AN ANALYSIS OF BORROWING WORD IN *DESTINASIAN INDONESIA MAGAZINE*

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Abstract: Borrowing word is a word from another language which is adopted by another language as stated by Nelson Francis (1965). In instances, people in Indonesia tends to borrow other language in order to describe a thing or situation. Nowadays, the borrowing language can be famous and familiar to others through the use media mass. This fact can influence other in order to use the foreign language than the native language. Due to the fact, this research aims to analyze the borrowing language on media mass especially in Tourism Magazine. The *DestinAsian* Magazine become the appropriate source of data in order to identified what types of borrowing word that usually occurred in media mass. Moreover, the Bloomfield theory (1935) become the main theory which to identified the types of borrowing through the sociolinguistics and phonetic perspective. This research uses qualitative method to analyze the data. As the result, there are 425 words which identified as borrowing word from English language in *DestinAsian Indonesian* Magazine. However, after checked the identified loan word in *Kamus Istilah Pariwisata* there are only 25 words that can be analyze as the data which is 6 words categorized as cultural borrowing, 13 words categorized as intimate borrowing, and 6 words categorized as dialect borrowing. Toward the result it can be conclude that the high tendency of using borrowing word from foreign language than the use Indonesian Language.
Keywords: *Borrowing words; types of borrowing word*

INTRODUCTION
Although there are some previous research about the analysis of borrowing words in Indonesian text (Lorania, 2014; Rafli, 2015; Devianti, 2016; Vitaloka, 2017; Fitria, 2019), most of those research are relatively old. This study explores deeply the recent developments analyzing borrowing words in Indonesian text. It is focused on English and Indonesian language in order to understand how the internationalization of the English language has influenced currently the Indonesian text through the use ofborrowings words, and it explores the idea of how English has impacted Indonesian language in the era of globalization.

Indonesian language has been seen as a language that is undergoing rapid change (Juliawan, 2017). Since it borrows many words from other languages, its vocabulary is constantly developing (Muziatun, 2017).The entry of some foreign culture in Indonesia historically is also in line with the cultural contact between the Indonesian people and other nations. (Megasari, 2014). At the very first time the incident of Sanskrit language influenced the Indonesian language, because of the influx of Hinduism in Indonesia on before century. In addition, the Arabic also language influenced Indonesia language because of the existence of religious and trade relations in Indonesian from

fourteenth century. Furthermore, the Dutch language also influenced Indonesian language because of the colonialism they did in Indonesia on 1602 century (Priambodo, 2014).

Subsequently, from time to time the word of Indonesia language always continues to be changed (Fauziah & Kwary, 2017). It is because some foreign languages influence Indonesian language to be used a new word from some foreign language (Defianti, 2016).Moreover, the amount of English vocabulary absorbed into Indonesian language is because English has been recognized as an international language or world language(Peenycook, 2017).

Moreover, the Indonesian society itself has been influenced by English language because of the rise of English as a language for globalization and education in the country (Kirkpatrick, 2012). Afterwards, Veronica Abru & Caciora (2015) state English is the popular language and widely used by a group of people. It is sometimes borrowed by Indonesian. They are thus creating a language or a new term in Indonesian.

Furthemore, the existence of borrowing words from the language will further emphasize the word that people to convey (Akmajian, 2017). Because today, English is a popular language in the world, automatically it will be absorbed by other languages, particularlynowadays Indonesian has been influenced by English language.

The impact of English language can be seen in almost all sectors in Indonesia. For example, the status of English in education has developed extensively, with English becoming a compulsory subject for Indonesian students at almost all levels of education, except in the primary school (Marcellino, 2015). This means that, after Indonesia language and Indonesian local languages, English is the most common language used.

Apart from this, technological progress, cultural, Western economic systems, and educational influences have all impacted on Indonesia (Da Silva, 2014). Therefore it is necessary to consider how the national language has been influenced in the current era of globalization.

In the other hand, according to Sheperd (1995) mass media is the main source for the foreign forms to be borrowed.

In addition, mass media is a key area of activities related to globalization (Kraidy, 2002). It is because mass media essentially provides the ways that impact globalization, which is moving into people's lives every day. Although nowadays media practices in Indonesia are changing in existing Indonesian society, mass media continues to hand an important role as the primary source information for Indonesian citizens (Irwansyah, 2011)

Besides that, mass media is a source of news or inspiration that has a big impact. Any information contained in the mass media is fast to be known by people (Lorania, 2011). Sometimes there are words in the mass media that can not be understood by some people. It is because maybe those words are new words for some people. Considering that, the researchers strongly believe that there are lots of borrowing words in the mass media became the cause of people do not understand several vocabularies found to be used by media.

