AN ANALYSIS ON THE WORD FORMATION OF THE ADVERTISEMENTS LEXICON

A Thesis
Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirement for
The Degree of Strata 1

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105026000906

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JAKARTA
2010
ABSTRACT


This research is aimed at finding out the process and type of word formation which is used in the advertisement used morphologically.

Moreover, the writer uses descriptive qualitative method by collecting the selected advertisements which has unique tag – line as the provocative message to draw people attention to buy the products. After selecting the data, then the writer analyze each of advertisement using the theory of morphology.

The writer found that many advertisements designed as creative as possible, even sometimes deviates from the grammatical roles, with the intention of gaining people attention upon the product offered, since this is the effective way of promoting the brand new product through un-common way such the use of word formation which actually confuse the reader but has great impact to draw attention to watch, read and finally buy the products.
A. Background of the study

Language plays a great part in our life because language is the device for human to interact each other. Language is Universal, language requires us to use it in various ways; the use of language in politics, and social, economic, cultural and other fields represents that language is very important. Languages are divided into two parts namely oral language as the primary language and the writing language as the secondary language. The Code, rules and patterns in language running smoothly with the good in communication, where a process of sending the information (messages or ideas) from one side to the other parties involved and the interplay between them.

In the field of science in the world is connected by the language. So that people can easily understand each branch of science that they take. As a universal language, the English language has an important role for the progress in this world. English was global so that communication between continents, countries and regions are connected with the English language until the development of the English language for any period of time increased variously.

Through communication, attitudes and feelings of someone or a group of people can be understood by other parties. Psychologically, it can be conclude that the communication is depending on the sender information (sender) and the recipient (receiver).¹ People are social creature; a person depends on another; so, people need others in their life to make this life

balanced. People use a language for communication as to describe their mind, feeling and give other information or knowledge. So no wonder if the language has ability to provide various forms of a model for the study of social-cultural research.2

Communication in English language has evolved to have many different kinds of functionality to communicate, “…Communication refers to the cultural, economic, political, social, and technical analysis of communication patterns…” each of which corresponds to different situations and styles of use. From an analytic point of view, it seems to make most sense to understand "normal language" to include the variety of styles of English that mature speakers and readers control. The world of communication has changed rapidly in recent years.4 This will form the backdrop of everyday language in its many functions, against which we can view in advertising language.

A form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service which is aimed at specific targets is advertising. Advertising is the most prevalent cultural form of the twentieth century and will probably have the greatest longevity.5 Through mass media, advertising is expected to reach

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a certain profit, and clearly have a sponsor. Indeed, the media is in the middle of the social reality laden with a variety of interests, conflicts, and the fact that the complex and varied. The main problem, the ads have the purpose of communication and advertising, the main idea or core concept to sell. In addition, the ads have targeted ads, information, support, formulation of strategies (themes, charm, execution), and the attractiveness of advertising. Ads have traction, including ads that are useful for fishing responses from the consumer. So that the wall then pull the ad translated material in the ad execution. In this case, the categories used rational and emotional, or a combination of both.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising also tells the consumer what a specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses. On the other hand, by making people aware of products, service and ideas, advertising promotes sales and profits. Finally, advertising is one of the major forces that are helping improve the standard of living around the world. Combined with
all these communicational marketing and social functions, Advertising becomes indispensable in the modern world.

Naturally, Advertisements in English have become an important means of communicating ideas, demonstrating a variety of linguistic features of its own. Advertising breaks the rules of normal language and language use. However, from the perspective of a professional linguist, few of these claims really seem to be supportable. Some of these varieties are informal spoken language and doubtless, not all of the text on advertising we can find will be Standard English, at every level, language has a level of creativity that allows it to be ever-expanding, ever-changing. Advertisers have sought to respond to the problem of effectiveness by trying new creative treatments.\(^6\) Even the idea that there is a stock of words which constitute the English language cannot be upheld, because it is always possible to invent new words and new names in particular.

In this case, the authors emphasize the analysis only in the Ads, the form of communication that rely on the written language and printed. This Paradigm is the communication is in the printed text is a follow-up communication that requires intellectual intensity. Flexibility needed space and time in reading activities. Because reading is an activity of isolated, and requires more concentration rather than listening to the radio or watch television. In verbal ad meaning sometimes there is confusion between the creator of the ad (sender) and the ad reader (receiver), this is the problem

\(^6\) Ibid. p. 45.
which triggered the authors are interested to analyze the ads, especially the use of word formation.

The use of word formation frequently found on ads, for instance in the advertisement of Marlboro that produce one music event, in their market they use word formation “Magnifisound” to catch the reader interest. This way is commonly use to convey a useful idea in a way that is different from the creativity and imagination that high. So no wonder if we often find the ad language that is unusual. Advertisers also used the new lifestyle analysis to segment their brands.7

Many have been the title thesis that examines the language of the ad, but most writers use the figure of speech in their research. Therefore, the author hope can revealed more the other aspect from the ad language to examine it more depth in linguistic aspects.

The writer wants to explain and to analyze about the processes of word formation happen in the advertisement and types of word formation are utilized in the advertisement.

B. Research Methodology

Based on the research question above, the writer has the objectives of the Research as follows; to know what the processes of word formation happen in the advertisement. Moreover, to know the types of word formation are utilized in the advertisement.

7 Ibid. p. 46.
In this research, the writer uses the qualitative method in which the writer tries to analyze data; to identify every word formation used as the style.

The acquired data in this research will be analyzed qualitatively based on the theory of morphology; that is, to analyze the process and kind of word formation that relevant to the research.

Instrument of the research is the writer himself as the subject by collecting the data of product and event of advertisements and finding some theories such as word formation that relevant to the research.

The unit analysis of this research is word formation that is used in advertisement.

The unit analysis of this research is the collection of the advertisement that used word formation as the style for their promotion. These advertisements contain kind of word formation as the style that construct a message to the potential customer:

The purpose of the study is to find out the kind of word formation as the style in advertisement and also to find out the form that happen. Moreover, to analysis the data the writer use two steps, the first step the writer will use word formation theory that focuses on the form of the word that is founded in
the advertisement and the second step the writer will use the word formation theory to see the kind of word formation used in the advertisement.

This research will take place in Jakarta during the academic year - 2009/2010, as the last assignment to fulfill the undergraduate degree in State Islamic University Syarif Hidaytullah Jakarta Faculty of Adab and Humanity in particular.

