

WORD FORMATION IN PRODUCT NAMING ON SNACK BRANDS

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Abstract : Word formation processes have become one of the most important steps for company in creating brand names. This study aims to identify and describe the word formation processes on snack brands. There were 30 objects of snack brands in this study. The object of this study was snack names found in Alfamart and Indomaret. Qualitative descriptive method was applied in this study. The results show that there were six words formation processes found on snack names, namely blending, compounding, borrowing, acronyms, coinage and multiple processes. From the data, the writer found 53,3% compound words, 23,3% blending words, 13,3% borrowing words, and 3,3% acronyms, 3,3% coinage and 3,3% multiple processes.

Keyword : Consument, Brand Names, Company, Morphology.

INTRODUCTION

The business world has rapid competition. The choice of words in the brand name is not only the name but also the brand of the company itself. Company put some value to convey their representative product. Promoting products requires strategies. One of the strategies in marketing is branding. A brand is used to show the characteristics and images of a product. It consists of letters, words and even numbers. When a brand has a legal protected name, it is called a trademark. A brand represents all information about a product or service. Through a brand, a product can differ from others. A brand also shows ownership. When buyers are faced with similar products, they are able to recognize the differences through the brand name.

Snack is a small portion of food which can be eaten during the day, for either feeling hungry or supplying energy. Thus, snacks are products that attract many customers to buy them. Almost all people from all ranges of age eat snacks these days. With tons of snack products available in the markets, the number of people who consume them is also increasing. This leads to a high competition among companies to attract more customers and earn benefits. One of the approaches to gain this goal is through products name.

One of company's efforts in attracting consumers is making advertisement. Advertisement helps companies to reach their target market. Among many companies that offer the

same products, each company has to build its own identity. The name of a product is an essential thing to make consumers able to differentiate one product from another. Through a brand, the company is able to communicate the types of products that they offer and their characteristics. There are several things that should be considered in creating a new products name. In marketing strategies, linguistics aspects are use as legal points of view. First, the chance of creating an offensive brand name. A product name is made up of letters and sounds that may contain offensive meanings for a particular language. It is necessary to create a product name that does not offend others, especially a name that is created for international marketing purposes. Second, the name must consist of letters that are easy to spell by buyers even in other languages. Buyers would not buy something that cannot even be named, so it is important to create a simple name in sound and lettering. Third, creating a catchy name that is memorable for the buyers will make the product recognized easily. This is when creativity is needed in naming a new product. Catchy name is proven to be well-known in advertising. This is relevant with Anandan (2009, p.133) who stated that good brand names will affect the success of a product.

This behavior creates a development of language which in the end emerges new vocabulary purposely or accidentally. The study of words and how words are formed in the language is morphology. Haspelmath and Sims (2010, p.2) stated that morphology is a linguistics branch that deals with the internal structure of words and word-formation. Word formation deals with how new words are formed and used in a language. Yule (2010, p.53) stated that word formation is the study of how new words are created. Word formation consists of many kinds of process, namely borrowing, blending, clipping, coinage, acronym, backformation, compounding, conversion, derivation and multiple processes. Word formation is essential because it expands vocabulary that is useful for communication.

Language is an organization of random vocal symbols which allow people in different culture to communicate. People need to communicate to convey their thoughts and ideas. Language keeps changing day by day because people are also more creative in using words and sentences. One of the circumstances that allow language to grow is advertising through a brand name. Language has an essential role in the advertising field. The creation of new words can be easily found

in the products name. The product name or commonly called a brand is used as identity of a certain product, service, or business. People become familiar with a product through its name. Costumers will buy the product based on what the brand offer. It is important to create a name that can be used broadly. Therefore, deciding a name for a new product can take more time than other aspects to develop it.

From these reasons, the product name is an interesting topic to be discussed. It is known that there are correlations between word-formation processes and the creation of product names. Therefore, the writer is interested to find out the word-formation processes found in snack products name. The writer conducted a study entitled "Word Formation in Product naming on Snack Brands".

