Chapter V

Conclusion & Recommendation

This chapter present conclusion of the research and recommendation based on the result of the research.

Conclusion

After analyzing the types of borrowing by using Bloomfield (1935) theory, it can conclude that there are 425 words which identified as borrowing word from English language in *DestinAsian Indonesian* Magazine. However, after checked the identified loan word in *Kamus Istilah Pariwisata* there are only 25 words that can be analyze as the data. Moreover, the data has been classified into three types of borrowing by Bloomfield (1935). As the final result, there are 6 words categorized as cultural borrowing, 13 words categorized as intimate borrowing, and 6 words categorized as dialect borrowing.

The three types of borrowing analyze through the sociology and phonetic perspective. Through the analyzing the data, it can explain that the borrowing word happens not only when it loans from the other language but it also can be a name of situation which adapted from other language can also categorized as borrowing. In instance, the cultural borrowing which happen because we not only borrow the word but also the culture and the traditional way of a thing from other country. Moreover, this situation also called as acculturation which types of social changing in society. Acculturation is the changing of culture, which happen through different culture interaction where a culture can be received by other culture. However, this situation will not erase the original culture before.

Furthermore, the borrowing also can be happened through the influence of famous and familiar foreign words that used by the people of the country. The foreign language will become the upper language, when the society feel better to use it than the native language. As the result, the people do not realize they just borrow the word from foreign country. This situation categorized as intimate borrowing which Bloomfield (1953) explained on his theory.

Besides, the borrowing also might be happened when the words is too familiar in the area. However, the pronunciation has little bit different than the real word. Usually the pronunciation change by influence the way of people speak on that area or dialect. The word has same meaning but has a little bit pronunciation. Bloomfield called this fact as dialect borrowing were people imitate the word but the way to pronounce influence by their own dialect.

Furthermost, three types of borrowing might be avoided, if the writer of magazine use the Indonesian language based on EYD (*Ejaan Yang Disempurnakan*). Therefore, the foreign language cannot be more popular and familiar than our native language.

Recommendation

This research reveals recommendation to magazine writer in order to pay attention to the policy of using borrowing word from English. However, the tendency of borrow the foreign language in Indonesia Magazine history can be minimalized by the policy of use *Ejaan yang di Sempurnakan*.

However, this research also expected as consideration to the writer of Indonesian Tourism Dictionary to complete several words which missed and categorized as cultural borrowing.

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

Finally, this study recommended to further researcher who interested with the same field.

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