

CHAPTER I

INTRODUCTION

1.1 Background

The business world has rapid competition. The company put some value into conveying their representative product. The choice of words in the brand name is not only the name but also the brand of the company itself. A brand is used to show the characteristics and images of a product.

According to Saldivar (2016), a snack is a small portion of food that 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 of all ages eat snacks these days. With tons of snack products available in the markets, the number of people who consume them is also increasing. This led to high competition among companies to attract more customers and earn benefits. One of the approaches to achieving this goal is through the product name.

Promoting products requires strategies. One of the strategies in marketing is branding. It consists of letters, words, and even numbers. Wheeler (2012) stated that when a brand has a legally 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.

One of a company's efforts to attract consumers is making advertisements. Advertisement helped companies 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 its brand, the company is able to communicate the types of products that it offers and their characteristics. There are several things that should be considered in creating a new product name. In marketing strategies, linguistic aspects are used as legal points of view. First, there is 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 one that is intended for international marketing purposes. Second, the name must consist of letters that are easy for buyers to spell, even in other languages. Buyers would not buy something that could not even be named, so it is important to create a simple name in both sound and lettering. Third, creating a catchy name that is memorable for the buyers will make the product easily recognized. This is when creativity is needed in naming a new product. A catchy name is proven to be well-known in advertising. This is relevant to Anandan (2009), who stated that good brand names will affect the success of a product.

Chaer (2003) stated that language is an organization of random vocal symbols that allow people of different cultures 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 their use of 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 product's name. The product name, commonly called a brand, is used as the identity of a certain product, service, or

business. People become familiar with a product through its name. Customers bought the product based on what the brand offered. It is important to choose a name that can be used broadly. Therefore, deciding on a name for a new product can take more time than other aspects of developing it.

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

For 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. As a result, the writer is curious about the word-formation processes found in snack product names. The writer conducted a study entitled "Word Formation in Product Naming on Snack Brands".

Therefore, this study aims to identify and describe the word formation processes of snack brands and to find out the relation between snack brands and their meaning. Furthermore, this study is limited to minimarket stores snack products.

1.2 Problems of the Study

Based on the circumstances in the background of the study above, the problems of the study are categorized as below.

- 1) What are the word-formation processes found on snack brands?
- 2) How are the philosophical meanings behind the snack brands?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of this study are;

- 1) To identify and describe word formation processes of snack brands.
- 2) To find out the philosophical meaning behind the snack brands.

1.4 Significance of the Study

This study is expected to be useful for many parties. For the writer, hopefully this study will result in a significant understanding of the word formation process. Moreover, word formation is one of the lessons that a literature student must master. Through the process of word formation, the importance and vitality of words can be analyzed. The writer also hopes the students can solve the difficulties they found in analyzing the word formation process. Thus, this study contributes to improving students' knowledge and critical thinking.

Furthermore, the writer hopes that this study can contribute theoretically and practically to readers, especially students of English language and literature at Universitas Bina Darma. Theoretically, this study could increase students knowledge about morphology, especially in the word-formation process. Practically, this study can help students find out new knowledge about the process

of word formation. This study also provides a reference for future writers who want to conduct further research on the process of word formation.

1.5 Limitation of the Study

Ideally, a decent study is one that focuses on a specific issue. Hence, the writer needed to limit the extent of this study. The object is only limited to the minimarket store's snack products. There are several reasons why the writer chose snacks as an object of study. First, snacks are not included in primary needs. It shows that companies are trying to set a good value for their brands. Secondly, high numbers of competitors make the company try to be unique and different from others, especially through catchy brand names. Lastly, snack products gained more interest and thus had a high demand from consumers. With great accessibility, people go to the minimarket every day to buy their daily needs, including snacks. The writer will only visit two dominant minimarkets in Palembang. There are 318 *Indomaret* and 209 *Alfamart* outlets spread across 18 sub-districts in Palembang City. (Source: Office of Investment and One-Stop Integrated Services Palembang Data). These minimarkets were chosen because they continuously have high stock levels. In addition, they are available in many big cities in Indonesia.

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