

A STUDY ON WORD FORMATIONS FOUND IN TELEVISION ADVERTISEMENT

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Word formation is the process of constructing new words from existing materials. There are six kinds of word formations those are Blending, Compounding, Clipping, Borrowing, Acronym, and Abbreviation.

In this study, the writer investigates the word used in word formations, kinds of word formations and the lexical meaning of word used in word formations found in television. The writer believes that some consumer do not understand all the lexical meaning of language advertisement using word formations. The purpose of this study was to know the words used in word formations, kind of word formations and the lexical meaning of words used in word formations found in television advertisement.

This study is conducted to give contribution for English Department, such as to enrich the knowledge of English Department students about recent linguistics phenomena in English community and to develop the ability of understanding linguistics science.

The writer used a descriptive qualitative research design to describe and interpret the word used word formations, kind of word formations and the lexical meaning of word used in word formations found in television advertisement. The object of the study the writer chooses word formations in television advertisement especially in Indosiar program specified to the medicine product. In collecting the data, the writer used observation as the instrument. Here, the writer does direct observation to complete the data, because he wants to get the data from the research objects. To analyze the data, the writer used several step as follows: 1) finding the word and put in the table, 2) classifying the word into word formations, 3) Analyzing the lexical meaning of word used word formation found in television advertisement, 4) Drawing conclusion based on the data.

The result of this study shows that 22 words classified into 4 word formations used in television advertisement and the lexical meaning of 22 words in television advertisement especially medicine product.

Finally, the writer suggests that this study will encourage other researchers to conduct better researcher, especially in linguistic subject.