INTERNATIONAL CONFERENCE PROCEEDINGS

"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Friday, October 23rd, 2015
Syariah Hotel Solo , Jl. Adi Sucipto No. 47 Solo, Indonesia

APTISI COMMISSARIAT II SURAKARTA
October, 2015

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"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Oleh: Assoc. Prof. Dr.Vanida Durongrittichai dkk.

Edisi Pertama
Cetakan Pertama, 2016

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Assoc. Prof. Dr.Vanida Durongrittichai dkk.
"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"
Edisi Pertama-Surakarta, Pustaka Hanif, 2016
Prelimy xi, 258 hlm, 1 jil.: 21.5 x 29.7 cm

ISBN: 978-602-7385-2-1

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FOREWORD

Thank to Almighty God who has given His favor to the Association of Indonesian Private University (APTISI) Commissariat II Surakarta for organizing a international seminar and call for paper on the theme "Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era".

ASEAN Economic Community (AEC) provides challenges and opportunities for Indonesia. One impact of the implementation of the AEC market is the exchange of goods, services, and human resources among ASEAN countries. Therefore, Indonesia must prepare qualified graduates.

International seminar and call for paper is the result of cooperation between APTISI Commissariat II Surakarta and Huachiew Chalerprakiet University Thailand. The purpose of the international seminar and call for papers is to increase knowledge about how to prepare graduates who can compete in the era of the ASEAN economic community and to provide an opportunity for researchers to disseminate the results their research at a scientific forum. Seminar and call for papers was attended by academics from various disciplines, including health, art, technology and other fields of science.

We thank to the speakers who have participated at this international seminar. Hopefully, the proceeding can be useful and can be used as a medium for scientific communication. We realize that the proceeding has still many short comings, therefore we are looking forward to getting any criticism and suggestions.

Surakarta, October 2015

Chairman Of The Committee

SCHEDULE INTERNATIONAL CONFERENCE AND CALL FOR PAPER

"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Friday, October 23rd, 2015

Syariah Hotel Solo, Jl. Adi Sucipto No. 47 Solo, Indonesia

No	Activity	Time	Officer
1.	Registration and Coffee break	08.00 - 09.00	Committee
2.	Opening		Master of Ceremony
	a. National Anthem Indonesia Raya	09.00 - 09.10	All audient
	b. Report speech	09.10 - 09.20	Mr. Tominanto, S.Kom., M.Cs
	c. Welcome Speech and Official Opening by the chairman of Aptisi	09.20 - 09.30	Mr. Drs. Sumargana, M.Si
3.	The Conference		Moderator : Mrs. Yunita Widiyantari, SS., M.Hum
	a. 1st Keynote Speaker	09.30 - 10.00	Associate Professor Vanida Durongrittichai
	b. 2nd Keynote Speaker	10.00 - 10.30	Assistant Professor Nick Soonthorndhai
	c. Discussion	10.30 - 11.15	Moderator
4.	Giving souvenir for memories	11.15 - 11.30	Mr. Drs. Sumargana, M.Si to Keynote Speakers
5.	Break	11.30 - 13.00	All
6.	Call for Paper (Oral Presentation)	13.00 - 15.00	Speakers and moderators
7.	Closing	15.00 - 15.15	Master of Ceremony

TABLE OF CONTENTS

TITTLE OF JURNAL i
EDITORIAL iii
STEERING COMMITTEE iv
ORGANIZATION COMMITTEE iv
EDITORIAL BOARD v
FOREWORD vi
SCHEDULE INTERNATIONAL CONFERENCE AND CALL FOR PAPER vii
TABLE OF CONTENTS viii

1. HEALTH

Strategies For Creating Highly Competitive Graduatesto Welcome Aseaneconomic Community Era: Thai Students Perspective
Assoc. Prof. Dr.VanidaDurongrittichai and Dr. Jonathan RanteCarreon 1

Relationship Between Knowledge Level With Implementation Of Pregnant Mother's Breastnursing On The Sink Hilt
Anindita Mufti Shaliha, RatihPrananingrum, SST, M.Kes 10

pKa determination Of Ibuprofenandstudy On The Effect Of Formation Complexes Ofibuprofen And Beta-Cyclodextrinon Ibuprofensolubility
Ariyanti[1], Suwaldi M., Endang Lukitaningsih..... 15

The Free Sex Behavior Among The Adolescents, Whose Responsility Is It ?
Ariza Levi Maharani Wardoyo, Nurhidayah 21

The Effectiveness Application To Identification Of Patients At The Laboratory In Improving The Learning Skills With Psychomotor Of Student In Osca Methods
Cemy Nur Fitria,Muhammad Hafiduddin..... 27

