The Shift of Word Forming Process In Translating The Names of Beauty Product

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ABSTRAK

Era globalisasi berpengaruh terhadap proses penamaan produk-produk yang ditawarkan dalam katalog terutama dalam bidang kecantikan. Penamaan dalam dua bahasa menimbulkan pergeseran proses permbentukan istilah yang berpengaruh pada pergeseran jumlah morfem istilah dalam bidang ini.

Tujuan dari penelitian ini adalah mendeskripsikan proses pembentukan istilah kecantikan dalam dua bahasa yaitu bahasa asli (Bahasa Inggris) serta bahasa terjemahannya (Bahasa Indonesia). Di samping itu juga mengetahui adakah pergeseran jenis pembentukan istilah dari bahasa asli ke bahasa terjemahan dalam bidang ini.

Penulis mengambil 48 nama produk kecantikan dengan teknik *Purposive Sampling* yang diperoleh dari beberapa edisi katalog produk Oriflame pada edisi Desember 2008, April 2011, Mei 2011 dan Agustus 2011.

Dari hasil penelitian, ada 8 dari 10 jenis pembentukan kata yaitu proses compounding, derivation, blending, conversion, clipping, borrowing, acronym, dan inflection. Selain itu ada pergeseran jenis pembentukan 9 istilah dari 15 istilah dalam bidang kecantikan. Pergeseran yang terjadi adalah pergeseran dari 8 proses compounding-derivation serta 1 proses borrowing-compounding. Sedangkan 6 sampel lainnya tidak mengalami pergeseran jenis pembentukan istilah yaitu 5 proses compounding-compounding dan 1 proses derivation-derivation. Selain hasil diatas penulis juga menyimpulkan bahwa proses penerjemahan secara meaning-based translation berhubungan dengan terjadinya pergeseran jenis pembentukan istilah dalam bidang kecantikan.

1. Introduction

In beauty product's catalogue, the company names their product in English. In addition, they also give any description about the product in other languages. In other words, they translate the name of their product and explain the description of their product into the target language. In Indonesia, *Oriflame* is one of beauty product's brands which have a catalogue that describes their product in Bahasa Indonesia. *Oriflame* names their products in English and translates them into Bahasa Indonesia.

In this case, the writer is concerned with in the word forming process in the name of beauty products. There are many studies about word forming process which were written before this research. Those previous studies develop the writer's curiosity to do research about the shift of word forming process. The writer applies her curiosity in translation, so the writer wants to find out the shift of word forming process in translation.

2. Underlying Theory

The discussion of this research will be focused on describing the word forming processes which are classified into ten categories. According to O'Grady et al (1996), and also Fromkin and Rodman (1983); the ten categories of word forming process are compounding, clipping, derivation, inflection, backformation, acronym, conversion, coinage, borrowing and blending.

2.1. Derivation

O'Grady et al (1996:144) state, "Derivation forms a word with a meaning and/or category distinct from that of its base

through the addition of an affix."

2.2. Compounding

O"Grady et al (1996:151) state, "Compounding is the combination of lexical categories (noun, adjective, verb, and preposition) to create a larger word."

2.3. Conversion

According to O'Grady et al (1996:57), "Conversion is a process that assigns an already existing word to a new syntactic category."

2.4. Clipping

O'Grady (1996:157) states, "Clipping is a process that shortens a polysyllabic word by deleting one or more syllables."

2.5. Blending

According to O'Grady (1996:158), "Blends are words that are created from non-morphemic parts of two already existing item."

2.6. Backformation

O'Grady (1996:158) states, "Backformation is a process that creates a new word by removing a real or supposed affix from another word in the language."

2.7. Acronym

According to O'Grady et al (1996:159), "Acronyms are formed by taking the initial letters of some or all of the words in a phrase or little and reading them as a word."

2.8. Coinage

O'Grady (1996:160) states, "Create a new word from names, for example brand names sometimes become so widely used that they are accepted as generic term."

