

Chapter I

Introduction

1.1 Background of the Study

Communication is the most important thing that human needs to stay connected to other people in the world. Communication is an activity to convey the information through the exchange of thoughts, messages, or information, as by speech, visual, signal, writing, or behaviour. In general, communication done verbally that could be understood by both of the language users. To make the communication can be connected, we need the components of communication.

The most commonly component of communication is language. Each of the language's sign has the meaning. It purposed to make the communication to be interactive. There are so many kinds of language used by people in the world to communicate. To master the language we have to understand and learn about speaking, reading, writing, and listening. Each of them are important and have a relation each other.

When two languages come into contact, words are borrowed from one language to another. Lexical loanwords are by far the most commonly attested language contact phenomenon. According to Hoffer (2000:1), loanword itself in linguistics is a term that refers to the process of importing linguistics items from one linguistic system into another, a process that occurs any time two cultures are in contact over a period of time.

In Indonesian context, Indonesia has borrowed number of words from some languages, such as Dutch (*grossier* as *grosir*), Arabic (name of days, such as *sabti* as *sabtu*), and English (*television* as *televisi*). Nowadays, English has been used by people as lingua franca. This is because people from other language backgrounds use English language for communication. Consequently, it influences the target language and also enrich the vocabulary indirectly, in this

case is Indonesian language. As an International language, many people speak English language in their conversation.

Normally, English loanword in Indonesian language is used in some terms of Science, Economic, Technology, Law, Education, Medical and also in Entertainment fields. Especially, in science and technology, language growing rapidly. Technology developments can also make the words grow very fast, make people easy to communicate with the other person abroad who have a different language. Hence, makes one language affected by another language.

A loanword is a word borrowed from a donor language and incorporated into a recipient language with little or no translation. It is distinguished from a calque or loan translation, where a meaning or idiom from another language is translated into existing words or roots of the host language. The example of loanword in Indonesian language includes “*Komputer*” (from English “*Computer*”). Haugen (1950:210) also give explanations about loanword. He says that loanword is “adoption of linguistic expression from one language into another language usually when no term exists for the new object, concept or state of an affair”

According to Kridalaksana (1985), *kata serapan adalah “pinjaman” yaitu bunyi, fonem, unsur gramatikal atau unsur leksikal yang diambil dari bahasa lain*. It means loanword is a sound, phoneme, grammatical or lexical elements which is borrowed from another languages.

In Indonesian language, loanword can changes the structure of writing or not. It also can be referred as *borrowing*. The abstract noun *borrowing* refers to the process of the speakers adopting words from a source language into their native language. *Loan* and *borrowing* are of course methaphors, because there is no literal lending process. There is no transfer from one language to another, and no “returning” words to the source language. They simply come to be used by a speech community that speak a different language from the one they originated in.

As a result, loanword in media mass can affect Indonesian language. Therefore, research is needed to be conducted, to know how far the usage of English loanword in articles about technology on *Pikiran Rakyat Online*.

1.2 Identification of the Problems

The topic of English loanword found on the technology articles in *Pikiran Rakyat Online* is chosen because nowadays there are a lot of loanwords that used by Indonesian in their speech or writing. It is also used in almost mass media. Now, in conveying message to public, most of the information media, such as newspaper, television and so forth tend to use words adopting from other languages. However, in this study the writer analyzes English loanword in articles from online media. The online media is one of the important tools in the development of language because it is very easy to reach by the people, so the language used by the mass media has greatly affected the language awareness of the public.

When the people try to mastering more than one language, the loanword can appears in writing and their daily conversation. Language have characteristic of dynamic, so there changes especially in adding of vocabulary and also another aspect of language. (Pateda:1987) In this case, they might be called as bilingual because of the ability in practicing two language alternately.

Pikiran Rakyat Online is one of reliable information online media in Bandung and also has many readers. A lots of English loanwords are often involved in many articles on *Pikiran Rakyat Online*. The writer hopes by doing this research can give suggestion for *Pikiran Rakyat Online* to be better in writing the articles.

Sometime, Indonesian are confused by a new word addopted from other language which used by the people in mass media, such as a television, radio or newspaper. It is very important to socialize the loanwords to the society about the origin word, the meaning of loanword, and how

the process of English loanword formed. They can understand and use in their daily conversation in the right way, so misunderstanding about each words would not happen.

1.3 Limitation of the Problems

Pikiran Rakyat online is daily online newspaper that can be browsed at *www.pikiran-rakyat.com*. The writer tries to limit the study is only focusing on the kinds of English loanword and the process of loanword formed based on PUEBI in articles about technology on *Pikiran Rakyat Online*. The articles will be selected on 1stJanuary 2018 until 1stApril 2018.

1.4 Research Questions

1. What kinds of English loanword in *www.pikiran-rakyat.com*?
2. How does the process of loanwords forming on technology articles in *Pikiran Rakyat Online* based on PUEBI?

1.5 Objectives of the Study

This research is directed to present a simple description based on the result of findings and the specification of this research purposes can be explained in more detail statements as follows:

1. Examine the kinds of loanword found in articles about technology on *www.pikiran-rakyat.com*
2. To know the process of loanwords formed in online articles based on PUEBI

1.6 Significances of the Study

This study is expected to give a contribution to further research regarding the study of loanword, specifically English loanword into Indonesian language. It is also expected as a step to understand how technology articles use loanword, improve the knowledge of journalistic and can

be used to add collection of information for English Department Pasundan University students who want to know and study about language especially about loanwords.