

WORD FORMATION PROCESS AT PAZZO PANCAKE MENU NAMES IN KUDUS EXTENSION MALL THOLCHAH MASITHOH

Abstract

Dewasa ini penggunaan bahasa Inggris dalam nama menu makanan sangat populer di kalangan para pengusaha rumah makan di kota Kudus. Melihat fenomena tersebut, penulis tertarik untuk melakukan penelitian tentang *Word Formation Process at Pazzo Pancake Menu Names in Kudus Extension Mall*. Untuk membahas masalah yang dibahas, penulis hanya membahas tentang nama menu yang dapat dianalisis berdasarkan proses pembentukan kata dalam morfologi bahasa Inggris dan membahas tentang makna kata yang terkandung dalam nama menu tersebut, yaitu makna konotatif dan makna denotatif. Penelitian ini merupakan penelitian deskriptif kualitatif karena menganalisis kata dan bukan angka. Data yang digunakan dalam penelitian ini adalah nama menu makanan di rumah makan Pazzo Pancake. Hasil penelitian ini menunjukkan 62 nama menu makanan di rumah makan Pazzo pancake yang dikelompokkan berdasarkan proses pembentukan kata yang ditemukan yaitu *compounding, derivation, inflection, acronym, blending, coinage, borrowing, clipping, reduplication, dan converseon*. Penulis juga menemukan 12 dari nama menu makanan yang mengandung makna denotative dan makna konotatif. Makna denotative didapatkan dari makna yang terkandung di dalam kamus, sedangkan makna konotatif didapatkan berdasarkan menu yang di sajikan.

Keyword: *menu names, word formation process, connotative and denotative meaning.*

1. Introduction

1.1 Background of The Study

Word formation is the study of forming word that is studied in the morphology. This study focuses on the process of forming some morphemes to create new words. There are many types of word formation process to form new words. There are some differences to form new words like affixation called as derivation or inflection, taking foreign word called borrowing and other processes in forming new words. Word formation also happens to English words.

Lately, English becomes the favorite language used as the name of menu at some restaurants in Kudus. According to the owner of the restaurant, This language has the important act to invite the consumers to come to the restaurant which uses this language. This language looks like a modern one that can replace the traditional language of menu names. The example is fried rice that replaces nasi goreng. One of the restaurants in kudus that uses English name in it's menu is Pazzo Pancake Restaurant.

The restaurant was built by a couple of friends named Miss Yuni and Miss Marini in 2012. The restaurant that serves pancake as the main menu not only uses English menu names, but also the unique menu names. Now, this restaurant becomes one of the most favorite places for hanging out in Kudus.

The English and unique menu names in Pazzo Pancake Restaurant become the reasons for the writer to conduct this research. To make easier in doing this research, the writer limits the research of menu names by focusing on the word formation process and the meaning of menu names, namely denotative and connotative meaning.

The reason for doing this research in word formation process is caused by the research which analyzes word formation process in menu without knowing the reasons of creating the name. Many of them just analyze word formation process and take percentage in using type of word formation process as conclusion.

1.2 Scope of the Study

This research discusses word formation process in Pazzo Pancake menu names. In this research, the writer takes samples from appetizer to dessert. To make easier, the writer limits the research by focusing on the process of forming word and elaborate the research by analyzing the meaning of the menu names, namely denotative and connotative meaning.

1.3 Research Problem

- I.3.1. What are the types of word formation process included in the name of Pazzo Pancake menu names in Kudus Extension Mall?
- I.3.2. How the structures of the name of menus are arranged based on the types of word formation?
- I.3.3. What are the meaning of the name of menus that is formed by using word formation process?

1.4 Purposes of The Study

- I.4.1. To describe the types of word formations those are included in the name of Pazzo Pancake's menus in Kudus Extension Mall.
- I.4.2. To analyze the way in arranging the name of menus based on the types of word formation.
- I.4.3. To explain the meaning that is included in the menus that doing process of word formation.

1.5 Significance of Research

Hopefully, this research has many advantages for students in increasing the study of linguistics, especially in the word formation of morphology study. In this research the writer does not only analyze word formation process but also analyses the meaning of the menu names. The writer hopes this research will inspire the student to explain the meaning that is included in the word if they make some research about word formation. They also can use this research as the previous study as consideration to make new diversity between their researches from this research.

