

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is one of the most important things in human life. It is used to communicate or to deliver message to each other. Time after time, language develops and changes. The development of technology has led to the innovations of certain terms in a language. It enriches the vocabulary of the language. On the other hand, language also changes from complex to simple one for practical reason. Such change can be seen in the innovations of terms or words which involve word formation. According to Siahaan (2008), these innovations include compounding words and forming phrases from stored words in mental lexicon, words derivations, and creating new words through some processes: borrowing, coinage, backformation, and abbreviation.

In daily life, people often use shortening to make simpler word. In this case, shortening is used to shorten long words or phrases. It consists of a letter or a group of letters taken from other words or phrases. There are some phenomena of shortened terms in Indonesia. We find them in almost all aspects of life, from formal until informal situation, such as daily conversation, government, education, politic etc.

One example of the usage shortening can be seen in daily conversation as the young people usually shortened “gak pake lama” as “GPL” means “be hurry” which is usually said by someone who is asked to wait by someone else, or “EGP”

which stands for “Emang Gue Pikirin” means “I don’t care”. In education, shortening is also used to name the process of student entrance test to university, which has been changed several times, such as Sipenmaru, which stands for “Seleksi Penerimaan Mahasiswa Baru” was changed into SPMB (Seleksi Penerimaan Mahasiswa Baru) then was changed again into SNMPTN, which stands for Seleksi Nasional Masuk Perguruan Tinggi Negeri. When the students have passed the test and accepted at the university, they will also find the abbreviated terms, such as “SKS” which stands for Satuan Kredit Semester (compilation of semester credit) then is slipped to Sistem Kebut Semalam (the way of student to do their assignment in one night only).

The usage of shortened terms in government can be found in the names of ministers and ministries, such as Depdikbud stand for Departemen Pendidikan dan Kebudayaan (Department of Education and Culture), and ABRI which stands for Angkatan Bersenjata Republik Indonesia. The usage of shortening in politic can also be seen on the name of political parties in Indonesia. Most of them use the abbreviation such as PKS which stands for Partai Keadilan Sejahtera, Golkar which stands for Golongan Karya, and PDIP which stands for Partai Demokrasi Indonesia Perjuangan.

The use of shortening does not stop until those points. It is also used on television programs. The writer is interested to analyze the use of shortening processes in one of local television station programs which is about comedy show, named B-Cak.

B-cak is a unique comedy show broadcasted by JTV, a local TV station in Surabaya. This program is about news, reality and jokes that use code switching and code mixing between Indonesian and Javanese. It is broadcasted lively every Sunday-Saturday at 9 to 10 p.m. and will be played again on the next day at 10.30 to 11.30 a.m. This program is presented in the form of news which has a different theme everyday. The presenters wear costume suited to the theme on that day. This program is divided into five segments, which are *berita kocak*, *sekolah* or *blingsatan*, tips and trick with jeng Ana, guest star and interactive show with the audience.

The first segment, *Berita kocak*, delivers amusing news. In this segment, the hosts convey mannered information about *mas boyo - masalah suroboyo* and the current news in the world. However, the way the hosts delivers the message is informal and full of jokes. The second, *sekolah*, which stands for *seputar komedi* (comedy) dan *istilah* (terminology) In this program there is one reporter that conducts interviews with people in some places to discuss about the terminology of words. The aim of this segment is to test the participant and to add his or her knowledge. If the participant does not know the term or give incorrect answer, the reporter will make joke at the participant. In this segment, there is turn-taking between *sekolah* and *blingsatan*. If *sekolah* is not on the show, then *blingsatan* will be showed. *Blingsatan*, (*B-Cak keliling sambil liputan*), is a live funny report. In this section, the reporter walks around to find events and makes a report on the spot. Sometimes, the reporter also conducts informal interview. The third segment, tips and trick with Nona Ana, shows Nona Ana who makes jokes on

given tips, so that they become tricky tips. The last segment, guest star, is a segment in which B-cak represents one or more guest stars to discuss topic of the day. In this segment, there is also an interactive section with the audiences. The audience calls the phone number showed on the television. The audience can ask questions to the guest star or has tic-tac-toe. The host also slips the name of the caller, for example *Hasan* becomes *hari-hari sudah bosan*, *Sujarwo* becomes *suwi belajar ilmu jowo*, *Antok* becomes *anak e sitok* etc.

