

Morpho-Semantic Analysis in Electronic Product Brands

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Abstrak

Sebuah produk dengan nama yang kurang menarik sukar menarik perhatian masyarakat. Oleh karena itu, banyak perusahaan berfikir kreatif dalam merancang merek yang unik serta mudah diingat. Fenomena demikian juga terjadi dalam pembentukan merek produk elektronik sebab teknologi digital dewasa ini telah menjadi sebuah gaya hidup. Alhasil, berbagai produk elektronik baru pun bermunculan dan ikut berkompetisi dengan para pendahulunya. Analisis ini bertujuan untuk mengetahui tipe pembentukan kata apa saja yang ada pada merek produk elektronik yang berasal dari beberapa negara maju, yakni Amerika Serikat, Britania Raya, dan Jepang; dan pula untuk memahami bagaimana merek-merek tersebut menunjukkan arti. Metode kualitatif diaplikasikan pada penelitian ini. Hasil dari studi ini menyebutkan bahwa terdapat enam tipe pembentukan kata yang ditemukan, yakni kompositum, perpaduan kata, pemangkasan kata, penciptaan kata, singkatan, dan akronim. Setiap negara memiliki karakteristik tersendiri dalam menamai merek mereka. Selain itu, studi ini juga menemukan enam klasifikasi kerangka semantik; binatang sebagai merek, buah sebagai merek, tempat sebagai merek, orang sebagai merek, produk sebagai merek, and konsep sebagai merek. Sebagai contoh, produk Apple dikategorikan sebagai buah sebagai merek. Pengetahuan umum mengenai ukuran, berat, dan bentuk buah apel yang mudah dibawa mengacu pada ukuran produk Apple yang mudah dibawa pula.

Kata Kunci : *Pembentukan kata, merek produk elektronik, kerangka semantik*

Abstract

A product with an unattractive brand name is hardly expected to appeal people's interest. Therefore, many companies try thinking creatively in making the unique and memorable brands. Such phenomena, also appear in branding electronic product brands since digital technology becomes lifestyle nowadays. Consequently, there are lots of new electronic product brands appear to compete with the prior success ones. This analysis purposes to describe the types of word formation occur in electronic product brands from several developed countries, namely United States, United Kingdom, and Japan; and to comprehend how they denote the meaning. The qualitative method is employed in this analysis. The result of this study confirms that there are six types of word formation process found, namely compounding, blending, clipping, coinage, abbreviation, and acronym and that each country has its own characteristic in forming a brand. Also, the study reveals that there are five classifications of frame semantic; fruit as brand, place as brand, person as brand, product as brand, and concept as brand. For instance, the *Apple* brand is classified as fruit as brand. The common knowledge of the portable size, weight, and shape of an apple refers to the portable size of the *Apple* brand.

Keywords: *Word formation, electronic product brand, frame semantic.*

INTRODUCTION

The vast development of technology is unstoppable nowadays. Such phenomena does not happen without any reason. The foremost motive is that technology has become part of everyday life. It is no longer something people wants, but it becomes a need. One of the technology which progressively developed is electronic product. Therefore, there are many brand new electronic brands join to the competition in industrial technology. Some companies, however, apply word formation process in naming their brands of the products because

apparently name happens to be something matter in acquiring people's attention. It is believed that by employing appropriate name in branding might decide the succession of the product (Anandan, 2009). Thus, each company has to have the sense of creativity in order to make unique and attractive brands. Some product brands have succeeded the marketing because of their captivating brands names and become well-recognized brand internationally.

This interesting phenomena then is analyzed by using the theory of word formation which the data are taken

from two countries, India and United States. Those countries are taken to be sample by considering the advancement of technology which happens in each country. United States, which is a developed country seems to have had many famous electronic products whose brands have been recognized around the world for years. Meanwhile, the developing country, India, appears to have less famous brands of electronic product but this country continuously competes internationally in field of technology and information by keep providing quality products beside its attractive names.

However, Kurniawan (2002), who had done quite similar analysis with this study, analyzed the domination of word formation process of Oxford Dictionary in section A. Although he mentioned about lexicography, his study analyzed the object through morphology field only. Meanwhile, Haryati (2014) stated that word formation process can be studied semantically by analyzing referential definition through semiotic triangle, the theory of Richard and Ogden which defined the relationship between thought or reference, symbol, and referent. Furthermore, word formation can be dealt with phonology field, too, as Dewi (2013) did in her research on colloquial words by teenagers on Facebook. Nevertheless, this study is analyzing word formation process by using morphology in order to classify the types of word formation process and to understand why and how each country tend to use certain type of word formation process, the theory of frame semantic, conceptual metaphor, and cultural value which exist in each country, are employed.

