

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The phenomena of English borrowing of various linguistic units have received so much attention in every living sector of the Indonesian people's lives. According to Wardhaugh (1972:181) borrowing is another way of adding new vocabulary items to a language. Borrowing is used to enrich vocabularies of the recipient language that derived from other languages and then the spelling, speech, and writing adjusted to the narrative in the recipient language. Borrowing words already become a phenomenon over time in some countries and even in Indonesia. For example, in Indonesia, we have borrowing words from several languages such as Latin, English, Arabic, and Chinese. So, it is very effective to fill the lack of vocabularies that are not available in Indonesia. However, within few years, the significant number of English words used in Indonesia has become more and more noticeable. Some examples of English borrowings are access - *akses*, balloon - *balon*, computer - *komputer*, detective - *detektif*, energy - *energi*.

In addition, borrowing is the incorporation of foreign features into a group's native language by speakers of that language: the native language is maintained but is changed by the addition of the incorporated features (Thomason& Kaufman, 1988:37). The language that borrows a language feature is referred to as the "recipient language" (Winford, 2003:12). Nonetheless, some linguistic and language practitioners find ways how Indonesian language borrow vocabulary from other language and use the vocabulary in the standard of

Indonesian language. Adiriyanto (2013) stated that every single word that derived from other language have to through the stages of absorption. Absorption means the process when one thing becomes part of another thing. Adiriyanto added that there are two process of absorption from other languages into Indonesian language. Firstly, the process of absorption occurs as a whole, such as plaza. Secondly, the process of absorption occurs with some adjustments. The absorption occurs either in speech and spelling adjusted to Indonesian language, such as 'subject' becomes 'subjek'. Adiriyanto added there are three ways of absorption words from other languages into Indonesian:

(1) Adoption occurs when language users take the form and meaning of a foreign word as a whole. For example, mall, supermarket. (2) Adaptation occurs when language users only take the meaning of foreign words, whereas spelling or writing was adjusted to Indonesian spelling. For example: pluralisation - *pluralisasi*, acceptability - *akseptabilitas*. (3) Translation occurs when language users take the concepts which are contained in the foreign language. Then, the words got the equivalent words in Indonesian. For example, try out – *uji coba*, psychologist – *ahli psikolog*.

Undang-Undang Republik Indonesia Nomor 24 Tahun 2009 stated that the use of the Indonesian language as the official and national language will be of the most relevance and importance to be used both by foreign and local businessmen. It also states that the Indonesian language functions as an official language for transactions and commercial documents. The following provisions regarding the use of the Indonesian language are as follows:

Pasal 36 ayat 3

Bahasa Indonesia wajib digunakan untuk nama bangunan atau gedung, jalan, apartemen atau permukiman, perkantoran, kompleks perdagangan, merek dagang, lembaga usaha, lembaga pendidikan, organisasi yang didirikan atau dimiliki oleh warganegara Indonesia atau badan hukum Indonesia.

Pasal 37 ayat 1

Bahasa Indonesia wajib digunakan dalam informasi tentang produk barang atau jasa produksi dalam negeri atau luar negeri yang beredar di Indonesia.

Pasal 39 ayat 1

Bahasa Indonesia wajib digunakan dalam informasi melalui media massa.

It means that: (1) The Indonesian language shall be used in the names of buildings, streets, apartments or houses, offices, trading complexes, brand names, business institutions, education institutions, organization established or owned by Indonesian citizen or Indonesian legal entity. (2) The Indonesian language shall be used for information regarding local or imported products and services distributed in Indonesia. (3) The Indonesian language shall be used for information provided through the mass media.

It can be seen that the names of products and the usage of the products should be in Indonesian, but in fact it does not happen in real life. We still easily get the product names as well as the usage of cosmetics use English as their communication tools to consumers.

There are many studies that discuss English borrowings in various fields such as Indonesian newspaper (Fauzi 2014), articles of sport (Nurweni 2013), Indonesian entertainment (Alawi 2007), and beauty product advertisements (Vanesha 2009). From several studies about English borrowing, the writer is more interest in discussing English borrowings in beauty products as Vanesha's study.

In her study, she stated that one of the advertising strategies is to level up the degree of sophistication, and in order to do that, English borrowing is used in advertisement. The language of advertising aims to win the customers' hearts, and in that sense, English borrowings help the advertisers to achieve that goal for the customers. Practically speaking, people would go for beauty product advertisements using "lipstick" instead of the local equivalent "gincu" because the difference in their level of sophistication.

From her study, the writer assumes that English borrowings are also used in cosmetic terms such as, *eye shadow, eyeliner, foundation, blush on, and lip balm*. Even though, some of these words are not listed in the dictionary of Indonesian language, but they are now popular among Indonesian women. Then, the writer interest in examining English borrowings in cosmetic terms because it is very close to our daily life especially for women. So, it makes the writer curious and want to find out if these words have the process of absorption such as adaptation, translation or creation. There is a possibility the words of cosmetic terms use adoption. Then, the writer has been looking for English borrowings of cosmetic terms in *Kamus Besar Bahasa Indonesia (KBBI) online* and *Wikipedia Indonesia*. Surprisingly the writer did not find the adoption words of cosmetic terms except lipstick and mascara. The word "lipstick" and "mascara" has been through the process of adapting becomes "lipstik" and "maskara". Actually, we have the Indonesian terms to replace English borrowings in cosmetic terms. For example, the English term "eyeliner". This word in Indonesian means "celak mata". The English term "blush on" and in Indonesian it means "perona pipi". But

in fact people are more likely to use “English borrowings” to mention all of cosmetic terms, and it makes English borrowings more popular than Indonesian terms.