1.6 Previous Studies

In this research the writer takes three previous studies as a reference. the writer takes a thesis entitled Word Formation Process in Sport Term of SoloPos Newspaper (A Case Study of Olah Raga Column, November 2010 until January 2011 eddition). It was written by Safitri in 2008. The second pervious study, the writer takes the thesis of "Word Formation Analysis on Slang Word in the Indonesian Teenager Novel". Another research is written by Sundari (2008), in *Proses Pembentukan Nama-Nama Manu Makanan Berbahasa Inggris di Simpang Lima*.

2. Review Of Related Literature

Word formation is the study about the formation of new word in English and other languages. Ackema and Neelemen (2005:267) State that word formation have two functions. It shared with inflectional morphology or derived word by it span and derived the complex word.

2.1.Morpheme

Morpheme is the smallest meaningful unit in the structure of language (Gleason 1961:53). According to Sukarno, some morphemes are complete words and others are not. According to Katamba (1993:41), there are some elements to structure morpheme. They are root, stem, base and affix.

2.1 Free and Bound Morpheme

Free morpheme is a morpheme that can stand alone as a word. Bound morpheme is morpheme which cannot stand alone. Bound morpheme must be added to the free morpheme because the function of bound morpheme is to complete free morpheme to form new word.

2.2 Word Formation Process

According to O'grady, dobrovolsky and catamba Word Formation is the study about the formation of a new word in English or other language. In the morphology study, there are many types process of word formation to analyze menus in Pazzo Pancake (1996:132). They are compounding, derivation, inflection, acronym, blending, coinage, borrowing, clipping, reduplication, and conversion.

2.3 The meaning of word

Word, phrase and sentence have form and meaning (lyons, 1996:26). To analyze the meaning that is contained in word, the writer uses semantic because semantic is a branch of linguistic that study us about the meaning of word. According to Palmer, word is the basic unit of semantic (1983:1). There are two types of meaning that represents in human mind. They are connotative and denotative meaning.

3. Research Method

3.1.Types of Research

This is a descriptive research that analyzes and serves the fact of phenomenon systematically to get the easier result (Azwar, 2009:6). In addition, this research is categorized as qualitative research as its purpose is to get the description about the data of research (Basuki, 2006: 78).

From the definition above, this research is called as descriptive qualitative research as it tries to describe the process of forming word and also describe connotative and denotative meaning of menu names in Pazzo Pancake Restaurant.

3.2.Data, Population, and Sample

Data is all of empirical information that is found from field to support the study of science and academic (Mukhtar, 2013:99). There are two kinds of data. They are primary data and secondary data (Mukhtar, 2013:99). Primary data is data that is found directly from the subject of research as a source of information. While secondary data is data that is found from other elements. In this research, the primary data are all of the menu names in Pazzo Pancake

Restaurant, and secondary data are the picture of menu and the information from the owner of the restaurant.

Basuki (2006:182) states that population is all of the entity that have same characteristic. The population of this research is the English menu names in Pazzo Pancake Restaurant.

According to Mukhtar, sample is a part of population that can represent all of population (2013:93). Sample of this research are the menu names that can be analyzed by using word formation process and have connotative and denotative meaning.

3.3.Method of Collecting Data

This research collects data by applying Survey Method by coming to Pazzo Pancake restaurant which serves English menu names. This research also uses interviewing method by interviewing the owner of restaurant to get the reasons of creating menu names.

Technique used in this research is purposive sampling and note taking technique by Sudaryanto (1993: 135). The writer takes sample which contain word formation process and connotative and denotative meaning. Note Taking Technique is done by writing the menu names in Pazzo Pancake which contain word formation process and contain connotative and denotative meaning.

According to Mukhtar, Documentation technique is a technique of collecting data by using tool or instrument to collect the data likes photo, picture, map, and structure of organization (2013:101). The documentation technique is used in this research to take the picture of menus that show the connotative meaning of menu names.