The Effect Of The Way To Use Sarang Semut (Myrmecodia Pendens) In Cancer Treatment Against Atioxidant Activity, Tocopherol Content, And Total Flavonoids
Crescentiana Emy Dhurhania, Purwanti 30

The Correlation Between The Behavior In Taking Care Of The Umbilical Cord And The Umbilical Cord Release Duration
Herlina, Wijayanti..... 37

Model Gymnastics Prevent Senile "Up Brain's Game" To Improve Health Everyone
Ida Untari..... 43

Gastroretentive Drug Delivery Systems Of Furosemide Tablet Using Chitosan Of Shell Golden Snails (*Pomacea Canaliculata*)
Iwan Setiawan, Hartono 48

Correlation Between The Level Of Mother's Knowledge Nutrional With Status Of Children Under Five Years
Iyan Arista and Sugihartiningsih..... 55

The Third Trimester In Primigravida Pregnant Women's Knowledge About The Breast Treatment
Mega Rachmawati Dewi, Tria Puspita Sari 59

The Relationship Knowledge, Attitude And Practice Medical Record Clerk With The Patient Satisfaction In The Hospital Of Pku Muhammadiyah Sukoharjo
Novita Yuliani 63

The Relationship Between The Attitudes With The Implementation Of Early Breastfeeding Initiation In Surakarta City
Nur Fajrina, Munaaya Fitriyya., SST., M.Kes 69

The Correlation Between The Third Trimester Primigravida Women's Level Of Knowledge About The Third Trimester Warning Signs And The Delivery Preparation
Ratna Sari Dewi, Rizka Fatmawati 75

Extractaloevera Administration Reduce Fasting Blood Glucose Levels Diabetic Rats
Siti Sarifah 81

The Effect Of Motion Range Exercise To Enhancing Capability Of Knee Joints Extremities Function To The Post Operation (Orif) Fratures Femure Patient
Sri Mintarsih, Nabhani 87

Factors that influence the incidence of Post Partum Hemorrhage in RSUD Cilegon
Sri Wahyuni 92

Evaluation Of The Simpus Application In Kartasura Public Health Center, Sukoharjo District For Supporting Online Siknas
Sri Wahyuningsih Nugraheni, S. KM., M. Kes 96

Shoulder Exercise to Improve Daily Functional-Independence and to Decrease Pain Intensity
Wawan Ridwan, Ninik Nurhidayah 104

The Risk Violence Behavior
Weni Hastuti, Anis Prabowo 109

Foot Touch Therapy
Yuli Widyastuti 113

2. ART

Creating Highly Competitive Graduates to Welcome the ASEAN Economic Community Era: The Case of Huachiew Chalermprakiet University
Asst Prof Nick Soonthorndhai 117

Using Drama Activities To Improve Speaking Skill For Non-English Department Students: Theoretical Perspective
Arin Arianti 125

An Analysis Of Word Formation Processes Used In The Names Of Stores In Hartono Mall And The Park Mal Solo Baru
Dra.Nunun Tri Widarwati, M.Hum 128

Teaching English Grammar For Non-English Department Students In University Using Game
Giyatmi 138

Influence Of Brand For Guest Satisfaction In Rimba Papua Hotel, Timika, Papua
Henny Kustini 145

Incorporating Critical Thinking Skills In Higher Education: An Attemp To Prepare Competitive Graduates In Elt Context
Hersulastuti 149

Students Motivation In Learning English Toward The Implementation Of Asean Economic Community
Makmun Syaifudin 155

PerceptionYoung Voters Toward Political Communication On-Social Media On Presidential Election 2014
Markus Utomo Sukendar; S. Sos, M.I.Kom 159

The Importance Of Mastering English Language In Asean Economic Community Era
Nur Saptaningsih, S.Hum., ... 166

The Using Of Video As A Media In Teaching Cross Culture Understanding(Ccu)
Nurnaningsih, V Unun Pratiwi, Arin Arianti 170

The Problems And Challenges Of Teaching Translation
Purwani Indri Astuti ,Veronika Unun Pratiwi 175

An Analysis Of Transposition Strategy In The Translation Of Edensor Novel
Ratih Wijayava, Nunun Tri Widarwati, Giyatmi 180

Increasing English Communicative Competence Using Communicative Approach to Face The ASEAN Economic Community 2015
Ratini Setyowati 185

Internationalization Of Indonesian Language As The Effort To Maintain National Identity Towards Aec
Ratna Susanti, S.S., M.Pd. 191

Register Of Online Shopping On Facebook
Sihindun Arumi 196

The Role Of Manners In Shaping Students Moral Of Indonusa Polytechnics In Surakarta
Drs. Sudarmaji, M.M 200

Draft Cultural Tourism Site Planning Design White Tiger in Banyuwangi
Sudiro, ST,M.Si, Agung Wibiyanto, S.S, MM 203

