

## **ENGLISH ADAPTATION IN INDONESIAN BANNER: PHONOLOGICAL PERSPECTIVE**

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### **Abstrak**

Penelitian ini fokus terhadap adaptasi bahasa Inggris dalam spanduk berbahasa Indonesia: perspektif fonologi. Penelitian ini menggunakan teori oleh Jensen (2004), Katamba (1995), dan Yule (2010) untuk menemukan tipe proses fonologi adaptasi bahasa Inggris dalam spanduk berbahasa Indonesia. Oleh karena, data dari penelitian ini diperoleh dari spanduk-spanduk berbahasa Indonesia. Penelitian ini menggunakan pendekatan diskriptif kualitatif. Alasan menggunakan pendekatan tersebut karena data berupa kata-kata dari pada ke bilangan. Hasil dari penelitian ini menunjukkan bahwa ada lima tipe proses fonologi adaptasi bahasa Inggris dalam spanduk-spanduk berbahasa Indonesia, yaitu pemendekan, penghapusan, asimilasi, penambahan, dan disimilasi. Proses lain tidak dianalisis karena proses-proses yang lain tidak ditemukan. Tipe-tipe ini ditemukan dalam spanduk-spanduk berbahasa Indonesia yang digunakan untuk beradaptasi dengan bahasa penerima dan juga untuk membuat penyesuaian pada sistem.

**Kata Kunci:** *adaptasi bahasa Inggris, spanduk berbahasa Indonesia, proses fonologi*

### **Abstract**

This research focuses on English adaptation in Indonesian banner: phonological perspective. This research uses theory from Jensen (2004), Katamba (1995), and Yule (2010) to find out the types of phonological process of English adaptation in Indonesian banners. Since the data of this research were taken from Indonesian banners. This research used descriptive qualitative approach. The reason using this approach because the data were words rather than number. The results of this research show that there are five types of phonological process of English adaptation in Indonesian banners, they are shortening, deletion, assimilation, insertion, and dissimilation. Other processes are not analyzed because those processes are not found. These types found in Indonesian banners are used to adapt with recipient language and also to make a fit to the system.

**Key words:** *English adaptation, Indonesian banner, phonological process*

### **INTRODUCTION**

English is known as language that is the most widely spoken in the world. Frequently, English is used by many people in their fields, for instance business, politics, education, and international relationship. In Indonesia, Indonesian people learn English as foreign language. From this point, different structure will occur in learning foreign language. This phenomenon can raise between standard English and adapted English. Moreover, in speech, the hearers and speakers try to associate sound and meaning coreectly. It makes very little successful communication when the speakers want to express a meaning but the sepakers missed in pronunciation.

According to Katamba (1995), mental lexicon is defined as the representation of words in the mind. As a result, they will mix the same aspects from their mother tongue to language that they learn. This case frequently occurs in advertising, such as billboard, banner, etc. In some cases, there are Indonesian banners that use English to attract the readers or consumers to promote their products consider the prestige. Even though, they missed phonological information and the orthography of the word, as a result there is no matching.

There are many Indonesian banners in Indonesia that is used English as adaptation. Yet, not all Indonesian banners in Indonesia are taken as the object of this study. Indonesian banners that are taken as the object of this

study is Indonesian banners that experience English adaptation. There are ten Indonesian banners which are taken from stores; stationary, beauty salon, laundry, lumberyard, sport center, and cafe. Since, the object of this study is Indonesian banners, the data that are used in this study is the phonetic transcription of English adaptation in Indonesian banners.

Furthermore, since this study is analyzing the type of phonological process of English adaptation in Indonesian banners, the data which are phonetic transcription are analyzed through phonology field. In addition, it should be underlined that this research does not aim to provide the answer to all the questions in phonology field, rather it only focuses on the type of phonological process of English adaptation in Indonesian banners proposed by Katamba (1995), Jensen (2004), and Yule (2010). In simplicity, the aim of this research is to reveal the type of phonological process of English adaptation in Indonesian banners.

A research entitled *An Analysis of Phonemic and Graphemic Changes of English Loanwords in Bahasa Indonesia Appearing in Magazine Entitled "CHIP"* by Juliawan (2017) was done in the same field with this study which took articles of CHIP magazine. Yet, his study was took articles of CHIP magazine as the primary focus, while the present research uses Indonesian banners as the primary focus. Furthermore, his study was using Campbell's theory to classify the types of sound change and using Djarwowitzjojo's theory to reveal the graphemic changes dealing with the editors/writers in CHIP magazine. Meanwhile, this present study is using Jensen's theory to classify the types of phonological process of English adaptation in Indonesian banners.

