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“The Role of Indigenous Languages in Constructing Identity”

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NOTE

This international seminar on Language Maintenance and Shift V (LAMAS V for short) is a continuation of the previous LAMAS seminars conducted annually by the Master Program in Linguistics, Diponegoro University in cooperation with *Balai Bahasa Provinsi Jawa Tengah*.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this compilation of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists 92 papers presented at the seminar. Of these papers, 5 papers are presented by invited keynote speakers. They are Prof. Aron Reppmann, Ph.D. (Trinity Christian College, USA), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, USA), Dr. Priyankoo Sarmah, Ph.D. (Indian Institute of Technology Guwahati, India), Helena I.R. Agustien, Ph.D. (Semarang State University, Indonesia), and Dr. M. Suryadi, M.Hum. (Diponegoro University, Indonesia).

In terms of the topic areas, the papers are in sociolinguistics, psycholinguistics, theoretical linguistics, antropolinguistics, pragmatics, applied linguistics, and discourse analysis.

NOTE FOR REVISED EDITION

There is a little change in this revised edition, which as the shifting of some parts of the article by Tatan Tawami and Retno Purwani Sari entitled “Sundanese Identity Represented by the Talents of *Ini Talkshow* A Study of Pragmatics” on page 166 to 167. This has an impact on the change of table of contents.

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"The Role of Indigenous Languages in Constructing Identity"

WEDNESDAY, SEPTEMBER 2, 2015					
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WORD FORMATION AND PRODUCT NAMING STRATEGY: A STUDY OF MORPHOLOGY

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Abstract

This research entitled "Word Formation and Product Naming Strategy: A Study of Morphology" discusses the word formation theories and applies the theory in product naming. The method used in this research is qualitative descriptive. Then, the theory adopted in this research is Morphology, especially word formation which discusses the process of forming the words written by Marchand (1992) and McMannis (1998) as the major theories. While, the theory of Product Naming Strategy is taken from Danesi (2004) as the supporting one. The data used in this research are taken from media, both electronic and printed ones. The results of this research show that product naming can employ word formation theory in order to describe the kinds, characteristics, and the functions of the products. The word formation theories employed in this research are blending, clipping, compounding and coinage. While the meaning analysis is based on lexical meaning. By understanding the word formation process used as the product brand, consumers are able to recognize the products. In addition, the product naming strategy also can help the company in establishing the product brands and use it as the strategy of their product naming.

Keywords: Word Formation, Product Naming

INTRODUCTION

Language, in the world of advertising, has a very important role. It can be seen from the use of language in the form of a specific word or phrase as the name of a company's products. Language is used as a product name since the product only has a physical form, then it can be characterized by giving the name of the product with good language in the form of words or phrases. In other words, language is able to communicate the types and characteristics of a product.

The use of language as a product name, whether in English, Indonesian or other languages, is one of language nature as a means of communication although in a country where the language is not spoken in everyday life, such as English in Indonesia and some other countries. This indicates that the use of language is not only limited to communicate verbally or textually, but also has penetrated into the field of advertising such as in product name. The use of English as the name of the product is one way to promote the products widely. In addition, this method is a quite effective to inform the product to the consumer because the English language is one of the most dominant international languages which is widely used by the international community as the language of communication. Therefore, the use of words or phrases in the English language as a product name will help the company in publicizing the type, character, uses and benefits of their products, as well as indirectly help the marketing of the products in local, national and international market.

The name of a product, commonly known as brand, can not be separated from the type of object or goods produced by a company since the brand should inform the characteristics of a product. Without a name or brand, a product will not be known by consumers. Language elements that play an important role in a product naming or brand is words and phrases. Most companies use words and phrases in naming their products. Words and phrases used as a product name is varied enough, for example English-Indonesian, English and some other foreign language, not even the least of which is a mixture of two languages in naming products.

THEORIES

2.1 Word Formation

As an important element in naming the product, word does not come incidentally but it has its origins i.e. word formation. According to Kridalaksana (2001: 98) word is a unit of language that can stand on its own. It derives from single or combined morpheme. As a component of language, word undergoes a process of formation, hereinafter referred to process of forming words or word formation, which is one of morphological studies. The process of forming the words explains how a word is formed.

Marchand (1992: 2) stated, the word formation "is the branch of the science of language which studies the pattern on which a language forms new lexical units, i.e. words."