Enhancing Student's Preparedness As The Respond Of The Asean Community Era
Yunita Widiyantari 207

3. TECHNOLOGY AND OTHER

Algoritma Bubble Short And Greedy By Weight For Knapsack Problem
Canggih Ajika Pamungkas, Norma Puspitasari 211

Web And Social Media As Support Solo City Tour And Business
Dhanang Sukmana Adi 216

Internet Use Towards The Intelligence Of Senior High School Students In Rural Area
Edy Susena 220

Strategic Planning Of Information Systems For Small And Medium Enterprises
Ina Sholihah Widiati, Widiyanto Hadi 226

Online Media For Female Students Business In The Study Consumer Protection Law
Indah Wahyu Utami, Margaretha Evi Yuliana, Widi Nugrahaningsih 232

Analyze Financial Ratio As A Predicting Financial Distress Of The Manufacture Companies
Indra Hastuti, Khabib Alia Akhmad 236

Silkworm Agribusiness In Bejen Village Temanggung
Dr. Pramono Hadi,. SP, M.Si, Indah Wahyu Utami, ST.,m.Si 242

A Web Based Information System Design For Pregnancy Nutrition
Siti Rihastuti, Afnan Rosyidi 246

Segmentation Of Lung Nodulescandidate On Ct-Scans Using Active Contour Snake
Sri Widodo, Sri Sumarlinda, Dany Aurin 251

AN ANALYSIS OF WORD FORMATION PROCESSES USED IN THE NAMES OF STORES IN HARTONO MALL AND THE PARK MAL SOLO BARU

Dra. Nunun Tri Widarwati, M.Hum[1], Arin Arianti, S.Pd.,M.Pd[2], Martina Putri Herlinawati, S.Pd. [3]

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Abstract

This research purposes to know the classification of word formation processes used in the name of stores in Hartono Mall and the Park Mall Solo Baru. The theory of word formation process combined Yule (2010) and Hatch and Brown (1995). This research is descriptive qualitative research because the data collected by using docuentation and cata technique. The data used in this research are the words found in the name of stores in Hartono Mall and The Park Mall Solo Baru.Based on the findings, basically there are 11 classifications of word formation combined Yule and Hatch and Brown. The researcher only found 5 kinds of classification. There are borrowing, compounding, clipping, acrony, and multiple processes.

Keywords: *Word formation processes, Names of Stores, Hartono Mall and The Park Mall Solo Baru.*

INTRODUCTION

Linguistics is the study of language. Everytime and everywhere people in the world communicate each other by using languages. According to the philosophy expressed in the myths and religions of many people in Fromkin, Rodman and Hyams (2003: 3) stated that ”Language is the source of human life and power”. It means that language as the main tool in this process of communication. Therefore, a language has an important role in human being’s life in particular to convey information.

Language can be used both in oral and written forms based on their contexts. Oral language usually happens in direct interaction such as conversation and it can also be found in radio program, television program, teaching-learning process, etc. Meanwhile, written language is found in words or sentences for example in newspaper, magazine, book, letters etc.

Word as a part of language has important rule in forming a language. According to Bloomfield in Katamba (1994: 6) that “A minimum free form is a word”. It means that the word is the smallest meaningful linguistic unit that can be used on its own. It is a form that cannot be divided into any smaller units that can be used independently to convey meaning.

Many people don’t know where millions of the words from. People as the user of language sometimes don’t think about how a language is formed. Everytime people get more new words but they don’t know the way it can happens. The meaning of the new word form is influenced by the process of forming a word. This process is usually called word formation process. According to Plag (2003: 13) stated that “Word formation is the study of the ways in which new complex words are built on the basis of other words or morphemes”.

Nowadays, there are many shopping centers in Solo, one of them is Mall. In Solo, there are many kinds of Malls such as Paragon Mall, Grand Mall, Solo Square Mall and in Solo Baru there are also many malls such as Hartono Mall and The Park Mall. Many stores in those Mall use words to build a sentence for a name of store. The names of the stores are also very important, because they make the stores be popular or as an identity.

The researcher find many kinds of stores in Hartono Mall and The Park Mall Solo Baru that uses English language such as stores of foods and drinks, clothes, gadgets, perfume, etc. For example, *Poshboy, BreadTalk, KFC (Kentucky Fried Chicken), Wellcomm Shop,* etc. The researcher is interested in analyzing the word formation on the name of stores in Hartono Mall and The Park Mall Solo Baru because these malls near to each other, strategic location and there are many visitors. Both malls also have many names of the famous store.

Therefore, the researcher interested in analyzing morphology and focussing on word formation processes. Based on explanation above, the researcher do research entitled "An Analysis of Word Formation Processes Used in the Names of Stores in Hartono Mall and The Park Mall Solo Baru".

