

**A STUDY OF ENGLISH-INDONESIAN BORROWING
WORDS IN DAILY NEED PRODUCTS**



RESEARCH PAPER

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CHAPTER I

INTRODUCTION

A. Background of the Study

Recently, language needs new vocabulary and languages itself influence the developments of some other language. Words and language, keys to human identity, are fascinating subjects (Katamba, 1997: i). So, it is very impossible to imagine human society without language and equally it is impossible to imagine human language that has no word of any kind. In principle there is no limit to the number of word that can be formed in language. So, a language can add the number of words in its lexicon by borrowing vocabulary from other language.

From this case, a language covers two aspects, the learning of linguistics and learning of Literature. Linguistics has some aspects that must be studied, like Phonology, Syntax, Morphology, Semantics, Pragmatics, Phonetics and etc. Each of them has different stress of discussion. For example: Morphology tends to discuss about the analysis of word structure, Syntax discuss about the analysis of sentence structure, Phonology and Phonetics focus on sound of language. Language is many things a system of communication, a medium for thought, a vehicle for literary expression, a social institution, a matter for political controversy, a factor in nation building (O'Grady, 1987: 1).

Generally, a borrowing always represents more than the actual “need” of language. Because, language is using to give something which unfamiliar.

According to Hougen (in Winford 2003) 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.

Dealing with phonology, there are two sub theories for a discussion, namely phonetics and phonology. The relationship between phonetics and phonology is a complex one, but it used initially knowledge of sounds, used by all human languages to represent meanings. It provides objective ways of describing and analyzing the range of sounds human used in their language (Mohamon, 2002: 3). In reality, the borrowing not only the words use for computer but also for some products in Indonesian.

Borrowings are influence by foreign language. The influence of foreign language can be in the form of word structure, sentence, phonemic structure and spelling (Badudu, 1997: 14). To borrow language it is necessary to consider relationship between concept and sign that is carries. Winter (in Mc Mohan 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 linguistics material.

Katamba (1997: 196) states that another obvious reason for borrowing is to provide a word that meets a need for a word where no suitable one exists. Mora (2005: 1) states that cognates are words that have similar pronunciations' and

spelling in both languages and frequently have the same meaning. There are many products is using Indonesian-Spelling. Sometimes, the people in Indonesia match between English-Spelling with Arabic-Spelling. For example: *Keep Istiqomah*. So, there are any changes from English-Spelling into Indonesian-Spelling. Beside that, the effect of technology for human in Indonesia can make something which interesting in participation of people. For example: Advertisement and products in Indonesian.

The Era of Globalization, the spelling words use for some products in Indonesia. It is one of the effects of globalization in Indonesia. Besides the era globalization there are many high technologies which have a high quality.

Besides, borrowing is the main external cause of language change from one language to another language such as *gobaksodor* game. Game in here from English Language, they are go back so door. It has a big impact on many languages. Indonesian language also has borrowed so extensively words from another language to enrich the Indonesian lexicon. One of the main sources of borrowing is English. There are many words borrowed from English in various areas, for example:

INDONESIAN-SPELLING

So Klin

Rinso

Giv

BuKrim

ENGLISH-SPELLING

So Clean

Rinse(o)

Give

Bu Cream

Fres

Fresh

Fretea

Fresh tea

From the example, researcher knows that there are any changes in spelling adjustments. But, in borrowing this change does not only happen in spoken language, but also in written language, such as in news paper, magazine, journal and etc. It is the example of product in Indonesia in which using Indonesian Spelling.

Besides, the researcher wants to know that borrowing from English into Indonesian has positive or negative effect in Indonesia. It is the reason of researcher to study about this subject. Both in spoken and written language, borrowing partly comes up since the speaker or the writer are not able to find the suitable vocabularies of certain language. In other words, this is such need-feeling motive z (Ohoiwutun, 1997: 71). Then in some cases Ohoiwutun adds that bilingual mix the codes are for the educational status or prestige feeling motive.

This study is interesting because in Indonesia especially the product in Indonesia uses borrowing. Although the societies don't know about this but, indirectly they are using English language. Actually, in culture there is any English Language but, the societies don't know about it. For example in the game's children: *Gobaksodor* (Go Back So Door). It is one of the names of game in village.

Daily need products are one of the products in Indonesian which we can find English borrowing. The writer assumes that it will be interesting and challenging in doing research on the process of adopting forms of borrowing on *“A Study of English-Indonesian Borrowing Words in Daily Need Products”*, the writer encourages herself to give a title.

