

AN ANALYSIS OF WORD FORMATION USED BY FOOD VLOGGERS

THESIS

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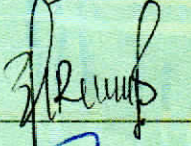
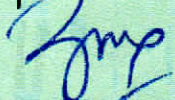
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ABSTRACT

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Word formation is the tool to form a new word based on several techniques that involve the word itself. The aim of this research is to analyze and to find out the types and the most dominant types of word formation of words related to food used by food vloggers. The data of this research were utterances from the food vloggers namely Luke Martin, Trevor James, Mark Wiens, Mina Oh, Mike Chen, and Sonny Side in their vlogs on YouTube. The data were analyzed based on several word formation theories. This research used descriptive method. Based on the data analysis, the researcher found 196 words containing the word formation related to food and 7 out of 11 types of word formation. They are (1) borrowing, (2) compounding, (3) clipping, (4) conversion, (5) derivation, (6) inflection, and (7) multiple process. The finding shows that this research is dominated with borrowing process with the frequency of 60 data (31%).

Key words: Word Formation, Food, Food Vlogger

ABSTRAK

Octavia, Elsa. 2022. *An Analysis of Word Formation Used by Food Vloggers*. Tesis. Departemen Bahasa Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Pembentukan kata adalah sebuah alat yang digunakan untuk membentuk kata baru berdasarkan sejumlah teknik yang meliputi kata itu sendiri. Tujuan dari penelitian ini yaitu menganalisis dan menemukan tipe-tipe pembentukan kata dan tipe yang paling dominan dalam kata yang berhubungan dengan makanan yang digunakan oleh *food vloggers*. Data yang digunakan di dalam penelitian ini adalah ucapan dari para *food vloggers* yang bernama Luke Martin, Trevor James, Mark Wiens, Mina Oh, Mike Chen, and Sonny Side di dalam *vlog* mereka di YouTube. Data dianalisis berdasarkan teori-teori pembentukan kata. Penelitian ini menggunakan metode deskriptif. Berdasarkan analisis data, peneliti menemukan 196 kata yang berhubungan dengan makanan yang terdapat proses pembentukan kata di dalamnya serta 7 dari 11 tipe pembentukan kata. Tipe-tipe tersebut meliputi *borrowing*, *compounding*, *clipping*, *conversion*, *derivation*, *inflection*, dan *multiple process*. Hasil temuan menunjukkan bahwa penelitian ini didominasi oleh proses *borrowing* dengan hasil frekuensi 60 data (31%).

Kata Kunci: Pembentukan Kata, Makanan, *Food Vlogger*

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CHAPTER I

INTRODUCTION

A. Background of the Problem

The community is very close to the use of the internet, especially for social media. Giyatmi, Wijayava, and Arumi (2017) state that in today's society, social media plays a significant role used to socialize with people from all over the world without any limitations. There are several famous social media such as Instagram, YouTube, Twitter, and Facebook. In addition, social media cannot only be used as entertainment media, but also marketing media which is done either in spoken or written way. It means that everything related to social media still cannot be separated from the use of language. The community needs language to fulfil their needs which leads to the emerge of new words. Hanif (2015) also adds that some features of language are indeed used for expression and opinion. It also cannot be denied from the fact that the phenomenon of the word formation will always take a part in this situation.

One of the activities that can be done in the scope of social media is vlogging. Nowadays, being a vlogger can be a promising job. For instance, the food vloggers who do their job by reviewing about the food on social media and get paid by the sponsor or the social media itself. The food vloggers usually use YouTube as the main platform to share their content. According to Briliana, Ruswidiono, and Deitiana (2021), "Many YouTubers compete to create various contents, including those related to food." Furthermore, the activity of food vlogging must involves the

use of language since the food vloggers will use a lot of words or terms while describing and reviewing the food. They will use a particular word to express and talk about the taste, the texture, or the visual of the food to their viewers.

