ENGLISH BORROWING USAGE ON AUTOMOTIVE RUBRICS IN INDONESIAN MOTOBLOGS

(A Morphological and Semantics Analysis)

by
Dimas Kusnadiaji
Jauhar Helmie
jauharhelmie@unsur.ac.id

Suryakancana University

ABSTRACT

This research concerns on the use of English Borrowing in the automotive article in Indonesian Motoblogs. Apart from that, there is an attempt to find out the dominate English Borrowing words that used by the article author, the reasons of an article author that used English Borrowing words in writing their article. The research was conducted by using qualitative method which is the source of data are the texts in the article of motoblogs (TMCblog.com, IwanBanaran.com, and Kobayogas.com), in collecting the data the researcher obtains the data by observing the word considered as English borrowing word from certain motoblogs, doing open ended interview to the author of motoblogs through email, and analyze every couple data with brief description based on Malmkjaer theory. The research findings showed that the types of English borrowing word that usually used by the author of automotive blog is dominated by Pure Loanword, and the reason of the author of automotive blog in applying English borrowing word in writing their article is because there is no equivalent word to shown or explain the author idea in writing the article, to shortening the word or sentence without discard the meaning, the last reason because English word are briefer and to the point in revealing the exact meaning. The researcher provide several suggestions, for lecturers it suggested could apply English borrowing word wisely especially in Morphology and Semantics class, and for students suggested that they can improve their skills and abilities in using and analyzing English Borrowing word that already used in morphology and semantics class.

Keywords: *Borrowing, Motoblog, Internet, Mass Media Online.*

I. Introduction

Every language in the world will experience a change, that phenomenon is natural and very general, as long as human used it as a tool for communication. It is in line to Fasold & Linton (2006) statement said that "language change happened because they are used by human beings not machines. Human share common cognitive and psychological

characteristic, but members of speech community differ slightly in their knowledge and use of their shared language".

The globalization also has important influence in language change. The existence of various languages in the world has made it possible for them to interact and contacted each other. Newspaper, magazines, movie, radio, social site, are the media of that language or contact. When Indonesian people listen to the English songs, listening the lecturer explain the material in English, or read some English lecture book, both of English and Indonesian language are contacting each other. According to Jendra (2010), language contact is a social circumstance where two or more languages, element of different language, or variety within a language, used simultaneously or mixed one of the others.

Usually, the greatest influence comes from language that dominated the world. In this case English language refers to the dominant language that used in global era. Crystal (1997, p.106) said that "English is now dominant language or official language in over 60 countries and is represented in every continent". English as a foreign laguage, which is recognized as an international language, Indonesia is one of the countries that apply some words from English as a consequence of language contact that called borrowing.

Now a days, the use of borrowing word can be found in every thing that having to do with it, such as in education concept, politics, and mass media and many more, some of examples of borrowing word that used in automotive blogs is *Test Ride* Suzuki GSX-S 150, *Spy Shot* Yamaha Vixion 2017, *Motor Sport Fairing* 150cc. Based on the examples above ther is a tendency of the writers to use English borrowing words in their writing rather than to use Indonesia, because ther are some of English borrowing words that have the same meaning in Indonesian vocabularies. For example word *Test Ride* translating into Percobaan Mengendarai, *Sport* translating into Olahraga, *Spy* translating into Mata-mata (Moeljadi *et al*., 2016). The language that used in mass media or sometimes in education should be more easily to understand by the reader, to avoid the different interpretations that can lead and build public opinion. According to Badudu (1988) the journalistic language have very special characteristics, such a short, dense, simple, smooth, attractive and clear.

Relying to the background above, the researcher inteds to analyze the usage of English borrowing words on Automotive Rubrics in Indonesian Motoblogs.

Based on the background the writer conducts the study aim is to answer 2 research

questions of this study:

1. What type of English borrowing words that usually used by the writer (automotive blogger) in writing the article?
2. Why English borrowing words are used by the writer (automotive blogger) in writing their article?

