
Word Formation Process on Best Seller Food Brand Name in Grab and Go-Jek Application

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A B S T R A C T

This research aims at describing how bestseller food brand names in Grab and Go-Jek Application are created. To analyze the data found, the researchers applied English word formation in English morphology. The researchers used descriptive research. The data were bestseller food brands which found in Grab and Go-Jek Mobile Application. It is a kind of Application which provides delivery foods. The data were only taken from the 2019 period of those applications. The researcher found that the best seller food brand names in the Grab 2nd and Go-Jek application can be created by applying word formation such as compounding, borrowing, reduplication, abbreviation, acronym, and clipping.

1. INTRODUCTION

Name is an attribute attached to an object whereby the object can be distinguished. A name means so much, especially in the matter of making a brand name. Deciding the name of a business product needs a good wordplay on it, and morphology would be the most influential aspect of this case.

Morphology recognizes that language has undoubtedly grown and influenced by culture and lifestyle development. In terms of naming a product, it would always involve the production of new words or word-formation processes on it. People tend to memorize the name of a product because of its interestingness, easy pronounced, and great concept (Giyatmi, 2014). Thus, the word-formation process has many roles in making a brand name becomes known.

The word formation process is a process of creating a new word to turn different from the old or the root word. Word formation process happens everywhere, including in the process of creating a brand name. One of the roles of the word formation process is bringing up brand names to become preferable and recognizable by the consumers. Moreover, the widespread use of online shops in this era makes competition between producers increasingly rising.

Competition in the business world rapidly increases day by day. It is because today's everything is done based on the internet to help humans in many activities, including

purchasing a product through a smartphone. Grab and Go-Jek are two examples of applications providing online service for improving the customer in buying a product. These two applications offer online service in delivering food for the customer, called by Grabfood and Go-Food feature. This feature is the most popular service chosen by the customer.

A survey from IDN Times (sindonews.com) in 2018 declared that the use of Go-Food in

six big cities in Indonesia reached amount 74,8%, and the other side, GrabFood attained 20,9% of food delivering order. The high demand for food delivering order has engaged many food producers to get involved in online business. From detiknew.com, there are more than 400.000 food merchants are being listed in GrabFood and Go-Food. This phenomenon is now becoming a significant factor in the increment competition between food producers because every producer should think about the best way to attract the consumer.

Among the two cases above, the researchers realize that morphology happens in the food business world, in terms of creating the brand name. Producers use many kinds of word formation for their food brand, e.g., blending, clipping, abbreviation, borrowing, etc. Choosing the right word for a brand name is essential because of brand name present information about what the product means to the customer (Hansen, 2003).

The phenomenon of a unique brand name in this era has been interested for the researchers. The researcher used two previous studies, which also learned about word formation on a brand name. Those are *The Analysis of English Word Formations Used on Brand Names Found in Indonesian Products* written by Giyatmi and friends, and *Word Formation Processes of the Terms Used by Clothes Online Shops in Blackberry Messenger* written by Puji Rahayu.

The difference between the previous study and this research is about the research subject. Giyatmi used Indonesia product in and Puji Rahayu, in other studies, chose clothes online shop to be her object in her thesis. Meanwhile, this current research focuses on food brand name in two online service applications to be the data source.

Moreover, in terms of the theory used in this research, Giyatmi did not mention a particular theory in her research, and Puji Rahayu used word formation theory from Yule and Bauer. Otherwise, this research uses more than two main theories of word formation to be the basic knowledge in analyzing the data.

Based on the background above, the research questions to be learned in this study are about the classification of word formation used on food brand name in Grab and Go-Jek; and what word formation is dominant in it.

2. METHOD

A method is a kind of technique or ways applied in research (Sudaryanto, 1993). This research used observation method in collecting the data, the qualitative method in analyzing the data, and the descriptive method in presenting the result.

The observation method in collecting the data means the researchers directly observe the data from the research subject. The researchers observed the best seller food in two online service applications, which are commonly used in society, i.e., Grab and Go- Jek application. The researchers looked for the list of the most general menu ordered by the users through a feature named by best seller food in those two applications. The selected data in this research are only taken from the 2019 period of those applications.

For analyzing the data, the method used in this research is a qualitative method. The data in this research would be analyzed qualitatively. Three activities done to analyze the data are: the researchers list the data from subject research, the researchers identify the word formation process of the selected data, the researchers divide the words based on the type of word formation.

This is called as descriptive research because it presents the data with description about the characteristic of the phenomenon which is being studied. The data collection of this research examines the research question, and the result is shown in the data table.

