

THE WORD FORMATION PROCESSES OF INDONESIAN SLANG WORDS USED IN *COSMO GIRL!* INDONESIAN TEENAGE MAGAZINE

Kusuma, V.S.² and Mardijono, J.J.²

^{1,2} English Department, Faculty of Letters, Petra Christian University

Surabaya, East Java, Indonesia

e-mail: _i03@yahoo.com , josefa@peter.petra.ac.id

Abstract

This was a qualitative study of word formation processes of Indonesian slang words in the *Cosmo Girl!*. To reveal the type of word formation and the most frequent type of word formation processes, the writer used two theories of word formation processes, namely word formation processes by Yule (2006) supported by Indonesian word formation processes by Chaedar (1994). The findings revealed four types of word formation processes, namely Clipping (3.22%), Blending (3.22%), Borrowing (19.35%) and Multiple Processes (74.19%). Although the Multiple Processes took a crucial part in forming Indonesian slang words, the process of borrowing dominantly occurred in the Multiple Processes. Especially English was often used in the borrowing process. Besides, the findings revealed processes that are not stated in both of the theories, namely *Addition*, *Substitution* and *Deletion*. These three processes were needed to adjust to Indonesian spelling system.

Key words: Word formation processes, Indonesian slang words, teenage magazine

Communication is important in human's life. Every time and everywhere people communicate to get their needs. They use language as the main tool in this process of communication. According to O'Grady, Dobrovolsky and Katamba (1996), "language was many things – a system of communication, a medium for thought, a vehicle for literary expression, a social institution, a matter for political controversy, a catalyst for nation building" (p. 1). As a medium for thought, language has the smallest parts called words. Words are always evolving day by day because human beings need words as a tool for expressing humans' ideas.

According to Quirk, Greenbaum, Leech and Svartvik (1985), words are a unit which consisted of one or more morphemes (p. 43). Words are the main key usually used to express or convey a message or an idea of human being. In its development, through invention, discovery and creativity, unconsciously or consciously human beings are able to create or form new words or vocabularies to name their invention and things that exist in human's life. It means that words are always evolving with the developing of human civilization. A new word can be borrowed from other languages, coined or invented by known or unknown individual person, or created from existing words. In creating new words, there are some processes in forming the words. These processes are known as Word Formation Processes.

According to Lerner (1960), slang usually has a short life, because it was invented to fit a particular situation at a given moment (in the *Characteristics of Slang Language*, 2009, para. 1). It is considered a result of the rapid growth of the new words that was happening as a creative expression from people to make the words more efficient and simpler to be uttered (Fromkin, 1993, p. 264). This phenomenon means that slang words are always updated in following the human development. Similarly, Indonesian slang words are an ever-evolving language, as many words quickly become outdated and obsolete because of trends.

Because the dominant users of slang words are teenagers, this study wants to analyze the written Indonesian slang words that are usually found in the teenage magazine. Magazine is a mass media in which many word varieties can be used. According to Hadi (2002, para. 2), the language of teenage magazine is usually informal as the language should be as friendly as possible to the readers (in the *Arti Kata*, 2012). The choice of words in magazines should be communicative as it

is more effective to achieve the target market. The word style that is used by teenage magazine is almost the same as the spoken-word style, which is usually less formal.

Nowadays, there are magazines made for teenagers, boys and girls. Boys and girls are different in choosing the words style. Female speakers tended to use more “prestigious” social life than male in the same social background (Yule, 2006, p. 167). This condition refers to a clue that if the girl-teenagers do not follow what her social group done, they will feel something is wrong inside them. This fact shows that girl teenagers tend to follow the style of her group done, especially the use of Indonesian slang words as a ‘prestige’ in her social group.

Inspired by the phenomenon, this study looks for the word formations in Indonesian slang words in the Indonesian teenage magazine *Cosmo Girl!*. This magazine was very popular and was also nominated as a friendly magazine in 2012 in Indonesia. Here, three rubrics that were regularly published namely *Stars*, *JSYK (Just So You Know)* and *Artikel Seru (Amazing Article)* were used as the source of data. The content of these rubrics told about updated information for girl teenagers as readers.

