



## **ENGLISH WORD FORMATION PROCESS OF ADVERTISEMENT BOARDS IN PADANG CITY**

**Fenny Fauziyah<sup>1</sup>, Saunir Saun<sup>2</sup>**

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: [fennyfauziyaa@gmail.com](mailto:fennyfauziyaa@gmail.com)

### **ABSTRACT**

This research purposed to analyse the type of word formation process used in advertisement boards. Sources of data obtained from advertisement boards in Padang City. Based on analysis of the data the researcher found advertisement categories that have word formation process that are smartphone, name of shop/company, furniture, course/education institutional, cigarette, event, and job vacancy. From all these categories the researcher classify word formation process into twelve types. The researcher found blending (7%), compounding (15%), borrowing (9%), coinage (9%), initialization (11%), acronym (4%), clipping (15%), back formation (5%), inflection (11%), derivation (7%), onomatopoeia (2%), cliticization (5%). The result of this research indicate advertisement category that many found in advertisement boards in Padang city is name of shop/company. And the advertisement category that rarely found in advertisement boards in Padang city is job vacancy. In addition, based on analysis of the data show that compounding and inflection are types that many used in advertisement boards in Padang city. And type that rarely used in advertisement boards is onomatopoeia.

**Keywords:** *word formation process, advertisement categories, blending, compounding, borrowing, coinage, initialization, acronym, clipping, back formation inflection, derivation, onomatopoeia, cliticization.*

### **A. INTRODUCTION**

Language is very important in our life because language is the device for human to interact each other. According to Bauer (2007), language is viewed as a mental reality. It exists in the heads of people who speak it, and we assume its existence because of people's ability to learn languages in general and their practice in dealing with at least one particular language.

<sup>1</sup>English ELLSP of English Department of FBS Universitas Negeri Padang graduated on March 2018

<sup>2</sup>Lecturer of English Department of FBS Universitas Negeri Padang



The language used in advertisements are very important for promoting the products. Anggraeni (2011) states that consumers will know and remember the product if advertisers use interesting language in the advertisements. Advertisers try to make the language as maximum as possible to reach the meaning and the curiosity of the target about the product itself. It must have a makesense power to them. To make it more simply, advertisements must have hidden power to flatter their readers.

Today, there are many kinds of advertisements we found in daily life. Indoor and outdoor advertisements can be seen everywhere and every time. An advertisement is a kind of communication to motivate the consumers to buy their products, and to promote their new product (Agustrijanto, 2002). In brief, advertisements are used by producers to advertise their products so that consumers will receive them. According to Suyanto in Anggraeni (2011), there are two kinds of advertisements; indoor and outdoor. Nugroho (2011) states that outdoor advertisements, which exist in the open area, can be found in shopping centers, roads, etc., while the indoor one is found in magazines, brochures, etc.

The phenomena happening on the advertisements are unusual words. The advertisers make new words which are unique and interesting. Because of that, in linguistics, there is morphology which studies about a word. According to Sukrisno (2012), a word is a unit of language which appears between a space or spaces in a writing form. In contrast, Siahaan (2008) states that a word can be seen by using three concepts. They are the linguistics approach, the unit of performance in speech, and the units of writing performance. In linguistic approach, words are the smallest independent meaningful units. In speech, words are parts of speech which are segmental which show the ability to be pronounced in isolation and units of the speech to be substituted by other words of the same class. As unit of writing performance, words are smallest meaningful combination of letters which can be isolated.

Word formation process is technic or way whereby a word in a language is formed. According to Wisniewski (2007), word formation is referred to all processes connected with changing the form of the words. The process of English word formation divided into two ways such as inflectional processes and derivational processes. There are also some ways of forming the variation of words such as blending, compounding, borrowing, coinage, acronym, initialization, inflection, derivation, clipping, back formation, onomatopoeia, cliticization. Anggraeni (2011) claims that there are adopting, adapting or forming the really new words that never exist before.

In this research, the researcher try to find out, classify, and analyze the process of English word formation found in advertisements boards in Padang City. The researcher chooses a morphological theory in analyzing the data. The researcher decides that the topic of the research is English word formation process of advertisement boards in Padang City. The researcher wishes that this research can be useful for the readers who are interested in learning the process of English word formation.

**B. RESEARCH METHOD**

The data of this research were analyzed by using descriptive qualitative methods. In this research, the researcher collected the data from some English advertisement boards that found in Padang City. First, the researcher took a picture of an advertisement boards in English using a digital camera. Then, the researcher listed down the English advertisements and the location of the data where they were found. After that, the researcher classified the data according to the types of English word formation process. They were blending, compounding, borrowing, coinage, initialization, acronym, clipping, back formation, inflection, derivation, onomatopoeia, and cliticization.

**C. RESULT AND DISCUSSION**

**1. Research Finding**

After conducting an observation through some main streets in Padang city, the researcher found 55 advertisements boards which contain types of word formation process. The types of word formation are blending (4), compounding (8), borrowing (5), coinage (5), initialization (6), acronym (2), clipping (8), back formation (3), inflection (6), derivation (4), onomatopoeia (1), and cliticization (3). Type of word formation used in advertisement board can be seen on the table below.

