

Meaning Shift on Indonesian Economic Terminologies Borrowed From English

Intan Ratih Kumaladewi (NIM. A2B009111)

Ayu Ida Safitri (NIP. 19790822 200801 2 013)

English Department, Faculty of Humanities, Diponegoro University, Semarang

2016

Jl. Prof. Soedarto, S. H. Tembalang Semarang 50275

ABSTRACT

Vocabulary development is intended to express an object that does not have a suitable expression as the object reference. It can be done through borrowing words from another language. In mass media such as newspaper, words borrowing are common to use. Often, these borrowed words experience meaning shift in the process.

The purpose of this research is to find the meaning shifts that occur in Indonesian economics terminologies borrowed from English which are obtained from the Economy Rubric of *Kompas* daily newspaper. I use analytical or referential approach and lexical meaning to find the meaning of Indonesian economic terminologies borrowed from English and its meaning components. The research is considered as a qualitative and descriptive research. I utilize *Padan* method involving referential and translational approaches.

There are three types of meaning shift appear in the Economic Rubric of *Kompas* daily newspaper, namely widening, narrowing, and total change. I also find meaning shift factors existing in the Economic Rubric of *Kompas* Daily Newspaper, namely linguistic causes, historical causes, social causes and the needs of new meaning.

Keyword: Economic terminologies, referential approach, lexical meaning and componential analysis.

1. Background of the Study

Vocabulary development is intended to express an object that does not have a suitable expression as the object reference. It can be done through borrowing words from another language. There are many borrowings words we can find in mass media, for example economic terminologies in economic rubric of *Kompas*

daily newspaper, because there are many foreign words coming from international terms that have no suitable translation in Indonesian although sometimes the meaning of those borrowed words itself have changed from the real meaning from its language which is called a meaning shift phenomenon.

Based on the description above, I am interested in doing a research about the meaning shift on Indonesian Economic terms borrowed from English obtained from the Economy Rubric of *Kompas* daily newspaper to explain the kind of meaning change occurs on those borrowing words. This research aims to describe the kinds of meaning shift find in the Indonesian economic terms borrowed from English in Economy Rubric of *Kompas* daily newspaper and to show the factors of meaning shift happened in Indonesian Economic terms borrowed from English found in the Economy Rubric of *Kompas* daily newspaper.

2. Theoretical Framework

2.1 Semantics

There are two kinds of approaches in the study of meaning, referential or analytical approach and contextual or operational approach. Pateda (2010:86) explained that “analytical approach wants to look for the meaning by deciphering the meaning into several main segments, while operational approach wants to observe the word usage.”

There is also another kind of meaning besides the operational and referential approach namely, lexical meaning. It is the meaning of the word when the word stand alone, either in a lexeme form or an affixed form where its meaning more or less fixed, like one that can be read in a dictionary (Pateda, 2010:119).

2.2 Componential Analysis

To describe the components of meaning, it is necessary to do the componential analysis to allow us providing definition for words in terms of few components (Palmer, 1983:110). To distinguish lexical element, there are two signs; plus (+) and minus (-) to show whether a word has the component or not when we conduct the componential analysis. Parera (2004: 159-160) shows three steps to analyse the components.

1. Choosing a set of words that we consider related.
2. Finding the analogies between those words.
3. Writing the semantic components or semantic composition on the basis of the previous analogies.

2.3 Borrowing

The example above shows that words may also be borrowed from another language to express a concept or to describe an object for which there is no obvious word available in the language they are using (Holmes, 2001:42).

Indonesian borrowing words from English belong to incorporated borrowings based on the definition which stated that whether the foreign words are adapted or not (yet) by the borrowers. It happens because the words can have adjustment on the spelling, the suffix and the letter of the Indonesian borrowing words from English.

The adjustment is regulated under *Keputusan Mendikbud Nomor 0543a Tahun 1987* which explains the rule of spelling adjustment of borrowing word, the rule of foreign suffix adjustment, the rule of letter adjustment of foreign last consonant, and the rule of letter adjustment of foreign last consonant that obtained a letter.