C. THEORETICAL FRAMEWORK

A. Word Formation Rules

English language contains more than a million words of which more than half are included in unabridged dictionaries. It is natural to wonder where all these words came from. Some morphological rules relate to different forms of the same lexeme; while other rules relate to different lexemes. Rules of the first kind are called inflectional rules, while those of the second kind are called word formation, as the term ‘word formation’ suggest, we are dealing with the formation of words. The English plural, as illustrated by dog and dogs, is an inflectional rule; compounds like dog catcher or dishwasher provide an example of a word formation rule. Informally, word formation rules form "new words" (that is, new lexemes), while inflection rules yield variant forms of the "same" word (lexeme). A further difference is that in word formation, the resultant word may differ from its source word’s grammatical category.

whereas in the process of inflection the word never changes its grammatical category.

a. Word Coinage

Word coinage is the process of formation and the addition of new words in the lexicon of a language without going through the process of affixation. New words may also enter a language in a variety of other ways. Some are created outright to fit some purpose.¹⁰

b. Back Formation

Back formation is the process of forming the word for linguist based on patterns that exist without knowing the elements that occur in a historical form that there is no found before.

According to Matthews (1997:33) defined back formation as “The formation of a simpler or simpler word from one understood as derived,” e.g.

Gruntled from disgruntled

Peddle peddler
Hawk hawker
Stoke stoker
Swindle swindler

c. Reduplication

According to Rodman & Fromkin (1998) reduplication means as “a morphological process that repeats or copies all or part of a word to change its meaning, i.e. to derive a new word”.

Reduplication process in perspective is not a grammatical element, but a grammatical process. Therefore he was not affixes. In differentiated grammatical reduplication. Such as:

Very-very
So-so
Here-here happened

d. Acronym

Matthews (1997:6) defined acronym with “acronyms are words derived from the initials of several words. Such words are pronounced as the spelling indicates:

**NASA** : National Aeronautic and Space Agency

**UNESCO** : United Nations Education, Scientific, and Cultural Organization

e. Abbreviation

Words can also be formed as a single base morpheme or morpheme combined abbreviated basis. That used in addition to short for the long form. Shortening process can be specified on the following things:
1) Condensation is a contraction that produces the letter or combination of letters, both spelled letter by letter, such as GMC: General Motors Corporation, WTO: World Trade Organization.

2) Symbolism of the letter is a form of shortening one or more letters that describe the basic concepts such as quantity, unit, or element; for example, g (for gram), cm (for centimeter), and Au (for gold).

f. Clipping

Clipping according to Fromkin & Rodman (1998:522) is “the deletion of some part of a longer word to give a shorter word with the same meaning, e.g. cafe for cafeteria.

Another example:
Memo: memorandum
Zoo: zoological garden
Bike: bicycle
Sax: saxophone
Gym: gymnasium
Cap: captain
Compo: composition
Gent: gentlemen
Van: caravan

g. Compounding

Compounding according to Matthews (1997:66) is “a word formed from two or more units that are themselves words. Compound word contains at
least two bases which are both words, or at any rate, root morpheme. e.g. whiteboard"

Another example:

<table>
<thead>
<tr>
<th>Noun</th>
<th>Adj</th>
<th>Verb</th>
<th>Adverb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noun</td>
<td>Daylight</td>
<td>Watertight</td>
<td>Handmate</td>
</tr>
<tr>
<td>Car Park</td>
<td>Blood Red</td>
<td>Airborne</td>
<td>Passe-by</td>
</tr>
<tr>
<td>Adj</td>
<td>Greenhouse</td>
<td>Red-Hot</td>
<td>Easy Going</td>
</tr>
<tr>
<td>Blackboard</td>
<td>Icy-Cold</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verb</td>
<td>Pickpocket</td>
<td></td>
<td>Would-Be</td>
</tr>
<tr>
<td>Watchdog</td>
<td></td>
<td></td>
<td>Make-Believe</td>
</tr>
<tr>
<td>Adverb</td>
<td>Overcoat</td>
<td>Evergreen</td>
<td>Overcome</td>
</tr>
<tr>
<td>Underworld</td>
<td>Wide awake</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

h. Blending

Blending according to Matthews (1997:40) “is the fusion of two words into one, usually the first part of the first word with the last part of another, so that the resulting blend consists of both original meaning”. For example:

Motel : (motorist + hotel)

Brunch : (breakfast + lunch)

Medicare : (medical + care)

Midday : (middle of the day)
D. Research Findings
1. Magnifisound

The word formation above derived from billboard as an advertisement from Marlboro product that produced one event. This Marlboro event called Magnifisound is a very grand party. With the support of a sound system and also great stage, and the big names of DJ either from Indonesia and even top of the world DJ, never out of this event. Marlboro is trying to satisfy fans of electronic dance music in Indonesia, in the package spectacular dances party-style Marlboro. Annual Agenda electronic dance music scene party is an international-class offerings for adult smokers who continue to faithfully Marlboro thirst for an exclusive presentation of music and different.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magnificent</td>
<td>Magnifisound</td>
<td>Magnificent + Sound</td>
<td>Adj + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

The word origin of magnifisound is magnificent; that had additional elements to extend the meaning of sound with magnificent. Magnificent words based on oxford dictionary means: extremely attractive and impressive;
deserving praise. With the adjective elements that he has, magnificent word often used in sentences like the following example:

- The Taj Mahal is a magnificent building
- She looked magnificent in her wedding dress
- You’ve all done a magnificent job.

The word magnifisound contains two morphemes. There is one minimal unit of meaning is magnificent and one minimal unit of meaning is sound. In the word magnifisound also has two elements of free morpheme magnificent and sound which can stand by themselves as single words.

**Magnificent + sound**

(free)       (free)

These two kind of lexical morphemes also have different word class, magnificent has an adjective element and sound word has a noun element. In this derivation produce of new English word magnifisound. Magnifisound is one type of word formation that has an element of blending.

By getting an additional element the magnifisound word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

**E. Conclusion**

The purpose of the study is to find out the process and kind of word formation that used in the advertisement. The corpus data are 15 advertisements that used word formation term as the style in their promotion.
Based upon the analysis process in the chapter III, using the theory of word formation, as it has been explained in the chapter II, the writer comes up with the following conclusion:

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<th>No.</th>
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<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
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<td>1.</td>
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<td>Magnificent + Sound</td>
<td>Adj + N</td>
<td>Blending</td>
</tr>
<tr>
<td></td>
<td>(Adj)</td>
<td></td>
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<td>2.</td>
<td>Adrenaline</td>
<td>Soundrenaline</td>
<td>Sound + Adrenaline</td>
<td>N + N</td>
<td>Blending</td>
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<tr>
<td></td>
<td>(N)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Surprise</td>
<td>Sureprice</td>
<td>Sure + Price</td>
<td>N + N</td>
<td>Compounding</td>
</tr>
<tr>
<td></td>
<td>(N)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Sensation</td>
<td>Soundsation</td>
<td>Sound + Sensation</td>
<td>N + N</td>
<td>Blending</td>
</tr>
<tr>
<td></td>
<td>(N)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Solution</td>
<td>Soulnation</td>
<td>Soul + Nation</td>
<td>N + N</td>
<td>Compounding</td>
</tr>
<tr>
<td></td>
<td>(N)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6.</td>
<td>Fantastic</td>
<td>Fashiontastic</td>
<td>Fashion + Fantastic</td>
<td>N + Adj</td>
<td>Blending</td>
</tr>
<tr>
<td></td>
<td>(N)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Community</td>
<td>Ecommunity</td>
<td>Ecology + Community</td>
<td>N + N</td>
<td>Blending</td>
</tr>
<tr>
<td></td>
<td>(N)</td>
<td></td>
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<td></td>
<td>(Adj)</td>
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<td>Ecomotive</td>
<td>Ecology + Automotive</td>
<td>N + Adj</td>
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<td>(N)</td>
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<td>11.</td>
<td>Dynamic</td>
<td>Dynamatic</td>
<td>Dynamic + Automatic</td>
<td>Adj + Adj</td>
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<td></td>
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<td>12.</td>
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<td>13.</td>
<td>Celebration (N)</td>
<td>Salebration</td>
<td>Sale + Celebration</td>
<td>N + N</td>
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<td>Synchronoised</td>
<td>Synchronize + Noise</td>
<td>V + N</td>
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<td>15.</td>
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<td>Richeese</td>
<td>Rich + Cheese</td>
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</tbody>
</table>
BIBLIOGRAPHY


Curriculum Vitae

A. Personal Data

Name : Mursyid Kasmir Naserly
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Mobile : 085695775022
Email : kasmir1986@yahoo.com
Marital Status : unmarried

Parents

a. Father : Drs. Khairunas
   Occupation : Teacher
b. Mother : Nelly Arni
   Occupation : Housewife

Home Address : As above
Telephone : (021) 7318317

B. Formal Education

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<td>2005 – 2010</td>
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<td>2001 – 2004</td>
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C. Activities

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<td>1.</td>
<td>5 February 2009</td>
<td>Jakarta</td>
<td>International Seminar on “Religion in The Contemporary World”</td>
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<td>2.</td>
<td>2005-2006</td>
<td>Jakarta</td>
<td>Student Union Board of English Letters Department</td>
<td>Press and publications department</td>
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<td>2007/2008</td>
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<td>Ajang Pemilihan Remaja Ceria Indonesia</td>
<td>Staff committee</td>
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<td>2007 – 2008</td>
<td>Jakarta</td>
<td>Student Union Board of English Letters Department</td>
<td>President</td>
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<td>2008 – 2009</td>
<td>Jakarta</td>
<td>Student Union Board of Adab and Humanity Faculty</td>
<td>Vice President</td>
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<td>2005 - Present</td>
<td>Banten</td>
<td>HMI</td>
<td>PAO &amp; MPKPK</td>
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<td>7.</td>
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<td>LPMK Maestro 2012</td>
<td>Staff Coordinator/Voluntary English teacher</td>
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<td>2006 - Present</td>
<td>Banten</td>
<td>Initiatives of Change Indonesia</td>
<td>Public Relation Manager</td>
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</table>
SYNOPSIS

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By:

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APPROVEMENT

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Mursyid Kasmir Naserly
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Approved by:

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NIP. 19640710 199303 1 006

ENGLISH LETTERS DEPARTMENT
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STATE ISLAMIC UNIVERSITY “SYARIF HIDAYATULLAH”
JAKARTA
2010
LEGALIZATION

The thesis entitled "An Analysis on the Word Formation of the Advertisements Lexicon." has been defended before the Letter and Humanities Faculty’s Examination Committee on February 2, 2010. The thesis has already been accepted as a partial fulfillment of the requirements for the degree of strata 1.

Jakarta, February 2, 2010

Examination Committee

<table>
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<tr>
<td>Dr. Muhammad Farkhan, M.Pd (Chair Person)</td>
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<td></td>
</tr>
<tr>
<td>Elve Oktafiyani, M.Hum (Examiner II)</td>
<td>_____________</td>
</tr>
<tr>
<td>19781003 200112 2 002</td>
<td></td>
</tr>
</tbody>
</table>
DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, February 02, 2010

Mursyid Kasmir Naserly
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In addition the writer would like to thank the following fellows and acquaintances: The student of class A 2005 for being my classmates – I really enjoyed the four – year - friendship with all you guys, Mashuri, Hisbi, Aden, Qusoy, Iqbal, and Yousef for being my immortal fellows, HMI friends, BEMJ BSI friends, BEMF Letters and Humanity friends, IoC friends, and whom I can not voice, by their memories their laughs, their activities, their supports, their spirit, their souls, their love conveyed me into life-mature and finally my great thanks to all the place that gave me pleasures within my study process.

Jakarta, February 02, 2010

Mursyid Kasmir Naserly
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CHAPTER I
INTRODUCTION

A. Background of the Study

Language plays a great part in our life because language is the device for human to interact each other. Language is Universal, language requires us to use it in various ways; the use of language in politics, and social, economic, cultural and other fields represents that language is very important. Languages are divided into two parts namely oral language as the primary language and the writing language as the secondary language. The Code, rules and patterns in language running smoothly with the good in communication, where a process of sending the information (messages or ideas) from one side to the other parties involved and the interplay between them.

In the field of science in the world is connected by the language. So that people can easily understand each branch of science that they take. As a universal language, the English language has an important role for the progress in this world. English was global so that communication between continents, countries and regions are connected with the English language until the development of the English language for any period of time increased variously.

Through communication, attitudes and feelings of someone or a group of people can be understood by other parties. Psychologically, it can be
conclude that the communication is depending on the sender information (sender) and the recipient (receiver). 1 People are social creature; a person depends on another; so, people need others in their life to make this life balanced. People use a language for communication as to describe their mind, feeling and give other information or knowledge. So no wonder if the language has ability to provide various forms of a model for the study of social-cultural research. 2

Communication in English language has evolved to have many different kinds of functionality to communicate, “…Communication refers to the cultural, economic, political, social, and technical analysis of communication patterns…” 3 each of which corresponds to different situations and styles of use. From an analytic point of view, it seems to make most sense to understand "normal language" to include the variety of styles of English that mature speakers and readers control. The world of communication has changed rapidly in recent years. 4 This will form the backdrop of everyday language in its many functions, against which we can view in advertising language.

