

## AN ANALYSIS OF ENGLISH BORROWING WORDS IN PODOMORO HOUSING AND PROPERTY ADVERTISEMENT MAGAZINE

Eka Margianti Sagimin, S.S, M.Pd<sup>1</sup>

Tiara Anggraeni<sup>2</sup>

English Departement, Faculty of Letter

Universitas Pamulang

[ekamargy@yahoo.com](mailto:ekamargy@yahoo.com)

### **Abstract**

*This study aims at identifying and classifying types of borrowing words in Podomoro housing and Property Advertisement seeing from the features of borrowing word. Qualitative method is used to identify the finding of this analysis in the hope that the readers are conscious and aware of the process of borrowing words from English into Indonesian. The two main theories applied in this analysis are Haugen (1970, as cited in Jendra, 2012) discussing the types of borrowing words and Marcellino (1997, as cited in Setiono, 1998) retaining the borrowing word from English into Indonesian in sociolinguistics perspective. The result of this study shows that three types of the borrowing word are discovered encompassing loanwords, loan blends, and loan shifts. Hence, loanwords are found to be the most dominant type of the borrowing words occurring most of the time in every article. In addition, forty borrowing words are thus found and identified through the process of borrowing words derived from English into Indonesian.*

*Keywords: Borrowing, Loanwords, Loan blends, Loan shift, Sociolinguistics perspective, Advertisements*

### **1. INTRODUCTION**

Language is as a system of spoken or written symbols which is an important part of human life. Through a language, people can communicate to each other and express their thought and idea. As Jendra (2012) defines "language is used only to refer to humans' way of communicating". By knowing a language, people in a society will be able to communicate each other. Then, in communication people often borrow other language words, for example the word printer, mouse, and lipstick that borrow by Indonesian people from English to enrich their vocabulary. How people communicate is discovered in linguistics as it has some branches in studying a language; one of its kinds is Sociolinguistics which concentrates on language in a society examining how and why people use language as people's interaction with other members of a society.

One reason, Sociolinguistic examines variety in languages and has shown that language is not only used to communicate idea but also create social construction. In refers to Trudgill (1983), "Sociolinguistics is that part of linguistics which is concerned with language as a social and cultural phenomenon". It means that, a language can develop communication in social cultural context where people can mix the word of a language. Jendra (2012), there is one of highlights in sociolinguistics which observes and describes the reasons of language phenomenon such as the existence of two or more languages, elements of different languages, or varieties within a language in society are mixed one over the other, that is called as language contacts. The form of language contact may be described for example, the situation when a fluent bilingual borrows lexical items from a foreign language into their lexicon. In other word, this situation can be said as borrowing word phenomena. Borrowing word in sociolinguistics is a phenomenon which occurs in a society with mixing up the different languages, which involves mixing the language systems themselves. In this part, an item is borrowed from one language into the part of the other language. The most reason of this phenomenon is because of the unavailability of the alternatives vocabularies in the native language.

The borrowing words have become common languages for Indonesian people; even they do not realize that those words are borrowing words. It is caused by some reasons and processes of how they use those borrowing words. They borrowed the lexicon of foreign languages as Indonesian word. For example the word modern, internet, and hand phone are from English. Hereinafter, the applications of borrowing words are sometimes found in various media. One of them is in the advertisements. Chand (2015) claims that, advertising is a public announcement to inform and persuade people to buy a product, a service or an idea that followed by the action. Presently, the advertisements of house and property have more varied and easy to do marketing, either directly or indirectly. The study focuses on the electronic advertisement and can be found in the internet or online media. Podomoro housing and property advertisements magazine is used as an object of the study because in this globalization era, in Indonesia housing and property advertisement are found some Western languages (borrowing word) in conveying the concept of modernity and sophistication of the products.