3.4.Method of Analyzing Data

According to Sudaryanto there are two types of methods to analyze data. They are *Agih* and *Padan* method. *Agih* Method is used to analyze the process of forming word, while *Padan* Method is used to analyze the meaning of word.

The technique to analyze the data is *Unsur Bagi Langsung* Technique by Sudaryanto. The way to analyze menu names by using *Unsur Bagi Langsung* Technique is by dividing morphemes that form menu names. This technique is used in the inflectional and derivational process. *Lesap* Technique by Sudaryanto is also used to analyze word formation process by releasing, eliminating or reducing part of morphemes. In doing this research, the writer takes these following steps:

1. Finding data in Pazzo Pancake Restaurant.
2. Listing all the data that are found in Pazzo Pancake Restaurant.
3. Interviewing the owner of restaurant to get the information about data.
4. Classifying the data into word formation.
5. Identifying the data based on word formation process.
6. Analyzing the data based on connotative and denotative meaning

3.5.Method of Presenting Data

According to Sudaryanto there are two kinds of method to present data analysis (1993:144). They are Formal and Informal Method. Formal method is method of presenting data by using symbols and mark likes (+), (-), and (*), while informal method is method of presenting data by using natural language. In describing the result of data analysis, this research uses Informal Method.

4. Data Analysis

4.1 Research Finding

In this research, the writer found menu names that have been classified according to the types of word formation. From the data that had been analyzed, the writer found some types of word formation processes in the menu names. There are 62 menu names that can be analyzed by using word formation process. The word formation processes used to analyze the menu names are compounding, derivation, inflection, acronym, coinage, borrowing, clipping, reduplication and conversion. There is not process of back formation in the menu names at Pazzo Pancake Restaurant.

In this research, the writer only analyzes the menu names that contain the connotative and denotative meaning. To analyze the meaning of menu names, the writer uses Oxford dictionary to get the denotative meaning and look on the picture of menu to get the connotative meaning. From all of menu names in the Pazzo pancake restaurant, there are 12 menu names that have the connotative and denotative meaning. The other menu names only have denotative meaning.

4.2 Data Analysis

In this part, the writer analyzes all of menu names in Pazzo Pancake Restaurant by using the word formation process and the meaning of word, namely denotative and connotative meaning. The word formation process of menu names is done by explaining the process in forming word and showing the roots and other element in forming words. The connotative meaning is done by the writer to show the meaning of the unique menu names in Pazzo Pancake restaurant.

IV.2.1. Word Formation Process Analysis of Menu Names in Pazzo Pancake Restaurant.

IV.2.1.1. Compounding

In this research, there are 10 menu names that are categorized into compounding. There are two patterns to compound the menu names. Some menu names are derived from an adjective + a noun and a noun + a noun. the menu names that doing compounding process are Original pancake, Blueberry cheese, sandwich cheese smoked beef, strawberry mosquito, Mushroom creamy soup, chicken stick lover, ice cream, French fries, sausage black pepper, and dumpling soup.

IV.2.1.2. Derivation

Derivation is a process of forming word by adding derivational affixes on the bases. The adding of derivational affixes will change the class of word. There are some menu names that are categorized into derivation. In this word formation process, the writer found three changing class of word. They are noun into adjective, verb into adjective and verb into noun. the menu names that doing process derivation are Chicken, corn, and mushroom creamy soup, original pancake, healthy juice, cheesy sausage, cheesy chicken stick, cheesy smoked beef, cheesy yellow eye, spicy wing, iced cappuccino, iced coco orange, iced lemon tea, iced mojito, iced orange, iced juice, iced spicy longan, iced tea, iced sweaty lemon, iced volcano mountain, fried chicken n rice, French fries, sweet lover, and sparkling blue.

IV.2.1.3. Inflectional

Inflection is a process of creating new word by adding affixes at the base without changing the class of word. In this analysis, the writer finds 4 menu names of inflection. They are Oreo lovers, chicken stick lovers, sausage lover, and chippy.

IV.2.1.4. Acronym

Acronym is a process of forming new word by taking the first letter of the words that is united into a pronounceable word. There is one menu name that is categorized into acronym. That menu name is ekazo. Ekazo is derived from word ebi katsu pazzo. In this menu, ekazo is shrimp that is cooked in the deep oil like chicken katsu.