A form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service which is aimed at specific targets is advertising. Advertising is the

most prevalent cultural form of the twentieth century and will probably have the greatest longevity.5 Through mass media, advertising is expected to reach a certain profit, and clearly have a sponsor. Indeed, the media is in the middle of the social reality laden with a variety of interests, conflicts, and the fact that the complex and varied. The main problem, the ads have the purpose of communication and advertising, the main idea or core concept to sell. In addition, the ads have targeted ads, information, support, formulation of strategies (themes, charm, execution), and the attractiveness of advertising. Ads have traction, including ads that are useful for fishing responses from the consumer. So that the wall then pull the ad translated material in the ad execution. In this case, the categories used rational and emotional, or a combination of both.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising also tells the consumer what a specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses. On the other

hand, by making people aware of products, service and ideas, advertising promotes sales and profits. Finally, advertising is one of the major forces that are helping improve the standard of living around the world. Combined with all these communicational marketing and social functions, Advertising becomes indispensable in the modern world.

Naturally, Advertisements in English have become an important means of communicating ideas, demonstrating a variety of linguistic features of its own. Advertising breaks the rules of normal language and language use. However, from the perspective of a professional linguist, few of these claims really seem to be supportable. Some of these varieties are informal spoken language and doubtless, not all of the text on advertising we can find will be Standard English, at every level, language has a level of creativity that allows it to be ever-expanding, ever-changing. Advertisers have sought to respond to the problem of effectiveness by trying new creative treatments. Even the idea that there is a stock of words which constitute the English language cannot be upheld, because it is always possible to invent new words and new names in particular.

In this case, the authors emphasize the analysis only in the Ads, the form of communication that rely on the written language and printed. This Paradigm is the communication is in the printed text is a follow-up communication that requires intellectual intensity. Flexibility needed space and time in reading activities. Because reading is an activity of isolated, and

6 Ibid. p. 45.
requires more concentration rather than listening to the radio or watch television. In verbal ad meaning sometimes there is confusion between the creator of the ad (sender) and the ad reader (receiver), this is the problem which triggered the authors are interested to analyze the ads, especially the use of word formation.

The use of word formation frequently found on ads, for instance in the advertisement of Marlboro that produce one music event, in their market they use word formation “Magnifisound” to catch the reader interest. This way is commonly use to convey a useful idea in a way that is different from the creativity and imagination that high. So no wonder if we often find the ad language that is unusual. Advertisers also used the new lifestyle analysis to segment their brands.7

Many have been the title thesis that examines the language of the ad, but most writers use the figure of speech in their research. Therefore, the author hope can revealed more the other aspect from the ad language to examine it more depth in linguistic aspects.

B. Focus of the Study

In this research the writer would like to focus his study on the use of tagline, especially the use the word formation style in printed media; which is actually the representative of the verbal and aspects in the advertisement.

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7 Ibid. p. 46.
C. **The Research Question**

   Based on the background of study above, the writer wants to explain and to analyze is about:

1. How do the processes of word formation happen in the advertisement?
2. What types of word formation are utilized in the advertisement?

D. **Significance of the Study**

   The writer expects this research will increase the science of the writer in linguistics field especially morphology. Then, the writer can apply this research to other people who concern about communication and language; because we realize English as the international language influenced so many industry. They use English as the language to advertise something, either product from local or another country. This research proves that language is the universal thing. Linguistic field is more interesting and challenging to analyze deeply.

E. **Research Methodology**

1. **Objective of the Study**

   The purpose that the writer will discuss in this research is to find out the process and kind of word formation which is mostly used in advertisement world.
2. Method of the Study

In this research, the writer uses the qualitative method in which the writer tries to analyze data; to identify every word formation used as the style.

3. Data Analysis

The acquired data in this research will be analyzed qualitatively based on the theory of morphology; that is, to analyze the process and kind of word formation that relevant to the research.

4. Instrument of the Research

Instrument of the research is the writer himself as the subject by:

1. Collecting the data of product and event of advertisements.
2. Finding some theories such as word formation that relevant to the research.

5. Unit of Analysis

The unit analysis of this research is word formation that is used in advertisement

<table>
<thead>
<tr>
<th>No.</th>
<th>Advertisement</th>
<th>Product</th>
<th>Word Formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Billboard (T-junction near Pondok Indah)</td>
<td>Marlboro</td>
<td>Magnifisound</td>
</tr>
<tr>
<td>2.</td>
<td>Billboard (T-junction near PJMI)</td>
<td>Music Event by A mild</td>
<td>Soundrenaline</td>
</tr>
<tr>
<td>3.</td>
<td>Telkom Indonesia</td>
<td>Telkom Flexi</td>
<td>SurePrice</td>
</tr>
<tr>
<td></td>
<td>(Taken from Internet)</td>
<td>MTV program on TV</td>
<td>Soundsation</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------</td>
<td>-------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>4.</td>
<td>MTV (Taken from Internet)</td>
<td>Music Event by provincial government of Jakarta</td>
<td>Soulnation</td>
</tr>
<tr>
<td>5.</td>
<td>Billboard (In front of senayan, asia afrika street)</td>
<td>Fashion Event by pondok indah mall</td>
<td>Fashiontastic</td>
</tr>
<tr>
<td>6.</td>
<td>Billboard (T-junction near pondok pinang)</td>
<td>Bintaro Jaya</td>
<td>Ecommunity</td>
</tr>
<tr>
<td>7.</td>
<td>Billboard (along Bintaro toll gate)</td>
<td>Toothpaste close up</td>
<td>Flavalicious</td>
</tr>
<tr>
<td>8.</td>
<td>Magazine (HAI magazine)</td>
<td>Music event by extreme mild</td>
<td>Extremedeology</td>
</tr>
<tr>
<td>9.</td>
<td>Leaflet (Pesanggrahan street)</td>
<td>Automotive exhibition with global warming theme</td>
<td>Ecomotive</td>
</tr>
<tr>
<td>10.</td>
<td>Newspaper (kompas newspaper)</td>
<td>Automotive by suzuki</td>
<td>Dynamatic</td>
</tr>
<tr>
<td>11.</td>
<td>Billboard (In front of UIN)</td>
<td>Automotive by suzuki</td>
<td>Ulitmic</td>
</tr>
<tr>
<td>12.</td>
<td>Billboard (In front of UIN)</td>
<td>Fashion Event by senayan city mall</td>
<td>Salebiration</td>
</tr>
<tr>
<td>13.</td>
<td>Fashion (Taken from internet)</td>
<td>Music event by LA lights</td>
<td>Synchronoised</td>
</tr>
<tr>
<td>14.</td>
<td>Billboard (in pakubuwono street)</td>
<td>Food product</td>
<td>Richeese</td>
</tr>
<tr>
<td>15.</td>
<td>Food (Taken from internet)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table 1**
CHAPTER II
THEORETICAL FRAMEWORK

A. Word Formation Rules

English language contains more than a million words of which than half are included in unabridged dictionaries. It is natural to wonder where all these words came from. Some morphological rules relate to different forms of the same lexeme; while other rules relate to different lexemes. Rules of the first kind are called inflectional rules, while those of the second kind are called word formation. As the term ‘word formation’ suggest, we are dealing with the formation of words. The English plural, as illustrated by dog and dogs, is an inflectional rule; compounds like dog catcher or dishwasher provide an example of a word formation rule. Informally, word formation rules form "new words" (that is, new lexemes), while inflection rules yield variant forms of the "same" word (lexeme). A further difference is that in word formation, the resultant word may differ from its source word’s grammatical category whereas in the process of inflection the word never changes its grammatical category.