RESEARCH QUESTION

There are two questions which provide the major problems and are going to be analyzed in this study. Those are:

- 1) What are the types of word formation process which is used in branding electronic products in each country?
- 2) How do the electronic product brands denote upon its meaning?

PURPOSE OF THE STUDY

The purposes which are reached in this analysis are to provide the answer of the research question described above, specifically:

- 1) To describe the types of word formation process in branding electronic products in each country.
- 2) To explain the meaning of electronic product brands upon its associated meaning.

WORD FORMATION

Word formation can be briefly identified as the process of expanding vocabulary of a language (Kortmann, 2005:94). It covers, but not restricted to, morphology, semantics, phonology, and syntax. However, the major path of word formation is morphology. Katamba (1994) affirmed that there are 9 types of word formation, namely derivation, compounding, blending, clipping, borrowing, abbreviation, acronym, backformation, conversion. In line with this declaration, Yule (2010) also announced that there are 9 types of word formation except he added coinage, as one of missing word formation stated by Katamba, and eliminated abbreviation because it tends to be the same as acronym. Nevertheless, this analysis merges these two statements by splitting acronym and abbreviation as two distinctive types and eppending coinage as one of the types.

1 Compounding

Compounding is the process of merging two bases, which may be words in their own right, to form a different lexical item (Yule, 2010:49). For example, *washing machine* (compound noun) is the combination of word *washing* (verb) and *machine* (noun). Delahunty and Garvey (2010:132) stated that commonly, one of the words is the head, which explains the compound as a whole, and the other is the modifier, which restricts the compound's meaning. Generally, the head comes after the modifier. For instance, *machine* which is head modified by *washing*.

2 Blending

The process of joining two separate forms of word to produce a single new term and is typically accomplished by taking only the beginning of one word and joining it to the end of the other word is called blending (Yule, 2010:55). Diverge from compounding which has head and modifier, blending shares properties of the referents of both elements (Plag, 2002:156). For example: *infotainment* (*information* + *entertainment*).

3 Clipping

Clipping refers to the process of diminishing some elements of a word to create shorter form (Yule, 2010:56). It does not create a new meaning lexeme but lexeme with a new stylistic value. Clipping is categorized into four types: (1) apocope, which clips the final of word as in *pop* for *popular*; (2) procope, which clips the initial of word as in *phone* for *telephone*; (3) syncope, which clips both the final and the initial of word as in *fridge* for *refrigerator* and (4) complex clipping, which clips the middle of a word, or taking halves of words as in *ma'am* for *madam* and *sci-fi* for *science fiction*.

4 Coinage

Coinage is the invention of totally new terms, including taking the name of person or place which is called eponym (Yule, 2010:54). Some eponyms are technical terms, based on the names of those who principally discovered or invented things, such as *volt* from *Alessandro Volta*.

5 Abbreviation

Katamba (1994:127) exclaimed that abbreviation is the process of shortening forms by using the initial letters of an expression which do not give permissible syllables and each letter is pronounced separately. Abbreviation involves the shortening of existing words to create new other words and is usually informal versions of the originals (Delahunty and Garvey, 2010:136). For example: USA is abbreviation for United States of America

6 Acronym

An acronym is formed from the initial letters of an expression (Yule, 2010:58) which is pronounced according to ordinary grapheme-phoneme conversion rules (Bauer, 2006:500) which means it is articulated as single words and has sometimes kept their capital letters. For example: NATO is originally North Atlantic Treaty Organization.

FRAME SEMANTIC

Fillmore (2006: 373) remarked that frame semantic is a way of looking the meaning of a word and characterizing concept for creating new expression in order to put another meaning to it. It emphasizes that to understand a word, one has to have knowledge about anything related to that word (Geeraerts, 2006: 15). For example, the word *buyer* is related to the words *seller*, *goods*, and *money*. From frame semantic point of view, it can be said that the verb *buy* focuses on the actions of the buyer with respect to the goods, backgrounding the seller and the money. To simplify, frame semantic is the way of looking for the meaning of a word through its associative meaning which is an expression has to do with individual mental understandings of the speaker.

However, people might have difference idea about the meaning of a word. It is influenced by cognitive frames, which related to the cognitive ability to recognize meaning, and interactional frames, which associated to the way of conceptualizing the words or conversation between the speaker and interlocutor, or between the writer and the reader (Fillmore, 2006: 379).