Another research which has same topic as this research is *The Use of English in Indonesian Adolescent's Slang* by Wijana (2012). Wijayanti's study was also talking about the use of English in Indonesian adolescent's slang, it is called *bahasa gaul*. Wijana's study uses the data which are taken from three slang dictionaries. Meanwhile, this research is focused on the types of phonological process of English adaptation in Indonesian banners. Those previous studies are inspiring for the researcher to conduct a research in phonology field with Indonesian banners as the object.

Those two previous studies are inspiring this research to conduct a research which raises the gap from those two researches. The purpose of this study is to find the types of phonological process of English adaptation in Indonesian banners. Moreover, it concerns on phonetic transcription that is pronounced by the owner of Indonesian banner.

It has related with the background of the study, through the research question, what are the forms of

phonological process of English adaptation in Indonesian banners? In order to find out the the types of phonological process that are used in Indonesian banners.

By reading this study, it is expected to become reference or previous study for the future researchers, especially for linguistic students who want to study more about phonological information.

## PHONOLOGICAL INFORMATION

Word is one of the content to construct the sentence, especially in communication. In ordering the sentence, there are some parts which are fullfilled to construct a good sentence, such as tenses and preposition. According to Katamba (1995), mental lexicon is defined as the representation of words in mind, called mental lexicon. This occurs naturally in somebody's mind to construct phonological information, grammatical information, and meaning. As stated by this study, this study is only focusing on types of phonological process of English adaptation in Indonesian banners. Phonological information is used to guide this study dealing with phonology field. In speech, there are two subjects that make communication happen, the speakers and the hearers. Sometimes, both of them are difficult to make a fit between sound and meaning. As a result, the communication is very little successful, if the speaker tries to want express a meaning but the totally do not have an idea to pronounce it.

Phonological information deals with pronunciation of word. Phonological information indicates how the words are pronounced. Phonetic transcription is needed to link in phonological words. In addition, in the word *read* that the letters *ea* can be represented either the sound /i:/ or /e/.

## TYPES OF PHONOLOGICAL PROCESS

Phonological process is defined as process of sound changes. Jensen divides into nine types of phonological process. Those are assimilation, dissimilation, lenition, fortition, insertion, deletion, lengthening, compensatory lengthening, and shortening (Jensen, 2004) .

### a. Assimilation

This type is defined that a sound has changed to become like a nearby sound. For instance, *dogs* and *cows* are known as English plural morpheme. These words are pronounced [z], while *cats* is pronounced [s].

b. Dissimilation

This type is defined if there is a sound that becomes less like a neighbouring sound.

c. Lenition

This type is called weakening, a reduction that occurs in a sound for the degree of stricture. For instance, [t] for astonish, estimate, stone, [tʰ] for tin, tradition.

d. Fortition

This type is the opposite of lenition. Fortition occurs in a sound that is caused by moving, it can be strengthened by moving. For instance, the aspiration of English voiceless stops in word-initial position and before stressed vowels, *tenacious*, *kin*, and *topaz*.

e. Insertion

This type is also called *epenthesis*. Insertion is defined as the addition in a segment. This is used to facilitate the pronunciation. For instance, *churches*, *bushes*, *horses*, and *judge*, there is an insertion of [ɪ] for these words. As a result, the plural morpheme has the form [ɪz]. A vowel is inserted between these segments to make it easier and it is also to ensure that the plural morpheme is clearly understood. Because, the pronunciation of sequences [sz] is difficult.

f. Deletion

The opposite type of deletion is insertion. Deletion is defined as the way of dealing with difficult clusters of consonants. For instance between these two words, *bar* [ba:] and *park* [pa:k].

g. Lengthening

This type affects phonemic vowel length. In Russian, vowel length occurs in allophonic. For example, the stressed [u] of *ruki* means 'hands' while the unstressed [u] of *ruki* means 'a hand'. The stressed [u] of *ruki* is longer than the unstressed [u].

h. Compensatory Lengthening

This type is the special form of lengthening. For instance the lengthenings that occur in Latin. The vowel

is lengthened in compensation for the loss of the [s] that originally followed it, [kasnus] > [ka:nus] 'grey.

i. Shortening

This type occurs in a vowel which becomes shorter before a voiceless consonant or a voiced consonant. For example write [ˈɪəyt], with the diphthong [aɪ] and [aʊ] the vowel is raised to a mid vowel [ə].

