



## THE ANALYSIS OF ENGLISH LOAN WORD USED IN POLITICS AND BUSINESS ARTICLES AS FOUND IN TRIBUN BALI NEWSPAPER

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### ABSTRACT

*This study aims to find out the kinds of English loan words and their adoption process from English into Indonesian. The data were analyzed by applying the theory proposed by Hockett (1958) to find out the kinds of loan words, and supporting theory from Haugen (1972) to find out the kind of adoption process. This study uses the observation method in collecting the data and the descriptive qualitative method in analyzing the data. This study concludes that there were 76 English loan words found in Tribun Bali Newspaper; those are 3 loanwords, 61 loan shifts, and 12 loan blends. For the adaptation process, there were morphological and phonological adaptations. For loanwords, there are no changes in morphological and phonological adaptation. Furthermore, for loan blend and loan shift, morphological adaptation was found in the form of spelling and affixation of the words, meanwhile, the phonological adaptation was found in terms of pronunciation.*

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### INTRODUCTION

One of the most important things in our life is communicating. To communicate and interact in society we use a language. Our society affects the language that we use every day. According to Richards & Schmidt (2010) language is the human communication system which consists of the structured arrangement of sounds (or their written representation) into

larger units, for example morphemes, words, sentences, utterances. In this era, there is a phenomenon where a language gets an influence from a foreign language so that those words from the foreign language are formalized and have been used persistently until now. This phenomenon is called loans/borrowing.

According to Campbell (1999: 58) A loan word is a lexical item (a word) which has been 'borrowed' from another language, a word which originally was not part of the borrower's vocabulary but was adopted from some other language and made part of the borrowing language's vocabulary. Katamba (2005: 135) stated that to adopt a word is the easiest thing in the world than to make up an original one from nothing. A loan word can also be called borrowing. The abstract noun borrowing refers to the process of speakers adopting words from a source language into their native language (Kemmer (2001)).

According to Umam (2018: 2) English loan words in Indonesian language are used in some terms of Science, Economic, Technology, Law, Education, Medical, and also in Entertainment fields. The vocabulary of loan words from foreign languages, especially in Indonesia, is dominant from English. It's 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. We can find many terms of English loan words in our life for example like "artis", "desainer", and "produktif". Verbally we can find on people's utterance, television, advertisement, and radio, meanwhile non-verbal utterances we can find on written text for example like government regulations, articles, journals, magazines and newspapers.

There are some previous studies that related to the topic of this study. First, an article by Arimbawa, et all (2017) entitled "The Analysis of English Loanwords in Political Articles and their Adaptation into Indonesian as Found in *Kompas Gramedia* Newspaper". This study aims to identify the English loanwords, change of meaning found in the data source, and the phonological adaptation process into Indonesian. Their study did not show the specific result like occurrence and percentage. The second is "English Lexical Loanwords in Indonesian: Exploring in Tourism Magazine" by Rohbiah (2019). The aim of her study is to learn English loanwords from Indonesian language in a tourism magazine.

For the data source, this study used the *Tribun Bali* newspaper. This newspaper was chosen because there were several articles that have been classified into columns such as politics, business, soccer, entertainment, and local news of Bali. The use of loan words substituting Balinese language is strongly affected by globalization due to the fast-growing tourism in Bali (Lestari, 2021).

Main focus of this study is the kinds of English loanwords and how the adaptation process of English loanwords occurred in *Tribun Bali* newspaper. This study hopefully will enrich knowledge and information about Sociolinguistic in English loan words, especially in the kinds of English loanwords, and also the adoption process from English into Indonesian.

## METHODS

The theory that was applied in this study was from Hockett (1958) to find out the kind of loan word and supporting theory from Haugen (1972) to find out the kind of adoption process. The data of this study were taken from 8 articles in *Tribun Bali* Newspaper at "*Politik • Nasional*" and "*Kontan Tribun Bisnis*" on page 2, and 3 that were published on October 2, 2020. *Tribun Bali* newspaper is a mass media that uses loan words on their news and is managed by *Tribun Digital Online*. This company has many networks that spread all over Indonesia, including Bali. *Tribun Bali* newspaper provides newspapers with informative content and is divided into different columns such as politics, business, soccer, entertainment, and local news of Bali. This study used observation methods in collecting the data. First, read all the articles. Second, take notes in every single English loan word found in the newspaper. Third, identify the selected words into the kind of English loan word. The last one, put the data into the table. This study applied a descriptive qualitative method to analyze the data. The data are described and explained based on the theory that was used in this study.

