

CHAPTER I

INTRODUCTION

In this chapter, the researcher explained about background of the study, problems of the study, objectives of the study, significance of the study and limitation of the study.

1.1. Background of the Study

Word formation is the process of forming new words based on other words or other morphemes. According to Yule (2010), word formation is the basic study of the process to create new words. In other words, word formation process is how the words in a language are formed. In cosmetic brands, the use of word formation is also found. Currently, there are many products that are used to beautify or change a person's appearance. Many cosmetic products are made for face, hair, and body. In general, some cosmetic brands make the beauty products from a mixture of chemical compounds with natural sources in the ingredients.

In this study, the researcher was interested in analyzing local and international cosmetic brands. According to Schuiling and Kapferer (2004), local brands are generally available in a single country or in a narrow geographic area, although these brands may be owned by local, international or global companies. Local cosmetic brands are cosmetic brands originating from within the country. In Indonesia, local cosmetic brands are usually sold at affordable prices and most of the users of local cosmetic brands in Indonesia are teenagers and college students. On the other hand, if local cosmetic brands are usually sold at low prices, but international cosmetic brands are usually sold at quite expensive prices. Schuiling

and Kapferer (2004) said that they define international brands as brands that have globalized elements of the marketing strategy or mix.

The researcher took the object of this research from the online store which is Shopee. Shopee is a platform that provides customers with an easy, secure and fast online shopping experience through strong payment and fulfillment support. The researchers took the object of research from Shopee because based on data from Web Retailers (2021) Shopee is one of the marketplaces with the most visitors in Southeast Asia, with a total of 197.8 million visits per month.

The researcher believes that this study is an interesting topic to investigate because nowadays the presence of beauty influencers is growing unexpectedly in many countries who are constantly talking about the cosmetic brands around the world. The researcher is curious about the cosmetic brands mentioned above because nowadays many people in the world are very interested about makeup and cosmetic brands. As explained through the Annual Beauty Content Views (2018), there were more than 169 billion viewers who were curious about the beauty content that consists of makeup, skin care, hair care tips and various videos made by beauty influencers.

However, there are still many people who do not know that the brand of a cosmetic has meaning in it. By researching cosmetic brands using word formation theory, researchers can find out that behind the creation of a brand there is an implied message conveyed from the product. Many cosmetic products have names taken from various languages in the world. In addition, in the world of beauty,

there are several new words used to refer to products in a skin care, hair care or makeup product.

The researcher was interested in researching cosmetic brands using word formation theory because language is a communication tool to explain something. Usually, to attract the attention of consumers, some cosmetic brands use unique names in structuring their product names. Some cosmetic brands borrow words from other languages to use as product names. Borrowing words on cosmetic brands are found in many local cosmetic brands. Borrowing words are usually used to name a brand because usually products that have names taken from foreign languages are considered better and more attractive by consumers. To understand the product brands, it is useful to study about word formation through the word formation of the brand. Understanding the word formation of the brand can help people or consumers understand the meaning behind the brands.

There are many types of word formation to form new words. According to Plag (2002), word formation process can be classified into several types which are derivation, compound, truncation, blends, abbreviations, and acronyms. While according to Yule (2010), word formation process can be classified as borrowing, compounding, blending, coinage, clipping, acronym, eponym, conversion, derivation, backformation and multiple processes. Therefore, the researcher used the theory of the word formation proposed by George Yule, because this theory has many types of word formation processes, the information in Yule's theory is complete, detailed, and easy to grasp, so it is very helpful for the researcher to classified the types of word formation processes in cosmetic brands.

1.2. Problems of the Study

Based on the background of this research it can be concluded that the research problems is:

1. What categories of word formation are there in local and international cosmetic brands on Shopee?
2. How are local and international cosmetic brands patterns constructed and the meanings developed related to the context of beauty?

1.3. Objectives of the Study

Based on the research problems the objectives of the study is:

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.

1.4. Significance of the Study

Theoretically, this research can contribute to the work of linguistics in the study of morphology, especially in the process of word formation. This study provides an explanation of the process of word formation and the meaning of cosmetic brands. The researcher hopes that the results of this study can be useful and beneficial for the readers and people who are interested about cosmetic brands. The researcher also hopes that this research can help people to understand the patterns of word formation and the meanings of word formation in cosmetic brands. Furthermore, hopefully this research can be an additional reference for

English Department students who are interested to investigate about word formation.

1.5. Limitation of the Study

This study focused on analyzing the word formation process of local and international cosmetic brands sold on e-commerce or online stores, Shopee. The researcher classify word formation categories based on Yule's theory because Yule's theory of word formation is complete and detailed, so it is easy to use for help the researcher analyze word formation in cosmetic brands. The researcher limited the study to 25 cosmetic brands taken from Shopee. The researcher took cosmetic brands that have meaningful words so it can be analyzed using word formation theory. The 25 cosmetic brands selected by the researcher include: Lacoco, Wardah, Créant, PAC, Klavuu, Laneige, SASC, Azarine, Everwhite, Make Over, Y.O.U, Covermark , Dew It, M·A·C, Somethinc, LipGhost, E.L.F., Nutrilash, Beautetox, Gloskin, Secondate, BAD Lab, Madame Gie, House of Hour, GOBAN.