2.4 Semantic Change

In semantics, the change of meaning is called meaning shift. According to Chaer, (2009:140-144) there are five types of meaning shift.

1. Widening

It happens when a word which originally has only one meaning, but later has more than one meaning. For example, the word '*saudara*' that means 'siblings' is extended 'into anyone related by blood' and then expands again into 'anyone who has similar origins'.

2. Narrowing

It occurs when a word which originally has more than one meaning change has only one meaning. For example, the word '*sarjana*' which means 'clever' or 'intellectual' is narrowed into 'those who has graduated from universities'.

3. Total Change

It happens when the original meaning of a word is changed and has no original meaning in its new meaning. For example: the word '*pena*' which originally means 'feather' is turned into 'stationary that used ink'.

4. Eufemia

It occurs when the meaning of a word is still remaining. The word only has been changed into a more polite way in its delivery. For example, the word '*penjara*' or '*bui*' is replaced with '*lembaga pemasyarakatan*'.

5. Coarsening

It attempts to replace a word which has a subtle meaning or ordinary meaning to a word which has a rude meaning. For example, the word '*tuna netra*' is replaced with '*buta*'.

2.5 Factors of Meaning Shift

Ullmann (in Pateda 2010:163-168) explained some factors causing meaning shift as follows.

1. Linguistic Causes

It happens when the meaning shift is related to phonology, morphology, and syntax. For example, the word '*sahaya*', which at first means 'slave', is shifted into *saya* which means 'I' (a pronoun of first person).

2. Historical Causes

It occurs when the meaning shift is related to a word development that is related to object, institution, idea or scientific concept. For example, the word '*symposium*' which is related to idea, which at first means 'joyous events to drink, eat, and dance', is shifted into 'scientific gathering'.

3. Social Causes

It happens when the meaning shift is related to a word meaning development in society. For example, the word '*gerombolan*', which at first means 'people who gather together', possesses a negative meaning because it is always connected to people who gather to create trouble or 'a gang'.

4. Psychological Causes

It occurs when the meaning shift is specified to emotive factors and taboo. For example the word 'lord' in English is used to mention the name of God.

5. Foreign Effect

It happens because of the interaction between one nation to other nation. For example, the word 'paper' which means '*kertas*' in Indonesian is now associated with 'scientific work'.

6. The Needs of New Meaning

The meaning shift occurs because of the needs of new word to refer to a new discovery. For example, the word 'tank' which at first means 'a container for liquid or gas' has a new meaning into 'an armoured vehicle that was found in World War I'.

3. Research Methodology

The data in this research are Indonesian Economic Terminologies borrowed from English which are obtained from Economy Rubric of *Kompas* daily newspaper from 1st December 2014 to 6th December 2014 as the data source. The population in this research is 38 Indonesian Economic Terminologies borrowed from English with the samples of this research are 11 terminologies which undergo meaning shift phenomenon.

To collect data, I use *metode simak* or observation method which requires data observation. Then, I apply *teknik sadap* or tapping technique, *teknik simak bebas libat cakap* or non-participant technique, and *teknik catat* or note-taking technique consecutively to obtain more accurate data.

To analyse the data, I use the *padan* method to analyse the data by using its sub-methods, namely referential and translational method. Referential method determinants are the kinds of meaning shift and the factors of meaning shift. Translational method determinants are the rules of spelling adjustment of borrowing word, foreign suffix adjustment, letter adjustment of foreign last consonant and letter adjustment of foreign last consonant that obtained *a* letter.

Then, I sort the Indonesian economic terms borrowed from English into different kinds of meaning shift and the factor influencing it by using the

referential competence-in-dividing technique. Then, the translational competence-in-dividing technique is used analyse the word spelling, suffix, and letter adjustment to find the borrowing word. Next, I find the Indonesian economic terms borrowed from English and the English economic terms meaning by using *Kamus Besar Ekonomi* and Dictionary of Economics by applying equalizing technique.

Last, I analyse the Indonesian economic terms borrowed from English and the English economic terms meaning by using the componential analysis by applying differentiating technique. I classify the data by the kinds of meaning shift and the factor influencing it by applying equalizing the main point technique.