Sometimes, between each segment, the MC in studio slips the meaning of the terminology that conveys the allusion. For example, for the word operator, the host said that it was the shortening of '*operasi pagi dapet motor*'. Here are some other examples of words which are formed through shortening process found on B-cak program; *sekolah* stands for *seputar komedi istilah* (about terminology comedy), *teknik* stands for *tek tok panik* (panic tek tok), *kejugung* stands for *kejaksan agung* (attorney general), *jaksa* stands for *jangan memaksa* (don't insist), *rancu* stands for *laporan lucu* (funny report), *gitar* stands for *digigit gemetar* (trembling when bitten), *susi* stands for *suaraku seksi* (my voice is sexy), *tarno* stands for *ngitar bendino* (playing guitar every day), *betis* stands for *berita artis* (celebrity news), *blingsatan* stand for *becak keliling sambil liputan* (go around by pedicab while reporting), *kurker* stands for *kurang kerjaan* (jobless), *jani* stands for *kerja disini* (work here), *radit* stands for *ora medit* (not stingy), and *obama* stand for *organisasi bakso malang* (Malang meatball organization).

Based on the phenomenon, it seems that the shortened terms are made as familiar as possible to the audiences, for example by making these terms similar

to a person's name (such as *Hasan* or *Sujarwo*), or using terms that are widely known by the audiences (such as *blingsatan*). However, the relationship between shortened terms and their meanings (the phrases or long words which are shortened) is miscellaneous. In the other word, it seems that there are no specific patterns that rule the formation process of the shortened term. These phenomena also prove Kridalaksana's statement. In his book (mention the title of his book), he stated that Indonesian users have huge numbers of shortened terms, and ideas and creativity to shorten terms, but they do not pay attention to the rules of word formation and the relation of the shortened and the original terms (Kridalaksana, 2007: p.159).

The writer hopes that this research could give a contribution to the development of Morphology, especially word formation processes as part of Morphology (Kridalaksana, 2007). According to Ingo Plag, word-formation is the process in which words are composed of more than one meaningful element (Plag, 2002). The other definition of the word-formation is process of creating new words or terms from the old words to the new uses (Yule, 1996). There are some kinds of word formation processes as proposed by one linguist, Laurie Bauer; reduplication, zero derivation, back formation, clipping, compound, blend and acronym.

In analyzing this phenomenon, the writer thinks that the most appropriate theory is the one delivered by Kridalaksana (2007) since the data that will be analyzed is Indonesian. Shortening is reduction processes of one or more lexemes or a combination lexeme thus become a new form of word that is simpler than the

word before. Shortening allows us to shorten a phrase that consists of several words into shorter one. Because of this reason, Kridalaksana (2007) named its processes 'kependekan' (shortening). He also classified this type into five sub-types; singkatan (abbreviation), penanggalan (reduction), akronim (acronym), kontraksi (blend) and lambang huruf (alphabetic symbol).

This phenomenon motivates the writer to apply the theory of Kridalaksana to the shortening processes in B-Cak JTV's program. She also tries to reveal how exactly the word shortening processes in B-Cak JTV's program.

1.2 Statements of the Problem

Shortened words are used in Indonesian daily life include comedy TV program that is B-Cak. It shows that shortening processes in Indonesia are free in use, so it can be used in humor. Hence, the function of the abbreviation process is not only to shorten long words or phrases but also to entertain the audiences. Based on the foregoing, the following research questions are proposed;

1. What are shortened terms found in B-cak comedy show?
2. What shortening processes are experienced by the term in B-cak comedy show?

1.3 Objectives of the study

Based on the statements of the problem proposed above, the objectives of the study are:

1. To identify the shortened terms used in B-Cak comedy show.

2. To identify the shortening processes which are experienced by the term in B-cak comedy show.

1.4 Significance of the study

Some researches in the field of morphology concerning word formation processes have been conducted. In B-Cak comedy show, it seems that shortening processes is not only the way people shorten the words in order to make them shorter or easier to be pronounced, but these shortened words are also used to entertain. This study is expected to give the readers new information about the use of shortened word and to give a contribution to linguistics study, especially in the field of morphology. The analysis of the shortened terms in this study can give ideas to the analysis of word formation in other morphological researches. Therefore, it also can be one reference for further researches. The practical significant of the research is to inform the audience about the shortening in B-cak and to make them remember it in their daily life. Thus, they will be interested to watch it again and again.

1.5 Definition of Key Term

In this study, the writer thinks that it is a need to describe some terms that she uses to identify and analyze the issue in order to make the reader understand more. They are;

- **Shortening** : A process of deleting one or more parts of lexeme or combination of lexemes to form new words. (Kridalaksana, 2007)

- **B-Cak** : a comedy show broadcasted by JTV in the form of news, reality and jokes that uses code switching and code mixing between Indonesian and Javanese
- **Blend** : word formed by combining the root where at least one of the components is reproduced in one partially. E.g. smog is blended of smoke and fog (Carstair & Mc.Carthy, 2002).
- **Abbreviation** : A shortening process that combines letters that couldn't be read, so it should be spelled (Kridalaksana, 2007). For example: KPU, which stands for Komisi Pemilihan Umum
- **Acronym** : combination of the initial letters of the word. E.g. RAM stand for Random Access memory (Carstair & Mc.Carthy, 2002).

CHAPTER II

LITERATURE REVIEW