Futhermore, the example of media mass that can increase the potential of borrowing language is magazine (Kraidy, 2002). A lot of other language might be occurred in Magazine such as french, mandarin and also English(Daulton, 2010).

In mentioning certain objects, ideas, or operations, we should use a lexical. Linguistically lexical means a word (Richard, 2018). The problem has been existed such as when someone uses words are not available in his or her language. Concerning that, the information from the technology and culture makes someone realizes that there is still minimal terminologies that are provided in his or her languages. Regarding that, this problem can be overcome by borrowing words from other languages. So that, this is called "borrowing word".

As stated by Taylor and Francis (2016) borrowing word is a word from another language which is adopted by another language. In addition, Richard (2018) states borrowing word is also known as *lexical* borrowing that is the process of getting a word from another language that is adapted and to be used by other community. Furthermore, Wardhaugh (1972) states borrowing word is a process adding a new vocabulary items in a language. In the same way Fauzi (2015) states states lexical borrowing is a word formation process when a word from a particular language is borrowed and used by in another language.

Moreover, Bloomfield (1953) believed that there are three types of borrowing word that occurred in across the world. The three types are cultural, intimate, and dialect borrowing. However, Bloomfield (1953) also believed that every

borrowing word influence by interaction of people around us. Which make the other language become familiar and use it in our speech.

In intances, based on pre-reading in *DestiAnsian Indonesia* Magazine from edition November/December 2017 and July until September 2018 there are many words that identified as borrowing word from other language especially English Language.

Therefore, the case of borrowing English words in Indonesia language become the interesting study to be analyzed due to the foreign language more exist than the native language. The purpose of this researchis to analyze the type of borrowing by using Bloomfield (1935) theory which combines the analysis through the sociolinguistics and phonetics study in order to categorize the borrowing words. The study focuses on print media, which is widely used in Indonesia, being the main form of mass media consumed by most Indonesians. It also has advantages as a written medium in that written text conventions, such as spelling and typography, can provide information about how words are integrated into Indonesian media discourse.

This phenomenon of rapid change of Indonesian language explained earlier needs to be understood further by investigating at the processes occurring in the language and the reason for these evolving, particularly the use of borrowing words. This is the focus of this current study.There is only one main problem dealing with this research which is " What are the types of the borrowing words found in DestinAsian Indonesia Magazine based on Bloomfield (1953) theory ?"

METHOD
This research aims to discover the types of borrowing words that have been found from *DestinAsian Indoesian* Magazine. The data that have been collected from the magazine will be filtered based on *Kamus Istilah Pariwisata*. Therefore, all borrowing words found from the magazine will be the data. After, the researchers filtered the data, the researchers used a qualitative descriptive method in order to help the researchers to reveal analysis through description of data, while the source of collection data will be used corpus method linguistic that proposed by Baker (2010). The Bloomfield theory also would help the researchers to categorize the borrowing into the

three types which are cultural, intimate, and dialect borrowing.

The sources of data in this study is taken from *DestinAsian Indonesia* Magazine. The magazine become the appropriate source of data due to several reasons. First, *DestinAsian Indonesia* Magazine is one of popular magazines which used by many people in tourism and business sectors. Second, the magazine combines various themes including adventure, culinary, cultural, and artistic that might be there many borrowing words contained in the magazine. Third, *DestinAsian Indonesia* Magazine also contains travel videos and actual news from the world of tourism which the higher percentage of borrowing words will found on the magazine.

To find out the types of borrowing words that contained in *DestinAsian Indonesia* Magazine, there are several steps chosen as the technique of analyzing the data as follows:

The list of words that identified as borrowing words from English will be checked by using *Kamus Istilah Pariwisata* written by Winarno., et all (2003). Every word identified in *DestinAsian Indonesia* Magazine which exist in *Kamus Istilah Pariwisata* will be categorized as the data.

After filtering the borrowing words in *Kamus Istilah Pariwisata*, the researcher will analyze and divided the words into three types of borrowing by using the theory of Bloomfield (1935) which are cultural borrowing, imitate borrowing, and dialect borrowin which the criterions as follow:

Cultural borrowing
According to Bloomfield (1935) the word can be categorized into the cultural borrowing due to several facts. First, the word is not originally from the native language and has related to one country or area's culture. Second, the native speaker not only borrow the word but also influence by the culture. Moreover, the borrowing word in cultural way usually occurred on food, drink, style, habit, and the other activities that identified as culture from one country.

