

TYPES OF WORD FORMATION OF SLANG WORDS FOUND IN TV ADVERTISEMENT

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Abstrak

Tujuan penelitian ini adalah untuk menganalisa jenis-jenis pembentukan kata yang terdapat pada slogan iklan. Bahasa iklan tidaklah sama dengan bahasa yang kita gunakan dalam kehidupan sehari-hari. Dalam makalah ini penulis menggunakan teori yang dikemukakan oleh O'Grady dan Yule dalam mengidentifikasi dan menganalisis jenis-jenis pembentukan kata yang digunakan di dalam slogan iklan. Penulis mengumpulkan data sebanyak 41 slogan iklan dari televisi. Dari hasil analisis slogan iklan TV ini, penulis menyimpulkan bahwa tipe pembentukan kata yang paling banyak digunakan adalah *borrowing*, karena dalam slogan iklan penutur lebih sering menggunakan kata pinjaman dari bahasa asing sebagai slogan dari klan produk mereka.

Kata Kunci : Word formation, Slang words, TV Advertisement

A. Introduction

Language is a tool of communication which has an important role in our daily lives. With language, human can convey a message, expression of feelings, and thoughts. It could be said that the language is one of the primary needs that has a role as a regulator of the circulation of the continuation of life. In fact, language can also be categorized as the most powerful weapons to fortify themselves and the country from threats of schism from other country.

Language can be used in many ways to communicate with other. People use written or spoken language, by using sounds, gestures and signals that have pattern or any other style of language in their daily communication. Moreover, good communication is the basic thing that is needed in any successful relationship. In a daily communication, people usually use formal and informal style. There are some kinds of language varieties that are used in informal context of communication, one of them is slang.

Slang is one of language variation. Everyone use different language variation to communicate with other. Language and communication is related to language variation. The language will look higher and creative by making a variety in our communication. According to Wardhaugh (2006:135), language variation is one way of characterizing in certain variations is to say that speakers of a particular language sometimes speak in different dialect of that language.

In the relation to the idea, slang language is the most common style used in informal setting, especially in young generation or teenagers. Slang fills a necessary niche in all languages, occupying a middle ground between the standard and informal words accepted by the general public and the special words and expressions known only to comparatively small social subgroups. It can serve as a bridge or a barrier, either helping both old and new words

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that have been used as "insiders' " terms by a specific group of people to enter the language of the general public or, on the other hand, preventing them from doing so. Webster (1980) states that slang is language of particular group, trade or pursuit or an informal, non standard vocabulary changed words and extravagant, forced or facetious figures of speech.

Slang is a secret language held by some community groups that are not owned by other groups. They create their own language structure that is different from the existing structure of language. Social factors and situational factors that influence the use of language cause variations in language, as well as variations of the language contained in the advertisements of commercial products is the result of language development that continues to live and grow and to experience growth.

By time goes on, language is also develop. O'Grady (1996) state that, one of the development is creating new words by using word formation. Words as a part of language has important role in forming language. Everytime people get more and more new words unless they know the way it happens. People always use it to build a sentence, but they do not know where do actually those millions words come from. People as the user of language sometimes do not think about how a language is formed. The meaning of the new word form is influenced by the process of forming a word. This process is usually called word formation process.

The use of slang can be found in many varieties. Music, film, tv programs and tv advertisement are the example of the using slang language. In music, slang can be found in lyrics the songs; it is also used in communication. Slang on film can be found on its transcript. In the TV programs, such as talk show, the presenter usually use slang language when they delivering their speech. Moreover, slang in advertisement to introduce the products to the television audience, and explain the values and features of the product being showcased. To analyze the slang, the writer chooses the TV programs, especially advertisement as a source of research material.

Advertisement is a tool for promoting certain products or services for the consumers by using some strategies to make them interested in what they are selling. There are two kinds of advertisement, they are adlibs and spot. Adlibs is an advertisement that has the scenario but does not have dialogue (does not have actors) and spot advertisement is an advertisement that has the scenario and dialogue and played by the actors.