I.   Literature Reviews

a) The Definition of Borrowing

Borrowing is one of language phenomena caused by language contact. As stated by Hoffer (2005, p.1), "Borrowing is the process of importing linguistic items from one linguistics system into another, a process that occurs any time two cultures are in contact over a period of time". In line with Hoffer, most linguists also prefer to deal with the term of borrowing or also known as loanwords that are words which are imported from one language and taken by another (Haugen, 1950, p.212).

Borrowing is a general phenomenon and have been a global phenomenon. Even English has borrowed the word to enrich their vocabularies from different sources. Jendra (2010, p.82) said "English has enriched 75 percent of its lexicon through borrowing from different sources. It shown us that even English have supplied word from German (*Kindergarten, seminar*), Italian (*piano, casino, extravaganza, cappucino, pizza*), Spanish (*macho, mosquito, cannibal, or tornado*).

Indonesian language also has enriched their lexicon from different sources, one of the result can be seen in the vocabulary. It happened because in addition to give a name for the new concepts, the borrowing also is one way to enrich vocabulary. Related to the statement above. Wardaugh (1972, p.209) stated that borrowing added new vocabulary items to language. It means that new words are needed to give a name to the emergency of new object, new concept and new ideas. In naming process, it should be borrowed from other language to create the new one. It happens when no such word found in the recipient language. This is rarely done because to become a reach language, scientific language and language of culture, the recipient of the language have to borrow the word and enrich the vocabularies.

b) Types of Borrowing

Katamba (2005, p.134) proposed classification on borrowing words based on the formation of words, and also classified borrowing into three types, namely loanwords, loanblends and loanshift. The first is loanwords, Katamba (2005, p.134) stated that "loanword is a word belonging to one language which is imported or adapted by another language: otherwise they are generally considered foreign words". The second is loanblends, according to Hocket (1958; cited in Hoffer, 2005, p.54) that said "A loan-blend is a form in which one element is a loanword and the other is native element, as in the borrowed preost (priest) plus the native –had (hood) in Old English to produce preosthad (priesthood)." In the other hand, loanblend occur when the meaning of a word is borrowed but only part of the form." (Baker & Jones, 1998, p.165), and the third as the last is loanshift, it is a borrowing that takes place in a process of adapting the borrowed words into the new meaning, in line with this Hocket (1958, p.53) stated that good example from the early Christian era in England is Easter, which had earlier been used for a pagan dawn goddes festival. Other loanshifts in English include *God, heaven, and hell.* According to Apple & Muysken (2005, p.164) that stated the simplest case, a word is first borrowed as a whole: both sound and meaning. In the first process of borrowing, the first word is borrowed as a whole: both sound and meaning but this view has been changed for over period time because the recipient language has an own syntactic rule to change the word. It means the words will change: both of phonemics or of the grammatical system.

c) Reason of Borrowing

According to Katamba (2005, p.136) argues that the reasons for borrowing from foreign languages, the most obvious and maybe also the most reflective one is the introduction of new concepts for which there are no suitable words in the task language, not only that, at various periods in world history different civilizations have been distinguished in one field or another (like for example *sciences, trade, military,* and *medicine*). Not only that, the normal course of development was then that the language of this civilization became the lingua franca for that specific field during the period of their pre-eminence.

This also reflected by the concentration of borrowings in certain semantic fields from that language to other. In the middle Ages the Arabic world was advanced in many sciences and thus, a lot of words have been passed on during this time to other languages and also to English. Some of the best known examples are alchemy, alcohol, and algebra. Many of those Arabic terms have not been borrowed directly into English, but were gradually passed on to English from other languages. According to Katamba (2005, p.137) that mention the typical way that many scientific Arabic words took. English often acquired them from French, which took them over from Spanish and Spanish finally had borrowed them directly from Arabic.

d) Internet

The internet, sometimes called simply the Net, it is a world wide system of computer networks – a network in which user at any one computer can, if they have permission, get information from any other computer. It was considered by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANET (Katarzyna, 1999).