. Table 3.3.1

The frequency and the percentage of the advertisement categories that included in types of word formation process

No	Advertisement Categories	Types of Word Formation Process											%	
		Blending	Compounding	Borrowing	Coinage	Initialization	Acronym	Clipping	Back Formation	Inflection	Derivation	Onomatopoeia		Cliticization
1	Smartphone	2	-	-	-	-	-	-	-	3	1	-	-	6 %
2	Bank/Finance Service	1	1	-	-	-	-	-	-	-	2	-	-	4%
3	Furniture	-	1	-	-	-	-	-	-	1	-	-	-	2%
4	Cigarette	-	-	1	1	-	-	2	1	-	-	-	-	5%
5	Course/Education Institutional	-	1	-	1	1	1	-	-	-	-	-	1	5%
6	Name of Shop/Company	-	4	2	3	4	-	5	-	1	1	1	1	22%
7	Event	1	1	2	-	-	1	1	1	2	-	-	1	10%
8	Job Vacancy	-	-	-	-	-	-	-	1	-	-	-	-	1%

Table 3.3.1 shows the percentage there are 8 advertisement categories data. The researcher analysed each of type of word formation used in advertisement categories. The researcher found (22%) types of word formation used in name of shop/ company and it become the highest percentage that used by advertisers. In addition, the use type of word formation process used in cigarette and course/education institutional has the same percentage which are (5%). Beside that, the researcher found (1%) type of word formation used in Job Vacancy and it become the lowest percentage used by advertisers.

Table 3.3.2

The percentage of the word formation process of advertisement terms in the data.

No	Word Formation Process	The data	Percentage
1.	Blending	4	7%
2.	Compounding	8	15%
3.	Borrowing	5	9%
4.	Coinage	5	9%
5.	Initialization	6	11%
6.	Acronym	2	4%
7.	Clipping	8	15%
8.	Back formation	3	5%
9.	Inflection	6	11%
10.	Derivation	4	7%
11.	Onomatopoeia	1	2%
12.	Cliticizations	3	5%
	Total	55	100%

There are 55 terms that were found in Advertisement boards in Padang city. From the data above, the researcher found 6 types of word formation process has the same percentage that are compounding and clipping, initialization and inflection, borrowing and coinage. The researcher can conclude that compounding and clipping are the most common way that used by advertisers. The percentage is (15%). There are 8 terms advertisement boards that included in the process of compounding and there are 8 terms advertisement boards that included in the process of clipping. The second types has the same percentage are Initialization and Inflection. Initialization and inflection also became common way that used by advertisers after compounding and clipping. Initialization and inflection has (11%) of the total terms. The third types are borrowing and coinage. These types has (9%) of the total terms. The next types are derivation and blending. These type has (7%) of the total terms. And the last types that has same percentage are back formation and cliticization. These types has (5%) of the total terms. On the other hand, Onomatopoeia has (2%) of total terms. Onomatopoeia is the type of word formation process that rarely used by advertisers in Padang city.

## 2. Discussion

The use of advertisement board in Padang city has many word formation. The language used in advertisements are very important for promoting the products. The advertiser use unusual words and unique words to make people interested and curious about the thing that they advertised. The language that use by advertiser will determined how that product itself, whether it will be demand or not.

This research has revealed the types of word formation that used in advertisement boards in main street of city center in Padang city. Many types of word formation based on morphology theory, but in this research the researcher will classified into twelve categories that are blending, compounding, borrowing, coinage, initialization, acronym, clipping, back formation, inflection, derivation, onomatopoeia, and cliticization.

The advertiser often used compounding and clipping in their advertisement. Many advertisements use these types. The advertisement that often use these types is name of shop/company advertisement. The second advertisement is cigarette advertisement. That advertisement is about cigarette event and taste of the cigarette. And the last are courses/education institutional, furniture, bank/finance service, and event.

The next types that also often used in advertisement are initialization and inflection. The initialization type often used in name of shop/company, courses/education institutional, and furniture. The inflection also often to used, but this type more important in advertisement because this type will make people remember with the advertisement and know what is the main features in the products, ideas, and services that are advertised. This type usually used in event, smartphone, and name of shop/company.

The types that a little used in advertisement are blending, borrowing, coinage, and derivation. The blending type often used in smartphone, bank/finance service, and event. The borrowing type often used in event advertisement, cigarette advertisement, and name of shop/company. The coinage type used in name of place/company, cigarette, and courses/education institutional. And the last type is derivation used in bank/finance service, name of shop/company, and smartphone.

The types that rarely used in advertisement are back formation, cliticization, acronym, and onomatopoeia. The back formation type used in job vacancy, cigarette, and event. The cliticization type used in name of shop/company, courses/education institutional, and event. The acronym type used in event advertisement and courses/education institutional. And the last type is onomatopoeia, this type almost never used in advertisement because is very rarely to found the advertisement that have this type. And in this research the onomatopoeia type found in name of shop/company advertisement.

In can be concluded that advertisement category that has many types of word formation process is name of shop/company. And the advertisement category that has one type of word formation process is job vacancy.

#### **D. CONCLUSION AND SUGGESTIONS**

After analyzing the data, the researcher can conclude several things; There are twelve types of word formation process which exist in Advertisement boards in Padang city. They are borrowing, coinage, compounding, initialization, acronym, blending, clipping, inflection, derivation, onomatopoeia, and cliticization.

Based on the research, the researcher can conclude that compounding and clipping are the process of English word formation used most often in the advertisement boards in Padang city. In contrast, onomatopoeia is the English word formation processes which are rarely used.

The researcher suggests to next researcher choosing topic about English word formation and different objects. As a result, there will be many research reports dealing with English word formation processes with various objects. It will motivate others especially linguistic learners to learn morphology, even conducting a study dealing with English morphology. The researcher hopes this study can be useful for people who want to enrich their knowledge in morphology, especially the English word formation process found in advertisement boards.

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