CHAPTER I

INTRODUCTION

A. Background of the Study

As social creature, human being cannot live alone. They certainly need other people in their life. It means that they have to communicate with others. Without language, all activities in society will be a mass, for no one of the activities will run well without the existence of language. In interaction, people need a means to express their thought and feelings. People communicate with others by means of a language, so the language has the main function for communication.

Language is basic to humanity. Man expresses his feeling and thoughts through language and simulates actions and reactions through language. Language is also basic for the acquisition of the understanding attitude, and ideas that are important to individuals, groups, and society in general. Language serves many purposes. It helps to convey the experiences and the emotions for overt or direct experience. It serves as a basic for entertainment and pleasures. Language is a unique human tool (at least the language with which people are concerned) and it is essentially a social significant.

Indonesian language as one of languages in the world also develops from time to time and is influenced by the human thought and the result is cultural contact. Indonesian language not only absorbs the meaning from the language of neighbor country but also absorbs the aspect of the form. The effect of these phenomena causes many variations in using Indonesian language in Indonesian daily life.

In its development, the Indonesian language gets a lot of influence from other languages all over the world. Indonesian language absorbs elements from various other languages. That language includes regional language and foreign language. The form of words, phrases, and clauses in regional languages like Javanese, Sundanese,

Maduranese, Balinese, Batak, etc. as well as those in foreign languages like Arabic, Dutch, English, Portuguese, Chinese, etc. are playing important role in influencing the form of Indonesian language nowadays. This absorption is to enrich Indonesian language to be able to get along with development of technology, information, and the rapid communication in the Globalization Era.

The borrowing of vocabulary from foreign language is dominantly from English as one of the international language which has a high influence on the other language in the world. English is used in both oral and written communication.

Orally, English is mostly used in many kinds of broadcast media, such as television, radio, advertisement, and any other daily medium of communication. Writtenly, it is mostly used in many mass media like newspapers, magazines, journals, articles, etc. Talking about magazine (the object of the research), one of the mass media, the language that is used in magazine is called written language. The written language in magazine tends to be more formal than oral language and it is more likely to provide standard language. The important thing of magazine is that it must use written language appropriately in order that the readers will catch the messages properly. Even, the rule of writing in printed media is that, 'The journalist should avoid foreign words and shouldn't use too scientific term in the news. If it has to be used, the writer has to explain the meaning in Indonesian language' (Harmoko, in Sudaryanto, 1988). Related to the languages appearance in those media, the reader will find many foreign terms, which are not originally included the Indonesian language. This process is known as "borrowing".

Generally, a borrowing always goes beyond the actual "needs" of a language. For instance, a word is needed to give a name to an unfamiliar thing or cultural phenomenon, and that word which seems to fill lexical gaps in recipient language

(Haugen in Winford, 2003). Weinrich (in Winford, 2003) believed that primary motivation for borrowings was prestige.

Basically, borrowing is influenced by foreign language. The influence of foreign language can be in the form of word structure, sentence, phonemic structure, and spelling (Badudu, 1993:14). To borrow language, one feels necessary to consider the relationship between concept and sign that is carried. Winter (in McMahon, 1994:200) says that the unifying factor underlying all borrowing is probably that of projected again, the borrower must stand to benefit in some way from the transfer of linguistic material.

Hidayah magazine is one of semiformal magazines including Islamic printed media. *Hidayah* magazine is popular Islamic media that has reader share up to hundreds of thousands in Indonesia, Malaysia, Singapore, Hongkong, and Australia. There are many columns and articles can be read in *Hidayah* magazine, such as *Iktibar*, *Ilmu & Figur*, *Cahaya Iman*, *Dakwah Islam*, *Tips Islam*, *Dunia Islam*, *Hukum Islam & Konsultasi*. One of make interest because this magazine can make the heart feels comfort. This magazine attracts someone to learn the religion. This magazine can increase the Islamic knowledge of someone through the content of this magazine. And this magazine has supported with Islamic thought experts who always answer the questions from the reader based on the rubric that they bring about. For example: Ustadz Arifin Ilham responsible in *Zikr Consultation* rubric, Ustadz Kyai Ali Yafie responsible in *Fiqh Consultation* rubric, and Mamah Dedeh responsible in *Sakinah Family* rubric.

Iktibar is one of columns in *Hidayah* magazine in which the researcher can find many English borrowed words. *Iktibar* column consists of 5 articles that are 4 true stories in real life and 1 *Kisah Haji* (Pilgrim Story) which is the people's experience during doing pilgrimage to Mecca. Hopefully, people can take a lesson through the true

stories about the result of an act carried out by someone after read it. In this column, the journalist sometimes uses English borrowed words to make the sentences. The use of English borrowed words in this magazine especially in this column is meant to adapt to the reader's need. To give a little description of what the researcher intends to do, the researcher puts forward some examples as follow:

(1) *Seorang warga kampung, Syafri (bukan nama sebenarnya), yang mengetahui makam siapa yang mengeluarkan suara gaduh tersebut kemudian ber**inisiatif** ingin memberitahukan hal tersebut kepada keluarga Sahnun.* (*Hidayah* ed. 108, 2010 / on page 20)

(2) *Sahnun yang waktu itu menjabat sebagai ketua KUD meminjam uang tersebut kepada seseorang dengan alasan untuk **modal** KUD.* (*Hidayah* ed. 108, 2010 / on page 21)

(3) *...Pasalnya sang ibu merasa kurang nyaman dengan **gosip** ...* (*Hidayah* ed. 108, 2010 / on page 27)

(4) *... **Order** yang dikerjakan Aceng pun tak seramai dulu.* (*Hidayah* ed. 109, 2010 / on page 16)

(5) *... Sama pentingnya dengan orang harus menjaga kesehatan yang perlu asupan gizi yang cukup agar tetap bisa menjalankan **aktivitas** hidup dengan baik.* (*Hidayah* ed. 109, 2010 / on page 16)

(6) *Walau hidup bertahun-tahun di wilayahnya, hubungan Pak Kasman dan warga memang dingin-dingin saja, karena tak ada **frekuensi** pertemuan yang banyak.* (*Hidayah* ed. 109, 2010 / on page 37)

From those examples, it is obvious that an English borrowed word creates three possibilities. First, an English borrowed word will have the same meaning or the meaning does not change, for example: the words **gossip** and **order** in English become *gosip* and *order* in Indonesian. Second, an English borrowed word will have different meaning or the meaning changes, for example: the word **modal** in English means verb that is used with another verb, e.g. can, may, or should to express possibility, permission, etc. and in Indonesian, it means financial capital. Third, the English borrowed words undergoing changes in writing forms of borrowing and the reasons for borrowings. Take for example the word **initiative** in English becomes

inisiatif in Indonesian, the word **activity** in English becomes *aktivitas* in Indonesian, and the word **frequency** in English becomes *frekuensi* in Indonesian. Those phenomena are interesting on the adaptation of meaning side in, which the meaning change or not. Based on those phenomena, it will be challenging for the researcher to find out the extent to which the writing of English borrowed words used in *Hidayah* magazine abide or do not abide by the rules of the guidelines of Indonesian spelling system. Besides that, it is also interesting to know the reason of using English borrowed words in *Hidayah* magazine especially in *Iktibar* column whether it has positive or negative effect in Indonesia. Both in spoken and written language, borrowing partly comes up since the speaker or the researcher are not able to find the suitable vocabularies of certain language. In other words, this is such need-filling motive (Ohoiwutun, 2002:71). Then in some cases Ohoiwutun adds that bilingual mix the codes are for the educational status or prestige filling motive. Based on those facts, the research intents to classify and clarify the forms, meanings, reasons of its usage in *Hidayah* magazine especially in *Iktibar* column and to find out the extent to which the writing of English borrowed words abide or do not abide by the rules of the guidelines of Indonesian spelling system.

Remembering the significance of the uses of English borrowed words into Indonesian, it is necessary to identify and understand the forms, the meanings, the reasons of its usage in *Hidayah* magazine especially in *Iktibar* column, and the extent to which the writing of English borrowed words abide or do not abide by the rules of the guidelines of Indonesian spelling system. Based on these reasons, the researcher wants to conduct a research an entitled.

"A STUDY OF ENGLISH BORROWED WORDS USED IN *HIDAYAH* **MAGAZINE"**

B. Previous Studies

To show the original of this study, the researcher presents the related studies as follows.

Widyastuti (1997) in her studies "English Borrowings in the Editorial of *Kompas*". The study shows that there are two kinds of borrowings: sound replacement and loan translation. The advantages are to enrich Indonesian vocabularies or terms and to communicate more easily and effectively. The disadvantages are borrowings dominate the Indonesian terms and there is inconsistency of adopting the English word or phrases into Indonesian.

The title of Susilowati's research (2006) is "A Study on the English Borrowings Used in Indonesian *Compare* Space of *Pulsa* Tabloid". She analyzed the linguistic form of English Borrowings used in *Compare* Space of *Pulsa* Tabloid. The result of her research are there are two form of English borrowings: word (single word and noun compound) and phrase (noun phrase), and the process of codification of English borrowings are by changing their pronunciation, spelling or both pronunciation and spelling.

Setiawan (2007) studies the case of borrowing entitled "A Study on the Sound Shift in the English Borrowings Used in *Suara Merdeka* Newspaper". This research analyses the types of the sounds shifts that are found in English borrowings used in *Suara Merdeka* and kinds of sound that are used to replace the English borrowings. He collects the data by using documentation methods and the techniques are data finding, data listing, and data classifying. The technique of data analysis is contrasting the sound shift between English borrowing words and English borrowing words after borrowed in Indonesian. The result of his research are in general, almost of English borrowing words are adapted by Indonesian people in order to make easier and more suitable with their mother tongue, but in some cases, many of English borrowing words which borrowed in

Indonesian language in full term, for instance, words problem, media, museum, panel, and many others are spelled and pronounced like the source language; the Indonesian pronunciation of borrowing words of English seems to use the vowel spelling reference and an English vowel can be replaced by various vowels when it borrowed in Indonesian language.