### **1.1 Statements of the Problem**

After finding the subject and object of this study, some statements of the problem are formulated in the form of research questions, which are the following:

1. What types of the borrowing words are found in the Indonesia housing and property advertisements through a sociolinguistics context?
2. What are the sociolinguistics aspects of retaining English borrowing words in Indonesia housing and property advertisements?

### **1.2 Goals of the Study**

The goals of this study are:

1. To find out the types of the borrowing words in Indonesia housing and property advertisements.
2. To identify the sociolinguistics aspects of retaining English borrowing words in Indonesia housing and property advertisement.

## **2. REVIEW OF LITERATURE**

Linguistic is a basic for the scientific study of human language from various aspects, including sounds, words and grammar rules, or can be defined as the study of language, and make the language as an object of study. As Lyons (2001:1) points out, "Linguistics is the scientific study of language that means of controlled empirically verifiable observation and with reference to some general theory of language-structure". Meanwhile, sociolinguistics is one of the linguistics branches that focus on how language is used by individual speaker and group speakers in its social contact. Holmes (2013) highlights that "sociolinguistic is a term that refers to study of relationship between language and society, and how language is use in multilingual speech communities".

Jendra (2012) points out that, borrowing is a part of sociolinguistics because it becomes a language phenomenon in society. Besides, switching and mixing words, a bilingual speaker often borrows words from another language and uses it as a part of his/her language.

According to Holmes (2013):

Borrowing results from the lack of vocabulary and it involves borrowing single words – mainly nouns. When speaking a second language, people will often use a term from their first language because they don't know the appropriate word in their second language. They also may borrow words from another language to express a concept or describe an object for which there is no obvious word available in the language they are using.

It stated that, languages borrow words from other languages primarily because the speaker needs to interact with other speakers who have different languages or bilingual speakers. Nevertheless, borrowing word in sociolinguistics is different with code switching which involves a choice between the words of two languages or varieties, but borrowing is resulted from the lack of vocabulary (mainly the lexical of noun).

**a. Borrowing**

Loanword is also borrowed words. Borrowing words from other language is one of the most common processes of forming and adding new words. The term 'borrowing' describes a process in which one language replicate linguistic features from another language, either wholly or partly. Refers to Haspelmath (2009), "Loanword (or lexical borrowing) is here defined as a word that at some point in the history of a language entered its lexicon as a result of borrowing (or transfer, or copying)". It depends on how the speakers adopting elements from other languages into the recipient language, or whether they result from non-native speakers imposing properties of their native language onto a recipient language. Eifring (2005) notes, "borrowing happens between a donor language and a recipient language. For instance, when the word *orangutan* is borrowed into English from a Malay word literally meaning 'forest man' (*orang* 'man', *utan* 'forest'), Malay is the donor language and English the recipient language.

Bloomfield (1979) distinguishes the kinds of borrowing between cultural borrowing, intimate borrowing, and dialect borrowing. For one thing, cultural borrowing is happened where the borrowed word come from different language. For example the word *hamburger* is from German and *piano* that borrowed from Italian. Then, intimate borrowing comes from trade activity, technology, and religion. For instance, English and Arabic are the languages that have cultural borrowing in Indonesian. Indonesian borrows words from English in term of technology, such as *internet*, while the words *muslim* and *sholat* come from Arabic. The last is dialect borrowing. It is one of kinds in borrowing word which comes from within the same speech area. For example; soccer and movie are borrowed from American English into British variety.

**b. Loanwords**

Sankoff et al. (1986 as cited in Setiono, 1998) states:

The fundamental characteristics of loanwords lie in their properties of being able to be phonologically, morphologically, and syntactically integrated into the borrowing language.

Furthermore, loanwords also occur relatively frequently and are widely distributed in use of the receptor language speech community.

It can be understood that the basic characteristics of loanwords can be seen from how the phonologically, morphologically, and syntactically can be united into the borrowing language. Besides, the word is described as the earlier and more familiar that used by the receptor language in community. For example: villa:*vila*, apartment:*apartemen*, mall:*mal*, regency:*regensi*.

