

BORROWING PROCESS IN INDONESIAN FASHION BLOGGERS

Tiara Dwi Arini

English Department, Faculty of Languages and Art, State University of Surabaya

11020154215.tiara@gmail.com

Abstrak

Blogger mode Indonesia menggunakan Bahasa Inggris sebagai bahasa utama mereka, tetapi masih ada beberapa istilah dalam Bahasa Indonesia yang mempengaruhinya. Mereka sering meminjam kata dari Bahasa Inggris kemudian terjadilah percampuran kata. Penelitian ini menggunakan teori peminjaman kata dari (Yule, 2010) untuk menganalisa proses pembentukan kata dari peminjaman kata di blog tersebut. Menggunakan metode deskriptif kualitatif, pengumpulan data dilakukan dengan mengumpulkan dan menganalisis kata pinjaman di postingan blogger mode Indonesia. Instrumen yang diperlukan adalah peneliti sendiri. Menggunakan laptop atau computer yang tersambung dengan internet, buku catatan dan bolpoin dibutuhkan untuk mengumpulkan data. Hasil penelitian menunjukkan bahwa ada tiga proses dari peminjaman kata: mengganti (karena ketiadaan variasi dari vocal dan konsonan di dalam sistem fonologi Bahasa Indonesia), menambah (membuat kata pinjaman lebih mudah untuk dilafalkan), dan menghapus (karena beberapa suara di kata pinjaman menjadi tidak bersuara).

Kata Kunci: *Kata pinjaman, Blogger mode Indonesia.*

Abstract

Indonesian Fashion Bloggers use English as their major language, but still there are terms of Bahasa Indonesia influence it. They often borrow words from English and there are mixing words exist. This research analyzed the word formation process of borrowing in those blog posts using the theory from (Yule, 2010). It used descriptive qualitative method. The data collection was done by gathering and analyzing the borrowing word in Indonesian Fashion Bloggers post. The instrument was the researcher herself. Laptop or computer that connected to the internet, notebook and ballpoint were needed to collect the data. The findings showed that there are three processes of borrowing: substitution (because of the non-existence of variation of vowel and consonant in Bahasa Indonesia's phonological system), addition (to make the borrowing words easier to pronounce), and deletion (because of some sound in borrowing words become voiceless).

Keywords: *Borrowing words, Indonesian Fashion Bloggers.*

INTRODUCTION

In Indonesian fashion Blog, the blogger use Indonesian and mixed it with some English words. Hudson (1996) defines —a variety of language as a set of linguistic items with similar social distribution because what make one variety of language different from another are the linguistic items. It means that the language of some multilingual speaker or community has

similar allocation and it is compatible with the consistency of language variety definition.

Eventhough they use English as a major language in their blog or their conversation; still, there are terms of Bahasa Indonesia influence it, such as the change of some consonants and vowels. Those who still use Bahasa Indonesia also experience the same. Because they mix their language (Indonesia – English), the change of word's structure exists. The structure of their words are unique, since fashion is so English and

they try to suit it. The word formation occurs in their language will be interesting to analyze as they often borrow words from English and there are mixing words exist.

Borrowing is taking a new word from another language (Yule, 2010), this is the most common sources of new words. The processes of borrowing are categorized into two: direct and indirect borrowing. If the word is borrowed as it is, without any changes; it is called by direct borrowing. The example of direct borrowing is the use of word “omelette” in English. “Omelette” is actually French. In another case, the word that is borrowed has some different structure of word, because of morphological process when the word is transferred; this term is called by indirect borrowing. The simplest example of indirect borrowing is the word “coffee”; kahveh (Turkish) > kahva (Arabic) > koffie (Dutch) > coffee (English) (Katamba, 2005).

The forms of borrowed words are usually adapted to the phonology of the borrowing language (Hatch and Brown, 1995). It is easy to see this in the mutation of English words borrowed by other languages, for examples: Japanese *puraibashii* adapted from English word *privacy*.

Fashion blog is a media to convey people's fashion interest. The users are called by Fashion Bloggers. They usually bind quite a lot thing such as detailed items of clothing and accessories, trends in different apparel markets, celebrity style choices and fashion trends. Usually they wrap fashion at all levels from the biggest brand to small indie designers.