This study is focused on the formation processes used in the Indonesian slang words in ‘*Cosmo Girl!*’ Indonesian teenage magazine. The purpose of this research is to find out the types of Word Formation Processes involved in forming the slang words and the type of word formation processes mostly used to form those slang words in the *Cosmo Girl!*. The significance of this study is that the result of this research will provide an input for researcher in the similar topic. The readers can know not only about the type of word formation of Indonesian slang words, but also gain knowledge about the formation processes of Indonesian slang words. Then, this study can enrich Indonesian vocabulary. In this study, the writer only analyzed Indonesian slang words that are content words, excluding the particles.

According to Nida (1962), morphology was the study of morphemes and their arrangements in forming words (in the Riasa, 2002, p. 7). Based on this definition, it shows that morphology is a sub discipline study from linguistics that concerns in the process of word formation. The main point of studying morphology is the study of the structure and content of word forms. A morpheme was the essential unit in word construction, the smallest meaningful component of language which conveys message containing meaning or function (O’Grady and Guzman, 1996, p. 133). A morpheme as the smallest unit of language cannot be separated into smaller units.

Word may consist of one or more morpheme. For examples, the word *mereka* (they) is formed from one morpheme *mereka* (they), while the word ‘cooks’ is formed from two morphemes, which are {cook} and {-s}. O’Grady and Guzman (1996, p. 132) explained, “*Of all units of linguistic analysis, the word is the most familiar. The most reliable defining property of words is that they are smallest free forms found in language*”. It means that word is a linguistic unit which is independent form which may, at the same time, also be a morpheme like *bed, table, go, John, will*; but they can also be linguistic form larger than one morpheme like *boyish, walked, books, slowly*.

In this study, the writer also used Yule’s theory as the main theory because the word formation processes originally come from Yule, and Chaedar’s theory is used to support Yule’s theory. The word formation process according to Yule consists of coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, prefixes/suffixes, infixes and multiple processes (2006, pp. 53-60). Because the writer wants to analyze Indonesian slang, the writer also uses the theory of Indonesian Word Formation Processes by Chaedar. According to Chaedar (1994: pp. 249-254), Indonesia word-formation processes consist of *afiksasi* (Affixation), *reduplikasi* (Reduplication), *komposisi* (Compounding), *konversi* (Conversion) and *pemendekan* (Abbreviation).

METHODS

In this study, the writer focused on ‘*Cosmo Girl!*’ in July 2012 edition, excluding the particles in which the instrument was the writer himself, who was actively involved in data collection and data analysis by using qualitative approach. The writer analyzed the data based on *Kamus Besar Bahasa Indonesia* (Indonesian Dictionary), *Kamus Bahasa Gaul* (Indonesian Slang Dictionary) and *KamusSlang.com* as the reference to identify the Indonesian slang words. This

study chose three regular rubrics of ‘Cosmo Girl!’ teenage magazine because these three rubrics were regularly published in this magazine; *Stars*, *JSYK (Just So You Know)* and *Artikel Seru* (Amazing article).

In collecting the data, the writer read those 14 articles from three rubrics of ‘Cosmo Girl!’ Indonesian teenage magazine in July 2012 edition as the source of data. The data were identified based on the criteria: words that could not be found at both dictionaries Indonesian Dictionary (*Kamus Besar Bahasa Indonesia*) and *Kamus Bahasa Gaul* (Sahertian, 2001) as the reference, but those words were usually used in the daily communication of teenagers or group of people, based on *KamusSlang.com* as the third reference. Furthermore, those Indonesian slang words were translated into English, avoiding including the same words in the data collection.