3. RESULTS AND DISCUSSION

The object of the study is the brand name of bestseller food in Grab and Go-Jek applications, which we were focusing on both users around Malang city. Many word formation processes of bestseller food are found and obtained in Grab and Go-Jek applications by analyzing its local meaning. During analyzing the data, the food brand formation processes include as follow:

Word Formation Type	Amount collected word
Compounding	5 Food Brands
Initialization and Acronym	8 Food Brands
Clipping	10 Food Brands
Borrowing	12 Food Brands
Inflection	5 Food Brands
Reduplication	4 Food Brands

Based on the table above, the researcher would like to explain in detail through each formation process under explanation.

1. Compounding

As the same as compounding meaning, which has been stated by O'Grady and Guzman (1996), it is generally considered a linguistic phenomenon consisting of a word that is composed of two or more bases, roots, or stems. It supposes two change the first word class into the new word category and meaning.

Food Brand	Base word	New word meaning

Rumah Makan Padang Roda Baru	“Rumah” means “house” + “Makan” means “eat”	Restaurant
Warung Ceker Setan	“ceker” means “claw” + “setan” means “ devil”	Spicy Claw
Mie Setan	“mie” means “noodle” + “setan” means “devil”	Spicy Noodle
Bebek Galak Hitam	“Galak” means “angry” + “Hitam” means “hot”	Extra spicy
Pecel dan Rawon Merapi	“ rawon” means “food name” + “ merapi” means “being hot”	Spicy Rawon

The result shows that there are five compounding words are found within the brand names of bestseller food in Grab and Go-Jek applications around Malang. When giving a notice, each of these compounds has different internal structures in precisely the same way that derived words do. Such a combination of ‘Noun + Verb’, ‘Noun + Noun’ and ‘Adjective + Noun’. Also, they are limit to only two bases word and eventually are not the complex compound. Moreover, all the compounds are including a endocentric compound that identifies the general class in which the meaning of the entire word belongs.

2. Initialization and Acronym

Both initialization and acronym are abbreviations that almost have a similar meaning. Their difference is only the new word formed after abbreviating. In acronym, the new word is pronounced as a word, rather than as a series of letters. Meanwhile, the initialization is pronounced as a series of letters. During analyzing the data, the researcher found several abbreviations through Initialization and acronym such as under.

a. Initialization

Food Brand	Original term
KFC	KFC (Kentucky Fried Chicken)
STMJ	STMJ (Susu, Telur, Madu, Jahe) means (<i>Milk, Egg, Honey, Ginger</i>)
RM Ampera Dep Pasca	RM (Rumah Makan)

b. Abbreviation

Food Brand	Original Term
Ayam Gober	Gober (Gojek Bersama)
Kober Mie Setan	Kober (Kelompok Bermain)
Amstirdam	Amstirdam (Ampel Gading, Sumber Manjing, Tirtoyudo dan Dampit)
Geprek benu	Benu (Ruben Onsu)
Hokben	Hokben (Hoka-Hoka Bento)

The two tables above show three initializations, and five acronyms are found within food best seller brands in both Grab and Go-Jek applications around Malang. The researcher found familiar food brands of either the initialization or acronym in which society often heard, such as KFC, RM Ampera Dep Pasca, Geprek Benu, and others that are majority abbreviated into two syllables.

3. Clipping

Clipping is simply defined as reducing or shortening a word without changing the word meaning. Therefore, the researcher shows some clipping words created a distorted phrase and reduction of the vowel in spelling and to make it understandable, the clipping process is available in the table below within naturally obtained in the food best-seller brand in Grab and Go-Jek applications around Malang.

Food Brand	Base Word	Process	Clipping Type
Ayam Uleg Cak Abit	Cacak	Reducing the first syllable “ca” from the base word “cacak”. The word “Cacak” means “brother” in English.	Front Clipping
Bang Jo ayam geprek	Abang	Reducing the first letter “a” from the base word “abang”. “Abang” means “Bother”	Front Clipping
Ayam Ngamok	Mengamuk	Reducing the first syllable “me” From the base word “mengamuk”, and replace the letter “u” with the letter “o”. The word “mengamuk” is Indonesian language and has the meaning of "being angry"	Middle clipping
Geprek Kak Rose	Kakak	Reducing the first syllable “ka” from the base word “kakak”. The word “Kakak” means “Older sister/brother”	Front clipping
Ayam bawang Cak Per	” Cacak” + “Ferry”	Reducing the first syllable of “Ca” from the base word of “Cacak”. “Cacak” is the Javanese language and has the meaning of brother in English. And reducing the last syllable of "ferry" then replace the first letter "F" with "P". The word "Ferry" is the name of the owner.	Front clipping
Sop Ayam Pak Min Klaten	“Bapak”	Reducing the first syllable “Ba” from the root “Bapak”. “Bapak” means “Mr.” in English.	Front Clipping