REVIEW OF LITERATURE

Originally 'morphology' means the study of biological forms. However, nineteenth-century students of language borrowed the term and applied it to the study of word-structure. According to Katamba (1994: 19) stated that "In linguistics morphology is the study of the formation and internal organization of words".

Anderson in http://cowgill.ling.yale.edu/sra/morphology_ecs.htm stated that "Morphology, in linguistics, is the study of the forms of words, and the ways in which words are related to other words of the same language. Formal differences among words serve a variety of purposes, from the creation of new lexical items to the indication of grammatical structure".

According to Ramlan (1983: 16-17) in Tarigan stated that:

> *"Morfologi ialah bagian dari ilmu bahasa yang membicarakan seluk-beluk bentuk kata serta pengaruh perubahan-perubahan bentuk kata terhadap golongan dan arti kata atau morfologi mempelajari seluk-beluk bentuk kata serta fungsi perubahan-perubahan bentuk kata itu, baik fungsi Grammatik maupun fungsi semantic".*

Related to definitions above, it can be concluded that morphology is part of the science of language that study about structural words or grammar and about the word formation.

2.1.Definition of Morpheme, Roots

Morpheme is important element that must be in a word. According Katamba (1994: 20) that "The term morpheme is used to refer to the smallest unit that has meaning or serves a grammatical function in a language".

According Yule (2010: 67) stated that "A morpheme is a minimal unit of meaning or grammatical function". For example, English word forms such as talks, talker, talked and talking must consist of one element talk, and a number of other elements such as -s, -er, -ed and -ing. All these elements are described as morphemes.

Yule (2010: 68) stated that morpheme can be classified into free morpheme and bound morpheme. Free morphemes is morphemes that can stand by themselves as single words, for example, open and tour and bound morphemes, which are those forms that cannot normally stand alone and are typically attached to another form, exemplified as re-, -ist, -ed, -s. These forms were described as affixes. All affixes (prefixes and suffixes) in English are bound morphemes. The free morphemes can generally be identified as the set of separate English word forms such as basic nouns, adjectives, verbs, etc. When they are used with bound morphemes attached, the basic word forms are technically known as stems.

Katamba (1994: 37) stated that "A root is a morpheme which forms the core of a word". It is the unit to which other morphemes may be added, or looked at from another angle, it is what remains when all the affixes are peeled away. Plag (2003: 72) stated that "affix as a bound morpheme that attaches to bases". For example affixes *–free* in error-free, *-less* in lawless, *-like* in prison-like, and *–wise* in education-wise. Whereas according to Katamba, (1994: 38) "Any morphemes that are appended to the root are called affixes". There are two kinds of affixes which

are explained as follows, prefix is an affix attached before a root or stem or base like *un-* in unnoticed, *sub-* in subway and *a-* in amoral and suffix is an affix attached after a root or stem or base like *–ly* in kindly, *-er* in teacher, *-s* in seeks, *-able* in noticeable, and *–en* in shorten.

2.2. Definition of Word

According to Bloomfield in Katamba (1994: 6) stated that "A minimum free form is a word". It means that the word is the smallest meaningful linguistic unit that can be used on its own. It is a form that cannot be divided into any smaller units that can be used independently to convey meaning. For example *child* is a word and cannot divide into smaller units that can convey meaning when they stand alone.

Oxford Advanced Learner's Dictionary (2000: 1551) stated that "Word is a single unit of language which means something and can be spoken or written".

According DeVito in Alwasilah (1986: 110) stated that "The word is the one unit with which linguistically naive speakers are most familiar and which they can manipulate and control with greatest facility. And it is probably the unit most extensively investigated by students of speech and language behavior".

Alwasilah (1986: 111) there are two types of words:

1. Content words

   Content words are words that has own lexical meaning, like teacher, good, example and gradually.
2. Function words

   Function words are words that has little or no lexical meaning, like a, the, can, to, etc.

2.3. Word Formation Processes

Plag (2003: 13) stated that "Word formation is the study of the ways in which new complex words are built on the basis of other words or morphemes". It means that word formation is specifically formed words with the certain processes.

