

**THE POPULAR ENGLISH BORROWINGS IN
COSMETIC TERMS: A CASE STUDY OF STUDENTS AT
CHRISTIAN UNIVERSITY OF INDONESIA**

SKRIPSI



BY
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**FAKULTAS SASTRA
UNIVERSITAS KRISTEN INDONESIA
JAKARTA
2016**

**THE POPULAR ENGLISH BORROWINGS IN
COSMETIC TERMS: A CASE STUDY OF STUDENTS AT
CHRISTIAN UNIVERSITY OF INDONESIA**

SKRIPSI

Presented to

Fakultas Sastra Universitas Kristen Indonesia

In partial fulfillment of the requirements for the degree of Sarjana
in English Language and Literature

By

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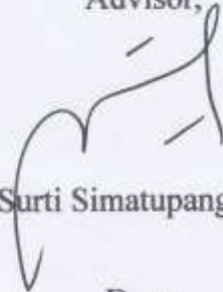
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STUDENTS AT CHRISTIAN UNIVERSITY OF
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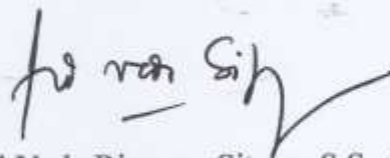
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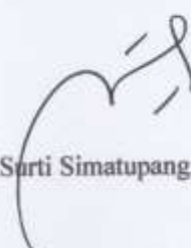
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ABSTRACT

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Pinjaman bahasa Inggris sudah menjadi fenomena dari waktu ke waktu di Indonesia. Peningkatan jumlah dari penggunaan kata-kata pinjaman bahasa Inggris semakin terlihat terutama dalam istilah kosmetik. Penggunaan istilah kosmetik dalam pinjaman bahasa Inggris lebih populer dan sering digunakan oleh wanita. Sebenarnya, bahasa Indonesia memiliki padanan kata untuk mengganti istilah bahasa Inggris menjadi istilah bahasa Indonesia, tetapi banyak wanita lebih memilih untuk menyebutkan kosmetik menggunakan pinjaman bahasa Inggris daripada istilah bahasa Indonesia. Penulis melakukan penelitian untuk menyelidiki gejala sosial pinjaman bahasa Inggris dalam istilah kosmetik berdasarkan teori ‘peminjaman kata’. Salah satu teori dari peminjaman kata menyatakan bahwa adanya proses kata-kata pinjaman yang dipinjam dari satu bahasa ke bahasa lain. Penelitian ini menggunakan metode kuantitatif deskriptif dan sampel diambil dari 30 mahasiswi dari tiga fakultas yang berbeda, yaitu: Fakultas Sastra, Fakultas Ekonomi, dan Fakultas Keguruan dan Ilmu Pendidikan. Setiap responden mendapatkan kuesioner yang berisi 20 pertanyaan: 10 esai dan 10 pilihan ganda. Hasil dari penelitian ini adalah penggunaan istilah bahasa Inggris lebih populer daripada istilah bahasa Indonesia. Penggunaan pinjaman bahasa Inggris untuk istilah kosmetik terus meningkat karena beberapa media seperti internet, iklan, majalah, dan masyarakat sering menggunakan istilah tersebut. Dampak dari penggunaan pinjaman bahasa Inggris untuk responden adalah mereka tidak mengetahui bahwa bahasa Indonesia mempunyai padanan kata dan penggunaan istilah kosmetik dalam bahasa Indonesia beralih ke istilah pinjaman bahasa Inggris.

Kata kunci: Pinjaman bahasa Inggris, Populer, Media, Istilah bahasa Indonesia.

ACKNOWLEDGEMENTS

First of all, I would like to thank My Father in Heaven, My Savior, Jesus Christ for His blessing. I will never be able to finish this *skripsi* without Him. Beside that, I would like to express my gratitude to the Faculty of Letters for giving me the opportunity to write this *skripsi*, especially to Dean, Dr.rer.pol. Ied Veda Rimrosa Sitepu, S.S., M.A. God bless you. I also would like to thank Dr. Masda Surti Simatupang, S.Pd., M.Hum, as my advisor. This *skripsi* can be accomplished because she has given her priceless time, patience, assistance, guidance, support, and advises over me. Thank you for being my advisor.

I would like to thank all my friends in Faculty of Letters, Angelina Arini Larasati, Anggun Margareta, Vika Nur Adzni, Friska Lumban Gaol, Marissa Andrianie, Riris Nova Sari, Jenifer Irma, Ester Chrismasti, thank you for all the support and friendship. See you on top guys!

I also would like to thank all my close friends, Thera, Oci, Nadia, Hani, Merry, Niar, Anissa, Jelita, Eci, Ikeu, Rini, Thomas, Gita, Destia, Edson, Mila, Rafli, Thania, Riko, Alvina, thank you for all the support and advices.

The last, I would like to express my deep gratitude to my family. My parents, Rafidin Togatorop and Kasta Siregar, my sister Desiana Lasmaria, and my brother Dennis Betron. Thank you for being there for me, advising, and also supporting me. God bless you all.

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