CHAPTER I
INTRODUCTION

This chapter discusses research background, research problems, research objectives, research significance, scope and limitation, and definition of key terms.

1.1 Research Background

As an individual and social creature, human cannot communicate or interact with other people without using language as communication tool. Wardhaugh (1992) explains “language is a system of arbitrary vocals symbols used for human communication” (p.3). It means that the communication can change. Nowadays, language develops so fast and new languages emerge day by day in the society. A new language and new word is the form of word formation which is one of linguistics branches of the morphological aspect.

Word formation is a morphological and sometimes grammatical process that aims at creating new words and terms from the use of old words. According to Yule (2010), the processes of forming the new words are called word formation process (p.60). Mc-Carthy (2002) defines word formation is a way to create new words (p.4). One of the language phenomena is in the style of language that is used by online shop business specifically clothe online shop in Shopee.

Shopee is a shopping site that provides fashion and lifestyle needs consisting of products from various brands, both locally and internationally (Rafsandjani, 2018). Shopee is available in 7 countries which are Singapore, Malaysia, Philippines, Indonesia, Taiwan, Thailand, and Vietnam. In Indonesian
Shopee there are several clothe online shop accounts that use the form of word formation.

Jolie Clothing Official Shop is an official account in Shopee platform. Jolie Clothing is a self manufactured local brand. They sell blouses, dresses, blazers, and pants. Callie Cotton Official Shop is an official account in Shopee platform. Callie Cotton also sells jumpsuits, dresses, blouse, and pants. There are some samples of word formation process in both online shops. The first is the word *handwash* that belongs to compounding because it is joining two separate words into a single form. The next is the word *petite* that belongs to borrowing. *Petite* is the feminine form of little in French. The last is the word *PCS* that belongs to acronym, *PCS* is the initial letter of the word *pieces*.

There are some studies of word formation process which have been investigated by previous researchers such as Novita (2017), Tumiayah (2011), and Putri (2015). The first previous study is “Word Formation in Andrea Hirata’s Rainbow Troops” which has been investigated by Novita (2017). Her research explains two processes of O Grady’s word formation theory. The first was morphological process with fourteen types of word formation such as internal change, suppletion, reduplication, conversion, clipping, blending, backformation, acronym, onomatopoeia, borrowing, coinage, invention, and compounding. The second was affixation such as prefix, suffix, and multifix.

Second previous study is “The Word Formation Analysis on the Article (Are These the Best Years of Your Life?)” which has been done by Tumiayah (2011). The result of her study, there are six processes found. Those are compounding, acronym, derivation, conversion, borrowing, and multiple
processes. The type of word formation process which is often used in the article is derivation process.

The last previous study is “Word Formation Processes on Jargon Used by Coffee Corner Barista for Indonesia Latte Art Championship in Terms of Pedagogical Unit” which has been done by Putri (2015). The writer found that there were 68 (sixty eight) jargons. Those 68 jargons underwent seven word formation processes. There are blending, borrowing, coinage, compounding, acronym, derivation, and multiple processes.

Based on the previous studies above, it is important to analyze terms into the word formation process used by Jolie Clothing Official Shop and Callie Cotton Official Shop in Shopee. There are two reasons why the writer wanted to analyze word formation process. The first is that there is none English Language Department student of Muhammadiyah Malang who investigated Shopee (Digital Library of Muhammadiyah Malang). The second reason, nowadays Shopee is a very famous e-commerce in Indonesia. Accordingly, the writer conducted this research by using Shopee as an object to keep updating latest development of language used in online shop trend.

1.2 Research Problems

Based on the research background above, the research problems can be formulated as follows:

1. What are the types of word formation process used in Jolie Clothing Official Shop and Callie Cotton Official Shop?
2. What is the dominant type of word formation process used in Jolie Clothing Official Shop and Callie Cotton Official Shop?
1.3 Research Objectives

Based on the research problems, the research objectives are presented below:

1. To find out the types of word formation process used in Jolie Clothing Official Shop and Callie Cotton Official Shop.
2. To come up with the dominant type of word formation process used in Jolie Clothing Official Shop and Callie Cotton Official Shop.

1.4 Research Significance

Practically, the result of this study provides explanation of word formation and it is expected to give contribution to the development of linguistics and language, particularly sociolinguistics, morphology, and morpheme.

Theoretically, the result of this study hopefully will be useful for the readers and it will make them easier to catch the meaning and know the kinds of word formation.

1.5 Scope and Limitation

The scope of this study is the writer only focuses on the terms of word formation process used by clothe online shop in Shopee. The limitation of this study is the word formation process in Jolie Clothing Official Shop as Shopee Mall that has 4,300 followers and Callie Cotton Official Shop as Shopee Mall that comprises 2,800 followers.

1.6 Definition of Key Terms

To avoid misunderstanding about the meaning, the writer provides key terms of the title as follows:
1. Word Formation

According to Lieber (2009), word formation or lexeme formation is a morphological study about the process of forming new words from old ones, which can change the category of a word and add important meaning, or only change the category of a word but not add important meaning, and vice versa.

2. Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support. Shopee has a wide selection of product categories ranging from consumer electronics to home & living, health & beauty, baby & toys, fashion and fitness equipment (Shopee, 2019).


Jolie Clothing Official Shop is a self manufactured local brand established early 2014 in Jakarta, Indonesia. Jolie is directed to be breakthrough brand that values fun and freshness delivered through every collection (Jolie Clothing Official Shop, 2015).

Callie Cotton Official Shop is fashion brand that was established in 2017. “Callie” comes from a woman who really loves fashion. Styling, designing, and exploring are what she loves the most meanwhile “Cotton” itself is taken from the main material of clothes (Callie Cotton Official Shop, 2017).