## RESULTS AND DISCUSSION

### RESULT

The findings of this study show that three kinds of loan words found with the total data are 76 words in the data source. Those are loanword, loan shift, and loan blend. For the adaptation process, there were morphological and phonological adaptations. The data are presented in the table below:

Table 1. Kinds of Loan Word Found in *Tribun Bali* Newspaper

No	Kinds of Loan word	Occurrence	Percentage
1	Loanword	3	4%

2	Loan Shift	61	80%
3	Loan Blend	12	16%
	<b>Total</b>	<b>76</b>	<b>100%</b>

Based on the table above, there were 3 kinds of loanwords found, they were loanwords with 3 occurrences and the percentage was 4%, loan shifts with 61 occurrences and the percentage was 80%, and the last is loan blend with 12 occurrences and the percentage was 16%. Loan shift is dominantly occurred in the data source. The total occurrences of the data found are 76. For the adaptation process, there were morphological and phonological adaptations. For loanwords, there are no changes in morphological and phonological adaptation. Furthermore, for loan blend and loan shift, morphological adaptation was found in the form of spelling and affixation of the words, meanwhile the phonological adaptation was found in terms of pronunciation.

## DISCUSSION

Primary slang can be defined as general words that people use to express their feelings in their daily communication. Primary slang can be considered as the speech of subculture members and it is so natural. Usually, most people, like teenagers, use primary slang in their daily conversation.

### 1. Loanword

Loanword is the new form in a recipient language that adopts the source language along with the object or practice without translation. It means the borrower adopted the spelling and pronunciation from the original word. The analysis can be seen below:

#### Data 1

*"tidak hanya menjadi **trend** dalam berbusana..."*

*(Tribun Bali Newspaper, 2020: 3)*

From the sentence above, there is a word which is actually coming from foreign language which is the word "*trend*". The word "*trend*" comes from the English word "*trend*" which means general change or development (Oxford Learner's Pocket Dictionary: 474). In Indonesian language, the word "*trend*" means "*gaya mutakhir*" (Kamus Bahasa Indonesia: 1730). The

word “*trend*” can be classified as loanword, because the borrower adapted the spelling and pronunciation from the original word. There are no changes in the function, both in English and Indonesia, “*trend*” has a function in changing situations. In the process of adaptation, there are no changes of morphological and phonological adaptation.

## 2. Loan Shift

Loan shift is taking a new word from one language, however that word is also loaning from another language. The analysis can be seen below:

### Data 2

“*Sehingga nantinya DPT lebih **komprehensif**.*”

(*Tribun Bali Newspaper*, 2020: 2)

The word “*komprehensif*” on the sentence above is actually coming from English word “*comprehensive*” that means including (nearly) everything (Oxford Learner’s Pocket Dictionary: 86). In Indonesian, the word “*komprehensif*” means “*luas dan lengkap (tentang ruang lingkup atau isi)*” (Kamus Bahasa Indonesia: 797). The word “*komprehensif*” can be categorized as loan shift because it is adapted from English word “*comprehensive*” however that word actually adapted from Late Latin “*comprehensivus*”.

Comprehensive (English) ⇒ *komprehensif* (Indonesian)

/,kɒmpri'hensɪv/ ⇒ /komprehénsif/

In terms of spelling, there is a change of consonant substitution in the letter ‘c’ is substituted to be ‘k’ in Indonesia when in pronounced ‘k’ or followed by vowels /a/, /u/ or /o/. Furthermore, the substitution of native elements in English occurred in the suffix -ive changes into suffix -if in Indonesian. In terms of pronunciation, the change of vowel sound substitution is in the substitution of borrowing the sound /ɒ/ is substituted to the sound /o/, the sound /ɪ/ in is substituted to the sound /e/, and the last is sound /ɪ/ in English is substituted to the sound /i/ in Indonesia.