In this research, the researcher uses the theories of word formation combined from Yule (2010: 53-58) and Hatch and Brown (1995: 285). Here are the word formation processes:

a. Coinage

   Coinage process is the way of creating the new word with referring to the most typical sources which are invented to the trade names for certain commercial products. Than it is become the general terms used in society. As the examples are the commercial products such as aspirin, nylon, zipper and vaseline. People tend to call any body lotion's product with "Vaseline", although the brand is "Citra" or "Marina".

b. Borrowing

   According Bryson in Yule, Borrowing process is the way of creating with taking over words from other languages. For example the word "piano*"* in English has borrowed from Italian.

c. Compounding

   Compounding process is the way of creating new word with joining of two separate words to produce a single form. For examples are bookcase, facebook, doorknob, fingerprint, sunburn, textbook, wallpaper, wastebasket and waterbed. All these examples are nouns, but we can also create compound adjectives (good-looking, low-paid) and compounds of adjective (fast) plus noun (food) as in a fast-food restau-rant or a full-time job.

d. Blending

   Blending process is the way of creating new word with combination of two separate forms to produce a single new term. Typically blending process is accomplished by takes only the beginning of one word and joins it to the end of the other word. For examples of blending are smog (smoke/ fog), bit (binary/digit), brunch (breakfast/lunch), motel (motor/hotel) and telecast (television/ broadcast).

e. Clipping

Clipping is a process of reducing some elements in a word, which occurs when a word of more than one syllable is reduced to a shorter form. For examples of clipping are ad (advertisement), bra (brassiere), cab (cabriolet), condo (condominium), fan (fanatic), flu (influenza), perm (permanent wave), tele (telephone) and pub (public house).

f. Backformation

Backformation is a process that reduces a word of one type becomes a word of another type. Typically a word of one type (e.g noun) is reduced to form a word of another type (e.g verb). For example the word television becomes *televise* and the word donation becomes a verb *donate*.

g. Conversion

Conversion is the process of changing the function of words, as for example when a noun comes to be used as a verb (without any reduction).

h. Acronym

Acronym is the process of creating new words with forming from the initial letters of a set of other words. These can be forms such as CD ("compact disk") or VCR ("video cassette recorder") where the pronunciation consists of saying each separate letter. More typically, acronyms are pronounced as new single words, as in NATO, NASA or UNESCO.

i. Derivation

Derivation process is the way of creating a new word that accomplished by means of a large number of small bits (e.g affixes) of the English language which are not usually given separate listings in dictionaries. For example the word elements *un-, mis-, pre-, -ful, -less* which appear in words unhappy, misinformation, prejudge, meaningful, and careless are called affixes.

j. Multiple Processes

Multiple processes are the way of creating a new word with more than one process at work in the certain word. For example the word *waspish* is coming from the word White Anglo-Saxon Protestant as the acronym process because it is abbreviated into the initial letter "wasp" and then, it is added with the suffix –ish as the derivation process.

k. Inflection

Inflection process is the way of creating new words by adding affixes so that it can create new form without changing the word class or meaning (Hatch and Brown, 1995:285). There are some kinds of inflections:

a. Regular plural, e.g. : noun + suffix –s = boy + -s → boys
b. Irregular plural, e.g. : child → children
c. Zero plural morpheme, e.g. : deer (singular) → deer (plural)

METHOD

3.1. Type of the Research

Borg and Gall (1988) in Sugiyono (2014: 296) stated that "Qualitative research is much more difficult to do well than quantitative research because the data collected are usually subjective and the main measurement tool for collecting data is the investigator himself.

This research is descriptive qualitative research to analyze word formation in Hartono Mall and The Park Mall Solo Baru. According to Bogdan and Biklen in Sugiyono (2014: 21) stated that "Qualitative research is descriptive. The data collected is in the form of words of pictures rather than number".

From the definition above, it can be summarized that descriptive qualitative is the type of research that collecting data from the form of words of pictures rather than number.

3.2. Object of the Research

The object of this research is name of stores in Hartono Mall and The Park Mall Solo Baru to analyze word formation processes.

3.3. Data and Data Source

The data of the research are words from name of stores in Hartono Mall and The Park Solo Baru. In this research, the researcher uses two of data source they are primary data and secondary data source.

a. Primary Data Source

Primary data source in the research are Hartono Mall and The Park Mall Solo Baru, to find the word formation processes are used in the name of stores.

b. Secondary Data Source

The secondary data source in the research from other source, they are some books of morphology and word formation, from internet and another data related to this research.

3.4. Technique of the Data Collection

In qualitative research, there are several techniques to collecting the data, Catherine Marshall, Gretchen B. Rossman, stated that "the fundamental methods relied on by qualitative researchers for gathering information are, participation in the setting, direct observation, in-depth interviewing, document review" (in Sugiyono, 2014: 309).

In this research, the researcher uses documentation and *catat* techniques to collecting data.

1. Documentation

Bogdan in Sugiyono (2004: 329) stated that "In most tradition of qualitative research, the phrase personal document is used broadly to refer to any first person narrative produced by an individual who describes his or her own actions, experience and belief".

The study of document is used to strengthen the observation. Sugiyono (2014: 329) stated "Document can be from of images such as photos and live images, sketches and others". The document referred to in this research is photos/pictures.