More information about internet is the network that enables to communicate with each other and transfer data remote distance, this is wirelessly, via wires and fiber optic cable (Johansen, 2017). In addition, internet can be defined as an exchange of information and communication internet also provides opportunity for everybody in the world to get information and communicate instantly. Therefore, space and distance doesn't become limitation anymore.

e)   Mass Media Online

The world of communication has changed drastically since the Internet revolution era, primarily due to such computer innovators as Jobs and Gates. In the future, the names Steve Jobs and Bill Gates will have much significance to them. The development of the World Wide Web and its access to information from around the world has also had a strong impact on all forms of the more traditional media.

Today, computer users can listen and watch both live and recorded news and sports reports from sources as ABC, CBS, ESPN, and NBC. After a high-tech California

based company developed the first video search, people could view segments from news conference or events by simply typing a phrase or keywords into the search engine. Also, there are over 2.400 radio stations around the world that are already sending their programming out by way of the internet, allowing people to tune in with the click of a mouse (Salah, 2013).

Not only that, this new technology boosts their ranks of listeners and also allows them to sell more advertising. Next, one positive effect that the internet has had on journalism is the ability to get information out to audiences quicker. With search engines like Google and info seek, people are able to obtain a wide variety of information like news, sports, entertainment, and business that is updated around the clock.

1. Motoblog/Automotiveblog

Chi (2010) stated that blog is an abbreviation of "web log" which is a type of website or part of a website. In line with that, blog mainly refers to the website maintained by an individual, in this blog he or she can write something like describe some events taken place in his life, record his own feeling about something, comment or discuss the news or any other things or ideas. He or she also can put pictures, videos or others in his or her blog and even links. So many blogs that provided in the internet including motoblog / automotive blog, in this blog usually consist of features research, news and reviews, videos, a forum, and more for all things automotive. The visitors can search new or used car/motorcycle by make, model, and style. In Indonesia, there are lot of automotive blog that already exist, such as TMCblog, Mazpedia, Otomania, Kobayogas.com and many more.

II. Reseacrh Methodology

The research is using descriptive qualitative research as a framework of the study. Fraenkel & Wallen (1990, p.380) stated "qualitative research is employed in collecting, analyzing, and interpreting data by observing what people do and say", In addition According to Moeleong (1989, p.3) stated that "Qualitative Research is a research procedure that represent the descriptive data such as words in written and oral form".

The researcher tried to describe and analyze the word from the writings posted in

automotive rubrics in Indonesian motoblogs such as (TMCblog.com, IwanBanaran.com, and Kobayogas.com). The words are classified into the data needed for the analysis. This is an important step, where the words considered as data are obtained by using the existing theory. The data are analyzed. Finally, the researcher interprets and portrays the reason of the motoblogs author using English borrowing words on their article.

a) Data Source

The sources of data for this research are the texts and pictures in the article of motoblogs. The main data of this research are the texts on motoblogs posting section in March 2017 until April 2017 by doing reading and studying in the internet connected with certain website (TMCblog.com, IwanBanaran.com, and Kobayogas.com). The researcher limited only one month is because the activity writing publishes sections are more advance in March 2017 to April 2017.

The secondary data are by doing open-ended interview through email between the researcher and the author of certain motoblogs (TMCblog.com, IwanBanaran.com, and Kobayogas.com). The steps are overviewed as follows:

1. Clicking several motoblogs that already chosen in Mozilla Firefox or Google Chrome.
2. Selecting and downloading the profile page containing the selected words that were posted from March 2017 to April 2017.
3. Sending message via email to ask the author of certain motoblogs (TMCblog.com, IwanBanaran.com, and Kobayogas.com) reason regarding their habit in using English borrowing word in writing their article.

b) Data Collection

In collecting the data, the researcher obtains the words by observing data that considered as English borrowing word from certain motoblogs (TMCblog.com, IwanBanaran.com, and Kobayogas.com). There is several phases that applied by the researcher in selecting the words considered as English borrowing words, that will be described as follow:

1. Converting the posting page presented in html type into word document by copy

pasting the whole part of posting page section.

