

Productivity of English Loan Words into Bahasa Used by Indonesian Social Media Users

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ABSTRACT

The internet era has disrupted Indonesia. The world has become borderless, so that many loanwords are become popular and widely used, from English to Bahasa. This study aims to explain the productivity of loanwords from English to Bahasa. By using a qualitative descriptive method, the researcher examines the data obtained from various sources usage of loanwords in social media such as Facebook, Instagram, Whatsapp, Twitter and Youtube. As a result, loanwords obtained from English into Indonesian are in the form of nouns, verbs, adjectives and adverbs. While the morphological processes that form loanwords from English into Indonesian are acronyms, abbreviation, blending, clipping, multiple process, affixation (prefixation and suffixation), and coinage.

Keywords: category of words; loan words; morphological process; productivity

INTRODUCTION

Every language certainly has an unlimited number of word formation patterns and is used by its speakers to form new words. The formation of these new words has characteristics that can be accepted and understood spontaneously for both the speaker and the interlocutor. The pattern of word formation can be expanded continuously and applied to the process of forming new words, with open word classes (adjectives, nouns, verbs, and adverbs). Productivity occurs in situations where new words are possible. In other words, productivity is the process of forming new lexemes that can be used by native speakers of a language. Productivity is tied to order but order must be able to differentiate meaning.

Productivity is believed to have a close relationship with the arbitrary nature of language. The addition of new vocabulary can arise due to the nature of the language itself which is dynamic, continuum and can be carried out by all speakers of that language, including non-linguists. The arbitrary nature of this language then spurs creative speakers to create new vocabulary. Sometimes, these creations emerge from the speaker's fad. Then, because it is pleasing to the ear and in accordance with the context of the conversation, the word fad is then used by other speakers. Finally, the new expression spread and was used by the group in their writing and conversations (Zaim, 2015). Especially when it enters social media, the term will immediately become viral. Social changes that occur in society also influence the development of a language. This is what causes a language to be dynamic. The changes that occurred were not only due to dissatisfaction with the existing language, but also tended to seek something new that was different from what existed at that time. Adolescents, as a group of new generation language users, have their own creativity in communicating, both among adolescents and with people who are older or younger in age. Many new terms appear in communication. Sometimes they use new terms developed from the old vocabulary they have. This phenomenon needs to be observed, especially for the development of linguistics (Zaim, 2015).

Indonesian and English have similarities in terms of productivity, especially since the emergence of the social media era. This productivity is supported by the use of new words, including loanwords that quickly become viral. The phenomenon of loanwords is more often found from

English to Indonesian. The dynamics of word formation, as stated by Simpen (2017), includes two factors, namely internal and external factors. Internal factors related to the existing word formation rules in Indonesian. While the external factor is the influence of other languages. As for this article, it aims to describe the patterns of borrowing words from English into Indonesian, by taking data samples from social media (YouTube, Instagram, Facebook) and popular Indonesian novels.

The borrowing process is the direct borrowing of terms in a foreign language (Yule, 2010:54). Meanwhile, Zaim (2015) defines this process as absorption. Absorption is taking foreign language vocabulary as a whole to become Indonesian vocabulary used in written Indonesian. Absorption is a way of forming written Indonesian words (PKBT BI) which are often found in Indonesian. The words absorbed generally come from English. However, it is also found that the formation of Indonesian words through the absorption of words from other foreign languages such as Arabic, Italian and Spanish (Zaim, 2015).

Types of PKBT BI through absorption can be grouped into two categories, namely direct absorption (adoption) and absorption with adjustments (adaptation). However, for acronyms, blending, and clipping, the form of absorption found is direct absorption (adoption). Direct absorption is a type of word formation without spelling and pronunciation adjustments. This means that both the spelling and pronunciation of these words refer to the source language. Direct absorption can be done by absorbing words in the form of acronyms, blending, and clipping as well as a combination of acronyms, by blending or clipping (Zaim, 2015).

METHODS

The method used for this research is descriptive qualitative. This research is qualitative because it does not describe the numbers statistically. The researcher tries to describe the language phenomena contained in the everyday use of Indonesian, especially from social media and popular Indonesian-language novels. The population of this study is all sentences that have BI word formations and are used by BI speakers. The sampling technique used is purposive sampling. The sample was chosen in accordance with the objective of obtaining research data in the form of BI utterances which have the productivity of word formation arising from loanwords.