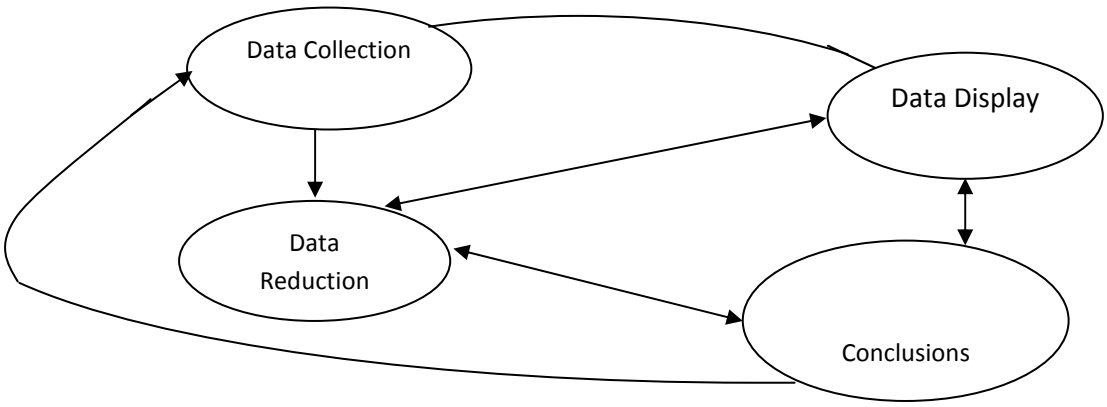
2. *Catat*

Researcher used documentation technique to collecting data. The document referred to in this research is pictures/images and the researcher also uses *catat* technique, to rewriting the data using writing tools. The researcher made some notes every found words of word formation on store names.

3.5. Technique of Data Analysis

In analyzing the data, the researcher uses descriptive qualitative analysis based on Miles and Huberman model, because the researcher uses non- statistic analysis to analyze data.

The component in data analyze (interactive model)
In Sugiyono (2014: 338)



The researcher uses some steps to analyze the data, they are:

a. Data Reduction

According to Miles and Huberman in Sugiyono (2014: 338) stated that "Data reduction refers to the process of selecting, focusing, simplifying, abstracting and transforming the data". In this step, the researcher was collected, and choosen the important items, seek the things that are important with regard to the analyzed of word formation processes on name of stores in Hartono Mall and The Park Mall Solo Baru .

b. Data Display

Data display is the next step after data reduction. According to Miles and Huberman in Sugiyono (2014: 341) stated that "looking at displays help us to understand what is happening and to do something – further analysis or caution on that understanding". The researcher presented the data with made a coding before, the function of this step is to make easy to identify word formation in each data.

The example of the coding is 01/CFE/HM/Dec12th2014.

Information :

01	:	Number of Data
CFE	:	Café (name of store)
HM	:	Hartono Mall
TPM	:	The Park Mall
Dec12th2014	:	Date of the data taken

c. Conclusion Drawing

The step is the conclusion and verification. This step conducted the researcher after finished the phases of data reduction and data display. The researcher make conclusion about the results of the data that collected of data since beginning of the research. This conclusion needed the verification (research back on the truth of the report) so that the results are actually valid. (Miles and Huberman, 2014: 345).

3.6. Validity of the Data

The researcher examines the validity of the data through triangulation. Wiersma (1986) in Sugiyono (2014: 372) stated "Triangulation is a qualitative cross-validation. It assesses the sufficiently of the data according to the convergence of multiple of multiple data source or multiple data collection procedures".

According to Denzin in Patton (2006: 99) mention the several of triangulations, there are:

1. Data triangulation

It means that researcher needs some strategies of sampling to gather the data, so the part of the data at different times and social situations, in a variety of people.

2. Investigator triangulation

It means that the researcher needs some researcher in the field research in gathering and interpreting the data.

3. Theoretical triangulation

It means that the researcher using some theoretical position in interpreting data.

4. Methodological triangulation

It means that the researcher uses some method to gather the data.