CONCEPTUAL METAPHOR

Conceptual metaphor is the theory of how brain gives rise to thought and language and how cognition is embodied. The use of metaphor somehow can be forceful and insightful. It provides logical structure, underlining something, and hiding others (Lakoff & Johnson, 1980: 128). Most people might think that metaphor is something poetic and consists of aesthetic features though it exists in daily language. It is the structure how we perceive, how we think, and what we do.

However, metaphor can be mapped by categorizing the source domain and target domain. The metaphor "argument is war", for instance, shows that "argument" plays role as target domain, and "war" plays role as source domain. There is correlation between the term argument and war. As in war, in accomplishing argument, one can be lose or win and the person that he/she arguing with plays role as opponent. While in a war one attacks the others using weapon, in argument, language is the instrument to attack the opponent.

METHOD

This research focuses on the quality of the data which are used. Therefore, the qualitative approach is employed in this study. In spite of the fact that there are numerous data used, this analysis does not emphasize the result on statistics. Yet, there are some basic calculations in order to reckon the most used type word formation process in the data from each country. The data are collected by doing observation in several media in the social life, including advertising media, broadcast media, digital media, electronic media, mass media, published media, and social media.

The data examined in this analysis are all in the form of words which are acquired from the names of electronic products. Most of them were in one or two words or a group of letters which could not be pronounced as one word. On the other hand, the source of the data is from any advertisement of electronic product brands from three developed countries which seem to experience vast advancement of technology, namely United States, United Kingdom, and Japan. Nonetheless, the researcher was employed to do the analysis as the instrument to solve the problem provides in research questions. Also, she had responsibly to characterize and clarify the data.

To collect the data, this analysis hired the procedure provided by Heigham et al. (2009:169). First of all, before observing the data, the field and the problems that would be analyzed in this study was decided. The source data was collected by looking for it in the advertisement on the television, magazine, social media, brochure, banner, and any other advertisement sources. The society was also playing role as the source of the data through

both verbal and written communication with others. There were some equipments which should be prepared for the observation and those were paper, pen, and cell phone. At the time when any appropriate source data appeared, it was be noted by using paper and pen, or cell phone.

After the preparation, the observation was conducted. Firstly, the researcher watched the television in order to look for advertisements of electronic products. In the other time, the researcher looked for brochures, banners, billboards, and catalogs which consist of the brands of electronic product. Any advertisements in mass media were also used to find the data as well as online media. Lastly, every name that has been figured out was noted on the table consists of brand, country of origin, type of word formation, base, and referent.

The data that had been found then were examined through several processes. First thing to do was reducing data to simplify it. The reduced data were the ones which could not be categorized into any type of word formation. Also, each country had to have ten data to be analyzed. Therefore, if there were more than the desired quantity of the data, they were reduced as well. This purposed to get appropriate data. Then the data were displayed on tables. The last step was concluding and verificating the data according to word formation theory provided by Katamba and Yule which supported by the statements provided by Plag and Garvey-Delahunt. Furthermore, Fillmore's theory of frame semantic was also used and was supported by Lakoff's conceptual metaphor to classify the meaning denotes in the data. Additionally the cultural value of each country was mainly used to identify why and how certain type of word formation could be dominant than the other types.

RESULTS

This analysis discovered that there were six types of word formation process employed in naming electronic product brands. Those are compounding, clipping, blending, coinage, abbreviation, and acronym. To begin with, the data were group according to the origin country of the electronic product brand and were drawn in the table following by the enlightenment.

American Brands

No	Brand	Type	Base
1	AMD	Abbreviation	Advanced Micro Device
2	MPC	Abbreviation	Micron Personal Computer
3	HP	Abbreviation	Hewlett-Packard
4	RCA	Abbreviation	Radio Corporation

			of America
5	Apple	Coinage	Apple
6	Dell	Coinage	Michael Dell
7	Cisco	Clipping	San Francisco
8	Xerox	Clipping	Xerography
9	Compaq	Blending	Computer pack
10	Magna vox	Compounding	Magna + vox

The United States happens to use abbreviation more frequent than the other types of word formation process. Those brands are AMD, MPC, HP, and RCA. All of them are formed by taking the initials of the original phrase.

