of derivation (reshare rabbani and professional mild), 22 data from the process of acronym (ATM, LLI, LG, PS 2/3, Depkominfo, IGD, T.B anugrah, R.M kaliotik, BNI, BRI, BCA, LSC, SG, UD. Assalamu’alaikum, PT.MBIS, UNISDA, ILF, Madu HMS, V fresh). and 6 data from the process of inflection (Carni’s Bakery, Zuga’s Salon, Stars Originals, Federal parts, Kebab Kings, D’master kids playground).

Discussion

1. Discussion based on the firts statement of the problem

As mentioned before, the data can be classified into nine categories of word formation processes. They are; coinage, borrowing, compounding, blending, clipping, back formation, acronym, conversion and derivation. The researcher found 100 data that belong to outdoor advertisement of billboard found in Lamongan. Most of data used English or mixing between English and Indonesian such as, water block, nippon paint, bella springbed, surya phone etc. The researcher makes two points of this phenomenon, they are: code mixing (sosiolinguistic) and language imperialism.

Code mixing by Meyerhoff (2006:120) generally refers to alternations between varieties, or codes, within a clause or phrase. In other word, code mixing is a condition in which a speaker uses more than one language in a sentence or clause. The mixing is actually not necessary, because the words of the
English language in the advertisement can be replaced with its equivalent in Indonesian. Such as in the advertisement, kebab kings can be written as rajanya kebab.

Language Imperialism is a condition that involves the transfer of a dominant language to another language. Dominant language in this topic is English as an international language. Phillipson (1992:7) says that English has been successfully promoted, and has eagerly adopted in the global linguistic marketplace. He also explains that, English imperialism occurs in two ways; use of media and the use of organizations supporting the development of the English language. But the most obvious application is the use of electronic and print media. Through electronic and print media, many Indonesian people swept up and make use of English as a thing to be proud.

The development of Indonesian must be protected from other language interface. Actually, the phenomenon of the use of mixed Indonesian with English has been anticipated by the government through Undang-Undang Nomor 24 Tahun 2009, pasal 3 menyebutkan "menciptakan ketertiban, kepastian, dan standarisasi penggunaan bendera, bahasa, dan lambang negara serta lagu kebangsaan”. Enforcement of this law should be followed with real applications to protect Indonesian from English and others.

According to Crystal (2003:68), languages have always died. As cultures have risen and fallen, so the languages have emerged and disappeared. To anticipate this phenomenon, Indonesians must proud and learn more about the culture and do generalization in next generation. Indonesian should be able to make the Indonesian language has its own prestige in the society.

2. Discussion based on the second statement of the problem

From the data above, it can be conclude that compounding (29%) is the most dominant word formation processes in outdoor advertisement of billboard in Lamongan. Plag (2002:169) claims that compounding “is the most productive type of word formation process in English,” however he argues that “it is also perhaps the most controversial one in terms of its linguistic analysis.” He develops this idea saying that “compounding is a field of study where intricate problems abound, numerous issues remain unresolved and convincing solutions are generally not so easy to find”.

This brief overview of compounding indicated the importance of this word-formation process for the language of advertising. It is going to be demonstrated in the analysis of selected samples. So word formation processes of compounding is the most dominant in outdoor advertisement of billboard found in Lamongan.

Conclusion

Based on the result of this study, it can be concluded that:
1. There are nine strategies of word formation processes in outdoor advertisement of billboard in Lamongan. They are: coinage, borrowing, compounding, blending, clipping, back formation, acronym, inflection and derivation.
2. The process of compounding is the most dominant among word formation processes in outdoor advertisement of billboard in Lamongan. It takes 29% of total data or 29 words from total 100 words found in Lamongan.

Suggestion

These are some suggestions as the followings:
1. For readers, it is expected to give further understanding about the material in conducting the research that relates to the word formation processes in outdoor advertisement of billboard in Lamongan.
2. For Indonesian nation, they must protect and support the development of Indonesian. Actually, the phenomenon of
the use of mixed Indonesian with English and language imperialism has been anticipated.

References