**c. Loan Blends**

Betz (1949, as cited in Jendra, 2012) mentions that "loan blends is also called as loan coinage that formed through combining the word of foreign language and a word of the base language." From its statement, loan blends is a type of borrowing in which one part of a word is borrowed from a second language and the other part belongs to the speaker's native language. Zhou and Freng (1987, as cited in Setiono, 1998) state that "the concept of loan blend as the process of partly translating and partly using paraphrasable translation to adopt word of donor language into the receptor language." It can be said that loan blends can be happened because of there is the translating between the donor and the recipient language. For instance, if the word "Modern land" is translated into Bahasa Indonesia becomes "*lahan Modern*", the adopted word is "*modern*" and it is blended with the native word "*lahan*".

**d. Loan Shift**

According to Haugen (1950, as cited in Jendra, 2012) notes, loan shifts refer to words which are formed by borrowing only the meaning found in the words of the foreign resources. Thus, unlike loanwords and loan blends, in loan shifts only the meanings are borrowed while the forms are replaced by the ones found in the language. In other words it as completely process substituting foreign morphemic elements of borrowed word for this transfer of meaning, loan shift is also popularly known as loan translation. For instance, in Indonesian and English that has borrowed from each other's. The example includes '*eksekutif residen*' in Thamrin Eksekutif Residen (Thamrin Executive Residence).

**e. Advertisement**

Advertising is a type of message deliberately used to promote one’s products or services through various media to the target market. As Goddard (1998, p. 6) indicates that the word “advertising” is derived from the Latin verb *advertere* meaning “to turn toward” or “to pay attention”. It is undoubtedly that advertisements are the texts that do their best to get our attention, to make us turn toward them. The text of the advertisement will be the medium to connect the products to a particular group. Therefore, as it relies heavily on communication and the language used in advertisement has its own trait, which is to attract customers to buy their products.

**3. RESEARCH METHOD**

Qualitative method is used to identify and to explain the analysis of Indonesia housing and property advertisement which borrowed from the western language. Creswell (2007) views, “Qualitative research begins with assumption, a worldwide, a possible use of theoretical lens, and the study of research problem inquiry into the meaning or group ascribe to a social or human problem.”

The focus is on participants' perceptions and experiences and the way they make sense of their lives. Furthermore, qualitative approach aimed more toward the search for meaning, such as the explanations and meanings that people give to events, objects, and situations in their environment. It focuses on the nature of phenomena of human being. The source of the data in this study is taken from the Podomoro Magazine published in December 2015 (35<sup>th</sup> editions).

**4. FINDING**

It is found 40 Western words, especially English words which are borrowed by Indonesian language to make the article or advertisement seem more sophisticated and has practical use, high quality, as well as international appreciation. Those words are from Podomoro Magazine published in December 2015. Those articles consist of several sections, namely Interior design, Property, and Lifestyle. Besides, it is also found some advertisements which offer everything about house and property.

**Table 4.1: English Borrowing Words that is found in Podomoro Housing and Property Advertisement Magazine.**

No	English Words	Indonesian word	Sociolinguistics Aspect		Type of Borrowing Words
			More Sophisticated	Unavailability	
1	Air Conditioner	<i>Penyejuk Udara; Erkon</i>	✓		Loanshift
2	Apartment	<i>apartemen</i>		✓	Loanword
3	Arena	<i>Arena</i>		✓	Loanword
4	Artwork	<i>Karya Artistik</i>	✓		Loan shift
5	Banquet Chair	<i>Kursi Andrawina; Bangket</i>	✓		Loan blend
6	Bar	<i>Bar</i>		✓	Loanword
7	Business Center	<i>Pusat Pelayanan Bisnis</i>	✓		Loan blend
8	Café	<i>Warung Kopi; Kafe</i>	✓		Loanword
9	Décor	<i>Hiasan; Dekor</i>	✓		Loanword
10	Fashion Show	<i>Peraga Busana</i>	✓		Loan shift
11	Function Room	<i>Ruang Serba Guna</i>	✓		Loan shift
12	Furniture	<i>Mebel; Furnitur</i>	✓		Loanword
13	Gymnasium	<i>Gimnasium</i>		✓	Loanword

