

ABSTRACT

Adyaningtyas, Felicita Devi. (2013). *An Analysis on Word Formation Used in Pepsi and Coca-cola Advertisements Published in United States from 1950 until 2012*. Yogyakarta: English Language Education Study Program, Department of Language and Arts, Faculty of Teachers Training and Education. Sanata Dharma University.

The influence of advertisements in the language system exists as found in the expression “uncola”, the expression issued by Coca-cola company when they launched and promoted the new type of soft drink, 7UP. Based on this phenomenon, the researcher claims that it is interesting to study the relation between the words and the expressions used in the advertisements and the influence in word-formation since the expressions are unique, creative and able to attract the consumers’ attention.

There were two research problems addressed in the research, first, to classify and analyze the word formation used in the Coca-cola and Pepsi advertisements and second, to discover the most frequently word formation used in the Coca-cola and Pepsi advertisements.

The research was qualitative research and it used the document analysis method. The data were taken from Coca-cola and Pepsi advertisements that were published in the United States from 1950 until 2012 by using the stratified sampling method, meaning that the researcher merely took one sample of each advertisement for each year. To solve the first research problem, the researcher employed the theories of word formation from Aronoff and Fudeman (2011), Bauer (1983), Campbell (2004), Katamba (1993) and O’Grady and de Guzman (2011) to classify and to analyze the data. There were eleven word types proposed to classify and analyze the data, namely borrowing, cliticization, coinage, acronym, initialism, blending, clipping, back-formation, conversion, derivation and inflection. To solve the second research problem, the researcher counted the data that had been classified based on the theories from Aronoff and Fudeman (2011), Bauer (1983), Campbell (2004), Katamba (1993) and O’Grady and de Guzman (2011).

The results of the research were that out of eleven word formation types proposed, there were eight word formation types used in the data, namely borrowing, cliticization, initialism, blending, clipping, conversion, derivation and inflection. Inflection turned out to be the most frequently word formation used with 49.6%. It is followed by derivation (24.6), cliticization (19.22%), borrowing (1.5%), clipping (1.5%), conversion (1.5%), blending (1.2%) and initialism (0.5%).

Keywords: word formation, advertisements, Coca-cola, Pepsi

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Pengaruh iklan di sistem tata bahasa dapat dilihat dalam kata *uncola* yang dibuat oleh Coca-cola ketika mereka mempromosikan produk minuman ringan 7UP. Fenomena ini tentunya menarik untuk dikaji lebih dalam, terutama hubungan kata-kata dan ekspresi yang digunakan dalam iklan dan pengaruhnya di pembentukan kata.

Permasalahan kedua adalah menemukan pembentukan kata yang paling banyak digunakan di iklan Coca-cola dan Pepsi. Penelitian ini bersifat kualitatif dan menggunakan metode dokumen analisis. Permasalahan pertama dalam penelitian ini adalah mengklasifikasikan dan menganalisis pembentukan kata di iklan Coca-cola dan Pepsi. Data yang digunakan bersumber dari iklan Coca-cola dan Pepsi yang diterbitkan di Amerika Serikat dari tahun 1950 hingga tahun 2012. Metode pengambilan data menggunakan *stratified sampling*, sehingga data yang diambil hanya satu untuk setiap merek produk dan untuk setiap tahunnya. Untuk menjawab permasalahan pertama, peneliti menggunakan teori pembentukan kata dari Aronoff dan Fudeman (2011), Bauer (1983), Campbell (2004), Katamba (1993) dan O'Grady dan de Guzman (2011) untuk mengklasifikasi dan menganalisis data. Sebelas tipe pembentukan kata digunakan untuk mengklasifikasi dan menganalisis data, seperti adaptasi, klitik, *coinage*, akronim, *initialism*, *blending*, haplologi, *back-formation*, konversi, derivasi dan infleksi. Untuk menjawab permasalahan kedua, peneliti menghitung frekuensi kemunculan data setelah dilakukan klasifikasi.

Hasil dari penelitian ini adalah hanya ada delapan pembentukan kata yang digunakan, seperti adaptasi, klitik, *initialism*, *blending*, haplologi, konversi, derivasi dan infleksi. Infleksi menjadi salah satu tipe pembentukan kata yang paling banyak digunakan dengan frekuensi kemunculan sebesar 49,6%, disusul dengan derivasi (24,6%), klitik (19,22%), adaptasi (1,5%), haplologi (1,5%), konversi (1,5%), *blending* (1,2%) dan *initialism* (0,5%).

Kata kunci: pembentukan kata, iklan, Coca-cola, Pepsi