

CHAPTER I

INTRODUCTION

There are some points to discuss in this chapter such as background of study, significance of the study, scope and limitation of the study.

1.1 Background of the Study

Language is the most important thing for society. Every group of community uses language to exchange information. In expressing human feeling through language, people use words to convey their message. People with different language can be problem in doing communication. The result of phenomena is the mixture of some languages which became loan word that has new meaning. Linguistic that discusses about word and meaning is Morphosemantic. Morphosemantic defined as the semantic analysis of words through its constituent morphemes (Dorais, 2016). This study examines how to analyze, describe, and classify meaning by words in a language.

Indonesian is a national language used by Indonesian society. In this era, Indonesian has been growing overtime. It is caused by the development in the life patterns change of the speaker. It is exemplified by the increase of new words in a language every year. Every language needs new vocabulary, especially Indonesian. Indonesian needs English lexical borrowing (Rohbiah, 2020). It is due to some words in Indonesia which are not originally from Indonesian words. One form of language development is the existence of borrowing words. Borrowing is the taking over of words from other languages (Yule, 2020). Besides, borrowing words are words taken from foreign language that have been adapted by the speaker of the native language. Loanword is the impact of foreign language influence. This impact happens because no language has completed term in expressing all interpretation.

Indonesian words have absorbed words from other languages. This is due to the Linguistic science which classifies some types of borrowing words. Hockett (1958) in his book "A Course in Modern Linguistics" stated that borrowing words have three types such as loanwords, loanshifts, and loanblends. Loanwords are borrowing words that adopt the pronunciation and spelling form the original word, for example the word *kredit* in Indonesia derived from the word *credit* from English.

Loanshifts are borrowing words that adapt words from native language into new meaning, for example the word *konferensi pers* in Indonesia derived from the word *press conference* from English. Loanblends are borrowing word that uses foreign lexical which contains the combination of morphological substitution and importation, for example the word *terverifikasi* from Indonesian derived from the word *verified* from English.

The creation of new words in a language never stop, English is one of the biggest sources of vocabulary enhancement (Yule, 2020). Indonesian has been influenced by foreign languages, one of them was influenced by English. The development of English influence their words has been borrowed to Indonesian (Anggraeni, 2021). It caused by the position of English as international language made English becomes the highest foreign language that used in Indonesia. It can happen because Indonesian considers English as a language which is important to learn. There are quite number of educational institutions that implement English language learning in Indonesia such the kindergarten level until university level. Meanwhile, since the first time at school, precisely in the growing period, children have been faced with English which can affect the use of language when they are growing. The position of English as a trendy language also becomes one of reason for the influence of loan words on Indonesian. In addition, English considers as the language of interest to uphold the social dignity of the speaker. Indonesian people believe that people who used English considered as clever person.

In borrowing words from other languages, giving some influences on the language that absorbs the words. One of them has an impact on the loan words used to change their meaning from original language. This is due to the development of language over time. According to Baugh (2002) words undergo meaning changes and that illustrated from each language period. The time period since the emergence of loanwords from the original language to the absorbent language is the reason why a word undergoes a change in meaning.

Borrowing words are found in Indonesian mass media frequently. According to Sneddon (2003) English-publications, films and television have fully contributed to Indonesian. He also tells that new words can appear highly speed when the words

used in mass media. It is the reason for the new words from borrowing word can spread rapidly. The publication that contains of the latest information can be exemplified such as newspaper, magazine, pamphlet, etc. In this modern era, people access information through online media, one of them is news in the online version. Online news gets much consumption because of the convenient entrance. News is necessity for human to understand the conditions of life around them. Meanwhile, language can be growing faster through news.

People nowadays prefer to choose online-news rather than newspaper. Online-news chosen to be source of updated information because it is easier to access anywhere and it does not pay more than the newspaper. Furthermore, human needs information to complete their knowledge about something happening around. Popular newspapers and magazines play a big role as fertile producers of new words (Baugh, 2002). Online-news is one of the mass media which the articles mostly contain borrowing words. The excuse of this phenomena is because online news gives the fresh information so that the journalist of online news uses the popular words which are many of the words taken from English language.