---

a. Word Coinage

Word coinage is the process of formation and the addition of new words in the lexicon of a language without going through the process of affixation. New words may also enter a language in a variety of other ways. Some are created outright to fit some purpose.\(^{10}\)

b. Back Formation

Back formation is the process of forming the word for linguist based on patterns that exist without knowing the elements that occur in a historical form that there is no found before.

According to Matthews (1997:33) defined back formation as “The formation of a simpler or simpler word from one understood as derived,” e.g.

Gruntled from disgruntled
Peddle peddler
Hawk hawker
Stoke stoker
Swindle swindler

c. Reduplication

According to Rodman & Fromkin (1998) reduplication means as “a morphological process that repeats or copies all or part of a word to change its meaning, i.e. to derive a new word”.

Reduplication process in perspective is not a grammatical element, but a

---

grammatical process. Therefore he was not affixes. In differentiated grammatical reduplication. Such as:

Very-very

So-so

Here-here happened

d. Acronym

Matthews (1997:6) defined acronym with “acronyms are words derived from the initials of several words. Such words are pronounced as the spelling indicates:

NASA             : National Aeronautic and Space Agency

e. Abbreviation

Words can also be formed as a single base morpheme or morpheme combined abbreviated basis. That used in addition to short for the long form. Shortening process can be specified on the following things:

1) Condensation is a contraction that produces the letter or combination of letters, both spelled letter by letter, such as GMC : General Motors Corporation, WTO : World Trade Organization

2) Symbolism of the letter is a form of shortening one or more letters that describe the basic concepts such as quantity, unit, or element; for example, g (for gram), cm (for centimeter), and Au (for gold).

f. Clipping
Clipping according to Fromkin & Rodman (1998:522) is “the deletion of some part of a longer word to give a shorter word with the same meaning, e.g. cafe for cafeteria.

Another example:
Memo : memorandum
Zoo : zoological garden
Bike : bicycle
Sax : saxophone
Gym : gymnasium
Cap : captain
Compo : composition
Gent : gentlemen
Van : caravan

Compounding
Compounding according to Matthews (1997:66) is “a word formed from two or more units that are themselves words. Compound word contains at least two bases which are both words, or at any rate, root morpheme .e.g. whiteboard”

Another example:

<table>
<thead>
<tr>
<th>Noun</th>
<th>Adj</th>
<th>Verb</th>
<th>Adverb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noun</td>
<td>Daylight</td>
<td>Watertight</td>
<td>Handmate</td>
</tr>
<tr>
<td></td>
<td>Car Park</td>
<td>Blood Red</td>
<td>Airborne</td>
</tr>
<tr>
<td>Adj</td>
<td>Greenhouse</td>
<td>Red-Hot</td>
<td>Easy Going</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Looker-on</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Passer-by</td>
</tr>
<tr>
<td>Verb</td>
<td>Adverb</td>
<td>Table 2</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>--------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Blackboard</td>
<td>Overcoat</td>
<td><strong>Blending</strong> according to Matthews (1997:40) “is the fusion of two words into one, usually the first part of the first word with the last part of another, so that the resulting blend consists of both original meaning”. For example:</td>
<td></td>
</tr>
<tr>
<td>Pickpocket</td>
<td>Evergreen</td>
<td>Motel : (motorist + hotel)</td>
<td></td>
</tr>
<tr>
<td>Watchdog</td>
<td>Underworld</td>
<td>Brunch : (breakfast + lunch)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medicare : (medical + care)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Midday : (middle of the day)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Take-Over: Hold-up</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Henceforth:</td>
<td></td>
</tr>
</tbody>
</table>
A. Data Description

In this chapter, the writer would like to analyze the data from printed media advertisement that used word formation as the style, that have been collected previously, based on the theory that has been explained in the chapter II. The following table shows the use of word formation on advertisement.

<table>
<thead>
<tr>
<th>No.</th>
<th>Advertisement</th>
<th>Product</th>
<th>Word Formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Billboard</td>
<td>Marlboro</td>
<td>Magnifisound</td>
</tr>
<tr>
<td>2.</td>
<td>Billboard</td>
<td>Music Event</td>
<td>Soundrenaline</td>
</tr>
<tr>
<td>3.</td>
<td>Billboard</td>
<td>Telkom Flexi</td>
<td>SurePrice</td>
</tr>
<tr>
<td>4.</td>
<td>Billboard</td>
<td>MTV</td>
<td>Soundsation</td>
</tr>
<tr>
<td>5.</td>
<td>Billboard</td>
<td>Music Event</td>
<td>Soulnation</td>
</tr>
<tr>
<td>6.</td>
<td>Billboard</td>
<td>Fashion Event</td>
<td>Fashiontastic</td>
</tr>
<tr>
<td>7.</td>
<td>Billboard</td>
<td>Bintaro Jaya</td>
<td>Ecommunity</td>
</tr>
<tr>
<td>8.</td>
<td>Magazine</td>
<td>Toothpaste product</td>
<td>Flavalicious</td>
</tr>
<tr>
<td>9.</td>
<td>Leaflet</td>
<td>Music event</td>
<td>Extremedeology</td>
</tr>
<tr>
<td>10.</td>
<td>Magazine</td>
<td>Automotive</td>
<td>Ecomotive</td>
</tr>
<tr>
<td>11.</td>
<td>Billboard</td>
<td>Automotive</td>
<td>Dynamatic</td>
</tr>
</tbody>
</table>
B. Analysis

Having been mentioned in the previous chapter, the purpose of the study is to find out the kind of word formation as the style in advertisement and also to find out the form that happen.

Moreover, to analysis the data the writer use two steps:

1. The first step the writer will use word formation theory that focuses on the form of the word that is founded in the advertisement.
2. The second step the writer will use the word formation theory to see the kind of word formation used in the advertisement.

1. Magnifisound
The word formation above derived from billboard as an advertisement from Marlboro product that produced one event. This Marlboro event called Magnifisound is a very grand party. With the support of a sound system and also sets great stage, and the big names of DJ either from Indonesia and even top of the world DJ, never out of this event. Marlboro is trying to satisfy fans of electronic dance music in Indonesia, in the package spectacular dances party-style Marlboro. Annual Agenda electronic dance music scene party is an international-class offerings for adult smokers who continue to faithfully Marlboro thirst for an exclusive presentation of music and different.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magnificent (Adj)</td>
<td>Magnifisound</td>
<td>Magnificent + Sound</td>
<td>Adj + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 4

The word origin of magnifisound is magnificent; that had additional elements to extend the meaning of sound with magnificent. Magnificent words based on oxford dictionary means: extremely attractive and impressive; deserving praise. With the adjective elements that he has, magnificent word often used in sentences like the following example:

- The Taj Mahal is a magnificent building
- She looked magnificent in her wedding dress
- You’ve all done a magnificent job.