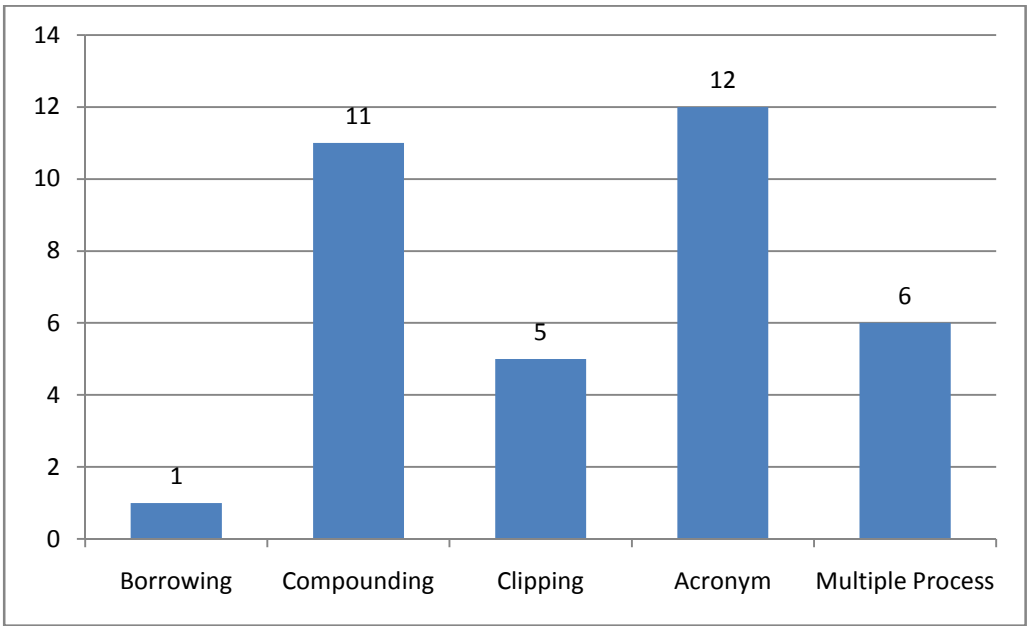
In this research, the researcher uses theoretical triangulation, because the researcher using some theory who introduced by other expert in word formation processes to interpreting

4. Findings

The researcher found 19 name of stores in Hartono Mall and 16 name of stores in The Park Mall that included in eleven category of word formation. The researcher only found 5 word formation processes they are borrowing, compounding, clipping, acronym and multiple processes. There were 35 name of stores in Hartono Mall and The Park Mall. The researcher only found 5 from the 11 categories of word formation process. The 5 categories are

borrowing, compounding, clipping, acronym, and multiple processes. There were 1 for borrowing, 11 for compounding, 5 for clipping, 12 for acronym, and 6 for multiple processes. The researcher made a chart of word formation in the name of store in Hartono Mall and The Park Mall, as follows:

Word Formation Classification Chart



Based on the chart above, acronym was the most frequently used in the name of stores in Hartono Mall and The Park Mall, that it was 12 terms. Acronym is a process the most frequently used, because easy to remember, it is simple, and very interesting for name of stores.

DISCUSSION

There are 39 names of stores in two Malls in Solo Baru. Two Malls in Solo Baru are Hartono Mall and The Park Mall. In this chapter, the researcher presents and explains about word formation processes used in the name of stores in Hartono Mall and The Park Mall. The researcher found 19 name of stores in Hartono Mall and 20 name of stores in The Park Mall. However, the researcher reduced the data become 35 name of stores in two malls, because the same name in Hartono Mall and The Park Mall. The 35 data name of stores in Hartono Mall and The Park Mall are as follows:

a. Borrowing

Borrowing process is the way of creating with taking over words from other languages. The researcher found only 1 borrowing name of store in Hartono Mall.

Lubos Café & Bar (01/CFE/HM/Dec12th2014)

Café is borrowed from Perancis, it means coffe. This term has been popular in Indonesia and easy to be remembered. Café is the name of the store for drinks and foods.

b. Compounding

Compounding process is the way of creating new word with joining of two separate words to produce a single form. The researcher found 4 name stores in Hartono Mall and 7 name stores in The Park Mall which included in compounding.

Table 4.2 Word Formation Processes: Compounding

No	Data Code	Name of Stores	Explanation
1	03/PB/HM/ Dec12th2014	Poshboy	Posh [adj] + boy [n]
2	04/GL/HM/ Dec12th2014	Greenlight	Green [adj] + light [n]

3	12/TS/HM/ Dec12th2014	3second (threesecond)	Three [n] + second [n]
4	15/EF/HM/ Dec12th2014	Erafone	Era [n] + phone [n]
5	21/CB/TPM/ Jan15th2015	Cowboy	Cow [n] + boy [n]
6	26/BT/TPM/ Jan15th2015	BreadTalk	Bread [n] + Talk [n]
7	27/OT/TPM/ Jan15th2015	OldTown White Coffee	Old [adj] + Town [n]
8	29/CLB/TPM/ Jan15th2015	Colorbox	Color [n] + box [n]
9	30/ST/TPM/ Jan15th2015	Sharetea	Share [n] + tea [n]
10	32/FP/TPM/ Jan15th2015	Foodpark	Food [n] + park [n]
11	39/ML/TPM/ Jan15th2015	Moonleaf	Moon [n] + leaf [n]
TOTAL			**11**

c. Clipping

Clipping is a process of reducing some elements in a word, which occurs when a word of more than one syllable is reduced to a shorter form. The researcher found 3 name of stores in Hartono Mall and 2 name of stores in The Park Mall which included in Clipping.

