

## The Use of Word Coinage In Students' Daily Conversation

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### Abstract

*This research discusses about an analysis of word. In linguistics, study of word is analysed under morphology. To specify the research, this research focuses on the use of word coinage in daily conversation of third semester students of English study program. The aims of this research to describe and find out some words of word coinage that used by the students in their daily conversation. This research uses descriptive qualitative method. There are three kinds of word coinage that explained in this research; Invention, blend and clipping. Invention is word processes that create a word by adapting a name of commercial product. Blend is a merge or combine two words become a new word. And Clipping is create a new word by shorter the original word.*

**Key words:** English daily conversation, student, word coinage.

### I. Introduction

Language is very important for human life. Human uses language every time. Someone said that "we live in a world of language" (Fromkin, p. 2007: 3) why? Because in fact people talk to everyone around us, people also talk to someone who stays far away. Not only using speech but also by using body language. Language is not something static which always stays the same from the old years until now (Moleong, 2004). It gradually changes, that's why language needs to be learnt. All aspects of language are learnt under linguistics.

Linguistics is multidisciplinary in many disciplines the study of language. (Mayer, 2009, p. 2) Under linguistics all aspects of language is being analyzed. There are some processes that involved in language, those processes are building a word (morphology), how to mention it (phonology), until how the word put it together as the language (syntax) and also analyze the meaning of the language (semantic and pragmatic).

By the developing of technology, many new words come along. Just mention some words that related to internet such as; *Wifi*, Web, Blog and etc. But how come those words recognized as a word. To find out the answer morphology is needed.

Morphology is part of linguistics. Morphology is a branch of linguistics that study about how to form a word. Under morphology, the secret in forming a word will be revealed. Word can be a language in some way. One of the way is word coinage. Word coinage is a process how a word appears in creative way.

The process of word coinage lately become a phenomenon, many new words appear and become a trend and it is followed by the development of Social Media so it can easily spread out and used by many people and furthermore, the new word become familiar and used in daily conversation.

Word coinage is some new words that enter into the language in some ways (Fromkin, 2007, p. 92) It is happened in Indonesian language lately. Some new words that is using by the society is the result of word coinage process. Most of people never realize that it is a process of word coinage; they just use it because it is a language trend or just follow the other people using that word in their communication.

Fromkin has listed five categories of word coinage, they are; Invention (eponyms), back formation, compounds, blends and reduced word. (2007, p. 92-98). From the five kinds of word coinage, the writer wants to specify 3 kinds of them in this research; invention, clipping and blends. Those three are very common to use in daily conversation.

Students of English Department in FITK also part of society that using word coinage unconsciously. College students spent their time to hang out with their friends and does some chat. As the writer mention before the language is not static, it developed. The language that is used by the students when they do some chats with their friends will show that they used the newest language that has been influenced by word coinage.

### 2. Method

This research conducts descriptive qualitative. Qualitative research is a process of inquiry aimed of understanding human behavior by building complex, holistic pictures of the social and cultural settings in which such behavior occurs. Qualitative research

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seek to understand the what, how, when and where the event or action in order to establish its meaning, concepts and definition, characteristics, metaphors, symbols and descriptions.

Qualitative research is a generic term of investigative methodologies described as ethnographic, naturalistic, anthropological, field or participant observer research. According to Bogdan and Taylor descriptive qualitative method is collecting the qualitative data, analyzing it and writing the result. Moloeng (2014) also support this point of view by stating the steps in qualitative methods consist of collecting data, analysis data and drawing conclusion.

The writer conducts the research at the third semester English Department FITK State Islamic University STS JAMBI, which located in JL. Jambi-Ma-Jambi KM.16 Simpang Duren Kab. MA. Jambi. The data consist of two; primary data and secondary data. Primary data is the data which has been taken directly from the participant of this research. In this research, primary data will be the result of interview and also documentation in form of recording daily conversation of the students.

Secondary data is the data which has been taken directly from the participant that related with this research. In this research, data will be taken from the observation and also from related book.

The writer uses two technique in collecting the data; interview and documentation. Interview, according to Cresswell (2014), qualitative research conducts face-to-face interview with the participants. This interviews involve unstructured and generally open-ended questions that intended to elicit views and opinion from the participants. Documentation is looking for the case of variable, such as note, video or audio recording etc. The way is used to get the data from record the audio and video or pictures from the participants.

### 3. Result and Discussion

After doing some research, the writer found the result about the using of word coinage in surround English department's student. In fact, all the students are using word coinage in their daily conversation, without doing the name of it.

There are some names of word coinage, but after doing the research the writer takes five kinds of word coinage that often used by the students in English Department FITK UIN Jambi.