The data collection method used in this research is the listening method (Sudaryanto, 1993). The listening method is a way of obtaining data by listening to the use of the language under study. The term listening method is not only related to listening to spoken language, but also to listening to written language (Mahsun, 2005). The analytical method used is the agile method as suggested by Sudaryanto (1993), which is an analytical method in which the determining tool is part of the language itself, namely elements of the target language of the research object.

RESULTS AND DISCUSSION

The borrowed words that often appear on social media are open word classes (nouns/nouns, adjectives/adjectives, verbs/verbs and adverbs/adverbs). The word was originally used in English. However, along with the growth of various social media, especially Youtube, Instagram, and Facebook, these terms are commonly used, even by small children. The phenomenon of word formation from English absorption into Indonesian is also known as borrowing (Katamba, 1993; Plag, 2002; Yule, 2010). In the following, the researcher will categorize the forms of absorption words in social media based on word categories or word classes first. Then, the process of forming loanwords will be explained in the next subchapter.

4.1 Loan words in Bahasa in Social Media

4.1.1 Noun Category

The noun category according to Kridalaksana, (2007:68) is a category that syntactically (1) does not have the potential to be joined by a non-particle, (2) has the potential to be preceded by a particle from. The loan word below is included in the noun category because it complies with the two prerequisites put forward by Kridalaksana (2007). The following are examples of borrowed nouns

that have become commonly used on social media Instagram, Youtube and Facebook. Loan words are words in italics.

Table 1. Loan words in Indonesian noun category

Noun	Process	Sentence
<i>influence/ Youtube/ game+ -er</i>	<i>suffixation</i>	"Cita-citaku menjadi <i>influencer/ Youtuber/ gamer</i> "
<i>follow + -er</i>	<i>suffixation</i>	" <i>Follower</i> -nya jutaan lho!"
<i>subscribe + -er</i>	<i>suffixation</i>	"Jasa tambah <i>follower</i> dan <i>Subscriber</i> ."
<i>admin</i>	<i>free morpheme</i>	"Kalian bisa paid promote jualan kalian disini. Hubungi mbak <i>admin</i> , ya."
<i>merchandise</i>	<i>free morpheme</i>	"Aku mau bagi-bagi <i>merchandise</i> ."
<i>bio</i>	<i>free morpheme</i>	"Tinggal klik <i>link</i> di <i>bio</i> ya..."
<i>content + create + -or</i>	<i>suffixation (compound noun)</i>	"Aku ingin menjadi <i>content creator</i> , menjadi <i>Youtuber</i> dan <i>influencer</i> dengan gaji <i>dollar</i> ."
<i>Facebook/ Instagram/ Twitter/ game</i>	<i>free morpheme</i>	"Aku lagi main <i>Facebook/ Instagram/ Twitter/ game</i> ."
<i>Google</i>	<i>free morpheme</i>	"Cari aja di <i>Google</i> ."
<i>Netflix</i>	<i>free morpheme</i>	"Yuk, nonton <i>Youtube / Netflix</i> ."
<i>email</i>	<i>free morpheme</i>	"Kirim aja ke <i>email</i> -ku"
<i>Password</i>	<i>free morpheme</i>	" <i>Password</i> -nya apa?"
<i>freelance + -er, copy + write + -er, content + create+ -or</i>	<i>compound noun</i>	"Lagi cari penghasilan tambahan sebagai <i>freelancer/ copywriter/ content creator</i> ."
<i>job</i>	<i>free morpheme</i>	"Info <i>job</i> , dong."
<i>Caption/ Status/ Tweet/ Story</i>	<i>free morpheme</i>	"Aku tadi dapat info dari <i>Caption/ Status/ Tweet/ Story</i> dia."
<i>close friend</i>	<i>compound noun</i>	"Tadi fotonya muncul di <i>Snapgram / close friend</i> -nya."

From the table above, we can see the distribution of noun category as reflected in social media users are various. It is derived from base word or free morpheme, suffixation, and compound noun.

