

Chapter I

Introduction

This Chapter deals with introduction of study which consists of several main points. The first is basic consideration focused on the explanation of why the research should be conducted. Second is research question which presents certain study that will be investigated. The purpose of this research provides in the objective of study. Then, delimitation of study is given in the scope of study. The last is the significance of study which clarifies briefly the contributions that presented in this research.

Basic Consideration

Language is considered as a tool of communication to deliver messages in each other. It can be influenced by the social phenomena such as the development of human thought and cultures. Therefore, language is very important to interpret the people's intention. The messages that they deliver is not only through conversation but also through information that presented in writing, for examples information through newspaper. Recently, the language has become a phenomena which is often discussing many cases. The phenomena of languages however represent the idea to express words that occur in many mass media such as newspaper, magazines, journals and articles. In this case, many readers somehow discover many loanwords which is actually not from original language.

Newspaper is one of mass media which contains many loanwords. It also can be used as a social institution that uses language as a medium of information for the people. The use of language for many people is typically used by social language to be easily understood by everyone. The use of language in the delivery of information may come from one, two or more languages that can be presented through the absorption of a language.

Absorption of a language could occur between one language to another. It takes place in every language that all people used. Bahasa Indonesia is not only influenced by many languages all over the world, but it is also borrowed many languages which has been used in all aspects of life, such as education life, culture, economic field, politic etc. Holmes (2001, p.42) as cited in Hara (2011, p.1) stated that “people may also borrow words from another language to express a concept or describe an object for which there is no obvious word available in the language they are using”. Therefore, some words in Bahasa Indonesia had been borrowed from regional languages like, Dutch, Arabic, Latin, English, etc.

At the same time, English becomes one of source borrowing words and has been rise many issues. Its speakers can be found almost everywhere in the whole wide world, including Indonesia. Eventhough English takes places as foreign language, but it has been used by Indonesian people in everywhere. It becomes a crucial necessity to communicate each others and commonly used in some institutions whether in the school, office or publication. It is not surprising that English plays important role to influence the form and enrich the vocabulary

of Bahasa Indonesia itself. Except that relation to the use of borrowing words that discovered in spoken or written, it also considered as a main problem to integrate the language changes based on aspect of linguistics.

Borrowing is a process that involves incorporating features of one language to another. According to Grosjean (1982), borrowing can be classified into three: loanwords, loan blends and loan shifts. Nowadays, mostly Indonesian media have overexposed their readers with many English loanwords, especially in Gorontalo Post newspaper. Otherwise, a great number of Indonesian words are derived from English. So, this research is focused on classifying the borrowing words into three types of loanwords based on Haugen's theory. The examples of borrowing words in the sentences of economic articles (*2nd edition, May 2015*): “***Program*** sejuta rumah yang dicanangkan oleh ***presiden*** Joko Widodo di semarang pada tanggal 29 April lalu yang merumuskan pembangunan Rumah Sederhana Tapak (*RST*) dan Rusunami di masing – masing daerah di Indonesia, mendapat tanggapan ***serius*** dari para pengembangan anggota Real Estat Indonesia khususnya dewan Pengurus Daerah (*DPD*) ***REI Provinsi*** Gorontalo”.

The bold italic words are the examples of lexical borrowing from English. The reason of using mass media newspaper for this research is actually because the language that is being used, especially in portraying English loanwords is appropriate with this research objective. Undirectly, press as means of mass media communication has a big responsibility in the establishment of a language.

Most of the words used in Gorontalo Post Newspaper, especially in economic articles are loanwords from English. It can be seen from how the

journalist used English loanwords to influence and interest the reader in one of Indonesian's publication. In relation to the use of Gorontalo Post for this research because it is believed that the Gorontalo Post has become the main local mass media which is mostly used and read by the people in Gorontalo. Furthermore, as the chosen of Gorontalo Post for this research because of some factors such as the factuality, up-to-date news, and contains various topics. On the other hand, many readers have not understand enough related to the words that discovered in Gorontalo Post, especially the used of loanwords created by journalist that formulating loanwords changes from English to Indonesian. For example :

<i>Indonesian</i>	<i>from</i>	<i>English</i>
Fungsi	—————→	Function
Komitmen	—————→	Commitment

More specifically, the reason in selecting economic articles in this research because mostly English loanwords are producing and invented in the subject. According to Gopal et al (2007, p. 29) , Economics has become one of the important branches of social sciences. It is of great practical value in our daily life. Besides, in economic field, most of terminologies are borrowed from foreign languages and the one is English. It is too hard to find the equivalent of economic term in Bahasa Indonesia. Hence, the aim of the research is exploring deeply English loanwords in Economic articles of Gorontalo Post Newspaper especially in the phonemic changes.

Research Question

Based on the basic consideration above, research question is “What are the types of English loanwords in Economic articles of Gorontalo Post Newspaper?”

The Objective of Study

Based on the research question above, the objective of study is to find out the types of English loanwords in Economic articles of Gorontalo Post Newspaper.

The Scope of Study

In this section, the researcher provides some limits of study to avoid misunderstanding of the topic. The scope of study is analysis of English borrowing words in Economic articles in Gorontalo Post Newspaper written in Indonesian. This research focuses on the distinguished types of borrowing words based on Haugen’s theory. There are three types of word borrowings that had been investigated which is divided in three basic of loanword:

1. Loanwords without phonetic substitution
2. Loanwords with partial phonetic substitution
3. Loanwords with complete phonetic substitution

Then, this study discussed the integration of English loanwords which observed on phonological and morphological change in three types of English loanwords.

Significances of Study

This research is expected to reach several elements. So, the study reviews the knowledge and the meaning of English loanwords.

Newspapers are part of people's everyday life which means that the number of the borrowing words presented in the texts not only influences and enriches Bahasa Indonesia vocabulary in general but it also influences and enriches English vocabulary of every single reader. This research is enhances the understanding of the important function of English loanwords that influence of the people's way of life .It is also help the readers understand of the trend of English loanwords which is the journalist exposed most.

In addition, borrowing words is one of part of linguistics which is provide pedagogical suggestions for both of them based on the analysis of loanwords. In learning English, the most of teachers or lectures teach English by combining two languages. It is provide understanding for students because in Indonesia, English as a foreign language. This research also became their references to find out how the influences of English loanwords in the establishment of Bahasa Indonesia whether presented in writing text and further can be seen in oral presentation. Study of loanwords is not only conducted in writing text or publications, but also this research will be a further study to conduct using of loanwords in education field. This research is very useful to analyze the use of loanwords in teaching English, especially in English Education Department UNG. In other side, study of loanwords indirectly conducted development or alteration of Bahasa Indonesia which is considered as the advantages for Indonesian arts and education department to carry out the linguistic problems.