The word magnifisound contains two morphemes. There is one minimal unit of meaning is magnificent and one minimal unit of meaning is sound. In the
word magnifisound also has two elements of free morpheme magnificent and sound which can stand by themselves as single words.

**Magnificent + sound**

(free)               (free)

In these two kind of lexical morphemes also have different word class, magnificent has an adjective element and sound word has a noun element. In this derivation produce of new English word magnifisound. Magnifisound is one type of word formation that has an element of blending.

By getting an additional element the magnifisound word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

2. Soundrenaline
The word formation above derived from billboard as an advertisement from A Mild Live Production and Deteksi Production who promote one event. This event is held like a colossal music festival full day packed audiences and musicians. Just the music festivals that are held abroad, like "Woodstock" in the U.S., "Bid Day Out" in Australia and the "Rock in Rio" in Brazil.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adrenaline</td>
<td>Soundrenaline</td>
<td>Sound + Adrenaline</td>
<td>N + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 5

The word origin of soundrenaline is adrenaline; that had additional elements to extend the meaning of sound with adrenaline. Adrenaline words based on oxford dictionary means: A substance produced in the body when you are excited, afraid or angry. It makes the heart beat faster and increase your energy and ability to move quickly. With the noun elements that he has, adrenaline word often used in sentences like the following example:

- The excitement at the start of a race can really get the adrenaline flowing.

The word soundrenaline contains two morphemes. There is one minimal unit of meaning is sound and one minimal unit of meaning is adrenaline. In the word soundrenaline also has two elements of free morpheme sound and adrenaline which can stand by themselves as single words.

**Sound + Adrenaline**

(free) (free)

And in these two kind of lexical morphemes also have word class, sound word has a noun element and adrenaline word has a noun element. In this derivation
produce of new English word soundrenaline. Soundrenaline is one type of word formation that has an element of blending.

By getting an additional element the soundrenaline word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

3. Sureprice

The word formation above derived from billboard as an advertisement from telkom flexi product. This is a new program of telkom flexi which is a form of promotion for flexi fellow customers across Indonesia. This promotion is valid if a call or sms and data transmission conducted internally by the flexi to flexi. The sureprice word choose to emphasize that flexi is more cheap than the other provider in Indonesia.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surprise (N)</td>
<td>Sureprice</td>
<td>Sure + Price</td>
<td>N + N</td>
<td>Compounding</td>
</tr>
</tbody>
</table>

Table 6

The word origin of sureprice is surprise; that had additional elements to extend the meaning of the word sure and price that formed sureprice.
Surprise words based on oxford dictionary means: An event, a piece of news, etc. that is unexpected or that happens suddenly. With the noun elements that he has, surprise word often used in sentences like the following example:

- What a nice surprise!

The word sureprice contains two morphemes. There is one minimal unit of meaning is sure and one minimal unit of meaning is price. In the word sureprice also has two elements of free morpheme sure and price which can stand by themselves as single words.

\[
\text{Sure} \quad \text{and} \quad \text{Price} \\
\text{(free)} \quad \text{(free)} \\
\]

In these two kind of lexical morphemes also have word class, sure word has a noun element and price word has a noun element. In this word formation produce of new English word sureprice. Sureprice is one type of word formation that has an element of compunding.

By getting an additional element the sureprice word have an extra meaning. Compounding is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

4. Soundsation

![Soundsation Image]
The word formation above derived from billboard as an advertisement from MTV that produced one event. This event produced by MTV Indonesia, called monday soundsation. This event is a musical event featuring local artists Indonesia play live on the show. The producer choose Monday as the schedule is to eliminate saturation of every person who considers that monday was very annoying day.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensation (N)</td>
<td>Soundsation</td>
<td>Sound + Sensation</td>
<td>N + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 7

The word origin of soundsation is sensation; that had additional elements to extend the meaning of sound with sensation. Sensation words based on oxford dictionary means: feeling that you get when something affects your body. With the noun elements that he has, sensation word often used in sentences like the following example:

- I had a sensation of falling, as if in a dream

The word soundsation contains two morphemes. There is one minimal unit of meaning is sound and one minimal unit of meaning is sensation. In the word soundsation also has two elements of free morpheme sound and sensation which can stand by themselves as single words.

**Sound + Sensation**

(free) (free)

In these two kind of lexical morphemes also have word class, sound word has a noun element and sensation word has a noun element. In this
derivation produce of new English word soundsation. Soundsation is one type of word formation that has an element of blending.

By getting an additional element the soundsation word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

5. Soulination

The word formation above derived from billboard as an advertisement from music festival to promote Jakarta, Indonesian Culture and International Music. The Soulination Festival helps in fostering the cultural image of Jakarta and open up new avenues to a strong relation of international brotherhood. This festival is the podium to encourage new and budding talents as well as invite artists of International fame to gift the audience with world class quality entertainment. This Festival has given a boost to the Music industry of Jakarta
as well as charted a special place for the capital city in the tourism map of the world.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solution</td>
<td>Soulnation</td>
<td>Soul + Nation</td>
<td>N + N</td>
<td>Compounding</td>
</tr>
</tbody>
</table>

Table 8

The word origin of soulnation is solution; that had additional elements to extend the meaning of the word soul and nation that formed soulnation. Solution words based on oxford dictionary means: A way of solving a problem or dealing with a difficult situation. With the noun elements that he has, solution word often used in sentences like the following example:

- Attempts to find a solution have failed.
- There is no simple solution to this problem.
- Do you have a better solution?

The word soulnation contains two morphemes. There is one minimal unit of meaning is soul and one minimal unit of meaning is nation. In the word soulnation also has two elements of free morpheme sound and sensation which can stand by themselves as single words.

**Soul** + **Nation**

(free) (free)

In these two kind of lexical morphemes also have word class, soul word has a noun element and nation word has a noun element. In this word
formation produce of new English word soulnation. Soulnation is one type of word formation that has an element of compounding.

By getting an additional element the soulnation word have an extra meaning. Compounding is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

6. **Fashiontastic**

The word formation above derived from billboard as an advertisement from Pondok Indah Mall event. This event called Fashiontastic 80's by Metro dept. store at PIM 2 mall, this event is about fashions and music which is full of entertainment with a world class models in catwalk. And also some of designer launches their new kind of fashion.
Table 9

The word origin of fashiontastic is fantastic; that had additional elements to extend the meaning of fashion with fantastic. Fantastic words based on oxford dictionary means: extremely good; excellent, great, brilliant. With the adjective elements that he has, fantastic word often used in sentences like the following example:

- A fantastic beach in Australia
- A fantastic achievement
- The weather was absolutely fantastic.
- You’ve got the job? Fantastic!