Some of those provided brands are abbreviated based on the actual products which are provided and the other is taken from the founders' name. AMD, for instance, stands for *Advanced Micro Device* which explains what the product is. The same circumstance also happens to MPC which stands for *Micron Personal Computer*. The brand RCA also happens to describe the product through abbreviation. The actual form of RCA is *Radio Corporation of America*. However, the brand HP has the original form of coinage instead. It is originally the name of the founders, William Redington Hewlett and David Packard. Both founders put their last names in naming the brand.

Another two data are classified into pure coinage. Those are Apple and Dell. The name of Apple is taken from the name of *apple fruit*, without any addition or reduction in word or letter. Meanwhile, Dell gets the name from the founder's name, Michael Dell. Similar with the other data, Dell is taken from the founder's last name.

There are two data which are categorized as clipping. Those data are Cisco and Xerox. Cisco is created by the word formation process of procope clipping which is formerly from the word *San Francisco*. Nevertheless, Xerox is built by applying clipping in its process of making brand. The base of xerox is the word *xerography*. It is a combination of words *ξηρός* /xēros/ which means *dry* and *γραφία* /graphiā/ which means *writing*. Both words are originally from Greek. However, the word *xerography* is clipped its final, becomes *xerog* which then the letter *g* is replaced by letter *x* in order to make the brand more appealing.

There is only one product brand created through blending process, namely Compaq. Compaq is a result of mixture from the compound *computer pack*. The word computer is apocope clipped, becomes *com*. Then, it is added by the word *pack* in which the letter *ck* is replaced with the letter *q* in order to make it more attractive.

Magnavox is the only brand created through compounding. It is formed by combining the word *magna*, which literally means great, and *vox*, which literally means voice. Both words are originally from Latin.

British Brands

No	Brand	Type	Base
11	Dyson	Coinage	James Dyson
12	Ferranti	Coinage	Sebastian Ziani de Ferranti
13	Pye	Coinage	William George Pye
14	Sinclair	Coinage	Sir Clive Sinclair
15	Amstrad	Acronym	Alan Michael Sugar Trading
16	BAE System	Acronym	British Aero Marconi Electronic System
17	Binatone	Compounding	Bina + tone
18	Murphy Richards	Compounding	Donald Murphy + Charles Richards
19	Alba	Blending	Alfred + Balcombe
20	Vax	Clipping	Vacuum (cleaner)

There are four data found to be classified to be processed through coinage in United Kingdom. Those brands are Dyson, Ferranti, Pye, and Sinclair. Each of them are taken from the founder names respectively *James Dyson*, *Sebastian Ziani de Ferranti*, *William George Pye*, and *Sir Clive Sinclair*. To be exact, the taken names which also the name of the brands are all the last names of the founders.

There are two electronic product brands which happen to be formed through word formation process of acronym; Amstrad and BAE System. Amstrad is a concise word for *Alan Michael Sugar Trading*. It is different from the other brands since it takes the founder's full name, instead of only last name.

Furthermore, BAE System has its name by constructing an acronym which originally is *British Aero Marconi Electronic*. It is a merger company of British Aerospace (BAe) and Marconi Electronic Systems so that the name of both companies are also merged. Then, the acronym is combined with the word *system* and becomes BAE System.

However, there are two compound names found, namely Binatone and Murphy Richards. Binatone is created by processing the brand through compounding from the combination of words *bina* and *tone*. The founders captured their sister's name, Bina Lalvani, into the product brand of theirs. Meanwhile, the additional word *tone* is added to classify that the product is

concerned with something related to tone and that product is audio system. Nevertheless, Murphy Richards is a compound word which combines the word *Murphy* and *Richards*. Both of them are the founder's names, *Charles Murphy* and *Donald Richards* and are grabbed from the last names.

Alba is the only product brand which built through the process of blending among the data taken from United Kingdom. Alba is created by blending the word *alfred* and *balcombe*. The word *alfred* is clipped its end and becomes *al* as well as *balcombe* which becomes *ba*. The words are taken from the name of the founder, Alfred Joseph Balcombe.

There is only one electronic product brand from United Kingdom which formed by clipping, namely Vax. In line with the product, the word *vax* is an apocope clipping of the word *vacuum*, becomes *vac* and replaces the letter *c* into letter *x* with the purpose to make it catchier that it can draw customer's attention.