2.9. Inflection

According to O'Grady and friends (1996:164), "Inflection is the modification of a word's form through affixation, suppletion, internal change or one of the other processes."

2.10. Borrowing

According to Yule (2006:54), "Borrowing is the taking over of words from other languages."

Then the writer will also focus on the shift of word forming process in the translation of beauty product's name. The object of this research is restricted to the woman beauty products in Oriflame Catalogues. Translating is a process in transferring a language to another language. In this research the writer will use translating theory by Larson (1989:3). The translation should represent the source language. According to Finlay (1974:2), "Ideally, the translation should give the sense of the original in such a way that the reader is unaware that he is reading a translation." So, the interpretation can not be more or less from the original text of source language.

The process of transferring in translation always results in shifting of the word form and also meaning shift of the word choices in a language. According to Simatupang (1999), kinds of shifting in the word form are shifting of morpheme, shifting of syntax, shifting in word category, meaning shift in semantic field.

3. Research Method

3.1. Type of research

The type of research method that is used by the writer is descriptive-qualitative. The writer uses this type of research because this research will provide the result of the analysis in words, since the research will not provide the result in a number/frequency.

3.2. Data, data sources, population and sample

In this research the writer uses primary data in order to conduct the research. The data

are taken from the name of beauty product in *Oriflame* catalogue. The writer chose *Oriflame* catalogue as the object because of some reasons. First, *Oriflame* catalogue uses both English and Bahasa Indonesia. So, it would make the writer easier to find the data. Then, *Oriflame* is one of popular beauty product in Indonesia.

The population is the products in *Oriflame* catalogue on December 2008, April 2011, May 2011 and August 2011 edition. The samples of this research are the name of beauty product for woman in *Oriflame* catalog. The writer chose the woman beauty products to be analyzed because most of them were named in English.

3.3. Method and technique in collecting data

The writer used purposive sampling technique to take the samples of the research. The writer chooses the name of beauty products that can be analyzed in word forming theory. Next, the writer also classifies the samples according to the kind of word forming process.

The writer uses *Simak* Method in collecting the data. According to Sudaryanto (1993:133), *Simak* Method is a method in collecting data of a research by seeing the usage of language either verbal or written language. The writer uses *Simak Bebas Libat Cakap* (SBLC) method since the writer only observes and collects the data from the sources. The writer uses Sadap technique since the data is taken from the usage of language that is found in a magazine.

3.4. Method and technique in analyzing data

In conducting this research, the writer applies method of analyzing data by Sudaryanto (1993). Sudaryanto states that there are two kinds of technique in analyzing data; those are *Agih* Method and *Padan* Method. The writer applies *Agih* Method in analyzing the data, since the writer studies about the language internal factors. The writer uses *Perluas* Technique as an advanced technique that is implemented by extending the concerned lingual unit to the either right or left, and the expansion itself uses certain elements. The writer also uses *Ubah Wujud* Technique as an advanced technique that is implemented by changing the form of the concerned lingual unit.

The following are the steps in analyzing the data:

1. Choosing the name of beauty product that is translated into Bahasa Indonesia.
2. Rewriting the name of beauty product that can be analyzed by word forming process theory.
3. Analyzing the word forming process of the beauty product's name.
4. Analyzing the word forming process in the translation of beauty product's name.
5. Identifying the shift of word forming process between the source language and the target language.
6. Classifying the kind of translation of each name of

beauty product.

7. Drawing conclusion after analyzing the data. Showing the result of the research.

4. Data Analysis

Based on all of the data analysis, the writer finds that there are 8 of 10 kinds of word forming processes that occur in 48 names of beauty product. There are also some shifts of word forming process in the translation of beauty product names. From all of 15 samples, the writer finds 9 samples in names of beauty product which the word forming processes are shifting when they are translated into Bahasa Indonesia. The shifts that appear in this case are 8 processes of compounding to derivation and 1 process of borrowing to compounding. There are 6 samples that do not shift. The word forming processes that appear are 5 samples of compounding to compounding and 1 process of derivation to derivation. Besides, the writer also found that the kind of translation relates to the occurrence of the shift in word forming process. Meaning based translation often involves in the occurrence of the shift in word forming process.

