

CHAPTER I

INTRODUCTION

The writer elaborates background of this study, statements of the problems, objectives of this study, significances of this study and scope and limitation of this study in this chapter. They need to be explained here since they are essential to bring general understanding about this study to the readers.

1.1 Background of The Study

Human beings use language to communicate with others in their daily activities. In their regular lives, they like to share informations, news, and sometimes their feelings. They do that by using a language. Since a language plays vital roles to make communications run well, language is very precious for humans' lives.

A Language can be in a form of spoken or written. Spoken language is language that deals with voice like the language used between two people in a single direct communication or via telephone. Written language is language which deals with text like articles, books, literary works, newspapers and magazines.

People often shorten their language to make their talking or writing simple and short. This language phenomenon is called acronym. They use acronym spontaneously without considering to what the acronym stands. One example of acronyms is *RADAR* or *NASA*. People know *RADAR* as an electronic system to detect something danger from outside territory. This acronym is very welknown

but not all people know that *RADAR* stands for *Radio Detecting and Ranging*. *NASA* on the other hand stands for *National Aeronautics and Space Administration*. This term is very famous especially for those who like astronomy. Other forms of acronym like *FYI* which stands for *For Your Information* or *USA* which stands for *United State of America* are two of acronym examples that can be found easily in daily lives

Acronym is a shortened form of word that creates a new word which must have meaning. There is no official rule to form an acronym. Bauer (1983:237) stated that acronyms is “a word that takes the initial letter of words to be a title or phrase and people uses them as a new word, like *Strategic Arms limitation Talks* for *SALT*. Not all abbreviations are acronyms: to be an acronym the new word must be pronounced as a word not a letter.” Bauer also stated that acronyms have similar characteristics of shortened form of words like abbreviations. Whereas, “most linguists define an acronym as a word formed from the initial letters of a group of words (Lester, 1991: 406; Crystal, 2003: 1 and Fromkin et al., 2003: 95)”.

We often meet acronyms when we read novels, magazines, newspapers, science book and etc. It is interesting to meet with acronyms since people frequently use it, find it, and read it, wether they understand it or not in their daily life. Among the kinds of media, acronyms are more used in magazines especially the magazines that publish certain trends in certain fields. Anyone can make acronyms freely based on their ideas because there are no specific rules governing the making of acronym.

Nowadays, reading magazine has become a daily activity for some people, especially for career people. They like to read magazine in their spare times to enrich their knowledges. “Magazine is defined as a periodical publication which contains articles and illustrations. It is often on a particular subject or aimed at a particular readership.” (Dictionary.com). Magazine is a media containing texts, which is published on a periodic time and has specific readers. People can read magazine once a week, once a month or everyday based on the publishing office.

The writer takes acronym as her subject of study and chooses *Forbes Asia Business Magazine* as her source of data because various types of acronyms are often used in this magazine. This magazine is the most famous business magazine in USA, (Business Pundit Expert Driven.com). Many business acronyms are found in this magazine.

The writer takes *Forbes Asia Business Magazine* focusing on Asia which relate to business in Indonesian since it is more accessible to the writer. This magazine uses English to present all news or articles. This business magazine has many readers who are so enthusiastic to know the latest issues on business.

Some previous studies about acronyms have already been conducted, such as by Shabnam Shakernia (2014) who analyzed acronyms based on the orthographic styles of acronym and how they are translated into Persian texts, or by Susy Deliani (2014), who studied the forming of acronyms structure pattern in Indonesia, the language and their internal structure on Dictionary of Acronyms Initial and abbreviation. Though the two studies dealt with acronyms, yet none of

them used acronyms classification proposed by Quirk et al (1985) and Lopez Rua's (2002). Based on this fact, it is urgent for the writer to conduct this study.

1.2 Statements of The Reserach Problems

Based on the research background stated above, the following questions are formulated in order to make this study to be more focus:

1. What are the types of acronyms found in the Forbes Asia Business Magazine?
2. How are the parameters of acronym used in the Forbes Asia Business Magazine?

1.3 Objectives of The Study

The purposes of this study are in line with the above, mentioned statements of the research problem, those are:

1. To find out the types of acronyms found in the Forbes Asia Business Magazine.
2. To explain parameter of acronyms used in the Forbes Asia Business Magazine.

1.4 Significances of The Study

This study brings two significant impact towards society. The first is theoretical impact. This study can add more information to the readers about the essence of acronyms as the informal and free shortened form of language. This study also became a reference for the next researchers who would like to conduct

a study on acronyms. The future researchers can use this study as their previous study to complete and to make their study more comprehensive. The next researchers can take same acronyms as the subject of study by different perspectives

This study can also bring practical benefit to society. This study can give inspiration to the next writer to create a simple but unique acronym by reading this thesis. They can find a new form of acronym by getting information from this study.

1.5 Scope and Limitation

The writer uses acronym as her subject of the study by focussing on the types of acronyms purposed by Quirk et al (1985) and identifying them by Lopez Rua's (2002) Parameter of Prototypical Values. The limitation of this study is on the acronym words in *Forbes Asia Business Magazines*.