

CHAPTER 1

INTRODUCTION

This chapter presents the reason this study was deserved to be given attention in the body of linguistic research, particularly in English Literature Study Program of State University of Jakarta. This chapter discusses the background of the study, the research problems of the study, the purpose of the study, the scope of the study and the significance of the study.

1.1. Background of the study

A guidebook is an essential book in various fields. Not only on an item, but the guidebook also found in the environment in which we work. The guidebook is a book that contains all information, procedures, and also elements that need to be considered or avoided. Someone will avoid an accident if he has read the guidebook which is available at the place he works. This is because everything that governs someone's work guidelines is contained in the guidebook. People can save their life if they read about the guidebook of safety instruction.

The same thing will happen if someone reads a guidebook when buying a product. Because when someone buys a product, the manufacturer must provide a guidebook to be read by consumers. One of them is in the automotive sector, the existence of a guidebook is essential to explain the procedures for using vehicles purchased by consumers.

A motorcycle is a favorite vehicle for people who live in big cities. To overcome being stuck in traffic jams is the reason for people to choose motorcycles to commute. Motorcycles are also vehicles that have significant development. No need to wait a long time, usually motorcycle manufacturers will issue their latest products with more sophisticated features. This is done to dominate the existing market.

In each motorcycle unit that was sold, it is equipped with a guidebook for motorcycle users. The guidebook covers topics from motorbike parts, maintenance procedures, driving guides, and prohibitions that motorbike users must pay attention to in driving. The importance of the guidebook is to provide information to buyers about the products they buy. If someone buys a product and reads the available guidebook, it will reduce the risk of accidents or mistakes that may be made by the buyer.

But the fact is, many consumers are not too concerned about the existence of the guidebook. They will read the manual guidebook if they buy the product for the first time, or they never used it before. That is because they do not want to make a mistake when they set the product. In the automotive sector, there are many terms found in automotive products explained in the guidebook.

In the guidebook, there are several explanations about the products in foreign languages. This is because there is no reference for the terms in the target language. Therefore, the writers of the guidebook use the loanwords to explain the terms to avoid the misunderstanding to the consumers when they read the guidebook.

This study examines how loanwords are presented in Yamaha N-MAX and Honda Vario 150 manual guide book. This study also examines the patterns of loanwords in manual guidebooks. Yamaha and Honda are the brand from Japan which focuses on the automotive industry. In the first semester of 2018, they succeed in selling their product as much 2.235.728 unit for Honda, and 690.944 unit for Yamaha. (Purnama, 2018)

The study of loanwords has been done in several fields. Goethe in Laurence and Venutti (2012) mentioned that word borrowing have three types in the field of literature. The First acquaints the foreign language to the user's own terms which assessed fit for plain prose as its completely neutralizes the formal characteristics of any sort of poetic art and reduces the exuberant wave of poetic enthusiasm to still water. The second is *parodistic* as the translation processes travel the reader into a foreign situation but only appropriates the foreign idea. The French make use of this style in the translation of all their poetic work. The third was aimed to achieve perfect identity with the original so that the one does not exist instead of the other but in the other's place.

In his study of loanwords in Thailand historical novel, Lohakart (2009) appointed that the potential cause of loanwords usage in Thailand historical novel was divided into four; first is Simplicity; occurs related to people preferences to use loanword or transliteration instead of the coinage. Second is Convenience; occurs when the coinage of loanword has been clear, short and can maintain all original meaning. The coinage would be avoided if the meaning or the definition were too long. The third is Needs, occurs when the English loanword had not yet

been coined at the time; transliteration is now immediately important practical, the need of usage that is related to express the new ideas or and inventions. Fourth is Prestige; occurs when the loanword adopted the English loanwords as they can pronounce the English word closely to native speakers. An educated person, including one who has abroad education, who came from wealthy families, an upper-middle-class usually use the English loanwords.

