

## Word Formation Analysis of the Acronym on Popular Brand Names

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**Abstract:** Brand names are unique units of linguistics that represent particular names for products or services within a particular context. The products or services can usually be noted and get popular in the market places. This present research is about a morphological analysis and the brand names selected as the data source, and how they link to acronym as a word-formation type in morphology. Among other word-formation types, the researchers chose acronym as the subject under analysis for particular reasons. One of the reasons is that acronym is spelled as uniquely as a word in general so that the pronunciation of the acronym is not difficult. The purpose of this research was to identify the acronyms on well-known brand names obtained from the Internet. This research used descriptive qualitative methods. The data in this research were 100 well-known brand names taken from the internet through browsing and observing methods. The analysis of the data showed, among others, that most acronyms were sorted by the initials and some acronyms were sorted by some alphabet of each word. The acronyms and abbreviations were similar but were considered different. The acronym and abbreviation features used in well-known brand names were to minimize the space given to brand advertising. Therefore, it is suggested that English learners should pay more attention to the types of acronyms and abbreviations, especially for those who want to learn word-formation. Upon the findings, it is hoped that more brand names can be analyzed by other researchers so that probably different results can be obtained and different morphological behaviors can be identified to complete this present research.

**Keywords:** morphological analysis; word-formation; acronym; brand name; linguistic behaviors of word formation

### RESEARCH BACKGROUND

Linguistic morphology has encouraged several researchers to conduct research related to morphological research. Morphology is the study of word formation, where word forms change depending on how newly formed words occurs in the world's languages and how they are used in sentences.

In the process of making it, there are some interesting acronym words in English that encourage researchers to do this research. For example, abbreviations found in the name of a well-known brand. Based on the Big Indonesian Dictionary (KBBI), an acronym is an abbreviation in the form of a combination of letters or syllables or other elements that are written and pronounced like other natural words. Acronyms are made so that readers or speakers have no difficulty in pronouncing them. In addition, the use of acronyms can also

save words. This means that words that should be spoken or written long, can be acronymized to be shorter, but still easy to read.

Originally, acronyms were nothing more than abbreviations. Recently, this function has been expanded. Acronyms can be used as short phrases or names, slogans, and mediums of humor. There are so many well-known brand names in Indonesia and internationally that use acronyms to make them easy to remember. Universal human memory is very limited. With these limitations, humans try to find the easiest alternative in remembering long things with the help of short forms. The short form can be in the form of abbreviations, fragments, letter symbols, or acronyms.

Acronyms can be found anywhere, one of them is in some well-known brand names. Acronym in well-known brand names tend to be abbreviations that take the initial capital letters of a word, fragments of a combination of letters, syllables, or a combination of letters and syllables. The many variations of the language used make the writer interested in wanting to know more about the forms of language variations, especially acronyms in the name of a brand.

## **REVIEW OF RELATED LITERATURE**

The most primary division is between inflection and word formation. Plag (2003:13) said that word-formation can thus be defined as the study of the ways in which new words are built on bases of other words. The word-formation process of the morphological process is the process of forming new words with one of word formation that should be constructed from acronym and abbreviation. Acronyms and abbreviations are the element of languages.

Acronyms are part of abbreviation and acronym is an abbreviation formed from the initial components in phrase or a word.

### **Morphology**

In addition, Plag (2003:35) defines that Morphology is the area of grammar concerned with the structure of words and with relationship between involving the morphemes that compose word is technically. Morphemes can be defined as the smallest meaningful constituents of a linguistic expression.

### **Morpheme**

Meanwhile, Plag (2003:10) said that these smaller parts of words, generally called "morphemes". A morpheme may exist of a word, like the -ed of looked, that cannot be divided into smaller meaningful parts. In addition, Allan (2001:108) explains that morpheme is the smallest unit of syntactic analysis with semantic specification.

### **Word Formation**

Word formation is a morphological, sometimes also grammatical process that purposed to producing words in language. There are some words formation processes:

### 1. Acronym

The value of acronym and abbreviation in writing the article is also a writing style. Although acronym generally consist of all capital letters, through may consist of all lowercase letters or a combination. While according to Finegan (2007:48), acronyms are shortenings, built from the initial letters in a phrase or name.