Indonesian fashion bloggers mostly come from a well-educated environment; they can be a fashion designer, a fashion consultant, and fashionistas (mostly collegian). They learn English by communication. As the language becomes a habit, they apply it in writing.

From the explanation above, this article analyzed the borrowing process in the Indonesia Fashion Bloggers posts, using the theory of word-formation borrowing from (Yule, 2010) and (Hatch and Brown, 1995).

METHOD

This article used descriptive qualitative method. The data source was taken from blog that commonly used by Indonesian Fashion Bloggers. The data of this research was the Borrowing words found in Indonesian Fashion Bloggers posts. In this article, the instrument was the

researcher. Besides, a laptop or computer that connect to internet, a notebook, and a pen were needed to do this research.. The data analysis technique was done in three steps; 1. Identifying the data; 2. Analyzing the data; 3. Conclusion drawing or verification.

RESULT AND DISCUSSION

In borrowing, Indonesian fashion bloggers seem adopt the words from English while adapt them in Bahasa Indonesia. This kind of word formation results some change in both of consonants and vowels. The change is categorized into three types: substitution, addition, and deletion. Borrowing is included as word formation caused by phonological process; it deals with the adaptation of Indonesian phonological system or relates to how the sound is pronounced.

Substitution is the change or replacement of consonants or vowels in the new words that have been created. From the whole words that are categorized in borrowing, some of them are belong to the process of substitution. It is indeed dominates the process of borrowing since almost all of borrowing words experiencing the process of substitution

Bahasa Indonesia has 5 letters represent vowels (a, i, u, e, o), but it has seven distinct sounds. They are /a/, /i/, /u/, /e/, /ə/, /o/, and /ɔ/. That is why, when Indonesian fashion bloggers face various kind of vowels sound in English, they seem hard to convert them as well.

The following table is example of borrowing process

Table 1

No.	Target	Source
1.	Mai /mai/	My /maɪ/
2.	Mi /mi/	Me /mi/
3.	Simpel /Simpel/	Simple /'sɪm.pl/
4.	Emol /əmɔl/	Mall mɑ:l/
5.	Repiew /repiew/	Review /rɪ'vju:/
6.	Opsional /ɔpsɪnal/	Optional /'ɒp.ʃən.əl/
7.	Det /det/	Dad /dæd/
8.	Tren /tren/	Trend /trend/

Vowel substitution of Borrowing Process

The sound /ɪ/ in English is substituted to the sound /i/ in Indonesia. It happens because in Bahasa Indonesia, both the sound /ɪ/ and /i/ are pronounced the same. This is the example words from the dictionary: *Bay* /beɪ/ and *Candy* /'kæn.di/, and the sound /i/ and /ɪ/ for example the

words Rugby /'rʌg.bi/ and See /si:/. That is why Bloggers still use vowels sound of Bahasa Indonesia, and tried to find the closest sound of English phoneme.

It can be seen from word “Mi”, “Mai”, “Simpel”. The word Mi /mi/ and Mai /mai/ means *Me* and *My* in English, the pronunciation is /mi/ and /mai/ because as it has explained before that it happens because of the non-existence variation of sounds /i/ in Bahasa Indonesia. So whether it is /i/, /i/, or /i:/ are pronounced the same in Bahasa Indonesia.

Similarly, the case also found in the substitution of the sound /o/. in Bahasa Indonesia phonological system, the sound /o/ is used for all pronunciation of word that contain phoneme [o] in it. In English phonological system, they have more variation that has similarity pronunciation with the sound /o/. They are the sound /ɔ/, sound /ɔ:/, sound /ə/ sound /ʊ/, and also the sound əʊ or oʊ (American-English). Here is the example of words that pronounced similar with the sound /o/. Oil /ɔil/, Born /bɔ:n/ or /bɔ:rn/, Complete /kəm'pli:t/, Omelet /'ɑ:.mə.lət/, Cozy /'kəʊ.zi/ or /'koʊ.zi/.

Because Bahasa Indonesia does not have the variation of the sound /ʊ/, so people in Indonesia tend to use the closest sound of it in the Indonesian phonological system that is /o/. Just like the word ‘Opsional’ that means *Optional* /'ɒp.ʃ ə n. ə l/ in English.