Japanese Brands

No	Brand	Type	Base
21	Casio	Coinage	Tadao/Toshio Kashio
22	Hitachi	Coinage	Hitachi, Ibaraki
23	Oki	Coinage	Kibataro Oki
24	Canon	Coinage	Kannon
25	Epson	Acronym	Son of Electronic Printer
26	Vaio	Acronym	Video Audio Intelligent Organizer
27	Melco	Acronym	Maki Engineering Laboratory Company
28	Kenwood	Compounding	Ken + wood
29	JVC	Abbreviation	Japan Victor Company
30	Sony	Clipping	Sonus

Japan tends to use coinage more than the other types of word formation process. As illustrated in the table, there are four data created using coinage i.e. Casio, Hitachi, Oki, and Canon. Each of them has unique way to create the brand names by putting the name of the founder, city, and goddess.

Casio, for instance, is taken from the founders' name *Tadao Kashio* and *Toshio Kashio* and with a little touch it becomes *Casio*. The letter *k* is replaced with letter *c* and the letter *h*, which is rarely found in English, is deleted. The change of the writing intended that the product can be recognized globally. Similarly with Casio,

Oki is taken from the founder's name, Kibataro Oki. Yet, there is no change of writing in the brand of Oki.

Meanwhile, Hitachi is taken from the name of a city in Ibaraki prefecture, Japan. The city of Hitachi is where the product formerly found more than a decade ago. Nevertheless, Canon is originally obtained from the name of goddess in Buddhist religion who is described as the Goddess of Compassion and Mercy which in Japanese is called Kannon also known as Kuanyin in other countries.

Furthermore, Epson is taken by using acronym which refers to *Son of Electronic Printer*. *Ep* is an apocope clipping from the phrase *electronic printer* and is added by the word *son*. Somehow, the base word, printer, is put in an opposite position and resulting the words Epson. Nonetheless, Vaio, stands for *Video Audio Integrated Operation*. Another acronym brand, Melco, is built from the lengthy expression of *Maki Engineering Laboratory Company*. The term *Maki* is taken from the name of the founder, Makoto Maki.

Kenwood appears to be the only brand constructed through the process of compounding. The name *Kenwood* was invented as being combination of *ken* and *wood*. *Ken* is a common name in Japan and America. It had been tested and proven to be acceptable to American consumers. Meanwhile, *wood* refers to the suggesting a relation to Hollywood, California.

JVC is created though the word formation process of abbreviation by shortening the expression *Japan Victor Company*. The head of that expression is Company which modified by *Japan*, which describes where the product comes from, and *Victor*, which refers to the word *victory*.

Sony is the only brand built through clipping. The name is originally from Latin word *sonus* which is the root of sonic and sound. However, that word then is derived into English becomes *sonny* which in the middle of 20th century it became a common slang in the US to call a boy. Meanwhile, years ago in Japan, *sonny boys* was a Japanese slang which connoted to smart and presentable young men, which Sony founders consider themselves to be. Nonetheless, the brand is categorized as apocope clipping since it is clipped its final of its element to create a new word.

4.1.2 Frame Semantic of Electronic Product Brands

The collected data were analyzed by categorizing the electronic product brands according to conceptual metaphor theory and were analyzed their associated meaning based on the theory of frame semantic. This section uses metaphor analysis which separates target domain and source domain. The target domains are all the same, namely "brand". Brand is related to the context of product, identity, slogan, advertising, branding, name, consumer, design, symbol, and logo. However, the

associated context of source domain then is revealed in order to discover what the meaning and intention of using that source domain.

1 Fruit as Brand

There is only 1 datum which found to use fruit as the source of making the name of the product brand that is apple. However, the target domain is apple fruit with the associative meaning of fresh, tasty, sweet-sour, bright color, round, and vitamins.

Apple is classified as a kind of fruit which typically has either red, yellow, or green color, round-shaped about a human hand, sweet-sour tasted, and is light in weight. However, these general knowledge about an apple is related to the determining of the brand *Apple*. *Apple* is the brand of portable electronic devices which is related to the hand-sized apple fruit. It shows that the products can easily be brought as handy as an apple. The bright and colorful indicate that the product provides the brilliant ideas to the device and is able to do various jobs. Also, there are lots of people love apple fruit with its sweet-sourness and contents of vitamins. This points out that *Apple* will always be providing benefits to the consumers

2 Place as Brand

There are five data which appear to use the name of places as the target domain. Those are RCA, Cisco, BAE System, JVC, and Hitachi. America (in RCA), Britain (in BAE System), Japan (in JVC) are the names of countries. Hitachi and San Francisco (in Cisco) are the names of the city. However, the target domain associative meanings are landmark history, quality, and citizen.