For the data collection of slang words, the writer used Table 3.1 to collect the slang words found to facilitate the analysis. For the numbering system, the writer used two digits in listing Indonesian slang words. The first digit refers to the rubrics and the second digit refers to the ordinal numbering system, such as the 1. for *Stars* rubric, 2. for *JSYK (Just So You Know)* and 3. for slang words that found at *Artikel Seru* rubric (Amazing article). This study wrote down the sentences containing Indonesian slang words that were content words, excluding the particles.

FINDINGS AND DISCUSSION

4.1 Types of Word Formation Processes and the Frequency of Occurrence

The writer presented the findings of the types of word formation processes of Indonesian slang words used in the *Cosmo Girl!* teenage magazine. The writer found 31 Indonesian slang words with the formation processes and the whole calculation of the finding is presented below.

TABLE 4.1: Types and Frequency of Word Formation Processes of the Indonesian Slang Word

Type	Frequency	n	%
BLENDING		1	3.22%
CLIPPING		1	3.22%
BORROWING (use the full form)		6	19.35%
MULTIPLE PROCESSES		23	74.19%
BORROWING-CLIPPING		1	3.22%
BORROWING-BLENDING-DELETION-SUBSTITUTION		1	3.22%
BORROWING-CLIPPING-BLENDING-SUBSTITUTION		1	3.22%
BORROWING-CLIPPING-BLENDING		2	6.45%
BORROWING-CLIPPING-COMPOUNDING		1	3.22%
BORROWING-CLIPPING-SUBSTITUTION		2	6.45%
BORROWING-ADDITION		2	6.45%
BORROWING-SUBSTITUTION		5	16.12%
BORROWING-SUBSTITUTION-ADDITION		1	3.22%
BORROWING-DELETION		3	9.67%
BLENDING-SUBSTITUTION-DELETION		1	3.22%
CLIPPING-BLENDING		3	9.67%

4.1.1 Types of Word Formation Processes of Indonesian Slang Words Used in the *Cosmo Girl!*

The table 4.1 indicates that there were four types of word formation in forming the Indonesian slang words, namely Clipping (3.22%), Blending (3.22%), Borrowing using the full form (19.35%) and Multiple Processes (74.19%).

1. Clipping

The pattern of purely clipping process from this magazine was taking the first letters of each syllable. The example of Clipping was the Indonesian slang word “*PDKT*”, which means *pendekatan* (approach).

2. Blending

The pattern of blending process from *Cosmo Girl!* was taking the last syllable of the first words and the first syllable of the second word. The example was the Indonesian slang word “*gaptek*”, which meant *gagap teknologi* (outdated).

3. Borrowing

In the findings, there were four Indonesian slang words of *Cosmo Girl* found (16.12%), such as the word *cute*, *tips* and *FYI* which were borrowed from English, the word ‘*nebeng*’ was borrowed from Betawi and the word ‘*jomblo*’ was borrowed from Sundanese.

4. Multiple Processes

The findings revealed twelve types of multiple processes in *Cosmo Girl!* Indonesian teenage magazine.

a. Borrowing-Clipping

The example was the Indonesian slang word “*jayus*”, which meant *tidak menarik* (unexciting).

b. Borrowing-Blending-Deletion-Substitution

The example was the Indonesian slang word “*bete*”, which meant not in a good mood.

c. Borrowing-Deletion

The example was the Indonesian slang word “*trik*”, “*bahela*”, “*infotainment*”.

d. Borrowing- Clipping-Blending-Substitution

The example was the Indonesian slang word “*ilfil*”.

e. Borrowing-Clipping-Blending

The example of Indonesian slang word was “*bloon*” and “*jaim*”.

f. Borrowing-Clipping-Compounding

The example was the Indonesian slang word “*boy-ology*” which means about boy’s things.

g. Borrowing-Clipping-Substitution

The example was the Indonesian slang word “*Indi*” and “*resto*”.

h. Borrowing-Addition

The example was the Indonesian slang word “*enggak*” and “*gengsi*”.

i. Borrowing-Substitution

The example was the Indonesian slang word “*nongkrong*”, “*gue*”, “*loe*”, “*nerves*” and “*oke*”.

j. Borrowing-Substitution-Addition

The example was the Indonesian slang word “*cewek*”.

k. Blending-Substitution-Deletion

The example was the Indonesian slang word “*pede*”.

l. Clipping-Blending

The example was the Indonesian slang word “*curhat*”, “*bolot*” and “*ortu*”.