Consonant Substitution of Borrowing Process

Besides vowels, there is also substitution of consonants. the word ‘Det’ means Dad /dæd/ in English. The sound /d/ here pronounced as sound /t/. It happens because of the non-existence of suffix –ed in Bahasa Indonesia. The sound /d/ is exist though, but they are not usually used as suffix, and it does not mean that every sound /d/ would be substituted to sound /t/. For example the word *Digital* /'dɪdʒ.ɪ.t ə l/ in English is pronounced as /dijital/ in Bahasa Indonesia. The sound /d/ does not substitute with the sound /t/, it still used as it is. The sound /d/ appeared as initial or medial position but does not apply in the final position of a word or suffix.

If there is a case of both suffix –d and sound /d/ in the borrowing word, it would be changed into either phoneme [t] or it will be omitted. For example the word *Band* /bænd/ in English pronounced as /ben/ in Bahasa Indonesia. It happens because the sound /d/ is voiceless so the sound /n/ becomes dominant and then the sound /d/ is omitted.

The word ‘opsional’ on the table means *Optional* /'ɒp.ʃ ə n. ə l/ in English. The substitution of the sound /ʃ/ to the sound /s/ is because of the influence of the Bahasa Indonesia. Even though in Bahasa Indonesia, the sound /ʃ/ is exist, but people prefer to use the sound /s/ instead, because it is easier to pronounced than the sound /ʃ/, and people in Indonesia are more familiar with this /s/ sound than with /ʃ/ sound.

Addition process of borrowing

The next process of Borrowing is addition. It is a process of inserting a new sound in the new words created. Commonly, Indonesian fashion bloggers add more vowels than consonants in their colloquial words. It can happen because the words in English that they borrow sometimes contain of consonant clusters, so that they need putting a vowel between those consonants in order to articulate it easier.

The sound /ə/ appears in word “mol” (emol). The sound /ə/ that appears in the word “emol” exists because /m/ is bilabial then they tend to sound it as it is easier for them.

The sound /e/ exists in the words “heits” “simpel” and “repiew”. It can be happened because the influence of the Bahasa indonesia phonological system. The sound /e/ in Bahasa Indonesia phonological system usually appear between two consonant sound (except in prefix and suffix like ng-, ny-, and –ng) of the pronunciation in English words. The word “simpel” means Simple /'sm.pl/ in English. Here Bloggers added the sound /e/ between both of consonant /p/ and consonant /l/, and pronounced as /simpel/ in Bahasa Indonesia. The next is /i/ “opsional” and “repiew”, and /ɔ/ in “opsional”.

Deletion Process of borrowing

The next process of substitution is deletion. This is the process of reduction of vowels or consonants or both of them in a new word that has been adopted

There are segments of vowels deleted, they are /u/ from the word repiew /repiew/ that originally *review* /rɪ'vju:/ in English, and /ə/ from the word opsional /ɒpsional/ that originally *optional* /'ɒp.ʃ ə n. ə l/ or /ap-/ in English

Words that are derived in Bahasa Indonesia are voiceless. So, those sounds are not pronounced when Indonesian fashion bloggers apply the words; in the word Trend /trend/ in English, the /n/ sound is more dominant, that is why the sound /d/ become voiceless and then

omitted from the pronunciation, so it turned out being *tren* /tren/ in Bahasa Indonesia.

The sound /j/ in *review* /rɪ'vju:/ also omitted in the word *repiew* /repiew/ in Bahasa Indonesia.

CONCLUSION

Based on result and discussion above, it could be concluded: in the borrowing there are 3 processes that are substitution, addition and deletion. Substitution happens because of the non existence of the variation of vowel and consonant in Indonesian phonological system like in English. That is why those bloggers using the closest vowels or consonant with English. The addition happens because of they intend to make the pronunciation of the borrowing words become easier. The process of deletion happens because of the sound in borrowed words is voiceless, so that sound omitted from the pronunciation. Borrowing is categorized into three processes of substitution, addition, and deletion of the vowels or/and consonants existence.

It can be said that this is a phenomenon of language contact as the language of dominant speakers influences the language of recipient speakers. The communication results an adoption and even an invention of a new word.

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