14	Hotel	<i>Hotel</i>	✓		Loanword
15	Interior Design	<i>Desain Bagian dalam</i>	✓		Loan shift
16	Kitchen Set	<i>Perunggu Dapur</i>	✓		Loan shift
17	Layover	<i>Singgah Inap</i>	✓		Loan shift
18	Lobby	<i>Selasar; Lobi</i>	✓		Loanword
19	Pantry	<i>Penaggah; Pantri</i>	✓		Loanword
20	Plaza	<i>Plaza</i>		✓	Loanword
21	Property	<i>Harta benda; Properti</i>	✓		Loanword
22	industrial Estate	<i>Kawasan industry</i>	✓		Loan blend
23	Residence	<i>Pemukinan</i>	✓		Loan shift
24	Resort	<i>Resor</i>		✓	Loanword
25	Runway	<i>Landas Pacu</i>	✓		Loan shift
26	Showroom	<i>Ruang Peraga</i>	✓		Loan shift
27	Sofa	<i>Sofa</i>		✓	Loanword
28	Suite	<i>Suit</i>		✓	Loanword
29	Sweater	<i>Sweter</i>		✓	Loanword
30	Villa	<i>Vila</i>	✓		Loanword
31	Voucher	<i>Kupon; vocer</i>	✓		Loanword
32	Wallpaper	<i>Kertas hias; wallpaper</i>	✓		Loan shift
33	Water front city	<i>Kota Tepi Laut</i>	✓		Loan shift
34	Trade Mall	<i>Mal per-dagangan</i>	✓		Loan blend
35	Vase	<i>Vas</i>	✓		Loanword
36	Wonderland	<i>Negeri ajaib</i>	✓		Loan shift
37	Rooftop	<i>Bubungan atap</i>	✓		Loan shift
38	Microwave	<i>Pe- manggang</i>	✓		Loan shift
39	Cluster	<i>Gugusan</i>	✓		Loan shift
40	Coffee table	<i>Meja kopi</i>	✓		Loan blend

**Loanwords**

**Datum 2: “Apartment”**

The word is found in the article of the project map and directory section.

The meaning in PKUA is:

a. The English word “apartment”, in Bahasa Indonesia adopted as “*apartemen*”

The meaning in Oxford dictionary is:

b.(n) A set of rooms for living in, usually on one floor of a building.

The meaning in KBBI is:

c. *Tempat tinggal (terdiri atas kamar duduk, kamar tidur, kamar mandi, dapur, dan sebagainya) yang berada pada satu lantai bangunan bertingkat yang besar dan mewah, dilengkapi dengan fasilitas.*

**Type:**

The word “apartment” is a type of loanwords because it is nativized in Bahasa Indonesia by changing the final consonant –nt into /n/ and then the vowel /e/ is inserted between the medial consonant /t/ and /m/ so as to form the word “*apartemen*”. Therefore, the word “apartment” is a type of loanwords because it

has same meaning in English and Bahasa Indonesia but only has differences in the morphemic structure.

**Sociolinguistics aspect:**

The word “apartment” is borrowed by Indonesian into “apartemen”. Before “apartemen” exist in Indonesian word, there is word “kondonium” as the old word from “kondonium”. Hence, the word “*apartement*” is familiar for Indonesian people because that word is heard more modern and classy.

**Datum 3: “Arena”**

The word is found in the article of the highlight section,

The meaning in PKUA is:

a. The English word “arena”, in Indonesia becomes “*arena*”.

The meaning in Oxford dictionary is:

b. (n) Place with a flat open area in the middle and seats around

The meaning in KBBI is:

c. *Gelanggang*

**Type:**

According to the meaning above, the word “arena” in English and Indonesia has the same meaning and there is no changing structure in written form. So, this word has considered as loanwords because it has similarity in meaning and form of word with the original of word.