The writer assumes that English borrowings in cosmetic terms are more popular than Indonesian terms because of various factors, such as: to look cool and have prestige. Moreover, in the beginning cosmetic terms are overseas products. So, we do not have the Indonesian terms. Later on, after the cosmetic terms entered Indonesia for such a long time, we have made the Indonesian terms for all cosmetic terms. Therefore, we have accustomed to using English borrowings in cosmetic terms.

1.2 Statement of the Problem

There are some questions that would be answered in this thesis. Those questions are; what is the percentage of the users of English borrowings in cosmetic terms among women in Christian University of Indonesia, why the users use English borrowings in cosmetic terms, and what are the impacts that may rise for Indonesian women and Indonesian language.

1.3 Research Question

1. What is the percentage of the users of English borrowings in cosmetic terms among women?
2. Why the users use English borrowings in cosmetic terms?
3. What are the impacts that may rise for Indonesian women and Indonesian language?

1.4 Purpose of the Study

This study aims to find out the percentage of English borrowings in cosmetic terms based on the results of questionnaires that will be distributed to the respondents. It is also to find out why English borrowings are used in cosmetic terms and the impact that would be gotten if the use of English borrowings in cosmetic terms is done continuously.

1.5 Scope of the Study

This study is based on the uses of English borrowings in cosmetic terms and this study will be limited only to find out the percentage of the uses of English borrowings in cosmetic terms among women in Christian University of Indonesia and why the users use English borrowings and the impact that would be caused to Indonesian language because of the uses of English borrowings continuously. The writer will not discuss the other factors, such as the changes of meaning, phonology, or grammar of English to Indonesian. The writer does not interview the parties to be studied, or factors beyond the popular English borrowings in cosmetic terms.

The writer did the research and got some data from students of Christian University of Indonesia. The identities will be disguised and all of the answers that they have given in the questionnaire will be used as research materials. For every single answer which has been given by the respondents will be used as samples of the uses of English borrowings in cosmetic terms such as eyeliner, eye shadow and blush on. But once again the writer asserts that this study does not

refer to the changes of meaning, phonology, or grammar of English to Indonesian. This is only to look at English borrowings which are often used in cosmetic terms.

1.6 Research Methodology

1.6.1 Type of Research

In this study, the writer used quantitative methods. The reason is because the required data related to the measurement of quantity or amount of respondents in addressing the phenomenon English borrowing at this time. According to Khotari (2004:3) quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Furthermore, Khotari (2004:96) also wrote that descriptive research includes surveys and fact-finding enquiries of different kinds. There are several methods of collecting primary data, particularly in surveys and descriptive researches. Important ones are: (1) observation method, (2) interview method, (3) through questionnaires, and (4) through schedules. He also added that the major purpose of descriptive research is description of the state of affairs as it exists at present. Therefore, the writer used quantitative descriptive approach to describe or explain phenomena or events that occur at this time in the form of numbers. In addition, the writer uses questionnaires as tools to find the facts which occurs at this time because it could save a lot of time in collecting data and made students feel comfortable, relaxed, and easier so that it could attract a lot of respondents to participate in this study.

1.6.2 Sample

The writer takes the samples from students in Christian University of Indonesia. Due to lack of time the writer does not take data from all students, but only 30 female students. The writer took 30 respondents because based on the theory of Suparyanto (2010) which stated that:

1. *Melakukan uji coba kuesioner tersebut pada sejumlah responden, disarankan jumlah responden untuk uji coba minimal 30 responden (mendekati kurve normal).*

It means that: (1) to conduct a trial for that questionnaire to a number of respondents, it is advised the number of respondents for a trial consist of at least 30 respondents (approaching normal curve).

So, the writer took 30 respondents because it already could be considered appropriate sample to get the data in the study. Then, 30 respondents were divided into three different faculties, are: Faculty of Letters, Faculty of Economics, and Faculty of Teacher Training and Education. The writer chose these faculties because they are in the same building and the same floor, the second floor. Thus, it could make the writer easier to get the respondents and data quickly. Through the theory and explanation above, in this study the writer used questionnaires as tools to get data from 30 female students in Christian University of Indonesia.

1.6.3 Data Analysis

As the first step to get the data, the writer created questionnaires consisting of twenty questions about the students' knowledge about the various cosmetic terms. After the questionnaires were completed, the second step was taking 30 female students from three different faculties, they are; Faculty of Letters, Faculty of Economics, and Faculty of Teacher Training and Education who will be the main respondents in Christian University of Indonesia. In each faculty, the writer took 10 respondents and the respondents aged around 19-24 years. After that, the writer gave the questionnaires to all respondents and observed the students not using gadgets to fill out the questionnaires. After the data had been obtained through the questionnaires, the fourth step was the writer analyzed every single one of their answers to know what percentage of the studies use English borrowings in cosmetic terms. From all the questions in the questionnaires, there were some questions about their reasons why they did not know or just know a little about cosmetic terms in Indonesian language. Through their answers and reasons, the writer determines the factors that might cause English borrowings in cosmetic terms become so popular among women.

1.7 Significance of the Study

The significance of this study is to give information to the readers that we already have Indonesian terms for all cosmetics. The results also expected to encourage the readers' awareness to use Indonesian terms for cosmetics to maintain the Indonesian language as the identity of Indonesia state. Based on this research, the future researchers can use this research to develop the use of English borrowing in cosmetic terms more extensive.