

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is the main tool of communication with peer human which have specific purpose so that their messages can be delivered well. A communication will develop self-concept, self-actualization, and can bridge the relationship with other people. Kridalaksana (1993, p. 23) states that language is an arbitrary system that is used by people to cooperate, communicate, and identify themselves. It stresses the social function of language and proves that human use language to express themselves and to manipulate the object in their environment. In other words, language is an extremely important way of interacting with the people around us.

A language can always be affected by other languages due to one of them is dominantly or globally used. A language may absorb words of other languages to be used and inserted into its grammatical structure. This kind of phenomenon is called borrowing. According to Fasold (2006, p. 294), borrowing is the adoption of elements from one language or dialect. The borrowed elements are usually lexical items, known as loan words. According to Champbell (2002, p. 62) "A lexical item (a word) which has been "borrowed" from another language a word which originally was not part of the vocabulary of the recipient language but was adopted from some other language and made part of the borrowing language vocabulary is called "loanword".

The phenomenon of vocabulary addition was made in order to meet the communication needs of the community. One of the treasures of the effort to support the addition of a language is adopting the words of a foreign language or known by the term of borrowing. Borrowing is a part of linguistics and also is considered as a kind of language variations. It is a word, which has been taken from one language then used in another language (Richard, Platt, & Weber, 1983, p. 30). Borrowing generally involves single words mainly nouns, and it is motivated by lexical need (Holmes, 1992, p. 50). The words borrowed by a language from another language called the donor languages are usually adapted based on the grammatical rule both phonologically and morphologically of the recipient language.

According to Haugen (1950, p. 212), borrowing is the process of importing linguistic items from one linguistic system into another that occurs at any time when two cultures are in contact over a period of time. The borrowing vocabulary from a foreign language in Indonesian language is dominantly from English which has a high influence on the Indonesian and other languages around the world. The more intensive the relationship between science and technology in Indonesian people with English user society can also be the reason why it occurs in Indonesian. Haugen (1950, p. 212) identifies two processes in the borrowing of words, importation and substitution. Importation is when a whole words is imported from the donor language into the recipient language without adapting it to the features of the recipient language as supported by Weinreich (1966, p. 12) that states the same term as a phonological citation or

unassimilated words. Substitution is when part of the word borrowed is substituted with an element of the recipient language for integration.

The developing and linguistic changing can occur both in the realm of meaning, grammar, and vocabulary. According to Kridalaksana (1993, p. 23), language has meaning and meaning can change because the language has dynamic characteristics. A change of meaning happens because of time and place in certain districts or countries which urge the change of meaning. In general, the meaning changes result from language context, from cultural development requiring new vocabulary, and from reshaping existing meanings. Synchronically, the meaning of word does not change, but diachronically it enables to change. It means, in a very short period meaning of a word is same, it does not change, but in a long period it enables to change.

The borrowing word has given a significant impact on the Indonesian language itself. It has affected the use of the language both in spoken and written communication. This borrowing phenomenon also enriches the Indonesian language, which can be seen from the new words created out of the words that are adopted from the donor language. For example, the word *Kuis* and *Konsep* are adopted and adopted from English words "Quiz" and "Concept". As the result, Bahasa Indonesia which has been influenced by English and borrowing words are much used.

Borrowing words are mostly found in the printed media such as magazines, newspapers, non-fiction book, as well as movie series. This shows that borrowing words become more commonly used by society. There are three

types of borrowing words namely loanwords, loan blend, and loan shift. In terms of meaning, it can be classified into four of meaning shift. They are extension of meaning, narrowing meaning, regeneration of meaning, and degeneration of meaning.

The English borrowing words have been widely used in almost all aspects of social life in Indonesia. They are also much used in literary work such as film or movies. Movie series, also known as films are types of visual communication which use moving pictures and sound to tell stories, to inform or help people to learn. People in every part of the world watch movies as a type of entertainment and a way to have fun. For some people, movies can make them laugh, while for others, movies can make them cry or feel terrified. Some series with script have become popular worldwide.

The series "THE PUBLICIST" is one of the most influential movies in which English borrowing words are used in Indonesian language subtitles. The series are directed by an Indonesian writer Monty Tiwa (2017), the series are generally watched these days. In the series, many English terms are used and they belong to English borrowing words.

Based on the explanation above, the writer was interested in conducting a study entitled ENGLISH BORROWING WORDS IN THE SERIES "THE PUBLICIST". This movie is not only interesting to be analyzed but they also contain many borrowing words. It is also interesting to find types of the borrowing words occur in the series as well as their meanings.

1.2 The problems of Study

The problems of this study are formulated as follows:

1. What kinds of English borrowing words are there in the series of “THE PUBLICIST”?
2. How do the meanings of English borrowing words in the series shifted from English to Indonesian?

1.3 The objectives of the Study

From the problems above, the objectives of this study are:

1. To find out kinds of English borrowing words in the serial movie *THE PUBLICIST*.
2. To identify the shift of meanings of English borrowing words in the series.

1.4 Significance of the Study

The researcher hopes that the result of this this study would be beneficial for the readers and the students. For the readers, it can be the additional source of study related to borrowings words. This research may also be useful as a reference for other researchers or students to who are interested in conducting a further study on English borrowing words including the types in meaning of English borrowing words used in movies.

1.5 Limitation of the Study

There are many aspects of language in literary works that can be discussed, such as: clipping words, blending words, and etc. However, this study only focused on English borrowing words. The types of English borrowing words and the changes of word meaning based on Charles F. Hocket theory and Albert C. Baugh theory of the classification of borrowing words in the series "THE PUBLICIST".