Therefore, this study aims to identify and describe word formation processes of snack brands and to find out the relation between snack brands and its meaning. Furthermore, this study is only limited to minimarket store's snack product.

METHODS

Research Design

Throughout the process, qualitative descriptive method was applied in this study. Lambert (2012, p.255) stated that

qualitative study concerns about word rather than number. Qualitative descriptive study was used in this study because it focused on specific issues or events that experienced by people or groups. Furthermore, Patton and Cochran (2002, p.3) stated that qualitative research aims to understand some aspects of social life. This study was conducted by collecting, classifying, and analyzing the data. In qualitative study, the writer collected the data through some methods.

The object of this study was snack names found in Alfamart and Indomaret. Indomaret and Alfamart are the most popular minimarkets in Palembang. The sample amount was only limited to thirty samples consists of snack products only. According to Gay, LR and Diehl, PL (1992) If the research being conducted is a correlation or related research, then the sample size is at least 30 subjects (sample unit). The samples only took place in Palembang, Indonesia. People in different city might show different results from the sample that chosen. The was concluded based on the samples and it might be not same for others.

Research Procedures

The source of data for this study was collected through direct observation to each minimarket and the writer noted the snack product that fits with word formation process. There were several

steps taken in this study.

1. First, preparation. In this step, the writer defined the field and problems that would be analyzed before doing the observation.
2. Second, observation. In this step, the writer visited the minimarket and observe the snack names. The writer strived to be as unobtrusive as possible as not to bias the observation.
3. Third, making field notes. Paper and pen were used in field notes. In this step, the writer used purposive sampling technique where the subjects taken were determined by the writer for specific purposes (Arikunto, 2001, p.183). The writer only chose the samples which was marked by “snack” in its packaging. Every name that had been found would be collected.

Data Analysis

The data would be analyzed through some steps. Miles and Huberman (1994, p.12) classified the analysis into three processes. They were reducing data, displaying data, finding, and verifying.

1. Reducing the data was the process where the writer chose the most relevant data and focused on the object of the study. In this step, the data which had no correlation with word formation and had the same attributes was

excluded.

2. Displaying the data was the process where the writer presented the obtained data. In this step, the writer classified the data into groups and described them one by one. The description concluded the word formation process in each name.
3. To answer the first study problem, finding the word formation process. In this step, the writer used book and internet access to find meaning of each word. After that, the writer connected the meaning with its product. To answer the second study problem, the writer analyzed the relation between snack brands and its meaning. The relation included society behavior, history of company, and purpose of branding that companies made for the snack brands.
4. Verifying, the writer made conclusion from the reduced and displayed data. The writer also related the theories and the data in order to answer the research questions.

RESULT AND DISCUSSIONS

Table 1. The Types of Word Formation Processes on Snack Brands

No	Type of Word Formation Process	Number	Percent age
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1	Blending	7	23,3%
2	Compoundin g	16	53,3%
3	Borrowing	4	13,3%
4	Acronyms	1	3,3%
5	Coinage	1	3,3%
6	Multiple Processes	1	3,3%
Total		30	100%

The table showed that from 30 data of snack brands. There were six words formation processes found on snack names, namely blending, compounding, borrowing, acronyms, coinage and multiple processes. From the table, the most dominant word formation process found on snack names is compounding. There were 53% of compounding found in the study. Furthermore, the second most dominant process is blending with 23,3% and followed by borrowing with 13,3%. On the other side, the least dominant word formation processes are acronyms, coinage and multiple processes with equal percentage of 3,3%.

Based on the table above, these are the types of word formation process found on snack names.

1. Blending

Blending is combining two names to form a new one. Blending is formed by putting the beginning of a word and joining the end of a word (Yule, 2010, p.55). The

meaning of the words is the combination of original words. Blended words are a sign of how languages can change and grow depending on the current world.

There were 7 snack brands formed through blending.