IV.2.1.5. Blending

Blending is a process of forming new word by combining a part of two words. In this menu names, blending process can be found on the word chococheese banana. Chococheese is derived from word chocolate and cheese. In the process of blending, there is process of taking word choco from word chocolate and cheese.

IV.2.1.6. Coinage

Coinage is a process of forming word by taking the name of popular product or brand and it uses in the daily activity to call the other product with similar kind. In this menu names, there are three menu names of coinage. They are Pepsi cola, Milo shake and Oreo lover.

IV.2.1.7. Borrowing

Borrowing is a process of forming word by taking a foreign language. in this research, There are 16 menu names of borrowing. Those menu names are borrowed from Indonesian, Japanese, Chinese, French, Italian, and Spanish language. In the process of borrowing, there is some changing in the foreign words. There are some menu names that doing process of borrowing. They are Aneka juice, pazzo de coco pandan, Pazzo special bento package, Pudding, spaghetti bolognais, chicken katsu, pazzo fried bihun, ebi veggie roll, beef teriyaki, chicken teriyaki, beef yakiniku, chicken yakiniku, ebi furai, shumay furai, pazzo karage, iced mojito, pazzo de mango, and pazzo de coco pandan.

IV.2.1.8. Clipping

Clipping is a process of forming word by deleting one or more syllables. The process of clipping can be done by deleting the back of word called back clipping and deleting the front of word called front clipping. In this research, clipping process used in the menu names is back clipping. The menu names using clipping process are ebi veggie roll and ice coco orange.

IV.2.1.9. Reduplication

Reduplication is a process of forming new word by repeating the base. Commonly this process is used in Indonesian language. In this research, there is only one menu name that is categorized as reduplication. It is pink-pink lamb of home. Pink-pink lamb of home is an original pancake with pink ice, fresh strawberry, almond, and chocolate sauce. In this menu names, the process of reduplication is located on the word pink means a kind of color. It refers to the color of ice cream as a topping of pancake.

IV.2.1.10. Conversion

Conversion is a process of forming word by changing the class of word without giving affixes in the bases. There are four menu names that are categorized into conversion. They are smoked beef, ordinary taste, dumpling soup and fried chicken and rice.

IV.2.2. Denotative and Connotative Meaning of Menu Names In Pazzo Pancake Restaurant

There are 12 menu names in Pazzo Pancake restaurant that have connotative and denotative meaning. Denotative meaning is a meaning of word that can be found on the dictionary, while connotative meaning is a meaning of word depending on its context. In this research, denotative meaning is taken from meaning of word in the oxford dictionary, while connotative meaning is taken from the picture of menu and the information about menu names from the owner of restaurant. The menu names that can be analyzed by using denotative and connotative meaning are strawberry mosquito, yellow eye, French fries, banana in ice, banana in the forest, pink-pink lamb of home, harry meet sally, iced volcano mountain, morning bit blue, pazzo adventure, my blue polkadot, and sparkling blue.

5. Conclusion

This chapter is the last chapter of this research. This chapter provides the conclusion of the analysis of word formation process and the meaning of menu names of at Pazzo Pancake Restaurant.

From the analysis that have been done, the writer can take a conclusion of this research. There are many types of word formation process that can be found in the menu names in Pazzo pancake restaurant. From 64 data analyzed there are 9 menu names are categorized as compounding, 22 menu names are derivation, 5 menu names are inflection, 1 menu name is acronym, 1 menu name is blending, 3 menu names are coinage, 16 menu names are borrowing, 2 menu names are clipping, 1 menu name is reduplication and 4 menu names are conversion. From the whole data, some of menu names can be analyzed into more than one types of word formation.

From the analyzing the meaning of word, namely connotative and denotative meaning, there are 12 menu names that contain connotative and denotative meaning. The menu names that have connotative meaning are strawberry mosquito, yellow eye, French fries, banana in ice, banana in the forest, pink-pink lamb of home, harry meet sally, iced volcano mountain, morning bit blue, pazzo adventure, my blue polkadot, and sparkling blue.

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