According to O'Grady et al (1993:555), slang is a label which is used to show the informal usages of anyone in speech community. On the other word, slang is the use of informal words and expressions that do not considered standard

In the speaker's language.

a. Acronym

Acronym, is a process whereby new words formed from the initial letters or beginning segments of a set of words. Acronyms are formed from the initial sounds or letters of some or all of the words in a phrase or title and reading them as a word. Acronym is especially common in names of organizations and specific terminology. Some examples are AIDS is an acronym for Acquired Immune Deficiency Syndrome; NATO is an acronym for North Atlantic Treaty Organization. Some examples below are found in our daily language and electronic messaging, such as IMU for I Miss yoU, GBU for God Bless yoU. There are cases that speakers may not know that a word in their glossary was originally created as an acronym, like laser (light amplification by simulated emission of radiation), scuba (self-contained underwater breathing apparatus).This corresponds to Parker and Riley and Wisniewski's acronym.

b. Back Formation

To make a new word by deleting actual affix from other word in a language is called 'Backformation', here are some examples of back formation:

housekeep from *housekeeper*

biograph from *biography* (O'Grady and Guzman, 1996: 157).

c. Blending

Blending combines two separate forms to produce a single new term. However, blending typically takes only the beginning of one word and joining it to the end of the other word. Sometimes blending combines the beginning of both words. Some examples of bending can be seen below:

- *brunch*, from *breakfast – lunch*

- *motel*, from *motor – hotel*

- *smog*, from *smoke – fog*,

d. Clipping

Clipping is a process where a polysyllabic word is eliminated its one or more syllable so that it becomes shorter (O'Grady and Guzman, 1996: 157).

Allan in his book 'Linguistics Meaning: Volume 1' (1986:239) divides three categories of clipping, they are:

a. Foreclipping, are those with the first part of the original word cut off, for examples :

burger for *hamburger*, *phone* for *telephone*

b. Backclipping, where the tail –end of the original has been shorn off, for examples :

lab for *laboratory* , *demo* for *demonstration*

c. Fore-back clipping, where the first part and the tail –end of the original has been cut off. This kind of clipping is rarest happened, for examples : *flue* for *influenza* ,

jams for *pajamas/pyjamas*

e. Coinage

Coinage is a process that invents totally new terms from scratch. Sometimes coinage becomes the most typical process for brand of a product. Some examples from general products are *Kleenex* for '*facial tissue*', *Xerox* for '*photo copy*', *Honda* for '*motorcycle*', *Indomie* for '*instant noodle*'.

Coinage is also derived from taking the name of individual, for example:

- Scientific terms, such as: watt, ohm, celcius (the inventors or discoverers)

- Boycott, originally came from the name of Captain Charles Boycott, he was agent for Lord Earne's estates in County Mayo, Ireland where in 1879 the estate was boycotted by the peasantry and Boycott forced to leave Ireland. (Allan, 1986:242)O'Grady *et al*(1996). coinage is a new and attractive name for a product that required by the industry. They also called this process as word manufacture, associated with the manufactured product names and the way that the words created from scratch.

f. Conversion

Conversion is a process that assigned an already existing word to a new syntactic category. This process sometimes also called zero derivation because conversion seems like derivation that brings change in category and meaning. Some examples of nouns are bottle, butter, chair, and vacation through conversion to be used as verbs in: We bottled the home-

brew last night; have you buttered the toast? Someone has to chair the *meeting*; *they're vacationing in Florida*. In addition, Yule (1996) stated that a change in the function of a word, as, for example, when a noun comes to be used as a verb (without any reduction), is generally known as conversion.

g. Compounding

Compounding words are the result of joining two separate words to produce a single form without eliminating each of the original words. As the examples : bath tub (written separately), greenhouse (written together), spoon-feed (written with hyphen). O'Grady *et al* (1996) also state that there are two types of compound. They are endocentric and exocentric. Endocentric is a type compound that the rightmost component of the compound identifies the general class to which the meaning of the entire word belongs, such as cave man. A cave man is type of man. In contrast, exocentric is a type of compound that the meaning of the compound does not follow from the meaning of its part in, such as sugar-daddy. Sugar-daddy is not a type of sugar-coated father but a woman's lover.