Table 2. Blending

Snack Brand	Base Word	Philosophy
Chitato	Chip (Noun) + Potato (Noun)	A snack that is made from potato and in the form of chips
Potabee	Potato (Noun) + Calbee (Noun)	Potato is the main material of the snack and Calbee is the company who produces the snack.
Biskuat	Biscuit (Noun) + Kuat (Adj)	Coming from combination of English word and Indonesia word, this snack describe the energy of children when they eat this snack. It is claimed for having vitamin A, vitamin B, vitamin D12 which are good for children.
Twistko	Twist (Verb) + Corn (Noun)	This snack has twisted shape and the main ingredient is corn.

Chocolatos	Choco (Noun) + Lezatos (Adj)	Its main ingredient is chocolate and is promoted by Italian people with its famous slogan “lezatos”
Richeese	Rich (Adj) + Cheese (Noun)	As the name rich of cheese, the material that they use for this snacks are from bunch of cheese.
Cheetos	Cheese (Noun) + Fritos (Noun)	Cheetos are made from Fritos ingredients. Fritos with cheese is called Cheetos.

The result shows that there are seven blending words found in snack names. The names basically have the same patterns which are by mixing two names into one. Therefore, blending words are easier to be analyzed.

2. Compounding

Compounding is word-formation process where two or more words are put together to create a new word that has its own meaning. Booij defines compounding as the process of combining two or more morphemes into new fresh words (2007, p.93). Compounding is the process of combining words with different part of speech. There were 16 compound words on snack brands found in this study. 10 of them were open compound words. Open compound words are created when two

words are combined but they are written with space between them. Meanwhile six of the words were close compound. Close compounds are created when two words are combined but without any space. There is one hyphenated compound. Hyphenated compounds are created two words joined with hyphen.

Table 3. Compound

Snack Brand	Base Word	Philosophy
Good Time	Good (Adjective) + Time (Noun) - Open Compound	Good time is described as a good quality time of family with tea time and good time as a snack.
Choco Pie	Choco (Noun) + Pie (Noun) - Open Compound	The ingredient of this snack is chocolate which is made into pie, this snack is popular among teenagers who like soft and sweet snacks.
Hello Panda	Hello (Noun) + Panda (Noun) - Open Compound	The snacks are printed with cartoon-style pandas doing various activities, such as fencing and archery. Thus, it is called hello panda because it will accompany

		you in every activity with a hello
Big Sheet	Big (Adjective) + Sheet (Noun) - Open Compound	As the name, this snack brands shaped as extra-large sheet of seaweed. It was designed for portable snacking with one serving per pack.
Oat Choco	Oat (Noun) & Choco (Noun) - Open Compound	This snack is crunchy snack made of chocolate flavored wheat (oatmeal). This snack claimed as a delicious and healthy snack.
Mister Potato	Mister (Noun) + Potato (Noun)- Open Compound	Branding of this snack is the most unique and exciting snack company. From small factory to snack number 1 in Malaysia. Mister Potato chips are also known for being trans-fat free and cooked in vegetable oil.
Go Potato	Go (Verb) + Potato	Go potato was tasty and

	(Noun) – Open Compound	crunchy potatoes, ready to accompany your leisure time
Maxi Corn	Maximum (Adjective) + Corn (Noun) – Open Compound	Tortilla chips Maxi corn comes with intense flavors and full on crunch..
Diary Milk	Diary (Noun) + Milk (Noun) – Open Compound	Dairy Milk was launched in June 1905. It was sold in unwrapped blocks. Milk also part of Dairy product.
Silver Queen	Silver (Adjective) + Queen (Noun) – Open Compound	Silver Queen inspired from American movie with the title of “Silver Queen” by Lloyn Bacon.
Fitbar	Fit (Adjective) + Bar (Noun) – Close Compound	Fitbar is a healthy snack in form of bar that contained whole grains and oats.
Soyjoy	Soy (Noun) + Joy (Noun) – Close Compound	This snack presented as healthy solution from soybeans.
Happytos	Happy (Adjective) + tortilla chips (Noun) – Close	This is a simple brand chips but delicious snack made with selected corn

	Compound	kernels.
Kinderjoy	Kinder (Adjective) + Joy (Noun)	They conducted the concept of snacks that made children happy with chocolate and toy in the snacks.
Chizking	Cheese (Noun) + King (Noun) Close Compound	This snack is a crunchy triangular corn snack with a branding of king of cheese that makes your days more cheerful.
Rin-Bee	Rin (Japanese) + Bee (Noun) Hyphenated Compound	It is a cheese stick. This snack is in the form of a stick covered with cheese-flavored spices around it. Rin from Japanese means joy and bee from bee representative of the colour of snack which is orange.