A place, whether a city or a country, supposed to have a landmark. Landmark is a natural or artificial feature which usually used for navigation. In other word, a landmark performs as the symbol of a city or country. Such phenomenon, however, also happens to the name of a brand. A brand is the symbol of a product which manufactured by a company. By branding, a certain product can be distinguish to the other similar product which manufactured by other company.

Besides, a place should have a history behind in the past time. That history, however, should not be forgotten by the citizen in that city or place. The same phenomena occurred to the brand which is the company does not want its brand to be forgotten by consumers. Furthermore, same as city or country which always want to be better than the other cities or countries, a brand also keeps on evaluating the product so that it can be better than the others. However, when a city or place gets better, it increases the number of people who want to live in that city or country. This goes well to the term of branding,

too. Each company works for its product to be better in order to increase the quantity of the consumers.

Nevertheless, in the case of international products, many consumers have a preference to purchase products which sound to be from a fine country or city. It is somehow motivated by the consumers' tendency to use the information of country of origin as an indicator of quality. The more developed a country, the more sophisticated the product will produce. Therefore the companies from developed country seem more often use its country or city name to promote its products.

3 Person as Brand

There are thirteen data which are using the name of a person or some people in making name of electronic product brand. Those are Dell, HP, Amstrad, Binatone, Murphy Richards, Dyson, Ferranti, Pye, Sinclair, Alba, Casio, Oki, and Melco.

From all of the names listed above, all of them are taken from the names of the company's founder excluding the brand *Binatone*. Bina in *Binatone* is taken from the name of the founders' sister. Meanwhile, the other data which use the founder's names have different purpose of both data above. The major purpose is perhaps to become famous so that they can be recognized easily. Additionally, among those brands, most of them are taken from the founder's surnames. The intention of using surname instead of first name is make the company inheritable to the heirs.

However, the target domain associative meanings are signature, strong, intelligence, and reputation. Both of person's name and product brand is the signature which marks belonging. A brand is the signature of a product while name is signature of a person. The determination of adopting a person's name into a product brand is majorly motivated by the notion of a totally individual signature suggesting the originality. Additionally, it has the advantage over the non-person's name brand. By using person's name, the brand directly points to a certain value set of the person's reputation, such as charisma, wealth, and any other matters related to one's prestige.

The use of person's name in a brand shows the strength of that person. That person tends to have power which can be dependable. Such phenomenon also occurs in the context of brand which believed to have the strength to attract consumers' attention. Furthermore, the intelligence and reputation of the person's who the name is taken to be brand, is the mirror which shows the expertise of the product provided by the company. It can be briefly said that the smart, experienced person is the reflection of the quality product.

4 Product as Brand

Providing the explanation of the product in the brand might make the consumers get better understanding quickly and the product can be recognized easily. From all of the data, there are eight brands which denote target domain the the product provided by the company, namely AMD, Compaq, MPC, RCA, Xerox, Vax, Epson, and Vaio table is drawn below to give a brief explanation of each brand.

However, the mutual feature which shared between target and source domain are distinguish, product, and marketing. A product which manufactured by a company has to be different from the other similar product from the other company. It has the intention to make the product divergeable. This also happens to a brand. A certain product offered by a company differentiated by a brand. There are many companies provide same products with the same features, functions, and material, yet the brand set them apart. Product performs the function while brand offer the emotion. However, those terms are related to each other. A brand is the identity of the product. Also, a product can be identity to a brand as the term aspirin for pain killer which has been daily term.

Nevertheless, the most visible information is that product and brand are the result of production. Both of them are produced by the company. Also, a company needs to have a proper way in marketing. This is supported by the name of the brand. To make the product successful in marketing, it has to have attractive brand to get consumers' attention.

However, when a product demonstrates its desirable characteristics into a brand name, it could provide advantages to the company. It immediately will relate to the categorization of objects or concepts in the mind. A product description, when used as a brand name, has the cognitive advantage because it is already being learned. Therefore, understanding a brand name by connecting that name with the product category becomes easier.

5 Concept as Brand

There are four data found which the target domain is concept of the product. Those are Magnavox, Kenwood, Canon, and Sony. There are several purposes of putting the concept of the product into the brand names. Firstly is to encourage the purpose of the product. Secondly is to show that the product will always ensure the satisfaction of the customers.