### 2. Abbreviation

Based on Cannon (2011:111), abbreviation nowadays often used without periods, it shows that abbreviation now is a more direct part of the vocabulary. Abbreviations can used:

a) Certain Stylistic

b) Place names and address

The abbreviations NE, NW, SE, and SW (which indicating section of cities) and those denoting ordinal numbers (“-st,” “-nd,” “-rd,” “and,” “-th”) may be used in addresses.

### The differences between Acronym and Abbreviation

The difference between an abbreviation and an acronym is that an abbreviation is the articulated form of the original word whereas the acronym is a form of new word. Another difference between an abbreviation and an acronym is that an abbreviation contains periods in between. Whereas an acronym has no periods in between, it is a short description. An abbreviation is just a short compact version of the word whereas an acronym consists of words giving concepts or catchy phrases.

An acronym is a combination of different letters denoting different words whereas an abbreviation is a concise form with one word and few letters.

## RESEARCH METHOD

The research method used for this journal is descriptive qualitative research method, in which this method includes collecting, classifying and analyzing data, as well as drawing conclusions from the results of the data analysis. This qualitative method was used because this study deals with how a word is formed, and does not involve numbers at all. The object of research is an acronym used for a well-known brand name.

The researcher also has a goal to classify the form of acronyms used in world famous brands. This research is based on word formation, especially acronyms. The data collection technique is to look for brand names that are included in acronyms. Researchers perform data analysis techniques with the following procedures:

1. The data we use is obtained by listing brands which are abbreviations, then classifying them into several parts (which can be read like words and those that can only be read by spelling).

2. After that we search for the abbreviation of these words through google.

3. The names are then entered in a data classification of eligible acronyms.

The data of this research are taken from the internet. The writer lists three examples as the data source, as follows:

1. SMART => Swatch Mercedes Art

2. IKEA => Ingvar Kamprad Elmtaryd Agunnaryd

3. MAC => Make-up Art Cosmetics

## RESULT AND DISCUSSION

We make this section as a result of the data we found from the qualitative method used. The results are data on the names of popular brands that have acronyms. While the acronym has the meaning as a short form in the form of a combination of letters or syllables, or other parts that are written and pronounced as natural words.

Here are some popular brand names data that use the acronym:

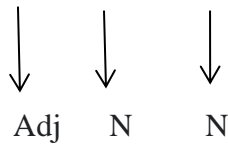
NO.	NAMES	MEANING
1.	IKEA	Ingvar Kamprad Elmtaryd Agunnaryd
2.	ACCO	Automation of Cloud Configuration and Operations
3.	FIAT	Fabbrica Italiana Automobili Torino
4.	TASER	Tom Swift and His Electric Rifle
5.	SMART	Swatch Mercedes Art
6.	ZIP	Zone Improvement Plan
7.	MOP	Mother Of Pearl
8.	EOS	Evolution Of Smooth
9.	MAC	Make-up Art Cosmetics
10.	ACID	Arielle Chester Industrial Design
11.	GEICO	Government Employees Insurance Company
12.	NECCO	New England Confectionery Company
13.	BEER	Bruges European Economic Research
14.	PAM	Product of Arthur Meyerhoff
15.	SAP	System Application Product
16.	ADIDAS	All Day I Dream About Sport
17.	ASOS	As Seen on Screen
18.	NABISCO	National Biscuit Company
19.	KIA	Korean International Automotive
20.	JAC	Jianghuai Automobile Co
21.	AAMI	Australian Associated Motors Insures
22.	NERF	Non-Expanding Recreational Foam
23.	OPI	Ondorium Product Inc
24.	SASC	Socially Aware Sexy Cosmetic
25.	BIG	Brand Integration Group
26.	BRAVIA	Best Resolution Audio-Video Integrated Architecture
27.	DUREX	Durable Reliable Excellence
28.	RANS	Raffi Ahmad Nagita Slavina
29.	TESCO	T.E. Stockwell and Jack Cohen
30.	EPOS	Electronic Point Of Sale
31.	ESI	Era Supplies Indonesia
32.	BOS	Beauty of Saira
33.	MOB	Master of Beauty
34.	DAM	Digital Asset Management
35.	ING	Internationale Nederlanden Groep
36.	HOC	House of Cuff
37.	KIV	Kids in Vogue
38.	EY	Ernst & Young
39.	UPS	Uninterruptible Power Supply