3. Borrowing

Borrowing is a process where words are taken from another language. Borrowing is used because language may have words that do not have equal meaning in other languages. There were 4 borrowed words

on snack brands found in this study.

Table 4. Borrowing

Snack Brands	Base Words	Philosophy
Nextar	Nastar	Nextar comes from Nastar and it is borrowed from Indonesian words
Energen	Energy	Energen comes from English word "Energy" which means "Energi" in Indonesian
Suky Suky	Suki Suki	Suky Suky comes from Japanese which means "likes" this snacks branding was to be liked by everyone
Qtela	Ketela	Qtela comes from Indonesian which means "Ketela". Ketela is root vegetable and has nutty-flavored

Based on the table above, there were 4 borrowing words found on snack brands. 3 of them were taken from Indonesian words while 1 of them was taken from Japanese.

4. Acronyms

Acronym is a word formation process where first letters of the words is put together (Yule, p.58) The first letters combination are pronounced as new single words. Sometimes, these letters create a new word that is used in daily life. These

letters are often used as new words in daily life. There was one acronyms found on snack brand in this study.

Table 5. Acronyms

Snack Brands	Base Words	Philosophy
Mr.P	Mister (Noun) + Peanuts (Noun)	Mr.P is a snack with peanuts as its main ingredients. Thus, its name is taken from its own ingredient.

5. Coinage

According to Yule (2010, p.53) words from names are names that are invented in commercial products (with no capital letters) and become common terms for other versions of that product. It is also words which are formed in commercial products and has become common terms for other versions of that product.

Table 6. Coinage

Snack Brands	Base Words	Philosophy
Oreo	Oreo	Mondelez International stated that oreo is a combination of "re" taken from "cream" and between the two "o" in "chocolate", so that "o-re-o" is created, in 1923 the first advertisement for Oreos appeared which showed "rotate" in a basket

6. Multiple Processes

Yule stated that a word can be formed through more than just one word formation processes (2010, p.58). The process can involve borrowing followed by derivation or clipping, and others. In this case, words that can be formed through more than just one word formation processes is called multiple processes.

Table 7. Multiple Processes

Snack Brands	Base Words	Philosophy
Kusuka	"Aku" and "Suka" (Indonesian)	Clipping & Blending (multiple proses). The name was taken from their slogan which said "aku suka kamu suka" it means you and I.

CONCLUSION

Based on the discussions above, it can be concluded that there were five types of word formation processes found on snack brands. They are blending, compounding, borrowing, acronyms, coinage, and multiple processes. Beside the names that found are very creative, most of them influenced by their main ingredients, history and branding of company as their brand names combined with word formation. There was some

component of words changed in order to make unique and easy to remember the name. It becomes a branding of company itself to relate the philosophical meaning of the product with the product it refers to. There are three kinds of ways in related the philosophical meaning with product. The first is directly stated the description of the product, usually company use main ingredient as their brand name. Second, persona that company made for product with the history of company makes the name more meaningful and unique. Third, Company give the commotion by enjoyed their product. It giving a good influenced to attract their customer.

The writer found 30 data which was identified into word formation processes. From the data, the writer found 53,3% compound words, 23,3% blending words, 13,3% borrowing words, and 3,3% acronyms, 3,3% coinage and 3,3% multiple processes.

Overall, the most used word formation process is compounding which consists of 16 words out of 30 samples. On the other side, the least used is acronyms, coinage, and multiple processes with only 1 word for each process.

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