Sego Sambel <i>Cak</i> Uut	“Cacak”	Reducing the first syllable of “Ca” from the base word of “Cacak”.	Front clipping
<i>Sang</i> Pisang	“Kaesang”	Kaesang is the owner and the founder of brand Sang Pisang. And the word “sang” is the clipping word of “Kaesang” by reducing the first syllable.	Front clipping
Nasi Pecel <i>Bu</i> Tinuk	“Ibu”	Reducing the first letter “I” from the root “Ibu”. The word “Ibu” means “Mrs” in English.	Front clipping
RM Ampera <i>Dep</i> Pasca	“Depan”	Reducing the last syllable “an” from the word “Depan”. “Depan” means “in front of” in English.	Front clipping

From the table above, many restaurant founders around Malang frequently used clipping in their food brands. The majority of them refer to the founder of the restaurant, for example, “Cacak Uut” to be “cak Uut”, “kakak Rose” to “kak Rose”, or replace the vowel such as “mengamuk” to be “ngamok” and many others. Sometimes after the clipping process, the words to be more interesting and easier to mention. Finally, the result shows that front clipping is the most common type in the food best seller brand around Malang in which the back is retained.

4. Borrowing

When the language has borrowed a word from another language, it is considered as borrowing. The borrowing words below are borrowed to seven different languages. They are Javanese, Arabic, Mandarin, Japanese, Hongkong, English, and Bandung language. The borrowing words have better looking in hence catching the customer, but still, stand out with their excellent and funny meaning.

Food Brand	The origin language area
Rujak Ndower	“Ndower” Borrowed from “Javanese” language which means “always speak”
Lazizaa	Borrowed from “Arabic” language “ladzidzun” which means “delicious”

Chatime	“Cha” is borrowed from “Mandarin” language which means “tea” + “time” is borrowed from English language.
Ayam Goreng Nelongs	“Nelongs” is borrowed from “Javanese” language which means “sad”
Seblak Jeletot	“Jeletot” is borrowed from “Sundanese” to show “an expression of being spiciness”
HokBen	Borrowed from “Japanese” language which means “warm food in a box”
Jointland Martabak	“Jointland” Borrowed from “English” language which means “inland”
Mie Setan Noodle and Dimsum	“Dimsum” borrowed from the “Hongkong” language which means “snacks”
Sego Sambel Cak Uut	“Sego” borrowed from the “Javanese” language which means “rice”
Peco-Peco Sushi	“Peco” is borrowed from the “Japanese” language which means “very hungry”
Sego Sambal Sarumpaet	“sego” is borrowed from “Javanese” language which means “rice”
Yoshinoya Malang	“Yoshinoya” is borrowed from “Japanese” language which means “delicious, cheap, fast”.

5. Inflection

Hatch and Brown stated that Inflection is a word formation process by adding affixes without changing the word class or meaning. The affixes happen only due to grammatical function.

Food Brand	Base word	Affixes	Function
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Mc Donald's	Donald	's	Shows possessive
Jank-Jank Wings Delivery	Wing	s	Shows plural
My Kopi'O	Kopi	O	Shows a command/ instruction
Wendy's Malang City Point	Wendy	's	Shows possessive
Chicken Trops	Trop	s	Shows Plural

The researcher found five inflection words within the food best-seller brand in Grab and Go-Jek applications, which do not change the word's meaning. The majority of the inflection words here are adding 's. The 's itself shows the possessive in which belong to the founder of the restaurant.

6. Reduplication

Reduplication is a process duplicating all or part of the base to which it applies to mark a grammatical or semantic contrast. In Grab and Go-Jek applications, the reduplication words have only happened in some bestseller food brands around Malang.

Food Brand	Word	Type
Jank-Jank Wings	Jank	Full reduplication
Peco-Peco Sushi	Peco-Peco	Full reduplication
Gado-gado & Ketoprak Jakarta	Gado-Gado	Full reduplication
Geprek-Gebrak Sam Boha	Geprek- Geprek	Full reduplication

The result found that all reduplication words of food best seller brands around Malang are full reduplication type where a word pronounced twice in the same way.

4. CONCLUSION

Many words formation process has occurred in the best seller food brand in Grab and Go-Jek applications around Malang. The researcher also analyzes and classifies the type of those words that have been found, such as compounding, initialization, acronym, clipping, borrowing, inflection, and reduplication. However, not all types of word formations occur in data analysis. From eleven types of word formations, there are four types that are not found in the research; those are coinage, blending, derivation, and back-formation. The researchers found about 84 words of food best-seller brand in Grab and Go-Jek applications around Malang, but only 44 words that can be analyzed in which consist of the word formation process. Overall, from all types of word formations, the most word formation processes within the food best-seller brand in Grab and Go-Jek applications around Malang is borrowing as many as 12 words found in which describe the what languages are borrowed.

To sum up, word formation process occurs within the food best-seller brand in Grab and Go-Jek applications. So that the researchers got many words to be analyzed. Above all, the restaurant founders named their foods to consist of the word formation process and unique, probably only to make the costumers' interest, so they finally get into the restaurant for buying the food. Of course, no one will deny, the food will be sold well.

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