40.	SEAT	Sociedad Española de Automóviles de Turismo
41.	FAW	First Automobile Works
42.	EMPI	Eksonindo Multi Product Industri
43.	MIO	Mau Irit Oke
44.	PORSCHE	Proof of Rich Spoiled Children Having Everything
45.	CHEVROLET	Can't Hear Excessive Valve Rap Over Lousy Engine Timing
46.	CHEVY	Can Hear Every Valve Yell
47.	UPS	United Parcel Service
48.	ASICS	Anima Sana in Corpore Sano
49.	REI	Recreational Equipment, Inc
50.	ROMI	Return on Marketing Investments

From the data above, we can analyze how the acronym type word formation is formed. Some of these data analyzers are as follows:

(1) UPS

Acronym of UPS => United Parcel Service

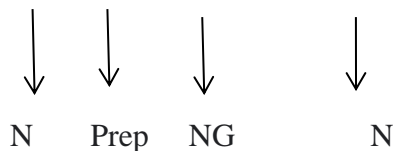


Note:

- Adj = Adjective
- N = Noun

(2) ROMI

Acronym of ROMI => Return on Marketing Investment

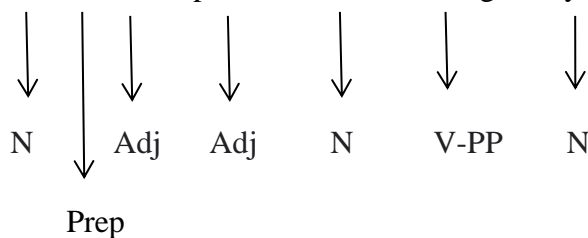


Note:

- N = Noun
- Prep = Preposition
- NG = Noun Gerund

(3) PORSCHE

Acronym of PORSCHE => Proof of Rich Spoiled Children Having Everything

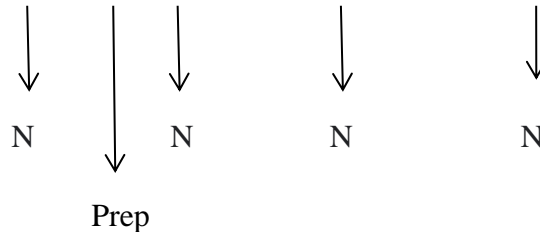


Note:

- N = Noun
- Prep = Preposition
- Adj = Adjective
- VPP = Verb Present Participle

#### (4) ACCO

Acronym of ACCO => Automation of Cloud Configuration and Operations

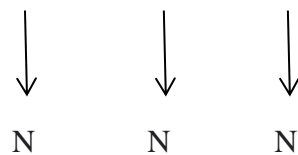


Note:

- Prep = Preposition
- N = Noun

#### (5) ACCO

Acronym of ACCO => Zone Improvement Plan



Note:

- N = Noun

It appears that the five acronyms above have shared the same properties, i.e. they all are formed of composite nouns as parts of the acronyms. Therefore, the linguistic behaviors of acronyms are, among others, that acronyms are pronounced like words, and that acronyms are mostly formed by nouns and other properties like preposition, Verb Present Participle, Adjective, or others.

## CONCLUSION

In this analysis, the researcher selects data from the result as a data source. The researcher analyzed the meaning classification of popular brand names. First, the researcher found the type of word formation used in popular brand names, namely word formation about acronyms. Acronym is kind of unique and smart abbreviation, which acts as a normal word. All the abbreviation above act as normal word, within the spelling as well as pronunciation. An abbreviation acting as a normal word is called Acronym. Acronyms are one type of word formation. It appears that the acronyms have shared the same properties, namely they all are formed of composite nouns as parts of the acronyms.

Second, the writer finds the meaning of popular brand name data which contains acronyms. Acronyms here form words that can be pronounced orally and normally not spelled letters. Meanwhile, we found 50 data that have the same type of word formation, namely acronyms. From the acronym data, we can get the meaning of the popular brand type, for example, ADIDAS. What we know is that adidas is a brand that produces shoes, even though the name adidas is an acronym. The meaning of adidas itself is All Day I Dream About Sport and the prefixes of these meanings are combined into words that can be pronounced normally which are called acronym the type of word formations.

Third, this journal can provide knowledge about the meaning of the names of the world's popular brands. In addition, this journal provides information about brands that have acronyms for their names.

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