4.1.2 Adjective Category

The category of adjectives according to Kridalaksana, (2007:59) is a category characterized by the possibility of (1) joining the particle *not*, (2) accompanying a noun, or (3) accompanied by a particle such as *more*, *somewhat*, *very*, (4) having Indonesian characteristics morphological suffixes features such as *-er*, *-if*, and *-i*, (5) are formed into nouns with the *to-an* confix. In this case, the absorption word has four of the five characteristics expressed by Kridalaksana, (2007:59), namely (1) joined with the particle *not*, (2) accompanying the noun, or (3) accompanied by particles such as *more*, *somewhat*, *very*, (4) has morphological characteristics such as *-al*, *able*, *-ic*.

The following table contains an example of an absorption adjective that has become commonly used on Instagram, Youtube and Facebook social media. Loan words are words in italics.

Table 2. Loan words in Indonesian adjective category

Adjective	Process	Sentence
<i>on + line / off + line</i>	<i>compound adjective</i>	"Pembelajaran dilakukan secara <i>online</i> maupun <i>offline</i> ."
<i>fake</i>	<i>free morpheme</i>	"Dia suka menggunakan akun <i>fake</i> untuk mengumpat di medsos."
<i>office + -al</i>	<i>suffixation</i>	"Hanya tersedia di akun <i>official</i> kami."
<i>hype</i>	<i>free morpheme</i>	"Buku ini <i>hype</i> banget."
<i>Instagram + -able</i>	<i>suffixation</i>	"Café barunya <i>instagrammable</i> banget."
<i>epic</i>	<i>free morpheme</i>	"Fotomu <i>epic</i> banget."
<i>trend + -ing</i>	<i>suffixation</i>	Berita apa yang <i>trending</i> hari ini?"

<i>Pro, contra</i>	<i>free morpheme</i>	"Statusnya membuat <i>pro</i> dan <i>contra</i> "
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From the table above, we can see the distribution of adjective category as reflected in social media users are various. It is derived from base word or free morpheme, suffixation, and compound adjective.

4.1.3 Verb Category

Syntactically, according to Kridalaksana, (2007:51) a grammatical unit can be identified as a verb category from its behavior in a larger unit; So a word can be said to be in the category of a verb only from its behavior in a phrase, namely in terms of the possibility that the unit is accompanied by an unconstructed particle and in the case that it cannot be accompanied by the passivized construction particles of or with the adverbial particles, such as very, more, somewhat.

The following is an example of an absorption verb that has become commonly used on Instagram, Youtube and Facebook social media. Loan words are words in italics.

Table 3. Loan words in Indonesian verb category

Verb	Process	Sentence
<i>like, comment, subscribe, share</i>	<i>free morpheme</i>	"Jangan lupa <i>like, comment, subscribe, share!</i> "
<i>paid + promote</i>	<i>compound verb</i>	"Kalian bisa <i>paid promote</i> jualan kalian disini. Hubungi mbak <i>admin</i> , ya."
<i>give + away</i>	<i>compound verb</i>	"Aku mau adain <i>giveaway</i> . Pantengin IG-ku terus, ya."
<i>mention</i>	<i>free morpheme</i>	"Caranya, cukup <i>mention</i> 5 IG temanmu."
<i>search/google + -ing</i>	<i>suffixation</i>	"Kalau nggak faham, <i>searching/googling</i> aja sendiri."
<i>nge-tweet/ nyetatus</i>	<i>affixation</i>	"Dia tadi sudah <i>nge-tweet/ nyetatus</i> sejak pagi."

From the table above, we can see the distribution of verb category as reflected in social media users are various. It is derived from base word or free morpheme, suffixation, and compound verb.

4.1.4 Adverbial Category

Kridalaksana (2007:81) states that adverbials are categories that can accompany adjectives, numerals, or propositions in syntactic construction. Adverbs are rarely found in social media usage. In contrast to nouns, verbs and adjectives, adverbs are more often used by adults or certain social classes, for example upper middle class workers, celebrities, socialites, celebgrams or influencers. It can even be said that the use of this adverb is to show the speaker's prestige. The following is an example of an adverb of absorption that has become commonly used on Instagram, Youtube and Facebook social media. Loan words are words in italics.