PHONETICS

Phonetics is defined as a study deals with the speech sound. The study of articulatory phonetics learn how the speech sounds are constructed. This study will lead to make clear in understanding the escape of confusion. This study overcomes the problem in spoken english that does not match with the written form. Phonetic alphabet is used to solve this problem in producing a separate alphabet with symbols which represent sounds (Yule, 2010).

There are three main subjects needed to represent the sounds of language. They are voicing, place of articulation and manner of articulation. Voicing is divided into two, voiceless and voiced. The second main subject, place of articulation is consonant classification. The last subject, manner of articulation deals with the classification of sound class and how it is pronounced (Yule, 2010).

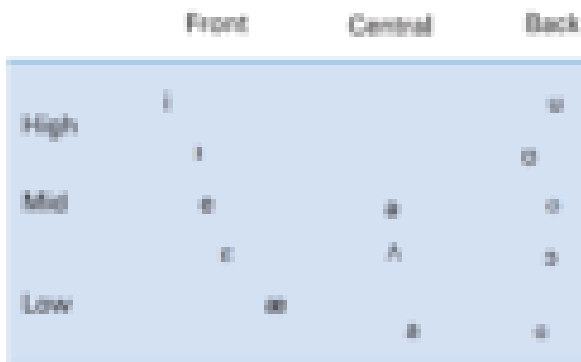
This figure shows the English consonant.  
Table 1. Chart of English Consonant

	Bilabial		Labiodental		Dental		Alveolar		Postalveolar		Palatal		Velar		Glottal	
	p	b	f	v	t	d	n	ɲ	ʃ	ʒ	ç	ʝ	g	ŋ	k	g
Stop	•	•														
Fricative			•	•	•	•			•	•						
Affricate									•	•						
Nasal						•	•									
Liquids							•	•								
Glide									•	•						

(Source: Yule, 2010)

Chart of English consonant in the table 1 is useful to show the position of consonant. This study also provides the figures that denote the difference between vowel chart in English and vowel chart of Indonesian.

Tabel 2. Vowel Chart of English



(Source: Yule, 2010)

Table 2 is used to denote the vowel in English, while table 3 shows the vowel in Indonesian. Both of them is useful to compare the shift position from one phoneme to another.

Tabel 3. Vowel Chart of Indonesian

	Front	Central	Back
High	i		ɨ
Mid	e	ə	ɤ
Low	æ	ʌ	ɑ

(Source: Ariyanto, 2009)

**METHOD**

This research is using descriptive qualitative method to analyze the data of this study since this research is not on the numerical research. The data that are used in this research are coming from Indonesian banners. Thus, the instrument of this study is documentation since the data are in the form of documentation. By doing observation such as observe the English adaptation in Indonesian banners, it was done to collect the data. Observation was one of method that easy doing, only need eyes to see the pictures of Indonesian banners, transcribe the phonetic transcription, then process the data. The observer did not need to join in any activity with the object of the research. The observer only has to focus on the object and writing the data. There are three steps that were used to collect the data, those are: taking picture and doing record, transcribing the phonetic transcription, and classifying the types of phonological process based on Jensen theory.

**RESULTS**

The types of phonological process of English adaptation are used in Indonesian banners were analyzed by using theory of phonological process by Jensen (2004) and using theory of phonetics by Yule (2010). Those

types which are found in Indonesian banners are explained as follow:

**The Classification of Phonological Process**

This will show the types of phonological process in adaptation which is showed in several types. This will make a comparison between English and Indonesian focusing on phonological information. The purpose is to enrich the finding of the type of phonological process that have been done by other students.

This study deals with the analyzing phonetic adaptation for the following pronunciation method.

