

A STUDY OF ACRONYM IN

ABSTRACT

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This study focuses on the acronyms that are found in Forbes Asia Business Magazines. This study aims to explain the types of acronyms which are taken from the Forbes Asia Business magazines. This study uses two theories. they are Quirk et al's (1985) and Lopez Rua's (2002). This study is conducted by using a qualitative research because the data are in the form of words. The data of this study are the acronyms which are taken from Forbes Asia Business Magazines *March 2015, March 2016, July 2016, May 2017 and June 2017*. The method of collecting data in this study is conducted by using observation method through note taking technique and to analyze the data, the writer uses interactive data analysis. In the findings, the writer finds 149 data. The writer finds two types of acronym, 28 data which are included into word acronym and 121 data are included into initial acronym. The writer also finds 6 parameters of acronym. those are number and type of source form (149 data), pronunciation of the resulting form; expanded orthoepic (3 data), expanded letter by letter (1 data), unexpanded orthoepic (25 data), unexpanded letter by letter (120 data), Orthography or Spelling; capital (142 data), both small and capital (7 data), degree of shortening; maximum (144 data), medium (2 data), minimum (3 data), degree of phonic integration; medium (146 data), low (3 data), and mode of expression (149 data).

Keywords : Acronym, Types of Acronym, Parameter of Lopez Rua

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LIST OF ABBREVIATIONS

001, 002	: the number of the data
FA32015	: the edition of Forbes Asia Business Magazines
P6	: the number of page
WA, IA	: the type of Acronyms (Word Acronym, Initial Acronym)
1	: one or more of number & type of source form of parameters
P	: a phrase of number & type of source form of parameters
E	: expanded of pronunciation of resulting form of parameters
U	: unexpanded of pronunciation of resulting form of parameters
O	: orthoepic of expanded or unexpanded
L	: letter by letter of expanded or unexpanded
S	: small letter of orthography or spelling of parameters
C	: capital letter of orthography or spelling of parameters
B	: combination of both small & capital
Ma	: maximum of degree of shortening of parameters
Me	: medium of degree of shortening of parameters
Mi	: minimum of degree of shortening of parameters
H	: high of degree of phonic integration of parameters

M : medium of degree of phonic integration of parameters

Lo : low of degree of phonic integration of parameters

S&W : speaking & writing of mode of expression of parameters

W : writing only of mode of expression of parameters

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