

## **Chapter I: Introduction**

This chapter attempts to provide the basic information regarding this research. In addition, this chapter is divided into some headings such as basic consideration, research question, research objectives, research significances, and research scope.

### **Basic Consideration**

Megasari (2014) from time to time the word of Indonesia language always continues to be changed. It is because; some foreign languages influence Indonesian language to be used a new word from some foreign language. In this case, Indonesia that has been influenced by some foreign language includes Sanskrit, Dutch, Arabic, and English.

The entry of some foreign culture in Indonesia historically is also in line with the cultural contact between the Indonesian people and other nations. At the very first time the incident of Sanskrit language influenced the Indonesian language, because of the influx of Hinduism in Indonesia on before century. In addition, the Arabic also language influenced Indonesia language because of the existence of religious and trade relations in Indonesian from fourteenth century. Furthermore, the Dutch language also influenced Indonesian language because of the colonialism they did in Indonesia on 1602 century.

Moreover, English is agreed to be International, because of the intensified development of science and technology comes from English speaking country. Indeed, the English influenced Indonesian language. In fact, the Megasari (2014) said that Britain as the speaking country was recorded as having occupied Indonesia,

namely when Raffles invaded Batavia (now Jakarta) in 1811, so that the absorption of vocabulary from English into Indonesian vocabulary generally occurred at the time of Indonesian independence.

Some words from English that have been known, absorbed, and adapted by the way of pronunciation of Indonesian language since the colonial era at that time, the words such as words *badminton*, *kiper*, and *gol* have been used in Indonesia language. In addition, Priambodo (2014) states that the amount of English vocabulary absorbed into Indonesian are because English has been recognized as an international language or world language.

Furthermore, Muziatun (2017) states that Indonesian is seen as a language in a state of rapid change. Because borrowing words a lot from other languages, the vocabulary continues to grow. In the history of Indonesian, several borrowed words have been received normally, while others have quickly disappeared. The phenomenon of rapid change needs to be understood further by looking at the processes that occur in language and the reasons for this development, especially in vocabulary.

There are many borrowing words that occur in every language. Concerning nowadays English is an international language. So, it is not uncommon for people in the world to know English vocabulary. Mostly people are even very good at using English even though they are not from an English country. They speak like a native speaker. Most people tend to agree that English has become the dominant language in the world.

According to Veronica Abru & Caciora (2015) English is the popular language and widely used by a group of people it is sometimes borrowed by Indonesian. They are thus creating a language or a new term in Indonesian. Moreover, the existence of borrowing words from the language will further emphasize the word we want to convey. Because today, English is a popular language in the world, automatically it will be absorbed by other languages, particularly nowadays Indonesian has been influenced by English language.

In this case, the vocabulary of Indonesia language always continues to be changed linguistically is mentioned as borrowing words. As stated by Richard (2018) *Borrowing* word is also known as *lexical borrowing* that is the process of getting a word from another language that is adapted and to be used by other community. It is supported by Fauzi (2015) who states states lexical borrowing is a word formation process when a word from a particular language is borrowed and used by in another language. He also states many Indonesian words have undergone a process of change “borrowing word” from the English language.

Moreover, Bloomfield (1953) believed that there are three types of borrowing word that occurred in across the world. The three types are cultural, intimate, and dialect borrowing. However, Bloomfield also believed that every borrowing word influence by interaction of people around us. Which make the other language become familiar and use it in our speech.

In the other hand, according to Sheperd (1995) mass media is the main source for the foreign forms to be borrowed. Besides that, mass media is a source of news or inspiration that has a big impact. Any information contained in the mass media is fast

to be known by people. Sometimes there are words in the mass media that do not understand by some people. It is because maybe those words are new words for some people. Considering that, the researcher strongly believes that there are lots of borrowing words in the mass media became the cause of people do not understand several vocabularies found to be used by media.

Futhermore, the example of media mass that can increase the potential of borrowing language is Magazine. A lot of other language might be occurred in Magazine such as french, mandarin and also English. In intances, based on pre-reading in *DestiAnsiAn Indonesia Magazine* from edition November/December 2017 and Julyuntil September 2018 there are many words that identified as borrowing word from other language especially English Language.

Therefore, the case of borrowing English words in Indonesia language become the interesting study to be analyzed due to the foreign language more exist than the native language. This research purpose to analyze the type of borrowing by using Bloomfield (1935) theory which combine the analysis through the sociolinguistics and phonetics study in order categorized the borrowing words. Moreover,in this study would like to limit the discussion on English Borrowing words of tourism terms that are used in Indonesian words. These terms will be collected from *DestinatiAsian Indonesian Megazine* from edition November/December 2017 and July/September 2018 then analyzes in comparing the English term and Indonesian term. The magazine become the appropriate due to contain many identified English borrowing words through the pre-reading. In

addition, this study expected become the guideline for Indonesian writer magazine in terms of borrowing language police.

### **Research Question**

Based on previous explanation, the researcher formulated the research question as follows:

“What are the types of the borrowing words found in *DestinAsian Indonesia Magazine* based on Bloomfield theory?”

### **Objective of Research**

The objective of this research is to find out types of borrowing word in *DestinAsian Indonesia Magazine*. In additional, Bloomfield theory will help the researcher to clasify the types of borrowing that found in *DestinAsian Indonesia Megazine*.

### **Significance of research**

This research will provided more understanding about borrowing words as always occur when people always use a language whether they write or speak. So, the researcher arranges the significance of research to both magazine writers and English students.

### **Magazine writer.**

Practically, the results of this study are expected to provide benefits for Indonesian magazine writer. Nowadays, following the rapid of development magazine as the part of Mass media essentially provides a way that gives an impact to people, particularly the challenging of mostly writers have been used some words originally from foreign

languages that they used in Indonesian magazine. It is impressed that they use a borrowing word without paying attention the way of word spelled by rules of Indonesian language. Through this study, it is hoped that Indonesian magazine writer to be able to review the use of the *Perfect Spelling rules* of Indonesian language (*Ejaan Yang Disempurnakan*).

### **English Students.**

Moreover, this research is expected to help the English students to avoid further mistakes in writing Indonesian language article, particularly when they are writing an article by using some borrowing words without paying attention *Perfect Spelling rules* of Indonesian language. Probably they contained English borrowing words. Another significance which is probably would emerge from this research is to increase the knowledge about borrowing words from English language. In addition, those are English department students who concern in their study on borrowing a word or morphology. It is hoped that this research to be used as reference for future research.

### **Limitation of Research**

This research will only be focused in categorize and analyzing the type of borrowing words that contained in *DestinAsian Indonesia Magazine*. However, the data that gained from the magazine will be only analyzed if the borrowing words related to tourism term which checked by *KamustilahPariwisata*. In addition, Bloomfield (1935) theory will used in order to categorize the words. Moreover, based on Bloomfield theory the tendency of borrowing words not influence by the interactions

of people which categorized in sociolinguistic study but also can include on phonetic study. In instance one of type borrowing which is Dialect Borrowing according to Bloomfield (1935) the change of pronunciation which influence by dialect also categorized as borrowing. Therefore, the phonetic also need to be analyzed in categorizing the borrowing word especially in Dialect Borrowing type.