This research is different with those previous studies above. The researcher has different data and the source of data. The first researcher, Widyastuti, uses the editorial of *Kompas* as the source of data while the second researcher, Susilowati, uses Indonesian *Compare* Space of *Pulsa* tabloid as the source of data. Beside that, the third researcher, Setiawan, uses *Suara Merdeka* Newspaper as the source of data. On the other hands, the researcher in here uses *Hidayah* magazine as the source of data. The researcher here only focuses on English borrowed words which are found in *Hidayah* magazine especially in *Iktibar* column. But this research has similarity with those previous studies. It studies the same object that is English borrowing. The researcher is trying to complete or extend the previous studies by analyze English borrowed words based on their reasons, forms, and meanings used in *Hidayah* magazine and to find out the extent to which the writing of English borrowed words abide or do not abide by the rules of the guidelines of Indonesian spelling system. There has been no research yet about English borrowed words used in *Hidayah* magazine before this research. So it can be used by the researcher to prove the originality of the researcher current study.

C. Problem Statements

Knowing that the problem is the most important of the research, the researcher raises some subsidiary research questions in *Hidayah* magazine especially in *Iktibar* column as follows :

1. What are the forms of English borrowed words ?

2. What are the meanings of English borrowed words ?

3. What are the reasons of using English borrowed words ?

4. To what extent do the writing of English borrowed words abide or do not abide by the rules of the guidelines of Indonesian spelling system ?

D. Limitation of the Study

The researcher focused on study of the use of English borrowed words in *Hidayah* Magazine edition 108 published on August 2010 and edition 109 published on September 2010 especially in *Iktibar* column. The researcher is going to analyze the forms, meanings, reasons of using English borrowed words and to find out the extent to which the writing of English borrowed words abide or do not abide by the rules of the guidelines of Indonesian spelling system.

E. Objective of the Study

As stated in problem statement above, the researcher proposes four objectives, as the following :

1. To clarify the forms of English borrowed words in *Hidayah* magazine.

2. To clarify the meanings of English borrowed words in *Hidayah* magazine.

3. To clarify the reasons of English borrowed words in *Hidayah* magazine.

4. To find out the extent to which the writing of English borrowed words in *Hidayah* magazine abide or do not abide by the rules of the guidelines of Indonesian spelling system.

F. Benefit of the Study

The researcher hopes this research have some theoretical and practical benefits.

1. Theoretical

    a. This research can be used as additional source for discussion of language contact study especially in borrowing.

    b. The result of the research can be used to overcome on borrowing theory especially the process of adopting English borrowed word in Indonesian.

2. Practical

    a. This research provides for students a better way for borrowing study.

    b. The results will help students in increasing knowledge on borrowing study.

    c. The finding of this study can be good input for readers in understanding borrowing.

    d. The elaboration of this research may be useful as references for other researchers to conduct a study for the same object.

G. Research Paper Organization

This paper is organized in such a way that will make the reader easy to follow.

Chapter I is Introduction, which consists of background of the study, previous studies, problem statements, limitation of the study, objective of the study, benefit of the study, research paper organization, and technical terms.

Chapter II is Underlying Theory. In this chapter, the researcher presents the theories which are related in this study. Such as sociolinguistics, language contact, borrowing (notion of borrowing, the difference between borrowing and code mixing, forms of borrowing, meanings of borrowing, reasons of borrowing), standard language, the guidelines of Indonesian spelling system, mass communication, mass media, and *Hidayah* magazine.

Chapter III is Research Method. This covers type of research, object of research, data and data source, methods of data collection, research data coding, and techniques of data analysis.

Chapter IV is Research Findings and Discussion. In this chapter the researcher presents the findings of the research and discussion.

Chapter V is Conclusion and Suggestion. The researcher draws the conclusion and processes suggestion taken from the result of the research.

H. Technical Terms

Borrowing : is taking over of word from other language.

Loanword : is word from other language is imported by other language with or without being adopted into its language system.

Pure Loanword : is the loanword that is imported from English to Indonesian without being adopted into Indonesian language system.

Naturalized Loanword : is the loanword that is imported from English to Indonesian with being adopted into Indonesian language system.

Loanshift : is taking on board the meaning represented by a word in a foreign language, but not the wordfrom itself. It undergoes a word for word translation before it becomes a borrowed word.

Total change meaning : is the meaning of English words borrowed in Indonesian is quite different (the borrowed meaning is changed from its original meaning).

Permanent meaning : is the meaning of English words borrowed in Indonesian is identical each other.

Narrowing meaning : is the meaning of Indonesian borrowed words is narrower than the English words.

Prestige filling motives : is a motive chosen by the speakers (the journalists) to appear their educational status.

Need filling motives : is a motive when the speakers (the journalists) can not find the words that have similar meaning in their language or it only has the translation from original words.