

## **Abstract**

Rahmawati, Azizah Eka. 10.05.111.00012. A study of words formation process used in Nike shoes advertisements. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Iqbal Nurul Azhar, S.S, M.Hum.

This study focuses on the word formation processes that are found in Nike shoes advertisements. This study explains the types of word formation process which are taken from the Nike shoes advertisements. It also explains why the data become words formation process.

This study uses some theories. Those are Katamba (1993), Yule (2010), Arronof and Fudeman (2011), and O'Grady and Guzman (2011). Moreover, this study is conducted by using a qualitative research from Miles and Huberman (1994) because the data are in the form of words. The data of this study are the words formation process which is taken from Nike shoes advertisements. The method of collecting data in this study is observation method through note taking technique and analyzes the data, the writer uses interactive data analyze.

In the finding, the writer found 69 data. The writer found 6 types of words formation process, 12 data include borrowing, 2 data include compounding, 28 data include multiple processes, 6 data include derivation, 14 data include inflection, and 7 data include cliticization. The writer found which the frequently is multiple process, there are 28 data.

**Keywords: Words Formation Process, Types of Word Formation Process, Nike Shoes Advertisements.**