Table 4.3 Word Formation Processes: Clipping

NO	Data Code	Name of stores	Explanation
1	05/AS/HM/ Dec12th2014	ASUS	ASUS stands for PEGASUS
2	13/YC/HM/ Dec12th2014	Y & Co Fashion	Co stands for collections
3	18/RP/HM/ Dec12th2014	J.Rep	Rep stands for Republic
4	23/CO/TPM/ Jan15th2015	J.CO	Co stands for corporation
5	38/CH/TPM/ Jan15th2015	My Choco	Cho stands for chocolate
TOTAL			**5**

d. Acronym

Acronym is process of creating new words with forming words from the initial letters of a set of other words. The researcher found 7 name of stores in Hartono Mall and 5 in The Park Mall.

Table 4.4 Word Formation Processes: Acronym

NO	Data Code	Name of Stores	Explanation
1	02/KFC/HM/ Dec12th2014	KFC	KFC = Kentucky Fried Chicken
2	06/SBS/HM/ Dec12th2014	SBS	SBS = Seven Billions Shines
3	08/BR/HM/ Dec12th2014	BR	BR = Baskin Robbins
4	09/CF/HM/ Dec12th2014	CF	CF = Country Fiesta
5	10/ASR/HM/ Dec12th2014	ASR	ASR = Apparel Sewn Right
6	11/OP/HM/ Dec12th2014	OP	OP = Ocean Pacific
7	14/CFC/HM/ Dec12th2014	CFC	CFC = California Fried Chicken
8	22/HOB/TPM/ Jan15th2015	HOB	HOB = House of Beer
9	28/CF/TPM/ Jan15th2015	C & F	C & F = Cosmetic and Fragrance
10	31/VIP/TPM/ Jan15th2015	VIP Watch	VIP = Very Important Person
11	35/SK/TPM/ Jan15th2015	S & K	S & K = Samuel and Kevin
12	36/GLO/TPM/ Jan15th2015	Glo	glo = grace, love, originally
TOTAL			**12**

e. Multiple Processes

Multiple processes are the way of creating a new word with more than one process at work in the certain word. The researcher found 4 name of stores in Hartono Mall and only 2 in The Park Mall which included in multiple process.

Table 4.5 Word Formation Processes: Multiple Processes

NO	Data Code	Name of Stores	Explanation
1	07/TH/HM/ Dec12th2014	Global Teleshop	Telephone + shop ↓ clipping ↓ Tele + shop ↓ blending Teleshop

2	16/WC/HM/ Dec12th2014	Wellcomm shop	Well + communication ↓ clipping ↓ Well + comm ↓ blending Wellcomm
3	17/HP/HM/ Dec12th2014	Mr.HotPletz (Hotplates)	Hot + plate ↓ compounding Hotplate ↓ Inflection + -s Hotplates
4	19/HPM/HM/ Dec12th2014	Hypermart	Hyper + market ↓ clipping ↓ Hyper + mart ↓ blending Hypermart
5	24/SB/TPM/ Jan15th2015	Starbucks Coffee	Star + buck ↓ compounding Starbuck ↓ Inflection + -s Starbucks
6	25/FF/TPM/ Jan15th2015	Fitflop	Fit + floppy ↓ clipping ↓ Fit + flop ↓ blending Fitflop
TOTAL			**6**

CONCLUSION

There are five word formation processes used in name of stores in Hartono Mall and The Park Mall. They are borrowing, compounding, clipping, acronym, multiple processes. The researcher presented the classification of word formation processes that used in the name of stores in Hartono Mall and The Park Mall to answer the problem statement of the research.

a. Borrowing

The name of store Lubos Cafe & Bar that classified on borrowing because it showed that name formed by the process of taking over words from other languages.

b. Compounding

The store names; Poshboy, Greenlight, Threesecond, Erafone, Cowboy, BreadTalk, OldTown White Coffee, Colorbox, Sharetea, Foodpark and Moonleaf that classified on compounding because they showed that name formed from combination of two separate words to produce a single form.

c. Clipping

The store names; ASUS, Y & Co Fashion, J. Rep, J. CO, and My Choco that classified on clipping because they showed that name formed from process of reducing some elements in a word, which occurs when a word of more than one syllable is reduced to a shorter form.

d. Acronym

The store names; KFC, SBS, BR, CF, ASR, OP, CFC, HOB, C&F, VIP Watch, S&K and Glo that classified on acronym because they showed that name formed from the initial letters of a set of other words.

e. Multiple Processes

The store names; Global Teleshop, Mr.Hotpletz, Wellcomm shop, Hypermart, Starbucks Coffee, and Fitflop that classified on multiple processes because they showed that name formed by more than one process in the creation of a particular word.

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