h. Derivation

Derivation is a process of creating a new word by using affix which the new word will has a different meaning and different word class from its base. It is accomplished by the addition of small bits' (described as affixes) in a word that derives new words. It is made up from prefixes or suffixes. For example, in English there are some kinds of prefixes re-, dis-, un-, anti-, in-, pre-, post-, ante-, and sub-. Thus, some common suffixes in English are -ation, -ful, -able, etc. In linguistics, it has divided into three types; they are prefix, infix, and suffix. Prefix is an affix that is attached to the front of its base. Suffix is an affix that is attached to the end of its base. While infix, which far less common than prefixes and suffixes, is a type of affix that occurs within a base. (O'Grady *et al* : 1996).

i. Onomatopoeia

Onomatopoeia, is a process of word formation by representing an aspect of the thing that they name. Some examples in English are buzz (represents bee), meow (represents cat), guk-guk (represents dog). However, onomatopoeic words are not exact phonetic copies of noises. Therefore, onomatopoeic words may vary from language to language. According to O'Grady *et al* (1996), English does not always have the same onomatopoeic words with other languages. For example in English is meow, in Japanese is nya, in Tagalog is niyaw.

j. Affixation

Affixation, is the process of adding an affix. Normally, there are three types of affixes, such as prefixes, suffixes and infixes. O'Grady *et al* (1996) stated that prefix attaches in the front of the base while suffix attaches at the end of the base. According to Yule (1996) the affixes that are added to the beginning of a word (e.g. |un-) called prefixes, while the other affix forms that added to the end of the word (e.g. -ish) called suffixes. An affix that is attached to the front of its base is called a prefix while an affix that is attached to the end of its base is termed a suffix. Both types of affixes occur within a base. Infix is an affix which is incorporated inside another word. It is possible to see the general principle at work in certain expressions that occasionally used in fortuitous or aggravating circumstances by emotionally aroused English speakers. For example, foolish (suffix), unfuckingbelievable (infix).

k. Cliticization

Some words are unable to stand alone as independent forms. It means that if those words stand alone they will be meaningless. So those meaningless elements if they stand alone called clitics. Cliticization occurs attaching these elements to the preceding word. Clitic that attach to the end of preceding word are called enclitics. Those that attach to the beginning of a following word are known as proclitics. For example in English, I'm leaving now, mary's going to succeed. The clitics that attached to the beginning of a following word are known as proclitics. For example in French, Suzanne les voit, Suzanne them sees.

l. Morpheme Internal Changes

Morpheme internal changes is a process that substitutes on non-morphemic segment for another. Besides adding an affix to a morpheme (affixation) or copying all or part of the morpheme (reduplication) to make a morphological distinction, it is also possible to make morpheme internal modifications. There are few examples of internal change in English. The first one is some English plurals make a internal modification although the usual pattern of plural formation is to add an inflectional morpheme. For example, man but men, woman but women, goose but geese, and so on. The second one is the usual pattern of past and past principle formation is to add an affix, but some verbs also show an internal change. For example, ring, rang, rung; sing, sang, sung, and so on.

m. Suppletion

Suppletion is a morphological process whereby a root morpheme is replaced by a phonological contrast. They emphasizes that suppletion is different with internal change, but it is so hard to distinguish between them, they give some examples, go become went, be become was/were, etc. However, the same distinction can be represented by two different word which do not have any systematic difference in form – they are exceptions to all of the processes. This completely irregular situation is called suppletion or suppletive distinction and usually only occurs in a few words of a language. The different words with similar meanings come to be interpreted as two forms of the same word.

n. Reduplication

Reduplication is duplicated all or part of the base to which it applies to mark a grammatical or semantic contrast. They also add there are two kinds of reduplication. First, full reduplication is the repetition of the entire word. Second, in contrast, partial reduplication copies only part of the word. They emphasize that there is no reduplication in English. For example, in Indonesian language, anak-anak, pohon-pohon, etc.