4.1. Word forming process's analysis

- **Compounding** is a word forming that consists of two roots which are combined to form a larger meaning of a word. All of the compounding processes in this research are endocentric compound since the meaning of all the words are related to the original meaning of the word. We can see examples of analysis in compounding below:

  Hair Mask

  The word Hair Mask consists of two morphemes; in which both of them are free morphemes. This name of beauty product consists of two roots. Compounding process occurs in this term since it has two roots that are hair and mask; the roots are combined to form a larger meaning. It is a noun - noun compounding because the first root is a noun and the last one is a noun. It is an endocentric compounding since the meaning of the word is related to the original meaning of the word. Hair mask means a beauty product that has a function to mask the hair.

  [Hair]n + [Mask]n = [Hair Mask]n
  Noun + Noun = Noun

- **Derivation** is a word forming process that occurs when affix is added before or after the existence of a root. The affix can be either prefix or suffix. In this research, derivation process occurs in word cleanser, fairness cream, anti-aging cream, conditioner and make up remover. We can see an example of analysis in derivation below:

  Fairness Cream

  The word Fairness consists of one root and one suffix –ness. This word also consists of two morphemes. The first morpheme, fair , is an adjective; and then it is added by a suffix –ness that finally change the word class into a noun. Since the change of word class happens after adding a suffix, the word forming process of word Fairness is

derivation. We can see the analysis below:

[Fair]adj +
[-ness]suf =
[Fairness]n
Adjective +
Suffix =
Noun

- **Borrowing** is a process in forming word that occurs when a word comes out in a language by taking or borrowing a word from another language. In this research, the borrowing process occurs in word foundation, mascara, eau de toilette and eau de perfume.
  We can see an example of process borrowing in word Eau de Toilette. This word is a borrowed word from French. In French, word Eau means water and word Eau de toilette cannot be separated since it has its own meaning. Word Eau de toilette means a kind of body spray that contains of high level of fragrant and alcohol.
- **Blending** is a process in forming a word where a word can be formed by blending the beginning part of the first word and the last part of the next word. In this research, the blending process occurs in word skindividual day fluid and clickit eyeliner.
  We can see an example analysis of blending process in word Clickit. Word click and kit are blended and formed a new word Clickit. Word Clickit has a meaning based on the function. It is a kit that has multi function as a beauty product. In

using the product, the user supposed to click the button.

- "**Clipping** is a process that shortens a polysyllabic word by deleting one or more syllables." In this research, the clipping process occurs in word Bio night cream and Maxi lipgloss. Let see an example analysis of clipping process in Maxi Lipgloss. The word maxi here is shortened from word maximum. Thus, there is a syllables (-mum) that is deleted to form a new word. In the process of acronym, the first letter in a word will be taken as the representative of a word that can make a shorten syllable of a word. In this research, the acronym process occurs in word OK bubble bath. The word OK stands for Oriflame Kids.
- **Conversion** is a process of assigning a word that will be change into a new category of word. In this research, the conversion process occurs in word moisturizing gel, cleansing milk, styling mousse, nourishing shampoo, exfoliating mitt, purifying oil, clarifying scrub, energizing cocktail.
  Let see the conversion process in word Moisturizing Gel. The word moisturizing is a verb that derived from a noun. The word moisture is a noun then it changed into a verb. The syntactical category of its changed since the function of the word is also changed into a verb.

- **Inflection** is a process of word formation that occurs when some affixes are added. In the process of inflection, there is no change in its word class. In this research, the inflection process occurs in word nail hardener and multi benefits eye cream.