On the other hand, Wouter van der Vegt (2014) in his study of loanwords entitled “Attitude towards English Loanwords in Dutch News Broadcasts: The Influence of Gender and Age” found several reasons which become the cause of using loanwords. He stated that his participant was using the English loanword as it is considered to be more precise than the other Dutch words. His participants also indicated that, after precision, the loanwords that they used sound better regarding the pronunciation.

Referring to the previous study result of research on loanwords that closely related to researcher’s research in loanwords, the loanwords in Loanword Type in Indonesian Printed Magazine conducted by Subhi (2017) shows that there are 570 loanwords retrieved from four Indonesian Segmented Printed magazine’s cover story.

Subhi (2017) concluded that the partial importation is the most used process of word borrowing and the most contributed segment in word borrowing is Marketing as Marketeers magazines submerged 252 or half of loanwords percentage among other magazines. The absence of loanword from hybrid

importation and substitution importation class indicates that the magazine's cover story writers did concern about their choice of word and understanding the topic context. Subhi assumed that the segmented printed magazines cover story writers understand when or where to use the English word in their writing and they have a vast knowledge regarding the Indonesia language. Therefore, there are no hybrid imported word or substitution imported loanword spotted in four Indonesian segmented printed magazines cover story that researcher use as loanword research data.

Referring to the previous study result of research on word borrowings that closely related to researcher's research in loanwords, Language's Borrowings: The Role of the Borrowed and Arabized Words in Enriching Arabic Language conducted by Khrisat (2014) shows that there are 4 types of presenting the borrowing word;

First, borrowed words that have minimal change. The words from the source target has its own meaning. Without the need to change the existing word structure, the word can be used in the target language. Second, Arabized words and their change to meet Arabic language standard. There are three ways to change the source language to meet the Arabic language standard. The first is change in the manner of articulation. By changing the articulation of the source language, it will be more suitable with the target language. The second is deletion or replacement of a letter. By deleting or replacing a letter from the source language, it will meet the standard of the target language. Last is addition of a letter. By adding a letter from the source language, the change will meet the

standard of the target language. Third, Arabized and borrowed words in their usage and pronunciation. The source language compared with the Arabized words to find the change and what type of change of the source language. Fourth, borrowed words with minimal or no change. Almost the same with the first one, the source language is no need to have a change. By understanding the meaning of the source language, it can be suitable for the target language.

Khrisat (2014) shows that borrowing process of Arabized the foreign language in enriching Arabic Language is important. Khrisat shows that from the four-way of conducting the borrowing words, it focuses on the form of the words. The “borrowing words” terms that Khrisat used actually belong to the loanwords field. Because there are some changes that appeared in the word borrowing process.

This study is different from the previous study. This study will focus on the process of how the loanwords are presented. Not only figuring the types and process of changing of the loanwords, but this study will also discuss the differences of the loanwords implementation in the Indonesian Motorcycle Manual Guidebooks.

1.2. Research Questions

Based on the background study, this study aims at finding answers to the following questions:

1. What are the types of loanword that occurs in Honda Vario 150 and Yamaha N-MAX manual guidebook?
2. How is the loanword process of change in Honda Vario 150 and Yamaha N-MAX manual guidebook?
3. What is the difference of loanwords in Honda Vario 150 and Yamaha N-MAX manual guidebook?

1.3. Purpose of the Study

The purposes of this study are to investigate how loan words are presented in Honda Vario 150 and Yamaha N-MAX manual guide books and to investigate the loanword process of change in Honda Vario 150 and Yamaha N-MAX manual guide books.

1.4.Scope of the Study

This study focuses on loanwords that emerged in printed media. In this study, the writer uses two motorcycle manual guide book from Yamaha N-MAX and Honda Vario 150 as a data source to classify the type of loanwords that emerged in selected manual guide book from the automotive field. To examine how the loanwords are being used in the motorcycle manual guidebook, researcher calculating the emerged loanword from the manual guidebook, and examine the process of change of the loanword in the manual guidebook then drawing the conclusion accord with the spotted data.

1.5 Significance of the Study

This study is expected to provide the development of the writing method in the field of automotive. By investigating the usage and the process of change of loanwords in automotive fields, this study aims to provide theoretical, practical, and professional benefits.