

CHAPTER I

INTRODUCTION

This chapter consists of background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Language is an essential communication tool for humans. Language is also used daily to share ideas, thoughts, and opinions. In connection with the critical role of language as part of human communication, Fromkin and Rodman (1998) state briefly the nature of human language is the sound system arbitrator symbol used by members of the public to communicate with each other and multiply. So the language required by humans to communicate with each other, to express their opinions, to express themselves, feel, think as personal and social beings. It is a communication tool for any human being anywhere and anytime. It can be used to convey the ideas that arise and develop interactions between individuals in society.

Along with the times, the use of new words began to appear. Many new words that appear and instantly become a trend among the community. The role of advertising, as well as social networking, has also become one factor in the spread of new words and develops among the community. Sometimes when we communicate with others unwittingly using new words. So many people

that are difficult to comprehend and understand the spoken word. This phenomenon needs to be studied using the theory of morphology.

Morphology is the study of the structure of the word. With the development of structuralism and generative flow separation at the level of analysis to fade and then developed towards the doctrine of the degree of correlation in the analysis focused (Katamba 1993). Therefore, morphological analysis relates to other disciplines such as phonology, syntax, and semantics that allow their morphological assessment process more comprehensive. Katamba (1993) states that the morphology is the study of the structure of the word.

Morphology is the branch of linguistics that investigates language word formation. Mathew (1991) states that the morphology is a simple term for that branch of linguistics concerned with the formation of words in different uses and construction. This is in line with O'Grady (1996) which also mentions that the morphology refers to the system of categories and rules involved in the formation and interpretation of the word.

There is a variety of word-formation process, to instances: currency, loans, compounding, blending, clipping, back-formation, conversion, acronyms and abbreviations, derivation, inflection, clutilization, and some processes.

Most of the languages have word formation process. There are examples of sentences contained in the Nike shoe advertisement:

“RUN MINDFULLY TODAY”

The above sentence is a sentence that is not normally we say in our daily lives. The above sentence means, today run with full awareness activities.

In the above sentence are new words and new meanings that have the word "mindfully". The word "mind" means the element of a person that enables them to be aware of the world and their experiences, to think, and to feel; the faculty of consciousness and thought. "Mindfully" word comes from the word "mind", "full" and "ly". The word "mind" including the word class verb while the word "full" including the word class adjective, the word "mind" combined with the word "full" to the word "mindfull". The process is called compounding. Compounding is a merger of two or more words so that it becomes a new word and a new meaning.

Then the word "full" means containing or holding as much or as many as possible; having no empty space. While the word "full" their suffix "ly" words that became "fully", it means completely or entirely; to the furthest extent.. The process is called derivation, is a word that has prefixes and there are changes in the class said. The word "fully" is the derivational suffix for affix there at the end of the word. Full word including the word class adjective plus the suffix "ly" to the word "fully", "fully" including the word class adverb. Thus, in the word "mindfully" There are two words forming process. If one word has two processes, the process is called multiple processes. Multiple processes included in this type of word formation process.

In this study, the writer analyzed word formation uses in Nike shoe advertisement. The writer chose to advertise as a source of data for advertisement often uses a new word or phrase that is not standard to attract consumers. The writer select ads for Nike shoes, Nike shoes are now much demand. Nike is one of the most innovative sports shoes in the world. With

good quality, your confidence will increase. Moreover, Nike brand specifically makes the product that you feel comfortable when doing sports activities. Nike shoes original quality adapted to the shape of the foot, thus making the wearer feel comfortable.

There are some related studies that have been conducted by others writers. One of them is a study that is conducted by Anggreani in 2011. The similarities of both Anggreani's and the writers is both types of research try to find the word formation in advertisement and the differences, Anggreani's use outdoor advertisement while the writer uses Nike shoe advertisement as the source of data. The other study is conducted by Widyanti in 2013. The similarities of both Widyanti's and the writer are both types of research try to find the advertisement and the differences, Widyanti's use stylistic and pragmatic to finding research.

1.2 Statement of Research Problems

From the background of the study above, the writers will investigate the following problems:

1. What kinds of word formation process are found used in Nike shoes advertisement?
2. What is the most frequently appeared type of word formation process used in Nike shoes advertisements?

1.3 Objectives of the Study

From the statement of the research problem above, this study intended to:

1. To describe kinds the process of word formation process used of Nike shoes advertisement.
2. To identify the frequently most appeared type of word formation process used of Nike shoes advertisement.

1.4 Significance of the research

The significances of the research are to give contributions both theoretically and practically in morphology especially in word formation. Besides, it is also expected to enrich the morphology area, theoretically and practically. Theoretically, the findings of the research are expected to be one of the references and alternative information in the next word formation research. This research could enrich the theoretical framework for morphology study, especially word formation from different phenomenon and object.

Practically, this study is expected to give significant support to the other researchers, can understanding about Word Formation who wants to take the theory about word formation process and understanding word use of advertisement.

1.5 Scope and limitation

The scope of this study is a morphology study which focuses on word formation process. In this study, the study about word formation process applied to the data and the analysis of each data. Actually, there are many sources of data to get data for word formation process approach. While the limitation in this study only focuses on the analysis of the word use of Nike

shoe advertisement. The writer takes the source data from advertisement, especially Nike shoes advertisement. The data take from word use of Nike advertisement. In this study, the writer will identify the type of word formation process in word use of Nike shoe advertisement.