Almost same with O'Grady *et al*, Yule stated that, the word formation processes consist of coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronym, derivation (prefixes, suffixes, infixes), and multiple processes (1996: 63-70). They are same, but Yule stated that borrowing is the type's word formation too. Borrowing is the taking over words from other language.

Good advertising is advertising that is able to communicate with readers, who are able to make the reader or consumer driven and influenced to buy. Good communication between advertisers the reader can be created by using a style that is appropriate to the advertising

message to be delivered. How to manufacturer wares favor by using a style that is will make the corresponding product advertising is more communicative.

According to Hepner, 1949:33 defines that advertising is any paid form of non personal presentation of goods, services, or idea to a group such presentation being openly sponsored by the advertiser. It involves the use of such media as the following: magazines and newspaper space, radio, motion pictures, outdoors media, car cards, catalogues, direct mail, directories, store signs, program, novelties, circulars, and other.

Wells (1995: 23) also emphasizes that the focus of the advertisement is on the content of the message itself. Verifying the content of the message of the advertisement is an important factor to give the impact of the advertiser to the people around him. The message has influence, not only toward the advertiser but also to the people whom the advertiser wants to communicate about the product, ideas, or company business. Direct and simple message which have “a strong phrases” or called slogan will give positive impact to the consumer. The simple words are able to communicate emotion, thought, and image toward the reader. By using the simple words, the advertiser can express the big things. But it is also comprehensive, easy to remember and interesting.

Based on the theories and the explanation above, the purpose of this study is to describe the types of word formation of slang words used in TV advertisements by using the types of word formation of slang words by Yule (1996) and O’Grady *et al* (1996).

B. Discussion

In this research, the writer found some of the types of words formation used in TV advertisements. The slogans in TV advertisement are mostly use borrowing and coinage. Based on the data analysis of the types of words formation that found in TV advertisement, coinage is the most frequently appears. It is found that it was used 12 times (29,3%) in the advertisements. Yet, it does not mean that coinage is the main type of of words formation that found in TV advertisement. As we know coinage is a process that invents totally new terms from scratch. Then borrowing is the next types of word formation of slang word most appear. Borrowing is a process that invents totally new terms from scratch. It is about 22% or used in 9 times. The analysis of data can be seen in the analysis of 11 slogans of TV advertisement.

Sample 1:

(Noodles Instant Cup): kudet kudet

Out of date

The slogan above could be categorized into *blending*. Blending is a combination of two separate forms to produce a single new term. Typically, blending however takes the beginning of one word and joining it to the end of the other word. The word **kudet** comes from *kurang up date* or in English less update, *ku(kurang) or less and det (update)*. This word becomes the slang word because most of young generation uses this word to reflect that they are part of a certain group in a society. The situation on the screen describes that some young teenagers are doing many things and they have small conversation. When they are talking they frequently use slang word. It is clearly shows they use of slang language and teenager prefer to use it to express their idea or feeling as a young generation.

Sample 2:

(Chunky Bar Chocolate): Gede sih tapi rela bagi-bagi

It is big but are you willing to share it

The slogan could be categorized into coinage. Coinage is a process that invents totally new terms from scratch. The word **gede** comes from word **besar** or **big** in english language. This word *gede* refers to slang language because the *gede* is a new terms that appear in the

society and I is also used only several peoples, includes: teenagers, urban people or certain group. This situation depicts that slang is used in informal setting among members (insiders) to avoid the formal setting and show to people who not belong to the member of a particular group (outsiders) that slang language can give the impression that they are claiming a member of that particular group.