The word fashiontastic contains two morphemes. There is one minimal unit of meaning is fashion and one minimal unit of meaning is fantastic. In the word fashiontastic also has two elements of free morpheme fashion and fantastic which can stand by themselves as single words.

**Fashion** + **Fantastic**

(free) (free)

In these two kind of lexical morphemes also have word class, fashion word has a noun element and fantastic word has a noun element. In this derivation produce of new English word fashiontastic. Fashiontastic is one type of word formation that has an element of blending.
By getting an additional element the fashiontastic word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

7. Ecommunity

The word formation above derived from billboard as an advertisement from Jaya Property which is the leading developer in Jakarta presents his new product Kebayoran View. This product is a new cluster with ECOmmunity lifestyle for better living in the professional’s city, Bintaro Jaya. In this so called “beyond green for a better living” environment, Bintaro Jaya develops more caring and friendly Health Care, Earth Care and Energy Care. They also invite people who live there to take part in the new lifestyle, the ECOmmunity for sustainable living.
Table 10

The word origin of Ecommunity is Community; that had additional elements to extend the meaning of ecology with community. Community words based on oxford dictionary means: All the people who live in a particular area, country, etc. when talked about as a group. With the noun elements that he has, community word often used in sentences like the following example:

- The local community was shocked by the murders.
- Health workers based in the community (working with people in a local area).
- The international community (the countries of the world as a group).

The word ecommunity contains two morphemes. There is one minimal unit of meaning is ecology and one minimal unit of meaning is community. In the word ecommunity also has two elements of free morpheme ecology and community which can stand by themselves as single words.

**Ecology + Community**

(free) (free)

In these two kind of lexical morphemes also have word class, ecology word has a noun element and community word has a noun element. In this derivation produce of new English word ecommunity. Ecommunity is one type of word formation that has an element of blending.
By getting an additional element the ecommunity word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

8. Flavalicious

The word formation above derived from an advertisement from close up as one of toothpaste product that launches his new product with new flavours. Close Up has come out with a unique set of variants with a unique brand name Flavalicious. Close Up has been positioning itself on the Freshness + Tooth whitening platform. The latest commercials talks about the brand giving confidence to young people to smile freely (without thinking about their teeth or bad-breath). Close UP Flavalicious - as the name indicates focuses on the flavours. The new variant comes in two flavours: Tangerine Burst and Luscious Lyche. These variants are launched as Limited Edition products. That means these products will be available only for a limited period of time.
Table 11

The word origin of Flavalicious is Flavour; that had additional elements to extend the meaning of flavour with delicious. Flavour words based on oxford dictionary means: how food or drink tastes, a particular type of taste. With the noun elements that he has, flavour word often used in sentences like the following example:

- The tomatoes give extra flavour to the sauce.
- It is stronger in flavour than other traditional Dutch cheese
- This yogurt comes in ten different flavour
- A wine with a delicate fruit flavour

The word flavalicious contains two morphemes. There is one minimal unit of meaning is flavour and one minimal unit of meaning is delicious. In the word flavalicious also has two elements of free morpheme flavour and delicious which can stand by themselves as single words.

**Flavour + Delicious**

(free) (free)

In these two kind of lexical morphemes also have different word class, flavour word has a noun element and delicious word has an adjective element. In this derivation produce of new English word flavalicious. Flavalicious is one type of word formation that has an element of blending.

By getting an additional element the flavalicious word have an extra
meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

9. Extremedeology

The word formation above derived from an advertisement from extreme mild as one of cigarette brand product that launches a music event.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extreme</td>
<td>Extremedeology</td>
<td>Extreme + Ideology</td>
<td>Adj + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

**Table 12**

The word origin of Extremedeology is Extreme; that had additional elements to extend the meaning of extreme with ideology. Extreme words based on oxford dictionary means: very great in degree. With the adjective elements that he has, extreme word often used in sentences like the following
example:

- We are working under extreme pressure at the moment.
- Thousand of people living in extreme poverty

The word extremedeology contains two morphemes. There is one minimal unit of meaning is extreme and one minimal unit of meaning is ideology. In the word extremedeology also has two elements of free morpheme extreme and ideology which can stand by themselves as single words.

**Extreme + Ideology**

(free)          (free)

In these two kind of lexical morphemes also have different word class, extreme word has an adjective element and Ideology word has a noun element. In this derivation produce of new English word extremedeology. Extremedeology is one type of word formation that has an element of blending.

By getting an additional element the Extremedeology word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

10. **Ecomotive**
The word formation above derived from an exhibition event as one of responsibility to care for the environment very seriously so the purpose from this event is to a sustainable environmental programmed, a commitment to preserve, conserve and restore our natural resources.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive (N)</td>
<td>Ecomotive</td>
<td>Ecology + Automotive</td>
<td>N + Adj</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 13

The word origin of Ecomotive is Automotive; that had additional elements to extend the meaning of ecology with automotive. Automotive words based on oxford dictionary means: connected with motor vehicle. With the adjective elements that he has, extreme word often used in sentences like the following example:

- The automotive industry

The word ecomotive contains two morphemes. There is one minimal unit of meaning is ecology and one minimal unit of meaning is automotive. In the word ecomotive also has two elements of free morpheme ecology and automotive which can stand by themselves as single words.

Ecology  +  Automotive

(free)     (free)

In these two kind of lexical morphemes also have different word class, extreme word has a noun element and Ideology word has an adjective element. In this derivation produce of new English word ecomotive. Ecomotive is one type of word formation that has an element of blending.
By getting an additional element the Ecomotive word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

11. Dynamatic

The word formation above derived from an advertisement from Suzuki as one of automotive product that launches his new product.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic (N)</td>
<td>Dynamatic</td>
<td>Dynamic + Automatic</td>
<td>Adj + Adj</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 14

The word origin of Dynamatic is Dynamic; that had additional elements to extend the meaning of dynamic with automatic. Dynamic words based on oxford dictionary means: the science of the forces involved in movement.
The word dynamatic contains two morphemes. There is one minimal unit of meaning is dynamic and one minimal unit of meaning is automatic. In the word dynamatic also has two elements of free morpheme dynamic and automatic which can stand by themselves as single words.

**Dynamic** + **Automatic**

(free)                (free)

In these two kind of lexical morphemes also have word class, dynamic word has an adjective element and automatic word has an adjective element. In this derivation produce of new English word dynamatic. Dynamatic is one type of word formation that has an element of blending.