However, the associative meaning of a concept are key and brilliant. The concept is the key of the product which produced by the company. That fundamental term is the basic expectation of the product to be in the future. Then again, the concept of the product provides guarantee to the consumers that the product is better than

the other similar product which produced by the other companies. Meanwhile, a brand is the key of the product. An appropriate, creative brand presumed to be noticed by the consumers. In short, both concept and brand are the key matter to the company.

Furthermore, a concept is supposed to be brilliant. This goes well to both brand and product. A brand name is the major selling tool and is the important element of the fully product identity. Therefore, a brand has to be brilliantly creative so that it can attract the attention of consumer to be. The company promises to give as fine product as its concept. Concisely, both brand and its concept have to be proper and smart. The right concept might keep the brand active and long lasting as well as the brand. Yet, it is noticed that the company genuinely serious in providing products.

DISCUSSION

The analysis reveals that there are six types of word formation process used in naming electronic product brands in United States, United Kingdom, and Japan. Those are compounding, blending, clipping, coinage, abbreviation, and acronym. Yet, most of those brands are classified as borrowing because their names are not primarily taken from the original native language of each country. Mostly, they are borrowed from English and the others are from either Latin or Greek which are the derivative languages of English. However, since the data which are analyzed in this study are all in English, borrowing then is not classified as type of word formation process in this analysis.

In each three countries where the data are taken, there is either different or same characteristic of each type of word formation process. However, the cultural value of each country somehow plays an important role in the process of giving a brand to electronic product. Yet, each country has its own tendency in determining in what way the brand is decided to be named.

1 Characteristic of Compounding

All of data which processed through compounding tend to merge two English vocabularies without providing any spaces or hyphenations. Yet, the different is that the brand from United States tends to combine the words from Latin rather than English. Meanwhile, in United Kingdom and Japan, the compound words happen to be the combination words of the name of people. Though, the brand from Japan appears to use the fictional character.

2 Characteristic of Blending

United States experiences both apocope and procopie clipping. Yet, the brand from United States which clipped

in procopie way is changed its final two letters with a single letter. Nevertheless, the brand from United Kingdom tends to be formed by clipping both of the word in the apocope way. To be brief, the blend names of electronic product brands tend to merge two words by clipping either its final or initial of one of the word or both words.

3 Characteristic of Clipping

The brand from Japan tends to reduce the final four letters and is replaced with a single letter as well. It means that Japan tends to create clipping word in apocope way. Furthermore, the brands from United States are built in either by using apocope clipping or procopie clipping.

4 Characteristic of Coinage

Coinage is the most popular way in naming electronic product. United Kingdom tends to take the name of the product's founder. It is motivated by the fact that United Kingdom have the cultural value of categorizing people and is known as class stratification. It comprises their cultural backgrounds and historical, as well as their ways of thinking and living. This noticeable fact leads United Kingdom to use something to show personal identity i.e their names, in order to be recognized through their product brands so that they will be easily classified as the upper class or at least not as the lower, working class people since the founders or the initiators are not working for people instead they make people work for them.

The determination of last name instead of first name purposes to encourage the inheritors to continue the works of their heirs and to maintain the social class in the family line. Furthermore, by using person's name, the brand directly points to a certain value set of the person's reputation, such as intelligence, charisma, wealth, and any other things related to prestige.

However, using coinage to name the electronic product brand also experienced by one of the data from United States. Yet, the other data found to be putting the name of non-human being figures, fruit.

Japan, in contrary, is the country whose electronic brands are taken from various sources in forming through coinage. They are taken from the name of the founders, city and goddess. Such phenomenon seems to be related to Japanese belief of chauvinism.

The Japanese chauvinism provides massive influences to the Japanese people's outlook. Therefore, Japanese people turn out to be proud of themselves, their heritage, culture, and history. Consequently, this self-righteous have effect on Japanese attitude in naming their product brands by using coinage taken from various sources which shows Japanese-related issues.

5 Characteristic of Abbreviation

There is one brand of electronic product from Japan which formed by abbreviating words. The first letters of that brand's abbreviation indicate the names of places which confirms that it is originally from Japan.

However, United States is the country which provides abbreviation more than the other countries. There are four data which happens to use abbreviation. Most of them have the original forms which explain what the products are. Nonetheless, the use of abbreviation tends to be similar in one country to another that is by putting each initial letter of word in origin forms.

One of possible reasons Americans tend to use abbreviation is for effectiveness and makes the brand more memorable and easy for others to read. The motive behind such phenomenon is also in line with the ideology of individualism. The way the abbreviation works is mirroring American people's way of living in which they tend to stand on their own feet within their independency just like abbreviation which each letter represent one word and is pronounced per letter. In the simplest enlightenment, the use of abbreviation in electronic product brands is motivated by expression of effectiveness of time consuming and is the reflection of American people's individuality.

