WORD FORMATION PROCESSES OF THE TERMS USED BY CLOTHES ONLINE SHOPS IN *BLACKBERRY MESSENGER*

THESIS

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ABSTRACT

As the language develops every time, there are new languages and terms emerge day by day in the society. A new language and term use new words that we can relate to the one of linguistics branches of the morphological aspect namely word formation process. Word formation process is the process of creating new word and terms from the use of old words. One of the language phenomenon is in the practice of language used in online shop business specifically clothes online shops sold in *Blackberry Messenger* in *Blackberry* Smartphone. Clothes online shop is a popular shopping way nowadays because it offers the practical way of shopping for the buyers. People as the consumer prefer to buy their clothes practically by using Internet in clothes online shops rather than going to the clothes shops such as boutiques, mall, department store, or traditional market. Clothes online shop is the clothes shop which sells many clothes of man, woman and also children by uploading their pictures via Internet as the main marketing tool. It is sold via websites or social media such as *Twitter*, *Facebook*, *Instagram*, *Blackberry* Messenger, and many others. In this case, the writer observed the clothes online shops which are sold in *Blackberry Messenger* through the group conversation and clothes information in clothes online shops. This research is aimed at finding out; (1). The list of the terms used in clothes online shops, also (2). The word formation processes of the terms used by clothes online shops.

WORD FORMATION PROCESS

Yule (1985, p.53-60) defines word formation process as a way of forming and creating new words from the use of old words. Bauer (1983, p.1) argues that the use of word formation is of value when the rules for the formation of words are not identical with the rules for the formation of sentences. It means that word formation is specifically formed words with the certain processes. According to Yule (1985, p.53-60) it is stated that there many types of word formation processes. They are

coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, prefix and suffix, and multiple processes.

1. Coinage

Coinage process as the way of creating the new word with referring to the most topical sources which are invented to the trade names for certain commercial products. Than it is become the general terms used in society. As the examples are the commercial products such as Aqua, Indomie, Soklin, Honda, and so on. People tend to call any mineral water's product with "**Aqua**", although the brand is "Club" or "Anda".

2. Borrowing

Borrowing process is the way of creating new word with taking over of words from other languages and using continually in society. For example the word **umbrella** in English has borrowed from Italian in 1609.

3. Compounding

Compounding process as the way of creating new word with joining of two separate words into a single form to describe something new. For example the two words *wall* and *papper* which have different meaning taking together become a single form of word as **wallpaper** which has a different meaning from those two words.

4. Blending

Different from compounding process that is joining two separate words into a single form, blending process has a little bit difference. Blending process is the way of creating new word with combining two separate forms of words to produce a single new term. Typically blending process is accomplished by taking only the beginning of one word and joining it to the end of the other word. For example the term *brunch* for breakfast and lunch and the term *modem* for modulator and demodulator.

5. Clipping

Clipping is the process of reducing the elements of word. This process occurs when a word of more than one syllable is reduced into a shorter form. As the example the word advertisement becomes *ad* and the word brother becomes *bro*.

6. Backformation

Backformation is specialized type of reduction process. Typically a word of one type (e.g noun) is reduced to form a word of another type (e.g verb). For example the word babysitter becomes *babysit* and the word donation becomes a verb *donate*.

7. Conversion

Conversion is the process of changing the function of words. For example the words in the form of noun changes become verb. It sounds similar with backformation process but actually it is different. In conversion process, it is without the occurrences of reduction process. Yule (1985, p.57) states that conversion also can be mentioned as category changes and functional shift. For example a noun chair

become verb in the statement "we have to *chair* this meeting" and a verb stand up changes become a noun "*stand up* comedy".

8. Acronym

Acronym is the process of creating new word with forming from the initial letters of a set of other words. For example the long word Automatic Teller Machine becomes *ATM*.

9. Derivation

Derivation process as the way of creating a new word that accomplished by means of a large number of small bits (e.g affixes) of the English language which are not usually given separate listings in dictionaries. For example the word elements *un-, mis-, pre-, -ful, -less* which appear in words **un**happy, **mis**information, **pre**judge, meaning**ful**, and care**less** are called affixes.

10. Prefixes and Suffixes

Both prefixes and suffixes processes are included into affixes. Prefixes are the affixes which are added at the beginning of the words (e.g un-, mis-, im-). While he defines suffixes are the affixes which are added at the end of the words (e.g –less, -ness, -ish). As the example of prefixes are **un**forgettable, **mis**understanding, and **im**possible. While, the examples of suffixes are use**less**, loneli**ness**, boy**ish**, and so on.

