CHAPTER I

INTRODUCTION

This chapter discusses the background of study, the statement of problem, the purposes of study, the significance of study, the scope of limitation and the definition of key terms.

1.1 Background of Study

“Language is often viewed as a vehicle of thought, a system of expression that mediates the transfer of thought from one person to another” (Finegan, 2004:8). Language is organized in the mind and the social structures of human communities are reflecting those structures in expression and interpretation. We are intimately familiar with at least one language, our mother tongue. As Chomsky (cited in Fromkin, 2003) stated that, “when we study language, we are approaching what some might call the ‘human essence,’ the distinctive qualities of mind that are, so far as we know, unique to man.” This means that we can study about language science because we have something which is used to think that makes human different with others.

When we know a language, we can speak and be understood by others who know the language. It establishes that we have the capacity to produce sounds that signify certain meanings and understand or interpret the sounds produced by others.

The development of language is influenced by the society. The different background of society also creates a new language which is only known by the society itself. It has been a characteristic of human being to create something new,
including language. In fact, human creates new language not only for their certain identity in society but there is also human, or some, creates a new language for their own.

Linguistic is the study which explains about language. Finegan (2004) argued that linguistic can be defined as the systematic inquiry into human language—into its structures and uses and the relationship between them, as well as into the development and acquisition of language. The branch of linguistics are the sound system (the phonology), the structure of words (the morphology), how words may be combined into phrases and sentences (the syntax), the ways in which sounds and meanings are related (the semantics) and the words or lexicon. The sounds and meaning of these words are related in an arbitrary fashion. The gesture used by signer is also arbitrarily related to their meaning. Language, then, is a system that relates sounds (or hand and body gestures) with meanings.

Fasold (2006:59) stated that morphology is the branch of linguistics that is concerned with the relation between meaning and form, within words and between words. Morphology literally means ‘the study of form’ – in particular, the forms of words. All languages, whether spoken or signed, have word forms.

Word typically has internal structure and in particular they consist of smaller units called morphemes. For example water, table, door, chair, cook, and read. Furthermore, the word reading consists of two morphemes. The first morpheme is read, it is called free morpheme because those word can stand alone. The second morpheme is –ing from the word reading, it is called bound morpheme because those word cannot stand alone.
Word formation is the creation of new words. By learning word formation people will know and understand about kind of words and the origin of word. Plag (2003) claimed that the way in which new words are created is called as word formation process. When people create new terms of words, they make word formation at the same time. This means that they can use word formation to understand the form of new words.

A study about the word formation processes has been conducted by Nasikah (2005). In the study, the researcher investigated the word formation processes on the terms used in Microsoft Word 2000 and their function. The result of the study showed that from 40 terms that were selected, 21 terms were compounding (full screen, auto correct, auto format table, change case, print preview), 2 terms were clipping such as Del and Tabs and 3 terms were acronym TOL, TOA and RTF. Furthermore, 14 terms were derivation, for examples, animation, insertion and version, replace, undo, borders, numbering, drawing. In addition, it was found that the terms had some constructions and each function has its own function.

Another previous study about word-formation processes was a study on outdoor advertisement conducted by Anggraeni (2011). The result of the study found that 40 terms are compounding, 4 are borrowing, 13 coinage, 7 are initialization and acronym, 11 are blending, 9 are clipping, 1 is conversion, 9 are confection, and 6 are derivation. From the result, the researcher concludes that compounding is the dominant one which is used in Semarang billboard’s advertisement.

Based on the explanation above, the writer is interested in investigating word formation process since many students are difficult to understand about word-
formation in linguistic field. The writer chooses to investigate the word formation process on beauty products because the writer wants to make students realize that they can learn English from things around them, for example, on things that they are familiar with, in this case, a beauty products. Most people use this thing every day especially woman. However, they do not know and do not realize about how the word is formed and how to analyze the word-form. Furthermore, Dhitos beauty salon is chosen because it is the biggest and the most representative beauty salon which is located in Sumbermanjing Kulon, Pagak, Malang.

1.2 Statement of Problem

1) What are the terms found in beauty products at Dhitos beauty salon?

2) What kind of word-formation process found in beauty products at Dhitos beauty salon?

3) What is the meaning of terms in beauty products at Dhitos beauty salon?

1.3 Purpose of Study

1) To know the terms found in beauty products at Dhitos beauty salon.

2) To know the kind of word formation process in beauty products at Dhitos beauty salon.

3) To know the meaning of terms in beauty products at Dhitos beauty salon.

1.4 Significance of Study

The result of the study is expected to enrich the studies about linguistics. The writer hopes that this study will be useful for both the English lecturers and the learners. For the English lecturers, it may become an additional reference in studying and teaching linguistics subject especially about morphology, the word-formation
process. For students, this study will assist them to understand deeply about the word-formation process. The writer hopes that this study is constructive for students, they could make it as references in learning linguistic, especially in word formation process. Besides, it could enrich students’ vocabulary mastery in technical terms. In addition, it will make the readers understand that they may get many lessons from their surroundings.

Furthermore, the result of this study is also expected to give contribution for further researcher. It can be used as a reference and expand the information in doing a similar research. Moreover, it also gives essential inputs for the development of linguistic.

1.5 **Scope and Limitation**

Based on the background of the study, the study has scope and limitation. The study is intended to identify and to describe the word-formation process of beauty products. Moreover, it limits only on the beauty products in Dhitos beauty salon.

1.6 **Definition of Key terms**

To avoid misunderstanding and misinterpretation, the following key terms are defined:

1) Analysis is the detailed study or examination of something in order to understand more about it.

2) The terms are the names of each product at Dhitos beauty salon.

3) Word Formation Process is the process of constructing words from the existing materials.
4) Beauty products are the products or items that used to keep beauty, such as comb, compact powder, eye shadow, and lipstick.

5) Dhitos Beauty Salon is a beauty salon located in Jl. Ahmad Yani 21 RT 27 RW 08 Sumbermanjing Kulon, Pagak. Malang.