6 Characteristic of Acronym

United States and United Kingdom have one brand of each which formed through acronym. The brand from United States is originally taken from the founder's name. However, the brand originally from United Kingdom has a tendency in which the first initial explains where the product comes from. Meanwhile the rest of the initials as well as the additional word which is not abbreviated explain what the product is. On the other hand, the brands from Japan have the original forms which explain what the products are.

Frame Semantic in Electronic Brands

Since word formation is the process of expanding new vocabularies, it somehow leads those new vocabs to develop new meaning. Therefore, it is needed to use semantic theory in order to understand the meaning of the product brand. Based on the analysis which have been provided, there are found five categories of meaning by grouping through conceptual metaphor and finding out its associated meaning through frame semantic. Each of the categorization is defined by sorting the base of the electronic product brand. Those are fruit as brand, place as brand, person as brand, product as brand, and concept as brand. However, some of the brands are classified into two categories. Such occurrence happened because those

brands are forming by taken not only one source but two sources.

There is only one brand in the categorization of fruit as brand and that brand is originally from United States. The meaning behind the use of fruit as brand, same as animal as brand, is denoted through the characteristics of the fruit which used as brand. Those characteristics are including the taste, size, colors, and the content of the fruit.

However, there are five brands which use the name of a place – either it is a city, country, or even continent to name electronic product brand. Each country is contributed two to three brands which use place's name as brand name, except United States which only has one electronic product brand taken from the name of a city. However, the terms which related to both brand and place are landmark, history, quality, and people.

Nevertheless, the person's name which planted on the name of the brand is in the quantity of thirteen. It occurs in various ways. Most of those brands are taken from the founders' surnames; some of them are taken from the name of the founders' relatives and the other is taken from the founder's full name. The use of person's name is related to the term signature, strong, intelligence, and reputation. Those terms, however, also related to the brand which supposed to be the signature of the product, as well as provides strong and smart product, and has a good reputation.

Furthermore, in the category of product as brand, there are found eight data. Each of them explains the product through the original form of the brand. However, there are some contexts which related to both product and brand. Those are distinguished, produce, and marketing. Nevertheless, the purpose to use the products' description in the name of the brands is to make consumers identify the product easily.

On the other hand, there are four brands which classified in concept as brand. In this group, each of the brands provides the concept of the product in the brand names. The similar characteristics between brand and product are key and brilliant. The concept and the brand are both the key of the product. Also, the concept which provided has to be brilliant therefore the company has a picture what the product are going to be. This goes to the brand as well. A brand has to be brilliantly attractive so that it can obtain the consumers' attention.

CONCLUSION AND SUGGESTION

Conclusion

The use of word formation process in electronic product brands is varied from one country to another. There are ten brands from three developed countries

which are used in this analysis. The countries are United States, and United Kingdom.

This analysis reveals that electronic brand from United States formed through four abbreviations, two coinages, two clippings, one blending, and one compounding. Moreover, in United Kingdom there are four coinages, two acronyms, two compounding, one blending, and one clipping. On the other hand, in Japan electronic brand, there are found four coinages, three acronyms, one compounding, one abbreviation, and one clipping.

The study also displays that each country has a preference in using one type of word formation. United Kingdom and Japan, for instance, tend to use coinage. Yet, United States tends to use abbreviation. In addition, each country has a certain characteristics in using each type of word formation.

By using the theory of conceptual metaphor, this study conveys that there are five categories found. Those are, fruit as brand, place as brand, person as brand, product as brand, and concept as brand. Yet, some of the brands are classified into two categories. There is one datum found to be fruit as brand, five data found to be place as brand, thirteen data found to be person as brand, eight data found to be product as brand, and four data found to be classified to be concept as brand.

Suggestion

This study is analyzed within the field of morphology which combined by cultural value. Although it is primarily covered by morphology, the study of word formation process can be accomplished by using other fields of linguistic such as semantic, phonology, and syntax. In semantic, the study might analyze referential definition through semiotic triangle provided by Richard and Ogden (1923). Beside semiotic triangle, the study can also be completed by analyzing the phonetic features using transcription. Furthermore, the other way to analyze word formation process can be conducted by drawing tree diagram which shows the head and modifiers of each word. However, it will be more appropriate to use the tree diagram if the study is restricted to the type of compounding only.

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