B. Previous Study

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

The research conducted by Birro (2005) in his study *Spelling Representation of English Sound* found that the representation of spelling of sibilant sounds, the form of spelling which represent more than one sounds, [ə] sound is only represented by one form of spelling /-th-/ and it occurs in all position of the word.

The research conducted by Astuti (Gadjah Mada University: 2007) in her study *The Use of Figurative Language in Cosmetics Advertisement*. Found in cosmetic advertisement in cosmopolitan and femina cosmetic. The example: Estee Lauder: *“New white light concentrated brightening Serum and Revion : “An immediate visible life effect and long term firmness skin”*. The researcher uses semiotics-pragmatics analysis. The result of her research is people have better memory (at least initially) for irony than certain other types of figurative language, this suggest that irony can be employed effectively to increase message effectively. Beside that, from the characteristic of figurative language of the

cosmetics ads we found that figurative language helps us fully for creating effective cosmetics advertisement.

Sri Rahayuningdyah (2008) in her study “*A Study of English Borrowing word in Indonesia Language in Annida Magazine*”. The study shows that there are two forms of borrowing, loan word and loan shift. Besides, she found in her research that there are four kinds of meaning of borrowings. They are total changes, permanent meaning, narrowing meanings and broadening meanings. Besides, there are two ways of borrowing, direct and indirect meaning and the process of writing in borrowing classified into two, phonological integration and morphological integration. Finally, the reasons of borrowing are prestige and need filling motive.

The researcher has a different research between the other researchers above. But, the research uses Sociolinguistics (theory of borrowing) and Linguistics Form Theories which is same as the Rahayuningdyah’s theories. But, the content of the study is different. The researcher concerns in borrowing words and the linguistics form in these products. The researcher wants to identify the types of lexical borrowing, kinds of loan word and the linguistics forms in English-Indonesian borrowing words.

C. Problem Statement

Knowing that the problem is the most important of the research, the writer decides some problem that will be discussed. The problems are formulated as follows:

1. What are the structures of borrowing in English - Indonesian borrowing words?
2. How is the spelling of borrowing?
3. What are the kinds of Borrowing in English - Indonesian borrowing words?
4. What are the linguistics forms of English - Indonesian borrowing words?

D. Limitation of the Study

The writer limits of the study until form English-Indonesian borrowing words especially in daily needs product.

E. Objective of the Study

Based on the problem statement above, the writer proposes four objectives, as the followings:

1. To clarify the structures of lexical borrowing in English-Indonesian borrowing words.
2. To clarify the spelling of borrowing.
3. To clarify the kinds of borrowing in English-Indonesian borrowing words.
4. To clarify the linguistics forms of English-Indonesian borrowing words.

F. Benefit of the Study

1. Theoretical
 - a. In era globalization, the producer makes product which is the spelling is easier to learn.
 - b. Indirectly, from these products the consumer can understand English Language.

- c. Beside that, from the names of product the consumer gets a new vocabulary.
- 2. Practical
 - a. From this study, the consumers know that the products in Indonesia uses by English Language.

G. List of Technical Term

1. **Spelling** is the forming of words from letters in both written and oral, according to accepted usage (Hammil and Barta, 1978: 147).
2. **Borrowing** is to provide a word that meets a need for a word where no suitable one exist Katamba (1997: 196).
3. **Daily need products** is the name of products in Indonesia such as: food, cosmetics, soap and shampoo.
4. **Sociolinguistics** is more interested in the cultural aspect of borrowing, since the process of borrowing is also a process of learning and acculturation (Basso, 1967: 471).
5. **Linguistics** is concerned with the nature of language and communication. Besides, linguistics as a whole represents an attempt to break down the broad communication into smaller Sari, Nirmala (1988:

H. Research Paper Organization

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

Chapter I is introduction, which consist of the research background, previous study, problem statement, limitation of study, objective of study, benefit of study and list of technical term.

Chapter II is underlying theory in this chapter; the writer presents the theories which are related in this study.

Chapter III is research method. This covers type of research, object of study, data and source data, method of collecting data, and technique of analyzing the data.

Chapter IV is data analysis. In this chapter the writer divided analyses into structures of borrowing, spelling of borrowing, kinds of borrowing and linguistics forms in daily need products.

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