Sample 3:

(cigarette): Sejati "Emang bikin bangga"

A real "Makes proud"

The type of word formation of slang language that can be found from the datum above is Back Formation. Back formation is a process by removal the real or supposed affix from another word. The word **emang** comes from word **memang** or **actually** in english language and it shows that the words **emang** is more informal than **memang**, and it indicates that the using of this slang language makes the people between them more intimate. The speaker in this advertisement is the men aged 20-40 years, living in the city or the SES (Socio Economic Strata) medium. They use informal language as their language to show that they are part of group in a society.

Sample 4:

(cigarette): Sempoerna Hijau "Gak ada loe gak rame"

If there is no you it is not interesting

This sentence could be categorized into borrowing. Borrowing is the taking over words from other language. The word "**Lo**" is derived from the Hokkien language is Mandarin Chinese. The inscription means **you**. In this advertisement, by using the theme of friendship and informal language "**gak ada loe gak rame**" can be analyzed that the target consumer advertising is young people, because of friendship or gangs and communities synonymous with youth. Given young people's solidarity in friendship identical very closely and influence each other. And the using of words **lo** is more uses by young people or teenager to shows that they are the new generation.

Sample 5:

Iklan XL BBM

Xl advertisement BBM

The datum above, shows the acronym. Acronym, is a process whereby new words formed from the initial letters or beginning segments of a set of words. Acronyms are formed from the initial sounds or letters of some or all of the words in a phrase or title and reading them as a word. The sentence of BBM derived from **Bagi-Bagi Maaf**, or in english is **giving forgiveness**. The setting on the screen describes that noah group band, gathering and they promote a new simcard that have many free messages. It is can be use to send messages to any one. Usually young teenager prefer to sending a messages rather that make a call. The way young people concise the words **BBM** shows that they are a new generation and already modern.

Sample 6:

(Iklan 3 Indie+): Jadi orang gede menyenangkan tapi susah dijalani

Becomes an adult is please but it is hurt to be going on

The types of word formation of slang language that can be found from the datum above is affixation. Affixation is the process of adding an affix. Normally, there are three types of affixes, such as prefixes, suffixes and infixes. From the word above, there are prefix and suffix. The affixation from **dijalanin**, **Di** is the Indonesia affix and it is **in** in English. Next is **nin**. Nin is the Indonesia slang language, which means a process. This advertisement played by some child that imagine how an adult walk on their life. All of this child using the informal language to tell how an adult life. And it indicates that the using of the affixation language is only used by young people.

Sample 7:

(smartfren): Jaringan anti lelet
The network without slow

This slogan can be categorize as conversion. Conversion is a process that assigned an already existing word to a new syntactic category. This slogan says lelet as their slang. Here **lelet** means **lambat** or **slow** in English. This slogan can be categorize as a slang language because almost of young teenager use slang in their daily activity, and the word **lelet** usually use by young teenager to describe some one who coming late. It shows that the using of this word is only used by a teenager and only the insider knows the idea of the words.

Sample 8:

(Eskulin Cologne Gel): ga lengket wanginya nempel terus
Not sticky and still fragrant

This datum shows affixation. Affixation is the process of adding an affix. Normally, there are three types of affixes, such as prefixes, suffixes and infixes. Affixation can be seen in **wanginya**. Wanginya has suffix **nya**, in Indonesia the word nya usually use to describe a thing that that belongs to the possession. In English it is mean **its**. The target of this slogan is a young teenager, and because of that they use an informal language to persuade a young generation to use this cologne. In shorts, the target of the advertisement used the slang language to shows that only a certain group and age like teenager which is suitable to their product. The advertisement tries to use the language as modern as possible in order to show the differentiation.

Sample 9:

(NU Green Tea) NU GREEN TEA, Makes You Nu"

This slogan clearly explanation about clipping. Clipping is a process that created a new word by make it shorter than the word before deleting one or more syllable. Typically, this word formation process uses only one syllable. In word **nu** explain the word **new**. **Nu** is the slang language, because it is use by teenager as they language to make a word becomes short, so it is easy to say or even to write, and it is become popular language. This slang language has a purpose to give a teenagers or a young people a new vocabulary in order they become more modern.