Table 1. Shortening

Data	English	Adaptation	Picture
1	Laundry /lɑ:n.dri/	Loundry /lɔn.dri/	
2	Hardcover /hɑ:rd.kʌv.ər/	Hatcover /hat.kʌv.ər/	
3	Softcover /sɔ:f t.kʌv.ər/	Sofcover /sɔf.kʌv.ər/	
4	Carpet /kɑ:r.pit/	Karpet /kar.pet/	

The first datum is the word “laundry”, this word is provided the phonetic transcription on the table above. This phonetic adaptation between English and loanword as it is shown on the table above. It is indicated that the datum categorizes in shortening. This change affects to the position shift of phoneme. The first change comes from phoneme /ɑ:/ become /ɔ/. This phenomenon occurs in the first syllable that is followed by consonant as voiced consonant. The change of phoneme may affect to the position shift of phoneme, it is from lower low and back into lower mid and back position.


The second datum is the word “hardcover” which provides phonetic adaptation as shown on the table 1. The phonetic adaptation between English and adaptation undergo change dealing with shortening. It comes from phoneme /ɑ:/ becomes /a/. The occurrence of this change is before voiced consonant of r. it may also affect to the position shift of phoneme, which is from lower low and back into lower low and central position.

The third datum is the word “softcover”. The phonetic adaptation is provided on the table above between English and adaptation. This change of this word is similar to previous analysis dealing with shortening as

the type of phonological process. The phonetic adaptation is changed dealing with the phoneme /ɑ:/ into /a/. This phoneme has the impact to the position shift of phoneme, from lower low and back into lower low and central position.




The forth datum is the word “carpet” which provides phonetic adaptation in English and loanword. This datum is indicated in shortening as a type of phonological process. It comes from phoneme /ɑ:/ into /a/. This change gives the impact to the position shift of phoneme, from lower low and back into lower low and central position.

Table 2. Deletion

Data	English	Adaptation	Picture
1	Softcover /sɑ:f t.kʌv.ər/	Sofcover /sɑf.kʌv.ər/	

The first datum is the word “softcover”. The phonetic adaptation is shown on the table 2. The table provides phonetic transcription in english and adaptation. This datum is indicated in one of the phonological process, deletion. This undergoes change in phonological process, it comes from /sɑ:ft.kʌv.ər/ as english and /sɑf.kʌ.vər/ as adaptation. The first change, it can be seen in phoneme /t/ in English phonetic transcription which is omitted in loanword. This phoneme /t/ occurs in the first syllable exactly as the coda position. Another case, this phenomenon raises up the reason Indonesian can pronounce “cover” seem like in English /kʌv.ər/. English phoneme /ʌ/ comes out only in word initial and medial positions, but phoneme /ʌ/ is not recognized in Indonesian phonological system. This phoneme /ʌ/ in English spelt with most vowel letters and their combinations, for example: -o- /son/, -ou- /young/, -u- /sun/.

Table 3. Assimilation


Data	English	Adaptation	Picture
1	Club /klʌb/	Klub /klɒp/	
2	Music /mju:zɪk/	Musik /mu.sik/	
3	Fitness /fit.nəs/	Fitnes /fit.nəs/	

The first datum is the word “club”, the phonetic adaptation of this word undergoes phoneme substitution which is from /ʌ/ becomes /ə/. The occurrence of these phonemes come from of vowel u. This deals with the shift of phoneme, the position shift of phoneme occurs from lower mid and central into upper mid and central. This phoneme /ʌ/ as in english, this phoneme is unknown in the Indonesian phonological system. However, it is found that this study replaces /ʌ/ with /ə/ sound, because this phoneme /ə/ in Indonesian has a similar characteristic as /ʌ/ in English based on phonetic feature which /ʌ/ and /ə/ are central vowel. As a result, it still undergo problems when pronouncing the English words possessing it. Another case, the phoneme /b/ in english appears in three places; word initial, medial, and final position, but phoneme /b/ in Indonesian comes out only in syllable-initial position. This can be the fact that a few words end in the letter ‘b’ in writing of Indonesian, when this occurs, the letter ‘b’ is pronounced as a /p/. The way Indonesian people do so, because it can be caused by the local languages, or probably because of the loan words.

The second datum of vowel substitution is the word “music”. This datum makes phoneme substitution which is from /i/ becomes /i/. these phonemes occur because of vowel i. the tongue position shifts from lower high and front into upper high and front position. another case, there is a voicing change phenomenon in this datum, phoneme /z/ into phoneme /s/. Indonesian phoneme /s/ is different from the English phoneme /s/ where the English /s/ is articulated as [z] or [s], while Indonesian phoneme /s/ is never pronounced [z] wherever it occurs in the word. In English, for instance, the letter ‘s’ is articulated as [z] when it comes out after the letter having the voiced sound, especially in the final position. As a result with the above discrepancy, it can be said that some English words having the phoneme /s/ are pronounced as /s/ rather than /z/.