  In word Nail Hardener, inflection occurs when an affix is added in word Harden. In this case, the affix –er is added in order to be a signal of comparative degree. The affix do not change the word classes of word harden that is from adjective into adjective.

4.2. The shift of word forming process

- **Compounding – compounding**

In this research, the writer finds 5 names of beauty product that have a compounding process in both English and Bahasa Indonesia. There are loose powder, night cream, day cream, eye cream, and bubble bath. We can see the examples of analysis below:

Loose Powder (Bedak Tabur)

The word Loose Powder consists of two morphemes; in which both of them are free morphemes. This name of beauty product consists of two roots. Compounding process occurs in this term since it has two roots, that are loose and powder, the roots are combined to form a larger meaning. It is an adjective - noun compounding because the first root is an adjective and the last one is a noun.

[Loose]adj + [Powder]n = [Loose Powder]n
Adjective + Noun = Noun

Then the translation of word loose powder in Bahasa Indonesia is *bedak tabur*. This translation consists of two morphemes and two roots. The two morphemes are free morphemes. Compounding process also occurred in this term because the two roots are combined and formed into a new larger word that involves a new meaning in the beauty term. It is a noun – verb compounding. The analysis can be seen as follows:

[Bedak]n + [Tabur]v = [Bedak Tabur]n
Noun + Verb = Verb

From the analysis above, we can draw a conclusion that there is no shifting in this name of beauty product; since both word forming process that occurs in English and its translation in Bahasa Indonesia are compounding.

- **Derivation – Derivation**

In this case, the writer only found one sample that has derivation process of word forming; that is in word cleanser which is translated into word *pembersih* in Bahasa Indonesia.

The word **cleanser** consists of one root and one suffix –er. This word also consists of two morphemes.

The first morpheme, cleanse, is a verb; and then it is added by a suffix –er that finally change the word class into a noun. Since the change of word class happens after adding a suffix, the word forming process of word cleanser is derivation. We can see the analysis below:

[Cleanse]v + [-er]suf = [Cleanser]n

Verb + Suffix = Noun

Then, the translation of word cleanser in Bahasa Indonesia is *pembersih*. The word *pembersih* consists of one root and two morphemes. The two morphemes are pe- as a prefix and bersih as an adjective. The change of word class happens when the prefix is added, thus the word class changes from an adjective into a noun. We can see the analysis as follow:

[Pe-]pre + [Bersih]adj = [Pembersih]n

Prefix + Adjective = Noun

From the analysis above, we can draw a conclusion that there is no shifting in this name of beauty product; since both word forming process that occurs in English and its translation in Bahasa Indonesia are derivation.

- **Compounding – Derivation**
From the previous analysis, we can find that compounding is a word forming process that combines roots to form a new larger meaning. Beside that there is also derivation process in the process of word forming. Derivation is a way to form a new meaningful word that occurs when a word is added by prefix and/or suffix and result in the change of word class.

In this case, the writer finds 8 samples of names in beauty term that shift in their word forming process from compounding into derivation. There are lip balm, body cream, face wash, lipstick, nail color, eye shadow, foot file and lip gloss. As we can see the analysis below:

Lip Balm (Pelembab bibir)

Lip balm consists of two root and two morphemes. Both of the two morphemes are free morpheme. The word forming process in this term is compounding. Compounding occurs in this term since there are two roots that are combined and involves in forming a new larger meaning. Noun – noun compounding is the type of compounding in this word. The same process also occurs in the word lip gloss. Let see the analysis below:

[Lip]n + [Balm]n = [Lip Balm]n

Noun + Noun = Noun

Then, *pelembab bibir* is the translation of word lip balm and lip gloss in Bahasa Indonesia. This word consists of two roots and one prefix. The word *pelembab bibir* has three morphemes, that are two free morphemes and one

bound morpheme. The type of word forming in this word is derivation. Derivation happened when the prefix is added before the first root and it changes the word class from an adjective into a noun. Here is the analysis:

{[Pe-]pre + [Lembab]adj} + [Bibir]n = [Pelembab Bibir]n

Noun + Noun = Noun

From the analysis, the writer finds that there is a shifting of word forming in the process of translating word lip balm and lip gloss into Bahasa Indonesia. The shift is from compounding into derivation.