Sample 10:

*(LiP ICE cool lipcare) “bibir sehat siap eksis di sekolah
Your healthy lips are ready to be famous in school*

This datum could be categorized into borrowing. Borrowing is the taking over words from other language. The word **eksis** derived from the word **exist** in english. Nowadays teenager use borrowing language to express their idea, they even doing code mixing while they are talking. Because of this condition, eksis becomes the slang language. The word **eksis** is also known by several people such as teenager or urban people. And it shows that the purpose of this slang language to differentiate them with others (outsider).

Sample 11:

*CALIFORNIA FRIED CHICKEN, Bukan Cuma Ayam
Not only a chicken*

The types of word formation of slang language that can be found from the datum above is coinage. Coinage is a process that invents totally new terms from scratch. The word **cuma** derived from the word **hanya** or **only**. Young generation mostly use this word because it is easy to say, so they use this word in their daily activity. It indicates that the slang languages appear to give the easiness to teenager to communicate between them and it makes them more impressive.

Based on the data analysis, it can be concluded that all of types of word formation proposed by O’Grady *et al* and Yule (1996) are used in the TV advertisements with different frequency. The following table shows the finding containing the frequency of using types of word formation in the TV advertisement.

Table. The total percentage of types of word formation of slang words from the whole data.

Types of Word Formation	Data	Percentage
Coinage	12	29,3%
Borrowing	9	22%
Affixation	3	7,3%
Morpheme internal changes	3	7,3%
Acronym	3	7,3%
Clipping	3	7,3%
Back formation	3	7,3%
Reduplication	2	5%
Onomatopoeia	1	2,4%
Blending	1	2,4%
Conversion	1	2,4%
Total	41	100%

According to analysis, the writer found 41 data in TV advertisement, the writer found 11 types of word formation of slang language; they are borrowing, suppletion, onomatopoeia, affixation, blending, coinage, back formation, acronym, clipping, conversion, reduplication. The number of coinage is 12 data (29,3%), borrowing is 9 data (22%), back formation, affixation, morpheme internal changes, acronym and clipping each of them have 3 data (7,3%), reduplication is 2 data (5%), and the rest, onomatopoeia, blending and conversion is 1 data (2,4%).

In this research, the writer found some of the types of words formation used in TV advertisements. The slogans in TV advertisement are mostly use borrowing and coinage. Based on the data analysis of the types of words formation that found in TV advertisement, coinage is the most frequently appears. It is found that it was used 12 times (29,3%) in the advertisements. Yet, it does not mean that coinage is the main type of words formation that found in TV advertisement. As we know coinage is a process that invents totally new terms from scratch. Then borrowing is the next types of word formation of slang word most appear. Borrowing is a process that invents totally new terms from scratch. It is about 22% or used in 9 times.

C. Conclusion and Suggestion

Based on the data analysis, the writer found 11 types of word formation of slang language from 41 data According to analysis; they are borrowing, coinage, suppletion, affixation, blending, back formation, acronym, clipping, conversion, compounding, onomatopoeia, morpheme internal changes and reduplication. The number of coinage is 12 data (29,3%), borrowing is 9 data (22%), back formation, affixation, morpheme internal changes, acronym and clipping each of them have 3 data (7,3%), reduplication is 2 data (5%), and the rest, onomatopoeia, blending and conversion is 1 data (2,4%).

The writer suggests the readers, especially the students of English Department to choose the analysis of types of word formation of slang words as the object of research, because there are many interesting aspects which can be analyzed. This research is analyzed the types of slang word used in TV advertisement. There are many types of slang word used in advertisement. The writer hopes that this study will give contribution and become the reference for the next writers who will study more about types of word formation of slang words or another field of linguistics. Besides, it is hoped that the next writers could investigate another TV of advertisement from different perspective

Note: This article is written based on the Sri Wahyuni's paper under the supervision of Rusdi Noor Rosa, S.S.,M.Hum

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