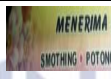

The third datum is “fitness”. This datum undergoes change into phoneme substitution that comes from /i/ becomes /i/. the existence of vowel i that leads to change. Automatically, it deals with the position shift of phoneme from lower high and front into upper high and front position.

Table 4. Insertion

Data	English	Adaptation	Picture
1	Sticker /stɪk.ə r/	Seticer /sə.ti.kər/	

The existence of epenthesis can occur in the middle of segment, it depends on where it is needed or which segment that lacks of rhyme. This datum applies epenthesis in the middle segment of word is /stɪk.ə r/ become /sə.ti.kər/. Vowel /ə/ is inserted in the middle of segment, the purpose of inserting the vowel between these segments is to make easier to pronounce it. Moreover, it is difficult to pronounce /st/ in Indonesian. There is /ə/ epenthesis that builds the first syllable. Therefore, it is found an interesting since it can be seen that the word “sticker” has only two syllables, epenthesis make an addition syllable that occurs in the first syllable. Phoneme /t/ appears in three position in the word whether it is English or Indonesian. /st/ as a combination is called consonant cluster, as the datum “sticker”. This consonant cluster is easy to describe, the initial consonant must always /s/, it is followed by one of the voiceless stop /p/, /t/, and /k/. This word “sticker” makes an aspiration. On the other hand, in adaptation, this word cannot make aspiration, because it is preceded a vowel in an unaccented syllable and finally, aspiration as may come out is relatively weak.

Table 5. Dissimilation

Data	English	Adaptation	Picture
1	Smoothing /smu:ðɪŋ/	Smoothing /smətɪŋ/	
2	Photocopy /foʊ.tʃoʊ.kɑ:.pi/	Fotocopy /fa.ta.kɑ.fi/	

The datum is the word “smoothing”, the word experiences phonetic adaptation that is voicing change, Voicing change in this word occurs in phoneme /ð/ to /t/. Those two phonemes are stop and fricatives, phoneme /ð/ belongs to voiced and phoneme /t/ belongs to voiceless. In addition,, both of them have the different place of articulation which is dental and alveolar. Substitution occurs in phoneme /u:/, which shifts into /o/, these two phonemes come from vowel /o/, it is pronounced as /u:/ in English. Moreover, it is pronounced in long in English and short in phonetic adaptation. It is located in lower high and back of the tongue. Indonesian phonological system does not have a system that is symbolized by

double vowels which are pronounced in long, the letter ‘o’ is pronounced /ɔ/. in English system, when the spelling has double vowels, it can be pronounced in long and it can make other sound, for instance, zoo . Another case, the phoneme /ð/ appears in initial, medial, and final position, but Indonesian does not this phoneme, because it is not known and exerted in phonological sound and writing system of Indonesian. As a result, it is very difficult for the subject of this study to pronounce English words having /ð/. The subject pronounces the word as /t/, it can be seen that it is acknowledged that wherever Indonesian words in which the letters ‘th’ involved, are loan from foreign languages.

The second datum is “photocopy”. This also experiences dissimilation. It can be seen the change of phoneme consonant based on phonetic adaptation. Phonetic adaptation changes from voiceless bilabial stop /p/ into voiceless labiodental fricatives /f/. This phenomenon occurs in the last syllable. On the other hand, adaptation is usually found as the way Indonesian people to pronounce by seeing the spelling. In vowel, there is diphthong /oo/ in the first and the second syllable which is altered into /a/.

## DISCUSSION

In section 4.1, this study analyzed and revealed two research questions listed in the first chapter and elaborated in finding. The finding takes place in conclusion, the finding was taken according to the way of phonological English adapted in phonological adaptation, this will lead some findings in phonological information. Loanword means the word that has been used in a certain language other than the one where it originated form are borrowed with some adaptations to the phonological system. This phenomenon will have the main role on the existence of language contact. A language that borrows loanwords from English affect to make the different method. Some countries make English to be the donator of loanwords, one of them is Indonesian.