2. Separating the writing which contains emoticon and non-English words, such as Javanese, Indonesian, Mandarin, etc. Because the words which will be analyzed are English borrowing words.

2. From the writing texts, the writing on the article that containing English borrowing words are obtained. The researcher taking the words considered as English borrowing words.

c) Data Analysis

In this research, the researcher analyzes the data based on Malmkjaer (1995, p.170) theories which are:

1) Redacting the data. This is the first component in analyzing the data that contains selection process, focusing, and summarizing data from field writing, In this step, the researcher select, limits, and summarize the data from the writing. The researcher identifies the words considered as English borrowing word from the authors of motoblog writing and then the words identified by consulting dictionary to find the meaning of the words. In this case, the researcher used Oxford Advanced Learner Dictionary 3rd edition. After that the researcher categorized the English borrowing into pure and modified loanwords.

2) The researcher classified the English borrowing words into the category considered as types of borrowing by using the rule that stated by Eignar Haugen there are loanword, loanblend and loanshift.

3) Displaying the data. The second step of analyzing the data is describing the data in narrative which the research conclusion will be possible to be done. This step is describing the result of the research which is described in systematic and logic sentence. The researcher analyzed the answer of motoblog author's reason and classified the answer into some factor that influences the respondent to use English borrowing word.

4) Drawing Conclusion. The last step is the researcher makes conclusion of the research. Then the researcher also verifies the conclusion the technique is by discussing the research. This step is very important to be done in order to get good research conclusion.

III. Finding and Discussion

a) The Types of English Borrowing Words that Usually Used by the Author of Automotive Blogs

According to the data finding that obtained, the type of English borrowing usage that usually used by the author of certain motoblogs (TMCblog.com, IwanBanaran.com, and Kobayogas.com) is dominated by Pure Loanword, from 50 (fifty) English borrowing word that obtained, the researcher find 40 (forty) Pure Loanword used/applied by the authors of motoblogs in writing their article, which is imported/borrowed identically with the original form in English (native word), the words itself are imported/borrowed without any changes of word class, category and meaning.

Talk about another types of English borrowing usage, the researcher find 7 (seven) Loanblend which is borrowed by the authors of motoblogs in writing their article, there is a morphological adjustment to the words and also there is an adjustment of Indonesian affixes and semantically that adjustment affected to change the word class, category, and meaning. And the last English borrowing word that applied/borrowed by the authors of motoblogs is Loanshift, the researcher find 3 (three) loanshift that imported/borrowed by the author in writing the article, the words are totally changed in structure, but the meaning of that word are originally extracted/maintained.

b) The Author Reason in Applying English Borrowing Word in Writing an Automotive Article

Based on the data that gained from the interview to the automotive blogger that using and applying English borrowing word, there are some different reason from each author of automotive blogs that applying/borrowing the English word in writing the article, the first reason is because there is no equivalent word to shown or explain the author idea in writing the article. It is stated by the author of TMCblog.com. So that's why the author imported or borrowed the English word.

Different with the author of Kobayogas.com that stated the second reason. It is because the author try to shortening the word or sentence but didn't discard the meaning, the author of Kobayogas.com also stated another reason, the author argued when some word are converted into Indonesian language, it's become weird.

And the third reason is revealed by the author of Iwanbanaran.com, the author assume that English word are briefer and to the point, even somebody didn't understand the meaning it consider to the context of that word, and if somebody concerning to that aspect, automatically they can understand the exact meaning.