**Sociolinguistics Aspect:**

The word “arena” is English word which borrowed by Indonesian language into their native language. Besides, “arena” in Bahasa Indonesia is not changes or adds any Indonesian words at all. Then, there is no other appropriate choices meaning in Indonesian word. So, it included as unavailability of vocabulary in Bahasa Indonesia.

**Loanblends**

**Datum 5: “Banquet chair”**

The word is found in the article of design section.

The meaning in PKUA is:

a. The English word “banquet chair”, in Bahasa Indonesia adopted as “*kursi bangket*”

The meaning in Oxford dictionary is:

b. “Banquet”: (n) A formal meal for a large member of people, usually for a special occasion, at which speeches are often made.

“Chair”: (n) A piece of furniture for one person to sit on.

The meaning in KBBI is:

c. “*Bangket*”: *Penjamuan resmi yang diadakan untuk menghormati tamu undangan.*

“*Kursi*”: *Tempat duduk yang berkaki dan bersandar.*

**Type:**

The word “banquet chair” is a type of loan blends because it consists of two words that blended into one name of noun. Then, if it translates into Bahasa Indonesia become “*kursi bangket*”. It means that the word “*banquet*” is blended with the native word “*bangket*”. The word “banquet” itself is loanwords from English which has been nativized into Bahasa Indonesia become “*bangket*”.

**Sociolinguistics Aspect:**

Actually, Indonesian word has borrowed for the word “banquet” into “*andrawina*”, nevertheless, because of it is the old word; it changes into “*bangket*” in Indonesian word. Besides, it seems more modern, it is also easy to understand by the customers which more familiar with the word “banquet” from English into “*bangket*” in Indonesia.

**Loanshifts/Loan Translations****Datum 1: "Air Conditioner"**

The word is found in the article of lifestyle and pleasure section.

The meaning in PKUA is:

a. The English word "air conditioner", in Bahasa Indonesia translated as "Penyejuk udara"

The meaning in Oxford dictionary is:

b. (n) A machine that cools and dries air.

The meaning in KBBI is:

c. *Penyejuk udara*.

**Type:**

The word "air conditioner" is a type of loan shift because when it nativezed into Bahasa Indonesia, Indonesian borrows the word by translating the foreign borrowing language completely. For example, the English word (air conditioner), in Bahasa Indonesia translates as "*penyejuk udara*".

**Sociolinguistics Aspect:**

"Air conditioner" is used because it looks more classy and sophisticated vocabulary rather than use the Indonesian word. Then, Indonesian people are more similar with the word "AC" (Air Conditioner)

**5. CONCLUSION**

After analyzing the data, it can be concluded that there are 40 of English borrowing words found in Indonesia housing and property advertisement of Podomoro Magazine on December 2015. There are found some types of borrowing word such as loanwords, loanblends, and loanshift through a sociolinguistics aspect by analyzing each English word into Bahasa Indonesia. It was categorized into: 19 words of loanwords, 6 words of loan blends, and 16 words of loan shift. Therefore, it can be concluded that the most dominant type in this study is loanwords.

Additionally, the English borrowing words phenomenon through a sociolinguistics aspect is excessive in advertisement; some find it upsetting, while some others think of it is as a natural process of a language, particularly when it is in contact with another language. Then, English borrowing is used in advertisements is one of advertising strategies to level up the degree of sophistication and it can help the advertisers to achieve that goal for the customers in promoting their products. By using English borrowing words in Indonesia housing and property advertisements, it aims to win the customers' attention, especially for the international appreciation. Practically speaking, people would go for housing product advertisements using 'residence' instead of the local equivalent '*pemukiman*' because the difference in their level of sophistication. This is one proof that people are easily swayed with better impression and connotations which can be found in English borrowings.

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