McMannis (1998: 129-134), divided the word formation in English into several types, namely:

1. Derivation, a word formed by adding the suffix either in the form of a prefix or suffix, such as government, happiness, etc.
2. Compounding, a word formed by combining two free words, for example: girlfriend, lifeguard, etc blackboard.
3. *Acronym*, word formation that occurs by taking the first letter or sound next to each word and combine them into one word, example: NATO, ABRI, UN, etc.
4. *Back Formation*, analogy process of a new word by reducing affixes in the word, eg: television → televise
5. *Blending*, Blending, is a combination of parts of two words, usually the beginning of the first word and the final part of the second word, example: smoke + fog: smog, breakfast + lunch: brunch, etc.
6. *Clipping*, shortening the word by cutting the front (aphesis), middle (syncope), or end of a word (apocope). Examples: van of the caravan, ne'er than never, dorm from the dormitory.
7. *Coinage*, word formed without the use of methods or other word elements but the words are formed from existing ones, is usually a word that has been popular and is intended to maintain the popularity of the word or to make it more popular. This word formation is widely used in the naming of products, such as Kodak, Exxon, etc.
8. *Functional Shift*, forming words by changing the word class without changing the form of the word, eg: run, laugh used both as a noun and a verb.
9. *Morphological misanalysis*, words formed with familiar words but there is no obvious reason of their formation, for example: the suffix *-burger* is misanalysis from *hamburger* word formed from ham + burger. While hamburger is a fragment of a hamburger steak. This misanalysis is seen from the wide range of products such as cheeseburger, salmonburger, beefburger, etc.
10. *Proper names*, words derive from the name of a person attached to name of place, street, inventions, e.g: City of Washington D.C. derived from the name of George Washington, the District of Columbia from Christopher Columbus, etc.

2.2 Product Naming Strategy

In order to create the personality of a product, the company must establish a product name. To name a good product must be accompanied with appropriate strategies such as it is easy to pronounce, easy to remember, and indicates the functionality and usability of the product. According to Danesi (2004: 261), a product name is either able to describe or characterize the product. Naming the product often refers to several things, such as:

1. Referring to the name of the company, which deals with connotations posed by popularity, superiority, or the excellence of the company issuing the products. Therefore, the consumers, knowing the name of the product, are directly affected by the popularity and quality of the company's products, for example: Armani, Benetton, Folger's, Louis Vuitton.
2. Referring to an imaginary or made-up personality and causing a particular image associated to the name, for example: Wendy's refers to image of a young friendly girl, Mr. Clean poses a strong image of a worker;
3. Referring to the aspects of nature and giving the product quality related to nature, for example: Tide, Aqua, Surf, etc.
4. Emphasizing superiority and product advantages, e.g. Maxilight, superfresh, Ultralite, etc.
5. Expressing usability or ability conducted by the product, e.g. Flow Quick, Easy Wipe, etc.
6. Showing what can be obtained by using the product, e.g. Close-Up, No Sweat Deodorant.
7. Combining words that have joint meaning of product composition through the compounding: *Yogourt* → *yogurt* + *gourmet*, *moun tea* → *mountain* + *tea*, dll.

Name of the product is able to do more than just identify a product. It is formed to create such a product labeling system. At the level of practical information, product naming has a denotative function, which directs consumers to identify what products to buy. On the connotative level, product name raises the image going beyond more than just identifying the function of the product. For instance: Nike, denotatively the name directs consumers to identify that the product is a sport equipment.

However, connotatively the name of the company will give us the aura of popularity and advantages of the product quality rather than just the name of the product used.

RESEARCH METHODS

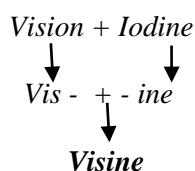
The methods used in this research is analytical descriptive one. According to Sudaryanto (1992: 62), "istilah deskriptif itu menyaranakan bahwa penelitian yang dilakukan semata-mata hanya berdasarkan pada fakta yang ada atau fenomena yang memang secara empiris hidup pada penutur-penuturnya". Therefore, there is no right and wrong emphasis in the study, but it intends to describe the phenomenon of the branding and its intentions contained in the product name. In addition to the descriptive, this research is also an analytical one, i.e. to discuss and analyze the word formation of the product name. The authors obtained data from some electronic and printed media in Indonesia. The data obtained are selected and grouped into types of word formation, then they are analyzed according to word formation as well as the product naming.

DISCUSSION

1. Blending

1.1 *Visine*

According to Danesi (2004), the naming of this eye drop product is a word combination in which the meaning is generated from the words combined. This process of word formation is called *blending* i.e. joining two different words into a new word. The process of word formation is as follows:



Etymologically, the word *vision* derives from middle English i.e. *visio* in Latines (Delbridge, 1982:765), while the word *iodine* derives from Greek, *iódēs* which was given suffix *-ine*. (Delbridge, 1982:354). The meaning of the brand or product name is analyzed based on lexical meaning of the words *vision* and *iodine*. *Vision* means:

1. *n.* – *power of seeing, sight*
2. *n.* – *sight* (Hornby, et al., 1994: 1423)

While *iodine* means:

1. *n.* – *(chemistry) non- metallic element found in sea water and seaweed.*
2. *n.* – *(chemistry) solution of this used as an antiseptic.* (Hornby, et al., 1994:663)

Based on the lexical meanings above, the word *visine*, formed from *vision* and *iodine* combined into a new word, has an identical meaning to the lexical ones i.e. "antiseptic fluid for eyes", which means solution that can be used as antiseptic to clean the eyes from irritation or infection. This is in according with product naming strategy stated by Danesi (2004) that product name is designed to inform the usage or function of the product. Therefore, through the name of this product, the company not only provides the identity of the product but also provides information regarding the usefulness of the product. The consumers who will buy the product know not only the brand of the product but also the usefulness of the purchased product.

