AN ANALYSIS OF WORD FORMATION PROCESSES USED IN THE NAMES OF STORES IN HARTONO MALL AND THE PARK MALL SOLO BARU

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Abstract

This research purposes to know the classification of word formation processes used in the name of stores in Hartono Mall and the Park Mall Solo Baru. The theory of word formation process combined Yule (2010) and Hatch and Brown (1995). This research is descriptive qualitative research because the data collected by using document and cata technique. The data used in this research are the words found in the name of stores in Hartono Mall and The Park Mall Solo Baru. Based on the findings, basically there are 11 classifications of word formation combined Yule and Hatch and Brown. The researcher only found 5 kinds of classification. There are borrowing, compounding, clipping, acrony, and multiple processes.

Keywords : Word formation processes, Names of Stores, Hartono Mall and The Park Mall Solo Baru.

Publisher : Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era, Aptisi Commissariat II Surakarta
Edisi : Oktober 2015
Halaman : 128-137