

**AN ANALYSIS OF WORD FORMATION IN LOCAL AND
INTERNATIONAL COSMETIC BRANDS**

THESIS

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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF TEACHER TRAINING, EDUCATION AND LANGUAGE
UNIVERSITAS BINA DARMA**

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MOTTO AND DEDICATION

Motto: “If you ever feel unloved, remember that Allah loves you the most”.

Dedication:

This thesis dedicated to:

- My greatest motivator my lovely parents, that always love me, always pray for me every time and always be there whenever and wherever I need, my lovely brother who always gives much love and support for me every time, my boyfriend who always support me with all the positive things I do, thanks for the help and encourage me when I am having a hard time to finish this thesis.
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Palembang, April 2022

Rizki Nanda Safira
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This thesis was written based on research conducted by the researcher from August 2021 until February 2022 about word formation in cosmetic brands.

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Abstract

This study is entitled Word Formation In Cosmetic Brands. In this study, the researcher analyzed the word formation processes of 25 local and international cosmetic brands on Shopee. There were two purposes of conducting this research. (1) To classify and find the categories of word formation in local and international cosmetic brands on Shopee, (2) To find out the patterns and meanings in local and international cosmetic brands. In this study, the researcher did the qualitative research with descriptive approach. For the technique of collecting the data, the researcher did some steps. Those are: (1) The researcher takes data of local cosmetic brands that are sold in online store which is Shopee. The researcher takes written data from several blogs that provided information about beauty and cosmetic brands, (2) The researcher also takes the data on the internet contained on the official website of cosmetic brands related to the purpose of the brand being created, whether the manufacture of the brand was related to the content and ingredients contained in cosmetic products or related to the life of the brand owner, (3) The researcher takes note on the words related to cosmetic brands such as, what ingredients are contained in cosmetic products and who the owner or the founder who created the product. The researcher used the theory of word formation by Yule (2010). For the result the researcher found 5 categories of word formation processes in 25 local and international cosmetic brands. They were 6 items for borrowing, 6 items for compounding, 4 items for blending, 6 items for acronyms and 3 items for multiple processes.

Keywords: *Morphology, Word Formation, Cosmetic Brands.*

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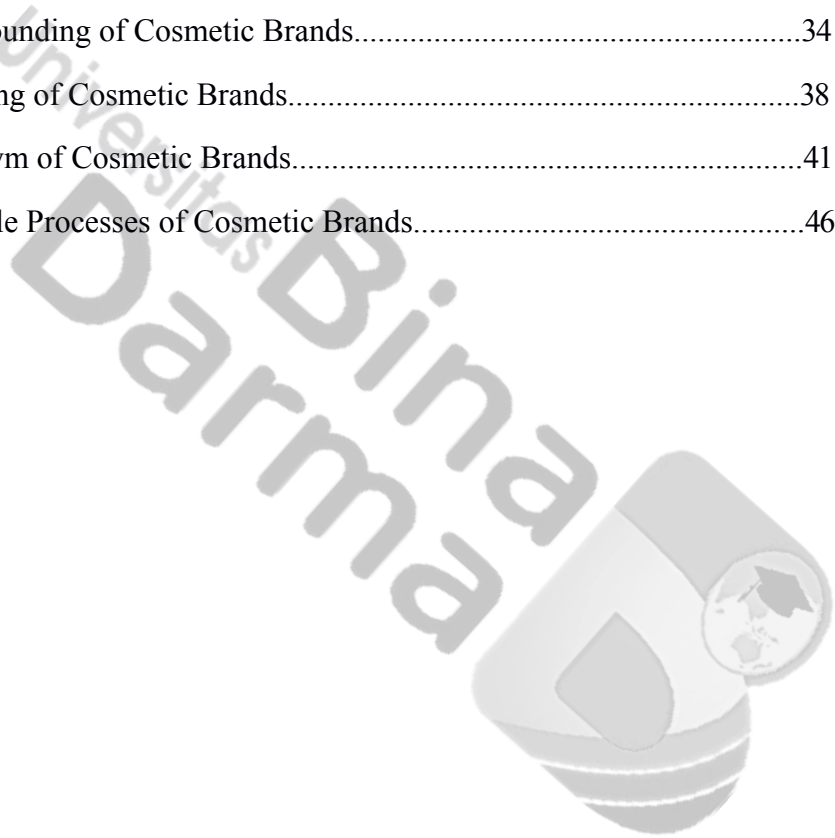


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