

# **Word Formation in Product Naming on Snack Brands**

**THESIS**

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**Word Formation in Product Naming on Snack Brands**

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Yang Membuat Pernyataan,



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## MOTTO AND DEDICATION

### MOTTO

“NEVER BELIEVE WHO SAYS YOU DON'T DESERVE WHAT YOU WANT”

~TAYLOR SWIFT~

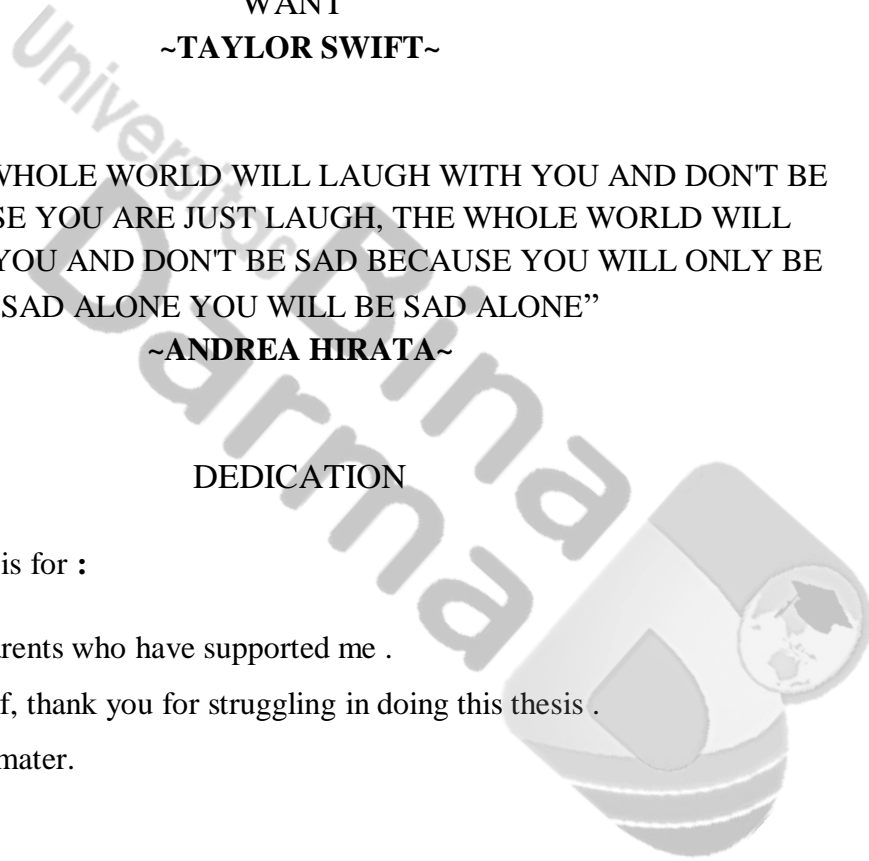
“LAUGH, THE WHOLE WORLD WILL LAUGH WITH YOU AND DON'T BE SAD BECAUSE YOU ARE JUST LAUGH, THE WHOLE WORLD WILL LAUGH WITH YOU AND DON'T BE SAD BECAUSE YOU WILL ONLY BE SAD ALONE YOU WILL BE SAD ALONE”

~ANDREA HIRATA~

### DEDICATION

I dedicated my thesis for :

1. To my parents who have supported me .
2. To myself, thank you for struggling in doing this thesis .
3. My almamater.



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I would like to express my gratitude to God. His never-ending love is what strengthens me to go through this process in my life and gives me encouragement when I feel hopeless and desperate. Thesis writing is a long process for me, and in this process, I'm blessed with the following lovely people who were never absent in helping me get through this process: My deepest gratitude goes to my humble advisor, Miss Komala Dwi Syaputri, for her patience and tolerance during the consultation time.

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Palembang, 12 April 2023

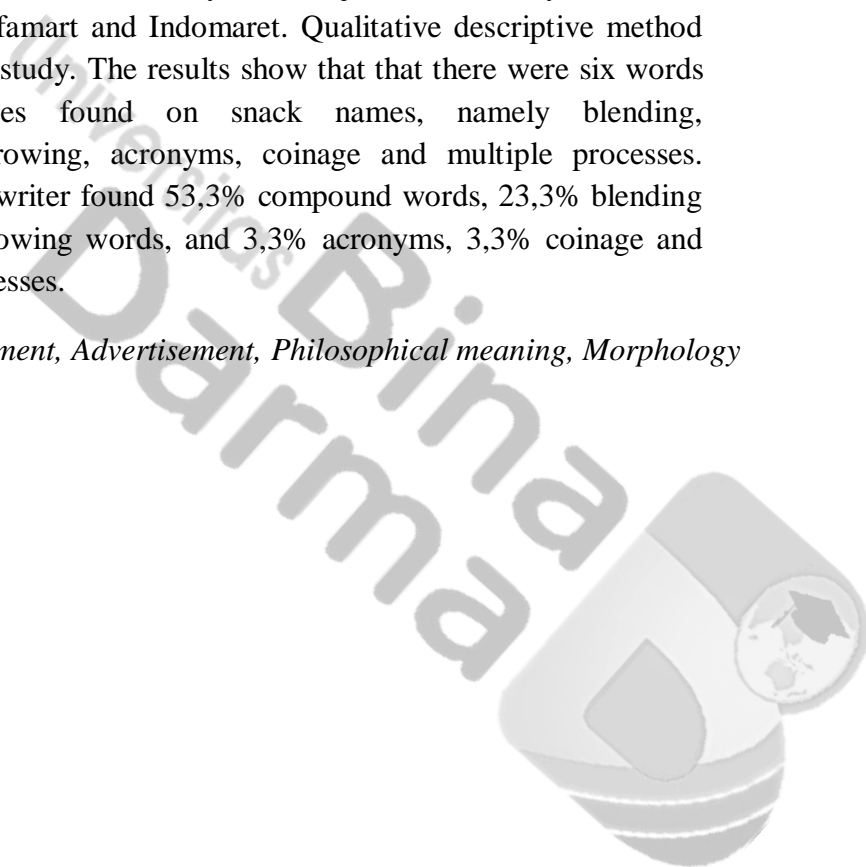
The writer,

(Zara Zetira)

## 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 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.

**Key words:** *Consument, Advertisement, Philosophical meaning, Morphology*



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