- **Borrowing – Compounding**
In this case, the writer finds one name of beauty product that has a borrowing process in the process of word forming. The product is foundation. The word foundation consists of one root and one morpheme. Borrowing process occurs in this term because the word foundation is taken from a word in English; however it is a word from technical engineering field. Since the word foundation comes from a term of another field, thus the word forming process is borrowing.

Then, the translation of word foundation in Bahasa Indonesia is *alas bedak*. The word *alas bedak* consists of two roots and two morphemes. Both of the morphemes are free morphemes and act as nouns. The two words are combined which later create a new larger meaning. Because of that reason, the word forming

process in this translation is compounding. We can see the analysis below:

[Alas]n + [Bedak]n = [Alas Bedak]n

Noun + Noun = Noun

From the analysis above, the writer finds that there is a shifting of word forming in the process of translating word foundation into Bahasa Indonesia. And the shift that occurred is from borrowing into compounding.

4.3. The kinds of translation in the names beauty product

According to Larson (1984), there are two kinds of translation; meaning-based translation and form-based translation. Meaning-based translation is kind of translation that is concerned to the meaning of the text. Sometime, meaning-based translation is usually called idiomatic translation or dynamic translation. Form-based translation is a kind of translation that is concerned to the form of the text. This kind of translation is also called literal translation.

In this research the writer finds 9 samples that belong to meaning-based translation (lip balm, body cream, face wash, lipstick, nail color, eye shadow, foot file, lip gloss and foundation) and 6 samples (loose powder, night cream, day cream, eye cream, bubble bath and cleanser) that belong to form-based translation. Following is the analysis:

- **Meaning-based translation**
We can take an example in analyzing meaning-based translation of word lip balm. Word lip balm consists of two morphemes. In Bahasa

Indonesia, the translation is *pelembab bibir* that consists of three morphemes. If the word is translated by form-based translation (word by word), the translation should be *balsam/minyak bibir*. Relating to the function of balm, which is used to moist the lip, meaning-based translation is used to make a compatible, effective and significant meaning in Bahasa Indonesia.

The similar way of translating also occurs in word body cream, face wash, lipstick, nail color, eye shadow, foot file, lip gloss. But, there is a different analysis of word foundation. Actually, word foundation here is borrowed from another term that the meaning is a part of building. If the word foundation is translated by form-based translation, the meaning will be *yayasan*, *pondasi* and *dasar* in Bahasa Indonesia. Somehow, word *dasar* is the most compatible meaning that can represent the function of this word; since the word is translated into word *alas* (*dasar*) *bedak* in Bahasa Indonesia.

- **Form-based translation**
  It will be simpler when we analyze a word by form-based translation since a compatible meaning can be made by translating word by word. We can take an example of form-based analysis of word loose powder. Word loose powder consists of two morphemes that are translated into word *bedak tabur* in Bahasa Indonesia that also consists of two morphemes. This word is translated by form-based translation since the result of the translation is created by translating word by word. As we can see word loose means *tabur* and powder means *bedak* in Bahasa Indonesia. There is no need to translate it by meaning-based translation since the translation is compatible and can represent the meaning of word in English. The similar way of translating also occurs in word night cream, day cream, eye cream, bubble bath and cleanser.

5. Conclusion

Based on this analysis, the writer draws a conclusion that there are 8 of 10 kinds of word forming processes occur in the names of beauty product. There are also some shifts of word forming process in the translating the names of beauty product. The occurrence of the shift depends on the way of translating the word either by meaning-based translation or form-based translation. Most of the shifts occur when the word is translated by meaning-based translation; since there is a change in the number of the morpheme.

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