4. Discussions

4.1 Type of Meaning Shift

There are three kinds of meaning shifts happen to Indonesian economic terminologies borrowed from English recorded from Economic Rubric of *Kompas* daily newspaper, namely widening, narrowing, and total change. These will be explained further as follows.

4.1.1 Widening

It is happening when a word which originally has only one meaning has more than one meaning after it is translated. For example, ‘*properti*’ which is derived from ‘property’ has a spelling adjustment of borrowing word from ‘-y’ to become ‘-i’.

In Dictionary of Economics (2006:160), ‘property’ means ‘land and buildings’, while in *Kamus Besar Ekonomi* (2007:362), ‘*properti*’ means “the number of assets, including cash, which can be transferred from one person or party to another person or party.”

In addition, the components of the word ‘property’ and ‘*properti*’ can be formulated by using componential analysis as it is shown in the table IV.2.

Table.IV.2. Componential Analysis of Property and *Properti*

Components	Property	<i>Properti</i>
Cash	-	+
Land	+	+
Building	+	+
Intangible asset	-	+

From the explanation above the meaning of *'properti'* has been widened from the real meaning of 'property'. It is shown by the components of *'properti'* [(+) cash and (+) intangible assets] which is different from the component of 'property'.

4.1.2 Narrowing

It is occurred when a word which originally has more than one meaning change has only one meaning after it is translated. *'Kompetisi'* is one of the terms that experiences narrowing which is borrowed from the English word 'competition' has a spelling adjustment of borrowing word from 'c' to become 'k' in front of 'o' and has a foreign suffix adjustment from '-tion' to become '-si'.

Based on Dictionary of Economics (2006:34), 'competition' means "the action of companies or individuals who are trying to do better than others, to win a larger share of the market, to control the use of resources, etc."

Meanwhile, according to *Kamus Besar Ekonomi* (2007:110), *'kompetisi'* means "a continuous rivalry among various companies to seize the market and to determine the market prices."

In addition, the components of the word 'competition' and *'kompetisi'* can be formulated by using componential analysis as it is shown in the table IV.6.

Table IV.6. Componential Analysis of Competition and *Kompetisi*

Components	Competition	<i>Kompetisi</i>
Rivalry	+	+
Among companies	+	+
Among individuals	+	-
To win the market	+	+

From the explanation above, the meaning of *'kompetisi'* has been narrowed from meaning of 'competition' since there is no 'rivalry among the individuals' in the meaning of the word *'kompetisi'*.

4.1.3 Total Change

It is happened when the original meaning of a word is changed and has no original meaning in its new meaning. *Suplai* is one of the terms that experiences total change which is borrowed from the English word 'supply' has a spelling adjustment of borrowing word from double consonant 'pp' to become single

consonant ‘p’. The meaning of Indonesian economic terms ‘*suplai*’ has a total change from the English economic term ‘supply’.

Based on Dictionary of Economics (2006:196), ‘supply’ means “the quantity of a good or service which is needed and is available for sale”, while ‘*suplai*’ in *Kamus Besar Ekonomi* (2007:400) means “the quantity of goods/services offered on a certain price level, timing, and market.”

In addition, the components of the word ‘supply’ and ‘*suplai*’ can be formulated by using componential analysis as it is shown in the table IV.11.

Table IV.11. Componential Analysis of Supply and *Suplai*

Components	Supply	<i>Suplai</i>
A need of good or service	+	-
An offer of good or service	-	+
Good/service for sale	+	+
Good/service provided at certain price	-	+
Good/service provided at certain time	-	+

From the explanation above, it can be concluded that ‘*suplai*’ has a total change in meaning from ‘supply’ because there is a different activity between them. ‘Supply’ is a need of good or service, while ‘*suplai*’ is an offer of good and service provided at a certain price and time.

4.2 Factors of Meaning Shift

Several factors influencing the meaning of Indonesian economic terminologies borrowed from English taken from Economic Rubric of *Kompas* daily newspaper are linguistic causes, historical causes, social causes and the needs of new meaning. These causes will be explained further in this sub-section.