By getting an additional element the Dynamatic word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

12. Ultimatic

The word formation above derived from an advertisement from Suzuki as one of automotive product that launches his new product.
Table 15

The word origin of Ultimatic is Ultimate; that had additional elements to extend the meaning of ultimate with automatic. Ultimate words based on oxford dictionary means: most extreme; best, worst, greatest, most important. With the adjective elements that he has, extreme word often used in sentences like the following example:

- This race will be the ultimate test of your skill
- Silk sheets are the ultimate luxury

The word ultimatic contains two morphemes. There is one minimal unit of meaning is ultimate and one minimal unit of meaning is automatic. In the word ultimatic also have two elements of free morpheme ultimate and automatic which can stand by themselves as single words.

**Ultimate + Automatic**

(free) (free)

In these two kind of lexical morphemes also have word class, ultimate word has an adjective element and automatic word has an adjective element. In this derivation produce of new English word ultimatic. Ultimatic is one type of word formation that has an element of blending.

By getting an additional element the Ultimatic word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.
13. Salebration

The word formation above derived from an advertisement about midnight shopping and sale up to 80%.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebration</td>
<td>Salebration</td>
<td>Sale + Celebration</td>
<td>N + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 16

The word origin of Salebration is Celebration; that had additional elements to extend the meaning of sale with celebration. Celebration words based on oxford dictionary means: a special event that people organize in order to celebrate something. With the noun elements that he has, extreme word often used in sentences like the following example:

- Her triumph was a cause for celebration
- A party in celebration of their fiftieth wedding anniversary
The word salebration contains two morphemes. There is one minimal unit of meaning is sale and one minimal unit of meaning is celebration. In the word salebration also have two elements of free morpheme sale and celebration which can stand by themselves as single words.

**Sale + Celebration**

(free)            (free)

In these two kind of lexical morphemes also have word class, sale word has a noun element and celebration word has a noun element. In this derivation produce of new English word salebration. Salebration is one type of word formation that has an element of blending.

By getting an additional element the Salebration word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

14. **Synchronoised**
The word formation above derived from an advertisement from LA lights that promote music competition in Indonesia.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronize (N)</td>
<td>Synchronoised</td>
<td>Synchronize + Noise</td>
<td>V + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

**Table 17**

The word origin of Synchronoised is Synchronize; that had additional elements to extend the meaning of synchronize with noise. Synchronize words based on oxford dictionary means: to happen at the same time or to move at the same speed as something; to make something do this. With the verb elements that he has, extreme word often used in sentences like the following example:

- The sound track did not synchronize with the action
- Let’s synchronize our watches

The word Synchronoised contains two morphemes. There is one minimal unit of meaning is synchronize and one minimal unit of meaning is noise. In the word synchronoised also have two elements of free morpheme synchronize and noise which can stand by themselves as single words.

**Synchronize + Noise**

(free) (free)

In these two kind of lexical morphemes also have different word class, synchronize word has a verb element and noise word has a noun element. In
this derivation produce of new English word synchronoised. Synchronoised is one type of word formation that has an element of blending.

By getting an additional element the Synchronoised word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.

15. Richeese

![Richeese product]

The word formation above derived from an advertisement Richeese product.

<table>
<thead>
<tr>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese (N)</td>
<td>Richeese</td>
<td>Rich + Cheese</td>
<td>Adj + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>

Table 18

The word origin of Richeese is Cheese; that had additional elements to extend the meaning of rich with cheese. Cheese words based on oxford dictionary means: a type of food made from milk that can be either soft or hard and is usually white or yellow in colour; a particular type of this food: *Cheddar cheese*. 
The word Richeese contains two morphemes. There is one minimal unit of meaning is rich and one minimal unit of meaning is cheese. In the word synchronised also have two elements of free morpheme rich and cheese which can stand by themselves as single words.

**Rich** + **Cheese**

\[(\text{free}) + (\text{free})\]

In these two kind of lexical morphemes also have different word class, rich word has an adjective element and cheese word has a noun element. In this derivation produce of new English word richeese. Richeese is one type of word formation that has an element of blending.

By getting an additional element the Richeese word have an extra meaning. Blending is used and created to express a new word has a broader meaning. This word is express something with specific meaning.
A. Conclusion

As has been mentioned in the chapter I, the purpose of the study is to find out the process and kind of word formation that used in the advertisement. The corpus data are 15 advertisements that used word formation term as the style in their promotion. Based upon the analysis process in the chapter III, using the theory of word formation, as it has been explained in the chapter II, the writer comes up with the following conclusion:

<table>
<thead>
<tr>
<th>No.</th>
<th>Base</th>
<th>Word Formation</th>
<th>Input</th>
<th>Output</th>
<th>Type of word formation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Magnificent (Adj)</td>
<td>Magnifisound</td>
<td>Magnificent + Sound</td>
<td>Adj + N</td>
<td>Blending</td>
</tr>
<tr>
<td>2.</td>
<td>Adrenaline (N)</td>
<td>Soundrenaline</td>
<td>Sound + Adrenaline</td>
<td>N + N</td>
<td>Blending</td>
</tr>
<tr>
<td>3.</td>
<td>Surprise (N)</td>
<td>Sureprice</td>
<td>Sure + Price</td>
<td>N + N</td>
<td>Compounding</td>
</tr>
<tr>
<td>4.</td>
<td>Sensation (N)</td>
<td>Soundsation</td>
<td>Sound + Sensation</td>
<td>N + N</td>
<td>Blending</td>
</tr>
<tr>
<td>5.</td>
<td>Solution (N)</td>
<td>Soulnation</td>
<td>Soul + Nation</td>
<td>N + N</td>
<td>Compounding</td>
</tr>
<tr>
<td>6.</td>
<td>Fantastic (N)</td>
<td>Fashiontastic</td>
<td>Fashion + Fantastic</td>
<td>N + Adj</td>
<td>Blending</td>
</tr>
<tr>
<td>7.</td>
<td>Community (N)</td>
<td>Ecommunity</td>
<td>Ecology + Community</td>
<td>N + N</td>
<td>Blending</td>
</tr>
</tbody>
</table>
B. Suggestion

Through 15 of advertisement that used word formation as the data to be analyzed in this research, the writer found that mostly to represents its event in order to catch every reader attention to their product, or promotion. The combination of base word makes the advertisement more attractive and rich of meaning. The use of verbal in the advertisement really make people want to read it curiously, so the used of persuasive verbal like word formation is kind of creativity of advertiser to gain people or potential customers to stare the product, event or promotion offered.

The only suggestion from this research is, people need to learn more
about the verbal communication especially in the advertisement that informed some event, promotion or product. Every advertisement has the uniquely side when their used some verbal communication to catch every potential costumer. So that people is expected not only read the ads simply, because each language that created has elements to find out what actually the deep meaning in an advertisement.
BIBLIOGRAPHY