This study has the main point to discuss this adaptation process based on the phonological English and adaptation. Automatically, it must be two or more languages involved. The subjects in this study effort to fit languages to another. Furthermore, they will try to enter new things to be involved in new things and they will match it. This study agreed with Katamba, the phenomenon regards to the phonological adaptation. The speech that pronounce the word essentially happen in communication. It needs a matching between sound with the meaning. It can not be success if the speakers has the word to be expressed, but they missed pronunciation.

Another point, phonological information included orthography must be there. Nevertheless, both of languages between English and Indonesian are different in phonological information. In finding the difference of both languages in a slightly sameness, this aims to raise up the adaptation process from English to Indonesian.

In phonological process, there are five types of phonological process that was elaborated by using samples. The elaboration was done, there is a finding that Indonesian reproduce the loanwords by their own way. This way produces the change of phonetic transcription between both of them. Another case, adapting loanword by following English spelling appears more frequently than by following phonetic transcription. It leads to the pronunciation that the loanwords does not have the same sound as the phonology system in recipient language, as a result, they undergo adaptation. Moreover, this study also finds that the speaker can keep the elements of the loanword phonology fully or partially adapted, or it can be blended into phonology system in recipient language, for instance “*carpet*”. The way Indonesian people do not have a system to contribute in lengthening in pronunciation as English, for instance, “*laundry*”, “*hardcover*”, “*softcover*”, and “*carpet*”. These datum are categorized in lengthening deal with phonetic transcription, but this is not owned by Indonesian system. In addition, Indonesian does not have phoneme /ʌ/ in finding based on datum, this phoneme /ʌ/ is symbolized as /a/ in Indonesian. Moreover, assimilation may occur in datum, for instance in the word “*club*”, Indonesian system does not have /ʌ/ wedge, this changes into /ə/ schwa. This can occur because this /ə/ in Indonesian has a similar characteristic as /ʌ/ in English based on phonetic feature that both /ʌ/ and /ə/ being central vowel. In addition, the phoneme /b/ in english appears in three places; word initial, medial, and final position, but phoneme /b/ in Indonesian comes out only in syllable-initial position. This can be the fact that a few words end in the letter ‘b’ in writing of Indonesian, when this occurs, the letter ‘b’ is pronounced as a /p/. Indonesian people do so, because it can be caused by the local languages, or probably because of the loan words. Phoneme /z/ can change into phoneme /s/. Phoneme /s/ in Indonesian is distinct from English phoneme /s/, in English, phoneme /s/ is articulated as [z] or [s], while Indonesian phoneme /s/ is never articulated as [z] when it occurs after letter having the voiced sound, especially in final position. Indonesian system does not have a system to write double vowels to contribute in lengthening in pronunciation as English, it can be seen in the word “*smoothing*” that experiences alteration into “*smothing*”. This phenomenon can affect to the phonological system

that “*smoothing*” /smu:ðɪŋ/ which experiences alteration into “*smothing*” /smɔtɪŋ/. Dissimilation also occurs in this study, phoneme /p/ voiceless bilabial stop changes into phoneme /f/ voiceless labiodental fricatives.

## CONCLUSION

Based on the data analysis, the data that are used in this research are coming from the phonological process of English adaptation in Indonesian banners have been analyzed to answer the research question that stated in the introduction. Since the goal of this research is to know the types of phonological process of English adaptation in Indonesian banner. From the result and discussion, it can be concluded in some points.

First, not all of the types of phonological process that purposed by Jensen (2004) are used in analyzing English adaptation in Indonesian banners. There are five types of phonological process of English adaptation in Indonesian banners, those are shortening, deletion, assimilation, insertion, and dissimilation. The second point, there is a difference in vowel between English and Indonesian based on the result and discussion. This makes the pronunciation of a word changes. It is also concluded that the way of Indonesian people pronounce the word by its spelling rather than its phonetic transcription.

## SUGGESTION

There are suggestions that can be obtained from this research. Firstly, it is interesting for linguistic students to know how English adaptation used in Indonesian banners through phonology field

Second, for the future researchers, this research can be used as the review of literature study for who wants to study in this field more deeply and widely. Thus, the future researchers can use other varieties in phonology field.

In the end, it is hoped that this study about English adaptation in Indonesian banners will help to enlighten the readers about pronunciation the English word. Moreover, it is hoped that the future research can found more interesting study from the gap that found by using this study.

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