4.2.1 Linguistic Causes

Linguistic causes happen when the meaning shift is related to phonology, morphology, and syntax. For example, *administrasi*. Since administration borrowed into Indonesian, administration changed into *administrasi* after received foreign suffix adjustment from –tion to -si. The term’s meaning is no longer ‘staff that is appointed by a court and only manage company’s affair which is in difficulty’, but ‘staff appointed by the company and implement policies to achieve company’s goal’.

4.2.2 Historical Causes

Historical causes occur when the meaning shift is related to a word development that is related to object, institution, idea or scientific concept. For example, *deflasi*. It occurs that *deflasi* has changed regarding to the concept of the act from deflation. Deflation is not only reducing the money supply, but also the interest rates in economic activity which in *deflasi* is only reducing the money supply, but it is not reducing the interest rates.

4.2.3 Social Causes

Social causes the meaning shift happened when the meaning shift is related to a word meaning development in society. For instance, the word *komoditas* which borrowed from commodity has a social cause the meaning shift. Commodity means something sold in very large quantities, especially raw materials and food such as metals or corn. *Komoditas* means raw material that is classified according to quality with the standard of international trade or goods that commonly trade to meet human needs either as consumption or production. It means that Indonesian people refer '*komoditas*' to something with a certain quality.

4.2.4 The Needs of New Meaning

The needs of new meaning in meaning shift occurred because of the needs of new word to refer to a new discovery. For example, the word *konsumsi* which is borrowed from consumption gets new innovation in its meaning. '*Konsumsi*' no longer has the meaning of purchasing goods or services from 'consumption'. It has changed into that of spending or reducing the utility of goods.

5. Conclusion

There are three kinds of meaning shifts occurred in the Indonesian economic terms in the Economy Rubric of *Kompas* daily newspaper from 1st December 2014 to 6th December 2014, namely widening, narrowing, and total change. As eufemia and coarsening are mainly on adjectives, these two kinds of meaning shifts are not found in the rubric.

The definitions of the terminologies are compared to each other with the help of the Dictionary Of Economics in English and *Kamus Besar Ekonomi* in Indonesian, which means that the definition for the vocabularies are restricted

only in certain aspects of economic objects. In addition, there are terms that not have meaning shift because these Indonesian terms derived directly without any meaning change from its English terms.

I also find the factors influencing the meaning shift of those terms, namely linguistic causes, historical causes, social causes and the needs of new meaning. I do not find Psychological causes and because the borrowed terms do not involve emotive factors and taboo words. I also do not find Foreign Effect since Indonesian economic terms restricted only in certain aspects of economic objects. Therefore there is no language development that causing meaning shift.

6. References

- Chaer, Abdul. *Pengantar Semantik Bahasa Indonesia*. Revised ed. Jakarta: Rineka Cipta, 2009.
- Collin, P.H. *Dictionary of Economics*. London: A & C Black Publishers Ltd, 2006.
- Holmes, Janet. *An introduction to Sociolinguistics*. 2nd ed. England: Pearson Education Limited, 2001.
- Jendra, Made Iwan Indrawan. *Sociolinguistics: The Study of Societies' Languages*. Yogyakarta: Graha Ilmu, 2012.
- Nawawi, Hadari. *Metode Penelitian Bidang Sosial*. Yogyakarta: Gadjah Mada University Press, 2012.
- Palmer, F.R. *Semantics*. 2nd ed. Cambridge: Cambridge University Press, 1983.
- Parera, J.D. *Teori Semantik*. Jakarta: Erlangga, 2004.
- Pateda, Mansoer. *Semantik Leksikal*. 2nd ed. Jakarta: Rineka Cipta, 2010.
- Sudaryanto. *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan secara Linguistis*. Yogyakarta: Duta Wacana University Press, 2001.
- Ullmann, Stephen. *Semantics, an Introduction to the Science of Meaning*. (Adapt), *Pengantar Semantik*. Adapt. Sumarsono. Yogyakarta: Pustaka Pelajar, 2007.
- Winarno, Sigit and Sujana Ismaya. *Kamus Besar Ekonomi*. Bandung: Pustaka Grafika, 2007.