Table 4. Loan words in Indonesian adjective category

Adverbial	Process	Sentence
<i>literal + -ly</i>	<i>suffixation</i>	" <i>Literally</i> , aku kurang suka suaranya."
<i>basic + -ly</i>	<i>suffixation</i>	" <i>Basically</i> , aku setuju dengan idemu."

From the table above, we can see the distribution of adverbial category as reflected in social media users are various. It is derived from suffixation.

4.2 Morphological Process of *Loandwords*

After categorizing loan terms into Indonesian word class categories, the following will classify the morphological processes experienced by loan words from English into Indonesian.

4.2.1 Acronym

Absorption in the form of an acronym is the collection of abbreviations for foreign words in Indonesian written sentences that can be read. Examples as follows:

“Indonesia juga terdampak *Covid-19*.” → *Corona + Virus + Disease + Year 2019*

“Aku pasang *Wi-Fi* di rumah.” → *wireless + fidelity*

“Kirim aja ke *email-ku*” → *electronic + mail*

4.2.2 Abbreviation

Absorption in the form of abbreviation is the collection of abbreviations for foreign words in Indonesian written language sentences. Examples are in the following sentences.

“Kirim ke no WA berikut, ya.” → *Whatsapp*

“Buruan segera cek *IG* dan *FB* kami ya!” *IG* dan *FB* → *Instagram* dan *Facebook*

“Jangan lupa nanti kirim *SS* atau *SG*” *SS* dan *SG* → *Screenshoot* atau *Snapgram*

“Baiklah, aku segera *OTW*.” → *On the Way*

“FYI, FYP” → *For Your Information, For Your Page*

4.2.3 Blending

Absorption in the form of word blending is the collection of foreign words that have undergone a blending process in the original language. Examples can be seen in the following sentences.

“Begitulah kalau *netizen* sudah bersabda.” → *internet + citizen*

“Dia sudah jadi *selebgram* sekarang.” → *celebrity* → *selebriti + Instagram*

“Tika sudah menjadi *bookstagrammer*” → *book + intagram + -er*

4.2.4 Clipping

Absorption in the form of clipping is the collection of foreign words that have undergone a process of clipping in the original language. Examples can be seen in the following sentences.

“Nanti aku nitip *burger* ya.” *burger* → *hamburger*

“Jessie memang pemain yang *Pro*” *pro* → *professional*

“Aku masih *noob player*” *noob* → *newbie*

4.2.5 Multiple Processes

Combined absorption or multiple process (acronyms + clippings) is the collection of words that have gone through the process of acronyms and clippings and become a new word and are written as one word in Indonesian. Examples can be seen in the following sentences.

Kementerian Maritim dan Investasi → *Kemen Marves*

4.2.5 Affixation

Absorption in the form of affixation is the addition of Indonesian prefixes or suffixes to be attached to English absorption words. Examples can be seen in the following sentences.

“Dia tadi sudah nge-*tweet*/ *nyetatus* sejak pagi.” → *prefixation*

“Saya sudah meng-*uploap*/men-*download*-nya.” → *prefixation*

“Hanya tersedia di akun *official* kami.” → *office + -al (suffixation)*

“*Café* barunya *instagrammable* banget.” → *base word / free morpheme, Instagram + -able (suffixation)*

4.2.5 Coinage

Coinage is the invention of a new word or phrase, which are derived from typical sources or trade names for commercial products that become general terms. Examples can be seen in the morphemes *Facebook, Instagram, Twitter, Google, YouTube, Netflix*.

CONCLUSION

After going through the analysis above, the researcher can conclude that the morphological process of borrowing is very productive, especially in absorbing words related to technology. These loanwords enrich the treasures of the Indonesian language because they can be used and understood by various groups. Therefore, the absorption of English words into Indonesian also reflects the productivity of Loanwords.

Categories of loanwords obtained from English into Indonesian include nouns, verbs, adjectives and adverbs. This is in line with the opinion of Yule, (2010) that open word categories are words that tend to accept new forms from various sources, for example these loanwords. These words will always be up to date with the times and technology. The category of open class words in Indonesian emphasizes that nouns, verbs, adjectives and adverbs will always develop with the times and technology. While the morphological processes that form loanwords from English into Indonesian are acronyms, abbreviation, blending, clipping, multiple process, affixation, and coinage.

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