Such a product naming strategy could be found in some other products such as *Sanqua*, *betadine*, *hitech*, *orango*, *digitech*, *lokol tea*, etc. although there is a difference of the words combined such as *Sanqua* which is a *blending* from *Sanprima* + *Aqua*, combining the name of company and the product generated i.e. water. The word *aqua* in this naming strengthens the water product referring to nature aspects. The meaning of the brand is "a quality mineral water produced by PT. Sanprima". The similar examples are *betadine* which is a *blending* from *Betafarma* + *Iodine*. In the product naming *Hitech* and *Digitec*, there is a similar blending i.e. *Hitech*: *High* + *Technology* dan *Digitec*: *Digital* + *Technology*. They blend two hiperbola words which underline the superiority and excellence of the products.

2. Clipping

2.1. *Activ*

Activ is the name of an engine oil product. This oil product is named through a process of cutting of the word *active* which is morphologically called clipping. The process of clipping in this product name is called apocope, since the word *active* is cut at the end of the, i.e. -e, then it turned into *activ*. Here is the process of clipping the oil product brand:

Activ: Active



Activ

The word *active* comes from the Latin *activus* replacing the word *actif* in middle English deriving from France. (Delbridge, et al. 1982: 16). Meaning analysis of the product brand refers to the lexical meaning of words that forms the name of the product, namely the active words that have meaning as follows:

1. *adj.* – in the habit of doing anything, energetic
2. *adj.* - quick,
3. *adj.* - lively, (Hornby, et al., 1994:12)

Therefore, based on the lexical meaning of the word, the product name *activ* has the same meaning as above. Referring to the meaning, certainly, the company aims to promote to consumers that *activ* is engine oil which has usage in accordance with the meaning of words that make up the brand of the product. It makes motor vehicle engine becomes active, agile or quick. According to Danesi, the name of the product is designed to tell the usefulness or ability that can be performed by the product. In addition, the name is designed to show what can be accomplished by using the product.

The similar product naming process occurs to some others such as *fres*, a soap products which is clipped from the word *fresh*, and *comforta* which is apocope of *comfortable*. The strategy used in naming the two products is same with the oil product *activ* which are designed to express the name of the product usability or ability. In this case, consumers not only know the product brand but also the usefulness and advantages provided by these products. Different cases occur in a drug product for fever named *Tempra*, which experienced the Clipping of words in the middle and end of words, namely:

Tempra: Temperature



Tempra

3. Compounding

3.1. *Sunlight*

Sunlight is a compound word employed to name a kitchen tool cleaner. The product name is obtained through the process of word formation called compounding that is formed by combining two words together, *sun* and *light*. The word formation of the product is as follows:

Sun + light : Sunlight

N + N : N

Etymologically, the word *sun* derives from Old and Middle English, *sunne*, and Deutsch, *sonne* (Delbridge, 1982:683). Then, the word *light* derives from *lēocht* dan *licht* in Old English. (Delbridge, 1982:386). The meaning of *sunlight* is analyzed based on the lexical meaning *sun* and *light*. *Sun* means:

1. *Noun.* – the star around which the earth orbits and from which it receives light and warmth,
2. *Noun.* – light and warmth from the sun. (Hornby, 1994:1288)

While *light*:

1. *Noun* – a kind of radiation that makes things visible (Hornby, 1994:720).

Referring to the lexical meaning of the word *sun* and *light* above, then the meaning of the product brand is "sunshine". According to Danesi, the product naming is formed as a hyperbole that

emphasizes superiority and excellence of the product. In addition, the name of the product is designed to express the usefulness or ability of the product. The company named the product *sunlight* was certainly intended to promote to consumers that the product has the capability to clean kitchen utensils such as dishes, spoons, forks, etc as the light of the sun. The same product naming strategy is also found in several other brands such as Ultramilk, Coffeemix, starburst, freshmint, butternut, Newera, lemon tea, greentea, etc.

4. Coinage

4.1. *Teh botol Sosro*

The naming of this bottled tea does not employ certain methods such as *clipping*, *blending* dan *compounding*, but it is formed with the existing words. The word *Sosro* refers to a name of a famous company producing tea and tea beverages. Therefore, the consumers are directly influenced by its popular name and quality when looking at the word used as the brand of the product. The name of the product is related to connotative meaning caused by the popularity and excellence of the company. The using of word *Sosro* to name this bottled tea product directly helps the consumer to identify the product more easily because *Sosro* has been popular with its tea products. On the other hand, the using of *Sosro* as the new brand of bottled tea can help the company to maintain even to make the name of the company more popular and to show its existence as the company producing quality tea. Such product naming is employed in some other products e.g. *Aqua*, *Danone*, *Adidas*, *Martha Tilaar*, etc.

CONCLUSION

A good product naming or branding can use some strategies employing word formation theory in morphology as the base of the product naming i.e. *Blending*, *Compounding*, *Clipping* dan *Coinage*. The naming is intended not only as the identity of the product but also to inform the usage, function, superiority and excellence of the product. Furthermore, branding is either informing or persuading the consumer to buy the products.

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