### Data 3

“*keringanan juga diberikan bagi pelanggan Bisnis kecil daya 450 VA dan **Industri** kecil daya 450 VA...*”

(*Tribun Bali Newspaper*, 2020: 3)

The word “*industri*” on the sentence above is classified as loan shift because Indonesian language adapted it from English word “*industry*”, it borrowed not just from English but also from French “*industrie*”. The word “*industry*” means branch of manufacture or production of goods from raw materials (Oxford Learner’s Pocket Dictionary: 226). In Indonesian language, “*industri*” means “*kegiatan memroses atau mengolah barang dengan*”

*menggunakan sarana dan peralatan, misalnya mesin* (Kamus Bahasa Indonesia: 585).

Industry (English) ⇒ *industri* (Indonesian)

/ 'indəstri/ ⇒ /industri/

In terms of morphology, there is a change of consonant substitution in consonant substitution of borrowing letter -y in English is substituted to the letter -i in Indonesia when it is pronounced /i/. In terms of phonology, the change of vowel sound substitution occurred in vowel substitution of borrowing sound /ɪ/ in English is substituted to the sound /i/ in Indonesia.

#### Data 4

*"Pandemi covid 19 saat ini ..."*

(Tribun Bali Newspaper, 2020: 3)

The word "*pandemi*" arrives from English word "pandemic" which has a meaning a disease that spreads over a whole country or the whole world (Oxford Advanced Learner's Dictionary: Online). Meanwhile, the word "*pandemi*" in Indonesian language means "*wabah yang berjangkit serempak di manamana yang meliputi daerah geografi yang luas*" (Kamus Bahasa Indonesia: 1116). The word "*pandemi*" can be categorized as loan shift because it is not only loaning from English but that word also adapted from Greek "*pandemos*".

Pandemic (English) ⇒ *pandemi* (Indonesian)

/pæn'demɪk/ ⇒ /pandemi/

For the spelling, the deletion process of borrowing that appears in the letter 'c' at the end of the word is deleted because the sound /i/ is more dominant, further the sound /c/ becomes voiceless. For the pronunciation, the change of vowel sound substitution occurred in vowel substitution of borrowing the sound /ɪ/ in English is substituted to the sound /i/ in Indonesia.

#### Data 5

*"...bahwa data dari hasil survei tersebut penting ..."*

(Tribun Bali Newspaper, 2020: 2)

In the sentence above, there is an Indonesian word "*data*" that comes from the English word "data". It has information about facts, for example to be analyzed by a computer (Oxford Learner's Pocket Dictionary: 113). Meanwhile, in Indonesian, the word "*data*" means "*keterangan atau bahan yang dipakai untuk penalaran atau penyelidikan*" (Kamus Bahasa Indonesia: 319).

The word “*data*” is classified as loan shift because it borrows not only from English but also loaning from Latin “*datum*”.

*Data* (English) ⇒ *data* (Indonesian)

/ˈdeɪtə/ ⇒ /data/

Morphologically, there is no adaptation process occurring in the new form of Indonesian word. Phonologically, the vowel sound /eɪ/ in English is changed to sound /a/ in Indonesia.

#### Data 6

“Tidak bisa ke *instalasi* lain atau apotek...”

(Tribun Bali Newspaper, 2020: 2)

The word “*instalasi*” on the sentence above is categorized as loan shift because Indonesian language adapted it from English word “*installation*”, it borrowed not just from English but also from Medieval Latin “*installationem*”. The word “*installation*” means make somebody or yourself comfortable in a particular place (Oxford Learner’s Pocket Dictionary: 231). In Indonesian, “*instalasi*” has a meaning “*seperangkat peralatan teknik beserta perlengkapannya yang dipasang pada posisinya dan siap dipergunakan*” (Kamus Bahasa Indonesia: 592).

