

## **CHAPTER I**

### **INTRODUCTION**

Generally, this chapter consists of five subtopics, namely the background of the study, the statements of the research problem, objectives of the study, research significances, the scope and the limitation of the study.

#### **1.1 Background of the study**

Rudolf stated that (cited in Fitriyani 2015), morphology is part of linguistic field that is created from the word *morph-* means shape of form and *-ology* means the study of something. Morphology is also the analysis, identification, description of the structure of given language such as parts of speech, affixation, intonation, root of the word etc. Morphology is the study about how a word is formed in language, processed in the language, and formed in element.

Harley (stated in Simanjutak 2012) said that language is a tool used by human being for making communication with others to deliver and to get information. Due to the development of information and technology, language developed day by day slowly. Generally, language composed of word, clause, even sentence that has meaning. However, with the changing times to modern era, language experienced a lot of changes both in terms of pronunciation and the word itself. It can be indicated that realization of language character is dynamic. Where many new words are created by some innovative manipulations of an already existing word.

English is an international language used by many people around the world. It is one of approximately 6,900 living languages in the world. More than 300 million people speak English as their second language, and more than 100 million people use it fluently as their foreign language (Meyer, 2009). Therefore, in this globalization era English has taken over and controlled the world. Besides, English has spread out on the internet world where not only natively English operating the internet but also non-native English. That is why it is very important for us to know both English and changes in English.

The explanation above has stated that most people used the internet as their tool for sharing and obtaining the information with ease, for example, news, entertainment, advertisement, politic-economy, education and many others. Nowadays, internet has huge potential in language changes. It happened because when many people are making communication, sharing each other and creating the idea through internet, unconsciously, they come in the world of free creation. It means that on internet, people almost create a word in their own right, with their own language, customs and history, so it influenced language changes especially in English.

Beside those information above, people can also inform, share and offer something through internet like online advertisement. However, the definition of online advertisement based on *techopedia.com* is something (such as a written notice or a short film) that is to persuade many people about everything shown or presented to help sell a product or to make an announcement and information, or a marketing strategy that involves the use of the Internet as a medium to obtain website traffic,

target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications or blog.

One example of Online Advertisement is *Adweek*. *Adweek* online advertisement is one of online advertisement that published by American since 1978. *Adweek* is weekly American advertisement which cover creatively, client – agency relationship, and also global advertising. *Adweek* also contains of the breaking news of advertising. It is currently owned by the *Mediabistro* which operates various blogs focusing on advertising and mass media industry.

Based on *Wikipedia.com*, the functions of online advertisement is not quite different from advertisement in general namely to persuade and to inform the news of new brand, whereas several people still do not understand about the content of the advertisement when they read, because there are difficult words which they never known before like clipped word, for example the readers know and understand the word *magazine* but perhaps the readers still don't know when the word “*magazine*” shorted or clipped into “*mag*” so the reader need to consult with dictionary to know the meaning.

As the case above, this study discussed clipped words based on morphological approach in *Adweek* online advertisement. The purposes of this study are to find the clipped words which occurred in *Adweek* online advertisement. In addition, the present study explained the forms of clipped words which were applied in *Adweek* online advertisement. This study also explained the parts of word classes which usually create clipped words which occurred in it. The parts of word classes is

important to be analyzed. Even though clipped words do not change their word classes, there are several cases that clipped words may have double word classes which make the reader difficult to understand the meaning.

Harley defines *clipped words* (cited in Simanjutak 2012) is a word that created and formed from clipping processes, shortened, and reduced word without changing the meaning of the word itself. As the example *ad* from *advertisement*, *telly* from *television*, *bus* from *omnibus* and *forex* from *foreign exchange*. However, according to Coates (cited in Dewi and Rivia 2013) Clipped words is a process to make a shorter form of a word, it emphasized the process of forming words based on their form, this word-formation process does not create a new meaning rather it provides stylistic value.

That is why, based on two definitions above about clipped words, the writer can conclude that clipped words is a shortening, reducing process of longer words without creating a new meaning of words but it provides stylistic value.

Here, the writer has three reasons in conducting this study entitled a study of clipped words in *online* advertisement. *First*, the writer chose online advertisement as the source of data because online advertisement is marketing strategy involving the internet, meanwhile in this era internet has become part of our life, we can access from our computer even our gadget 24 hours, it makes many people are easy to find and read online advertisement wherever and whenever. *Second*, the writer chose *Adweek* online advertisement because *Adweek* online advertisement is global advertising in which the all information using English language. *Adweek* share not

only information about advertisement but also breaking news in advertisement. *Adweek* online advertisement publishes every week until the writer could observe the data more carefully and the writer could recheck the advertisement again in the same week. *Third*, generally the functions of advertisement is to persuade, amuse and give many informations about new brands, new trends, etc. While, the use of language or every word in advertisement must be clear and understood by the readers. In online advertisement there are many clipped words found which not all people in the world know those words, specially non native spoken English, they know the full word but perhaps they do not know when the words are formed into clipped words. That is why, from three reasons above the writer analyzed clipped words in *Adweek* online advertisement.

## **1.2 Statement of the Research Problems**

From the explanation of background above, the writer proposed the statement of problem follows:

1. What are the forms of clipped words found in *Adweek* online advertisement?
2. What parts of word classes of clipped words found in *Adweek* online advertisement?

## **1.3 Objectives of the Study**

Based on the statement of research problem above, the writer has two clear important objectives, those are:

1. To explain the forms of clipped words found in *Adweek* online advertisement.
2. To explain the parts of word classes of clipped words found in *Adweek* online advertisement.

#### **1.4 Significance of the Study**

This research about clipped words in *Adweek* online advertisement is important because, this research can make clear explanation about the clipped words occur in *Adweek* online advertisement. This research can also be reference or secondary information to support the next research which still related to this research. The writer hopes that this research can consumed as reference for others.

The practical significance of this study is to help people particularly non native spoken English to know English clipped words in online advertisement. In online advertisement, many new words and terms are created. This study expects people have view about clipped words that occur in many words. Besides, the writer hopes people not easily to ask about private problem. This study is to improve reader knowledge about clipped words in online advertisement or other sources.

#### **1.5 Scope and Limitation of the Study**

The scope of this research is morphological approach. This study concerned the clipped words found in all informations published in *Adweek* online advertisement. The writer focuses on the analysis the word. Furthermore, this study limits its data only in English clipped words.