

**AN ANALYSIS OF DERIVATIONS, COMPOUNDINGS, AND
ACRONYMS AS FOUND IN BUSINESS WEEK MAGAZINE**

A THESIS

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ABSTRAK

Dalam skripsi ini dibahas proses pembentukan terminologi bisnis yang terdapat dalam majalah *BusinessWeek* edisi Januari hingga April 2009. *BusinessWeek* merupakan salah satu majalah bisnis yang dapat dijadikan sebagai referensi untuk melihat perkembangan bahasa yang berkaitan dengan dunia bisnis. Tujuan penelitian ini adalah untuk mendeskripsikan tipe-tipe dan pola dari proses pembentukan kata yang digunakan pada istilah bisnis dalam majalah tersebut.

Penelitian ini dilakukan melalui tiga tahap. Pertama yaitu tahap pengumpulan data dengan menggunakan metode analisis isi (content analysis). Kedua tahap analisis data menggunakan metode agih (distributional method). Data tersebut dianalisis dengan menggunakan teori yang dikemukakan oleh Bauer (1983), Bauer (2003), Stageberg (2000), Katamba (1993), Matthew (1974) dan Jackson Amvela (2000). Ketiga, yaitu tahap penyajian hasil analisis data disajikan dengan metode formal dan informal.

Dari hasil analisis data, penulis menemukan tiga proses pembentukan terminologi bisnis. Pembentukan kata tersebut adalah kata derivasi (derivation), yaitu dengan menggunakan awalan *macro-* yang melekat pada kata benda dan *non-* yang melekat pada kata kerja. Disamping itu penulis juga menemukan akhiran *-er* dan *-ion* yang melekat pada kata kerja membentuk kata benda, imbuhan *-ic* dan *-ary* melekat pada kata benda membentuk kata sifat, imbuhan *-ship* melekat pada kata benda. Selain kata derivasi juga ditemukan proses pembentukan kata majemuk (compounding). Selanjutnya penulis juga menemukan proses pembentukan kata dengan menggunakan singkatan atau akronimi yang terdiri dari dua tipe yaitu singkatan yang dapat di baca dengan keseluruhan huruf seperti pada kata *OPEC* dan singkatan yang hanya bisa dieja huruf demi huruf contohnya pada kata *WTO*.

CHAPTER 1

Introduction

1.1. Background of Study

Magazine is one kind of journalistic fields which contains many information and news. Many people read magazine to get information. The information can maintain their ability and knowledge. The knowledge which are got by people is the lesson of linguistics, technology, economics, politics etc. There are many kinds of magazine such as: political, sport and business magazine. However in this part, the writer focuses on business magazine especially *business week magazine*.

When we talk about business word, we also talk about the process of creating a word. In creating a word, there are processes like: combining two words into a single word, using the initial letters of some words to form the new one, adding affixes into the root, and so on. The processes are linguistically called word formation. Word formation is a process which contributes to make the English word-stock rich and full.

We can see varieties of word formation usually used by the journalist on this magazine, such as acronym like CRM in the sentence... "*plus, it's the only CRM solution that integrates with all other business processes, like your supply chain...*". From this sentence CRM is acronym. CRM stands for *Customer Relationship Management*, the other example of acronym is at the sentence "...*FASB says it will relax the mark to Market rules the assets are valued on bank book...*" From this sentence, FASB is acronym in business word, which stands for *Financial Accounting Standard Board*. The others are also found such as the

derivational like in the word *customer* at the sentence "...*Business Analytic has helped us attack 20 million new customers...*" from the sentences above the word *customer* is a form in process of word formation. This process is called derivational process. According to Stageberg (2000), Derivational is the forming of new words by combining derivational affixes or bound bases to existing word. This process is also called affixation. Affix are bound morphemes that occur before or within or after a base. *Customer* is derivational process because the constituent *customer* derived from base (*custom (N)*) adding with suffix *-er* so become *customer (N)*. Another example is *Banker* with added suffix *-er*, and many more. Then, the compound word like *payroll* consists of two morphemes which are *pay* and *roll*, which are also included in business word, *value chine*, and *platform*. These words are usually found in business field especially in business magazine.

For common people, sometimes words which are used in business and economy fields are unfamiliar. Therefore it can be a gap when they talk each other to communicate. As we know, business today is important to learn in deeply because many result that can get from business. To exist in Business field of course we must know all about business especially business word that included in this magazine. *Business Week* is a business magazine that contain all items had close relation with business and economic field, not only that this magazine also gives the latest information to its reader, especially for entrepreneurs and economist. So this research also helps the reader to understand the business word.

Based on the reason above, the writer is interested to analyze word formation as found in *Business Week Magazine*. The word formation found such

CHAPTER 5

CONCLUSION

After analyzing the data, the writer finds 3 types of word formation process related to business as found in Business Week Magazine. They are derivation, compounding and acronym. From 43 data, the writer finds 15 derivation, compounding 20, and acronym 8. In derivation, derivational affix may be attached to a morpheme by its own or together with inflectional affix and inflectional affix may do that too. In derivation, the writer finds 9 data added to affix *-er*, this affix is just attached to verb, and changes the class of word. From verb (v) into noun (n), the writer also finds affix *-ion* which attached to verb (v) and changes the class of word from verb (n) into noun (n). Then, the writer finds affix *-ic* attached to noun and changes the class of word from noun (n) into adjective (adj), not only affix *-er*, *-ion*, and *-ic* which found in this research and the writer also finds affix *-ary* and *-ship*. Affix *-ary* attached to noun then changes the class of word into adjective. Affix *-ship* also attached to verb then change the class of word into noun. All affixes that found by writer cannot stand alone in one sentence without being attached to the another morpheme or base to construe its grammatical meaning, and its different from base. This base can stand alone in one sentences without needing another morpheme to construe its meaning. Besides that, the writer also finds affix *macro-* and *non-*, this affix does not change the class of word but gives the additional meaning to the base.

Compounding is formed by placing two or more words together to create a new one. Noun compound is one type of compound, that dominantly occurs. On

this research, the most type of compound that is found is compound noun. Mostly, this type is formed by noun + noun. Furthermore, the writer also finds two types of compound; they are endocentric and exocentric compound. In addition, acronym is a word coined by taking initial letters of the word in a title or phrase and using them as a new word. There are two types of acronym, they are; acronyms which are pronounced letter by letter such as; *GDP, FASB, WTO, CRM, IMF, CEO, and TALF* and which are pronounced as whole word like OPEC. Acronym becomes new choice in making the writing more effective and efficient. The writer cannot find the other types of word formation

The writer hopes that this writing will help the reader in comprehending Business word and the word formation process that tends to occur in business magazine, journal and article. *Business English* term for some people are quite hard to be understand but by comprehending the processes of word formation, it will give clues about their meaning.

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