Installation (English) ⇒ *instalasi* (Indonesian)

/ˌɪnstəˈleɪʃn/ ⇒ /instalasi/

For the morphology, it can be concluded that native element in English appeared especially in double character ‘ll’ in English changed into single character ‘l’ and suffix -(a)tion is adapted into *-asi* in Indonesia. For the phonology, the change of vowel sound substitution occurred in vowel substitution of borrowing the sound /ɪ/ is substituted to the sound /i/, the sound /ə/ in English is substituted to the sound /a/ and consonant substitution of borrowing sound /ʃ/ in English is substituted into sound /s/ in Indonesia.

### 3. Loan Blend

Loan blend is a process of compound words from foreign and native words. The borrower adopts words from the source language and replaces part of it with something that already exists in the recipient language. The analysis can be seen below:

#### Data 7

“Jumlah *sampel* sebesar 90.967 responden itu ...”

(*Tribun Bali Newspaper*, 2020: 3)

From the sentence, there is a word which actually coming from foreign language which is the word “*sampel*”. This word arrives from English word “*sample*” that has a meaning one of a number of people or things, or part of a whole, used for showing what the rest is like (Oxford Learner’s Pocket Dictionary: 389). Meanwhile, the word “*sampel*” means “*sesuatu yang digunakan untuk menunjukkan sifat suatu kelompok yang lebih besar*” (Kamus Bahasa Indonesia: 1354). The word “*sampel*” is classified as loan blend because Indonesian replace part of English word by something that already exist in recipient language and adopted word purely from English without loaning from other foreign language.

Sample (English) ⇒ *sampel* (Indonesian)

/ 'sa.mpl/ ⇒ /sampil/

Morphologically, deletion process of borrowing letter -e in the end of the word occurred because the sound /l/ is more dominant, therefore the sound /e/ become voiceless, and an addition process was found in the addition of sound /ə/ or letter /e/ into the word because the word in English that is borrowed contain consonant clusters, therefore it can make easier to pronounce the word in Indonesia. Phonologically, there is no adaptation process.

#### Data 8

“...*kalau kita lihat berdasarkan karakteristik yang ada ...*”

(*Tribun Bali Newspaper*, 2020: 3)

In the sentence above, there is an Indonesian word “*karakteristik*” that comes from the English word “*characteristic*”. It means typical of something or somebody’s character (Oxford Learner’s Pocket Dictionary: 68). Meanwhile, in Indonesian, the word “*karakteristik*” means “*mempunyai sifat khas sesuai dengan perwatakan tertentu*” (Kamus Bahasa Indonesia: 682). The word “*karakteristik*” is categorized as loan blend because it has different spelling from the source language, there is a process of compound word from foreign and native word and Indonesian borrowed word completely from English without borrowing from other foreign language.

Characteristic (English) ⇒ *karakteristik* (Indonesian)

/ ,kærəktə'ristik/ ⇒ /karakteristik/

In terms of spelling, double character -ch in front of vowels /a/, /o/, and consonant is substituted to character -k, character -c in front of vowels /a/, /u/, /o/, and consonant is substituted to character -k, and the last double character -ic in English is changed to character -ik in Indonesia. In terms of pronunciation, the change of vowel sound substitution occurred in



the sound /ə/ is substituted to the sound /a/, also the sound /ɪ/ in English is substituted to the sound /i/ in Indonesia.

## CONCLUSION

Regarding the result and discussion, the writer can conclude that there were 76 data found in the data source. The most dominant kinds of loan word found is loan shift with 61 occurrences and the percentage was 80%, followed by loan blend with 12 occurrences and the percentage was 16%, and the last is loanword with 3 occurrences and the percentage was 4%. Therefore, it means English loan words frequently occur in Indonesia. Further, for the adaptation process to occur, there are two processes of adaptation which are morphologically and phonologically. In loanword, there are no morphological and phonological changes, it means Indonesian language adapted the spelling and pronunciation from English. In loan shifts, some adaptation processes occurred. Morphologically, the words in English undergo changes in word formation into Indonesian and phonologically, some of the words changes in sound both of vowels and consonants substitution, addition, deletion, and substitution of native elements in English. In loan blends, the same changes as loan shifts occurred, however different in word formation, Indonesian language adopt words from English and combine or replace part of it by something that already exists in Indonesia.

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