11. Multiple process

Multiple process is the way of creating a new word with more than one processes at work in the certain word. For example the word *waspish* is coming from the word White Anglo-Saxon Protestant as the acronym process because it is abbreviated into the initial letter "wasp" and then, it is added with the suffix –ish as the derivation process.

RESEARCH METHOD

The writer used document analysis as the research method. Document analysis is used as the method to get the list of the terms used in clothes online shops based on the clothes information and group interaction to answer the first problem. The writer also did an interview as the instrument to get the data about the meaning of the terms. The writer took three clothes online shop groups in *Blackberry Messenger* based on their selling system; *Starmoon Fashion* (wholesaler), *Ochilicious Shop* (retail), and *Fey Collection* (wholesaler and retail). Then, the writer classified and analyzed their terms into the word formation process to answer the second research problem.

NO.	TERMS	MEANING	COI	BOR	COM	BL	CL	BF	CON	ACR	DER	P&S	MP
1.	PO	Purchase Order, Pre-Order											√
2.	Open PO	Open Purchase Order, Open Pre-Order											√
3.	Close PO	Close Purchase Order, Close Pre-Order											√
4.	LD	Lingkar Dada								√			
5.	PD	Panjang Dress											√
6.	Fit	Muat		√									
7.	Matt	Material											√
8.	Ready	Siap kirim, Tersedia		√									
9.	Ori	Original											√
10.	Sr	Seri					√						
11.	Pcs	Pieces											√
12.	Ecer	Satuan, Perbiji						√					
13.	Kw	Kualitas					√						
14.	Sis	Sista, Sister											√
15.	Min	Minimal					√						
16.	Combi	Combination											√
17.	Free	Gratis, Bonus		√									
18.	TT	Transfer Transaction											√
19.	Return	Tukar		√									
20.	Keep	Simpan Pesanan		√									
21.	Join	Gabung		√									
22.	All size	Satu Ukuran											√
23.	Sup	Supplier											√
24.	Couple	Pasangan		√									
25.	PM	Private Message											√
26.	Wait	Tunggu		√									
27.	Cancel	Batal		√									
28.	Rekap	Rekapitulasi						√					
29.	Booked	Sudah Dipesan											√
30.	Dropship	Kirim dari Supplier											√
31.	Eks	Ekspedisi					√						
32.	Murmer	Murah Meriah				√							
33.	Inner	Baju Dalam											√
34.	Mix	Campur		√									
35.	W	Warna								√			
36.	Set	Setelan, Satu paket		√									
37.	@	Masing-masing, Per	-	-	-	-	-	-	-	-	-	-	-
38.	Limit	Limited, Limitation											√
39.	Semi	Mirip		√									
	TOTAL		0	12	0	1	4	2	0	2	0	0	17

RESULT

The result of this research showed that there were 39 terms used in clothes online shops which have total 38 terms containing word formation processes. There were 17 terms of multiple process, 12 terms of borrowing process, four terms of clipping process, two terms of acronym process, two terms of backformation process, and the last is one term of blending process. There was one term (@) that cannot be classified into word formation process because it is included into a symbol. Therefore, there were only 38 of 39 terms that can be analyzed by using the word formation process.

CONCLUSION

As we can see from the result, it shows that word formation process theory plays the important roles in the word construction in a language. It is showed with the existence of word formation process found in the clothes online shop's terms. Besides, it also shows that Indonesia as a developing country is more familiar with technology development. It is showed with the great development in shopping sector with the existence of online shop by using Internet technology. Due to its development, online shop can be a solution to save our precious time nowadays.

Indonesia also shows great development by the openness and adeptness many new things. For example the acceptance of other language, Indonesian people are more familiar with English as an international language. As we know, English is an international language used by almost every nation in the world. The other example is the acceptance of new culture and fashion such as Korean culture and style. It is usually called as *Korean Wave* that being the most popular style in Indonesia nowadays. It can be concluded that in this modern era, Indonesian has great development with expansions in many sectors and more open minded with an international thinking by the acceptance with other languages and cultures. As a developing country, Indonesia should have an international thought and accept many changes and developments for a better generation.

Finally, writer suggests the future researchers to enrich the field of morphology, by possibly exploring other numerous up to date object with different theory for word formation process. Moreover, they can correlate their researches with the technology development in the society that employ the technique of word formation processes.

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