#### a. Invention.

According to Stageberg, Invention is totally a new word, which is a trade name for one company's product (brand of something). It is really common used by the students. From observation, two students are doing conversation, and asking for a projector. Besides asking "dimana Projector?". They said "Mana InFocus?" Which is *InFocus* is the name of commercial product.

Even though, *InFocus* is the brand of product but it is used as a word. Because when someone said

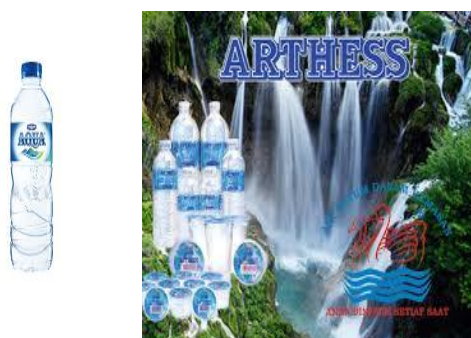
"Infocus" it means the projector, whatever the brand is. So the meaning of *InFocus* here changed, not as brand but as a word that same with projector.



Another proved also recorded when they learnt in the class, student A asked her friend "Adapena *pilotgak*?". *Pilot* is the brand of pen. But in daily conversation, the students used the word "pena pilot", to spot that kind of pen, even there are another brand that had the same shape but different brand. But the name "Pilot" has stuck on that kind of pen. So when they used the word "pena pilot" the other student caught the meaning of "Pena pilot".



Another invention word also found in the used of word "Aqua". Aqua is a brand of mineral water. But nowadays, it represented all brand of mineral water. Because the writer caught the conversation between two students asked about water. Instead of using "boleh minta air mineral?" they often heard "boleh minta aqua?". The listener understood what the speaker said. But the listener didn't give her the mineral water which brand was *Aqua*, but another brand.



Word that formed in invention way, related with the social habit. Language is a conventional. Conventional happened because of some society. That's why the invention word in every language and countries would be different. Because it is influenced by the culture and the society.

#### b. Blends.

Blend is process of word formation by combining two words into the new word, that came from a part of the old word and by deleting some parts of letters in the old word. (Fromkin, 2007, p. 93) From the observation has done by the writer the English Departments' student often used this kind of words. For example; the word "Brunch". Brunch is the combination of two words breakfast and lunch. It became a new word with the new meaning. Brunch is used to express about time to eat, that happened in the middle of breakfast and lunch. Brunch is often used by the students. After the first class, the writer heard some students used "pergi brunch yok!".

Another word that common in the students' conversation is Vlog. Vlog is created thro the process of blend. Vlog is the combination of video and blog. Nowadays, vlog became a part of students's life. No wonder that students of English education talked about that sometimes. It is so familiar when they said "sudah nonton Vlognya Radit terbaru?"

Another result that the writer got from the source is Wifi. Wifi is also a blend words. It created from the combination of two words Wireless fidelity. This word they used a lot of time. Because the writer several times caught the students used this word "Internetan pake Wifi kampusya?" or "jok pinjem Wifinya sebentar". From some examples that the writer took from students conversation, the writer proved that Blend is the combination of two separate forms to produce new term ( Yule, 2006, p. 53-9)

#### c. Clipping.

Clipping is cutting off the beginning or the end of word or both and leaving part to stand for the whole (Stageberg, 2000, p. 129) and based on Fromkin (2007, p. 98) clipping is part of reduced words which the meaning is to abbreviation of longer words into the shorter one.

The used of clipping in daily conversation create a new words. When the student called the

lecturer, they used the word "sir" as the clipping of "mister". Another clipping also heard when the student asked for her laptop to her friend. Instead of using the word "Laptop". The students prefer to use "Nampak "lepy" saya gak?".

Clipping became a trend by the developing of cellphone. When someone prefer to use the short message and the short word in SMS or other chat application. But after several time, they also use the clipping in daily conversation. They short the word and assumed it is simpler than the longer one. (Fromkin, 2007, p. 98)

#### 4. Conclusion

Morphology is branch of linguistics that learnt about word of a language. In morphology we learnt how the words are created. In creating the words there are some ways one of them is word coinage. Word coinage is about created totally a new word that taken from some sources.

There are some process which got into word coinage, they are; Invention, blend, back formation, compound and reduced word. In this research, the writer focused on invention, blend, and clipping as a part of reduced word.

From the analysis spotted that students used word coinage in their conversation. They used invention words. Some words are *Infocus*, *Pilot* and *Aqua*. For Blend, they words are *Brunch*, *Vlog* and *Wifi*. And the last Clipping, they used *Sir* and *leppy*.

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