IV. Conclusion

The result of this study will be concluded by the researcher as follow:

According to the data finding that obtained and discussed in Chapter IV, it can be concluded that the type of English borrowing usage that usually used by the author of certain motoblogs (TMCblog.com, IwanBanaran.com, and Kobayogas.com) is dominated by Pure Loanword, from 50 (fifty) English borrowing word that obtained, the researcher find 40 (forty) Pure Loanword used/applied by the authors of motoblogs in writing their article, which is imported/borrowed identically with the original form in English (native word), the words itself are imported/borrowed without any changes of word class, category and meaning. In the other hand, another types of English borrowing that used, the researcher find 7 (seven) Loanblend which is borrowed by the authors of motoblogs in writing their article, there is a morphological adjustment to the words and also there is an adjustment of Indonesian affixes and semantically that adjustment affected to change the word class, category, and meaning. And the last English borrowing word that applied/borrowed by the authors of motoblogs is Loanshift, the researcher find 3 (three) loanshift that imported/borrowed by the author in writing the article, the words are totally changed in structure, but the meaning of that word are originally extracted/maintained.

Based on the data of the interview to the automotive blogger that using and applying English borrowing word, there are three different reason from each author of automotive blog in using English borrowing word in writing the articles, the first reason is because there is no equivalent word to shown or explain the author idea in writing the

article, the second is to shortening the word or sentence but didn't discard the meaning, and the last reason because English word are briefer and to the point in revealing the exact meaning.

References

Apple, R. & Muysken, P. (2005). *Language and Contrast Bilingualism.* London: Amsterdam University Press.

Badudu, JS. (1988). *Cakrawala Bahasa Indonesia.* Jakarta: Gramedia.

Baker, C. & Jones, P, S. (1998). *Encyclopedia of Bilingualism and Bilingual Education.* British Library UK: Multilingual Matters Ltd.

Chi, M. (2010). *Social Media Commercialization and Blog Marketing*. Sweden: Stockholm.

Crystal, David. (1997). *The Cambridge Encyclopedia of the English Language.* Cambridge: Cambridge University Press.

Fasold, R & Lington, C. (2006). *An Introduction to Language and Linguistics.* Washington DC: Georgetown University.

Fraenkel, J., & Wallen, N. (1990). *How to Design and Evaluate Research in Education*. New York: McGraw-Hill Pub.Co.

Hocket, C.F (1958). *A Course in Modern Linguistics.* New York: Macmillan.

Jendra, I. (2010). *Sociolinguistics.* Bali: Graha Ilmu.

Katamba, F. (2005). *English Words.* USA and Canada: Routledge.

Malmkjaer, K. (1995).*Linguistics Encyclopedia.* London &New York:Routledge.

Moeleong, L (1989). *Metode Penelitian Kualitatif.* Bandung: PT Remaja Rosdakarya.

Moeljadi, D., Sugianto, R., Hendrick, S, J. & Hartono, K. (2016). *Kamus Besar Bahasa Indonesia,* (5th ed), Jakarta: Badan Pengembangan dan Pembinaan Bahasa, Kementrian Pendidikan dan Kebudayaan Republik Indonesia.

Wardhaugh, Ronald. (1972). *An Introduction to Sociolinguistics.* New York: McGraw-Hill.

\
Journals

Hoffer, B.L. (2005) *Language Borrowing and the Indices of Adaptability and Receptivity. Intercultural Communication Studies XIV-2,* pp. 53-77.

Haugen, E. (1950). *The Analysis of Linguistic Borrowing*. *Language,* 26:210-31.

Websites

Salah, C. (2013). *Internet and Mass Media.* Retrieved April 6, 2017, from: www.uri.edu/students/csal6499/internet.html

Katarzyna, J, M. (1999). *Internet for You.* Retrieved April 6, 2017,

from: www.rsna.org/Technology/internet1-1.cfm.

Johansen, T. (2017). *Internet*. Retrieved April 6, 2017, from: www.diaryofanartist.com