However, while reviewing about food, the vloggers or even the community often do not realize how some words can exist and how they can be used while actually there is a process called word formation as the tool to produce new words in a language. Sometimes, the community may build a new word based on creativity using other words without them knowing that the word formation is done based on certain rules. Suparta, Qomariana, and Rahayuni (2017) state that people try to communicate with people from all over the world using new, simple, and meaningful words. Furthermore, the word formation is a way of creating new words in English. According to Yules (2017), word formation consists of borrowing, compounding, blending, clipping, back-formation, conversion, coinage, acronym, derivation, and multiple process. Furthermore, Luthfiyati, Kholiq, and Zahroh (2017) says that one of linguistics branches of the morphological called word formation relates to a new word or terms in a language.

The community can find a lot of new terms related to food from English or other languages. There are some new words that become commonly used by the community to talk about food even though they are not even aware of how those words are formed. Fatmawaty and Anggraini (2019) argue that there is a precept to create words in a language to become a sentence yet people never know how those words exist. Consequently, it is such an interesting topic to be analyzed by applying

the study of the word formation. It will help the community to gain new knowledge about how those new words are created especially words in the context of food.

In recent years, some researchers have conducted the research regarding word formation through different perspectives. Their objects are social media, a movie script, and a magazine. On social media, there were some studies written by Wijaya (2021) and Kodi (2020). In movie scripts, the study about word formation were written Ratnanila (2014) and Marzita, Syarif, and Ardi (2013). Then, in magazines, there were some studies related to magazine written by Meisara (2014) and Azkiyah and Sundari (2013).

In conclusion, the previous researchers have conducted the research of word formation and this research is also similar to those researches which also analyze the word formation. However, the problem that has been analyzed in the previous research only focuses on slang words, a particular type of word formation, and also some terms like beauty, automotive, and medical terms. Therefore, this research aims to analyze the word formation by the food vloggers on YouTube. This is because the researcher has not found the research which focuses on analyzing the word formation related to food. The researcher chooses a particular channel named Luke Martin, The Food Ranger, Mark Wiens, Miss Mina, Strictly Dumpling, and Best Ever Food Review Show.

B. Identification of the Problem

The word formation can be analyzed in several aspects such as in slang words and some terms like beauty, medical, and automotive which can be found in

several discourses such as social media, magazines, and movie scripts. A new word always develops easily and it can occur by creating slang words. The beauty, medical, and automotive terms can be identified through the word formation because there are a lot of words related to those terms which are still not familiar enough found in daily communication. Aside from those terms, there is also another term which can be studied through the word formation called terms related to food.

C. Limitation of the Problem

Based on the identification of the problem above, the research is limited to focus on the word formation used by food vloggers.

D. Formulation of the Problem

Based on the limitation of the problem above, the formulation of the problem is: “How are the word formation made by food vloggers?”

E. Research Question

Based on the formulation of the problem above, the research questions are:

1. What are the types of word formation used by food vloggers?
2. What are the most dominant types of word formation used by food vloggers?

F. Purpose of the Research

Based on the research questions above, the purpose of the problem is:

1. To find out the types of word formation used by food vloggers.
2. To find out the most dominant types of word formation used by food vloggers.

G. Significance of the Research

Theoretically, this research aims to give the understanding about the process of word formation from the other objects such as social media and terms related to food and make the readers have an image of the use of word formation in daily life. Meanwhile, practically, this research is expected to provide a new reference to examine more research in the same field regarding word formation and help the readers to gain more knowledge about how to form a new word through the word formation.

H. Definition of Key Term

The definition of key terms of this research is elaborated as:

1. Morphology: a branch of linguistic dealing with the study of the smallest meaningful units based on the form and structure of word.
2. Word Formation: the process of forming new words that has existed before by the speaker of a language.
3. Vlog: a video blog showing a recorded video of someone on the internet.
4. Food: any types of substance that human, animals, and plants consume or absorb.
5. Food Vlogger: a person who makes and uploads videos about everything related to food.