4.1.2 The most frequent type of word formation processes in *Cosmo Girl!*

The biggest percentage which was mostly used to form Indonesian slang words in *Cosmo Girl!* was multiple processes. There were 23 Indonesian slang words (74.19 %) which occurred in the process of data. The writer found 12 patterns of multiple processes.

From the findings (Table 4.1), Multiple Processes was the highest processes in creating Indonesian slang words in *Cosmo Girl!*. The highest combination patterns of multiple processes were Borrowing-Substitution and the use of Borrowing processes were found in 12 patterns. Then, the second most frequent process after multiple processes was Borrowing.

From the findings above, the writer tried to compare the data between the borrowing process in the multiple processes and those undergoing only borrowing processes to know which language dominantly appeared in the process as shown in the following table.

Table 4.2 : The Frequency of Borrowing Process

The borrowing process	Language Origin											
	English		Javanese		Hokkien		Sundanese		Betawi		Minang	
	n	%	n	%	n	%	n	%	n	%	n	%
Borrowing process ($\Sigma N=6$)	4	50%	-	-	-	-	1	25%	1	25%	-	-
Borrowing in MP ($\Sigma N=23$)	12	52.17%	4	16.67%	3	12.50%	3	12.50%	-	-	1	4.17%
Total	16	55.17%	4	14.28%	3	10.71%	4	14.28%	1	3.57%	1	3.57%

Note: MP = Multiple Processes.

From the table above, the writer found the language that was dominantly used in the borrowing process was English. It means English has influenced in forming Indonesian slang words used in *Cosmo Girl!*. It shows that English is the language that is easy to absorb and accept by the teenagers. Then, Yule ever stated that female speakers tend to use more “prestigious” style than male in the same social background (2006, p. 167). Related to Yule’s statement, English Borrowing process was needed on the basis of teenagers’ need to be cool at all points of their life, i.e. thinking and speaking, as well. As an international language, the use of English in the application of Indonesian slang words can be said as a pride for the users.

Besides the findings above, the writer also found some new processes that were not stated both in Yule’s theory and Chaer’s theory, namely *Addition*, *Substitution* and *Deletion*. Three kinds of processes were dominantly found in multiple processes. It appeared that the processes of adding, substituting and deleting the letter were needed to adjust to Indonesian spelling system.

CONCLUSION

This study was conducted to find out the word formation processes of the Indonesian slang words in the *Cosmo Girl!* using two theories of word formation processes by Yule (2006) and Chaedar (1994). Yule’s theory is about word formation processes and Chaer’s theory is about Indonesian word formation processes. Then, the writer collected the data from 14 articles in *Cosmo Girl!* in July 2012 edition.

After analyzing the word formation processes of Indonesian slang words and the most frequent word formation processes of those Indonesian slang words, the findings showed that there were 31 Indonesian slang words found in those 14 articles. There were 4 types of word formation processes, namely Clipping, Blending, Borrowing and Multiple Processes. Among the four word formation processes, the multiple processes were the most frequent word formation processes. The process of multiple processes were used in 74.19 % of the total Indonesian slang words. The process of borrowing as the second after the multiple processes was used in 19.35 % of the total Indonesian slang words. Furthermore, from the findings (Table 4.2), the process of English borrowing was used in 16 words or 55.17% of the total Indonesian slang words.

From the findings, Indonesian slang words in the *Cosmo Girl!* tended to use blending and clipping to make them simpler to utter. Furthermore, the point must be borne in mind that Indonesian slang is not permanent, thus many expressions may differ soon. At the end of the writer’s study, the writer invites further research to conduct an investigation on the Indonesian particles of slang.

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