Detik.com is one of the online-news which is frequently read by Indonesian people. This news media has been existed since 1998. This website focuses in spreading news on the online media not in printed media, this portal news relies on its revenue from advertising. *Detik.com* has some fields on its portal such as travel, food, entertainment, politic, health, sport, etc. In addition, this website also focuses to share news based on the newest news that is happening. Based on the Reuters Institute (2022) tells that *Detik.com* is the most popular news website in Indonesia 2022. This portal gets a popularity because their contents which updated in every field. This web gets higher readership with consumption on average once a week. Meanwhile, there is high readership of the *Detik.com* to access this portal news every day. Automatically, many readers know the loan word through content in news.

Batik Day as a commemoration of batik culture for the people of Indonesia is commemorated on October 2nd. Since UNESCO established batik day, this needs to be considered important for the people of Indonesia. This commemoration can

also be seen from several media publications such as online news. There are some articles about Batik Day that become a reminder so that people are aware of the importance in preserving batik. In news articles, many terms are used related to Batik Day. The researcher chooses some articles on Batik Day for some reasons such as honoring Batik Day and knowing the borrowing term used in articles related to Batik Day.

The previous studies have used borrowing word as the topic of analysis. There are previous study related with the present study entitled “English Borrowing Patterns Found in *Kompas.com* Articles Related to Youth Pledge Day On 28 October 2014” by Pinta Dianing Tamara (2015). The study analyzes the patterns of borrowing by applying Baker and Jones (1998) and the study analyzes the equality of the Indonesian word to borrowing. However, this present study differs with the previous study because the present study will use the theory of Hocket (1958) to analyze the types of borrowing word and the theory of Baugh (2002) to analyze the meaning change which occur in borrowing word found in *Detik.com* articles on Batik Day. Then, the previous study used *Kompas.com* as source of data while the present study will use the source of data from *Detik.com*.

The aim of this study is to analyze English borrowing words found in the *Detik.com* articles on Batik Day. The researcher chooses *Detik.com* as source of data because *Detik.com* is online-news which get highly consumption reader in Indonesia. Moreover, online-news is a publication media that gives updated information which access for society. The articles of Batik Day chosen as object because the researcher wants to know the terms used in mass media while expressing Batik Day. Furthermore, the researcher puts the moment of Batik Day with the purpose to remind the reader about the importance of Batik Day.

Based on the phenomena above, the researcher interested in conducting a study of borrowing word entitled “An Analysis of English Borrowing Words Found in *Detik.com* Articles on Batik Day”.

1.2 Research Questions

1. What are the types of borrowing words found in *Detik.com* article related to Batik Day?
2. What are meaning changes occur in borrowing words which collected from *Detik.com* article related to Batik Day?

1.3 Objectives of the Study

1. To describe the types of borrowing words found in *Detik.com* article related to Batik Day
2. To describe the changes of meaning are occur in borrowing words are collected from *Detik.com* articles on Batik Day

1.4 Significance of the Study

The researcher expects this study give some benefits theoretically and practically.

1. Theoretically, this study is expected to enrich the knowledge in Morphosemantics especially in the types of borrowing words and meaning change. This study can give reference contribution to future researcher about what are the types of borrowing words and the meaning change occur in the borrowing words found in *Detik.com* articles on Batik Day.
2. Practically, this study hopes to be helpful in getting better understanding for reader about borrowing and change of meaning occurred in loan word. This study also may inspire others researcher to analyze similar topic.

1.5 Scope and Limitation of the Study

The scope of this study focuses on Morphosemantic analysis especially Morphology of word formation and Semantic about change of meaning. The researcher will focus on the types of borrowing using the theory of Hocket (1958), also the researcher will use the theory of Baugh (1993) about the change of meaning. The researcher will use the articles in *Detik.com* as the object of this research.

The researcher limits this research in English borrowing words found in 7 articles on Batik Day (2nd October 2022) in *Detik.com* entitled *Cara Adinia Wirasti*

Rayakan Hari Batik Nasional 2022; Asal – usul Hari Batik Nasional yang Diperingati 2 Oktober; 4 Motif Batik Ciamis, Miliki Filosofi Sejarah dan Alam; Ganjar Terkesan Kampung Batik Kauman: Tak Hanya Beli, tapi Bisa Belajar; Batik Khas Cianjur, Motif Beras hingga Gunung Padang; Kisa Sucittarini Delyana; Perkenalkan Batik ke Seluruh Dunia; Hari Batik Nasional, Sandiaga Uno Dorong Batik Riau Menyapa Dunia. The researcher only focus in the borrowing words contained in these articles.