

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

One of the communications tool in the world is language. People are able to communicate feelings, thoughts, and needs through language. Language has an important role in human life because society could not exist without language. According to Richards & Schmidt (2010), language is the human communication system that consists of the structured arrangement of sounds (or their written representation) into larger units, for example, morphemes, words, sentences, and utterances. In this globalization era, language can be influenced by social phenomena such as the development of human thought and culture.

Indonesian is one of the language in the world also develops over time and is influenced by human thought and the result of cultural contact. The most common one of language contact is the exchange of words, where one language adopts words from other languages, and vice versa. Depending on the way one sees it, this act may be called a borrowing or loanword (Bloomfield, L.1961).

According to Umam (2018) English loanwords in the Indonesian language are used in some terms of Science, Economics, Technology, Law, Education, Medical, and also in Entertainment fields. The vocabulary of loanwords from foreign languages, especially in Indonesia, is dominant in English. It is because English is an international language so it can make an impact that almost all people in the world use English to communicate both verbally and non-verbally.

Many terms of English loanwords can be found in daily life for example on broadcast media, such as television, radio, and advertising. The phenomenon of English usage can also be seen in mass media such as newspapers, magazines, and

articles. Numerous foreign languages can be found in these media. A lot of words have been imported from English without changing them, or by just shortening them. For example, jogging remains the same, basket (for 'basketball'), and voli (for 'volleyball').

Newspaper is one of the national Indonesian language printed mass media, telling about various cultures and information that is currently developing in society. The use of language in the delivery of information can come from one, two, or more languages, especially in the Indonesian language. One of the popular newspapers in Indonesia is Media Indonesia. It is available in printed and online newspapers.

*Mediaindonesia.com* stands in three positions after [www.kompas.com](http://www.kompas.com) with 1.9m followers and [www.tempo.com](http://www.tempo.com) with 956k followers on Instagram. Then, [www.Sindonews.com](http://www.Sindonews.com) in fourth position with 390k followers, and [www.JawaPos.com](http://www.JawaPos.com) in fifth place had 215k followers on Instagram. It is provided to people who are interested to know the latest news that happened especially in Indonesia. [www.mediaindonesia.com](http://www.mediaindonesia.com) online newspaper contains some articles from various fields, such as sports, economics, business, politics, education, opinion culture, and others.

As a result, loanwords in media mass can affect the Indonesian language. Therefore, I need to be conducted, to know how far the usage of English loanwords in *mediaindonesia.com* online newspaper is. Of course, this is interesting to discuss so that it becomes new knowledge for the readers and also brings a great influence on Sociolinguistics study.

## 1.2 Scope and Limitation of the Study

The scope of the study covers the Sociolinguistics area. This study focuses on bilingualism, specifically for language contact of the English loanwords. The data source is the language used in printed media. The media that I would choose is in the form of online newspapers, especially Indonesian newspapers. As the *Media Indonesia* newspaper has been established since 1970, so I would choose only the January, February, and March 2023 editions.

To limit the study, I will focus on three sections which are: *Politik* and *Bisnis* section and *Opini* section. I choose some editions only i.e. 11<sup>th</sup>, 15<sup>th</sup>, 21<sup>st</sup>, 23<sup>rd</sup>, 30<sup>th</sup> January, 1<sup>st</sup>, 5<sup>th</sup>, 16<sup>th</sup> February, and 12<sup>th</sup>, 15<sup>th</sup> March 2023 editions. The loanwords are limited to loanwords in the Indonesian language which originated from English that is found in a newspaper compiled by Media Indonesia newspaper, while the words whose meanings are used to compare the meaning of those loanwords are limited to English words in Standard English.

## 1.3 Problems of the Study

The problems of this study are focused on two questions below:

1. What types of English loanwords are found in *Media Indonesia* online newspaper, Samsuri (1994).
2. What is the most dominant type of loanword found in *Media Indonesia* online newspaper, Arikunto (2006).

#### **1.4 Purposes of the Study**

Based on the problems of the study, the objectives are as follows:

1. To find out the types of English loanwords which are found in *Media Indonesia* online newspaper.
2. To find out the most dominant type of loanword that found in *Media Indonesia* online newspaper.