Intimate borrowing
This type of borrowing can be identified in several evidences as cited in Bloomfield (1935). First, the foreign word is more familiar or act as upper language and mostly used in the society than the native word which act as lower language.

In the other hand the native speaker just simply used the word as their own language. However, the native speaker have their own language in order to say the mentioned word. Second, the spelling of the word both from the country that language borrowed and country that borrowing the word are almost same.

Dialect borrowing
Bloomfield (1935) stated on his study that dialect borrowing can be identified when the native speaker borrows the foreign language and there are some changing in spelling and pronunciation which adapted to the native speaker dialect in that area. In addition, the borrowing word has same meaning to the foreign language that the native speaker borrows.

Next, the researchers would provide the explanation of meaning each word that has been classified into the types in Oxford Dictionary and *Kamus Besar Bahasa Indonesia*.

Last step of analyzing the data of this research is make the conclusion of the research's result.

RESULTS AND DISCUSSION
The data findings are collected from *DestinAsian Indonesia* Magazine from edition November-December 2017 and July - September 2018. The magazine focus to describe the inspiring tourism destinations not only in Indonesia but also around the world. Through reading the magazine, there are 425 words are found and indicated as borrowing word, there are 287 words found in edition November-December 2017 and there are 138 words found in edition July-September. Unfortunately, after filtering and checked on *Kamus Istilah Pariwisata* there are only 23 words that can categorized as data. However, through classified the data, there are several words repeated more than twice. Therefore, this research only takes one word in one sentences of the repeating word to be analyzed.

Based the analyzed by using the theory of Bloomfield (1935), there are 5 words that can categorized as cultural borrowing which display as follows:

Table 1. *Cultural borrowing*

No.	Indonesian	English	Edition July-September (times)	Edition November-December (times)
1.	Kasino	Casino	1 (page 58)	-
2.	Koktail	Cocktail	1 (page 28)	3 (page 19, 25, and 38)
3.	Kroket	Croquette	-	1 (page 42)
4.	Spa	Spa	1 (page 95)	-
5.	Wine	Wine	-	3 (page 28, 38

Based the analyzed by using the theory of Bloomfield (1935), there are 11 words that can categorized as intimate borrowing which display as follows:

Table 2. *Intimate borrowing*

No	Indonesian	English	Edition July-September (times)	Edition November-December (times)
1.	Bar	Bar	1 (page 22)	2 (page 25 and38)
2.	Bathtub	Bathtub	-	1 (page 34)
3.	Bungalo	Bungalow	-	1 (page 71)
4.	Festival	Festival	1 (page 51)	1 (page 28)
5.	Hotel	Hotel	4 (page 107 and 111)	8 (page 4, 5, 17, 22, 30, 46, 60 and 77
6.	Media	Media	1 (page 28)	1 (page 12)

No	Indonesian	English	Edition July-September (times)	Edition November-December (times)
7.	Menu	Menu	1 (page 40)	-
8.	Poster	Poster	-	1 (page 24)
9.	Resor	Resort	4 (page 96, 99,	12 (page 27, 32, 34, 35, 36, 37,38, 40, 70, 71, 77, and 79
10.	Tiket	Ticket	-	1 (page 26)
11.	Transit	Transit	1 (page 92)	1 (page 101)

Based the analyzed by using the theory of Bloomfield (1935), there are 7 words that can categorized as dialect borrowing which display as follows:

Table 3. *Dialect borrowing*

No.	Indonesian	English	Edition July-September (times)	Edition November-
1.	Diskon	Discount	1 (page 63)	1 (page 11)
2.	Fasilitas	Facility	1 (page 52)	-
3.	Porsi	Portion	1 (page 51)	-
4.	Resepsionis	Receptionist	1 (page 64)	-
5.	Rute	Route	2 (page 56, 68)	2 (page 14 and 26)
6.	Servis	Service	-	2 (page 67)
7.	Teksture	Texture	1 (page 52)	-

Based on tables above, it seen that there are many words that contain in *DestinAsian Indoneisa* Magazine that categorized as borrowing language from English language. After classified into three types of borrowing by Bloomfield (1935), the data show the Intimate borrowing has most type that found in Magazine. While the cultural only found 6 words and 6 words are found as dialect borrowing.

In addition, this data analysis showed the tendency of using borrowing or even pure English language still high on this Magazine. However, based on *Kamus Besar Bahasa Indonesia* there are many alternative words that the writer can use in order to replace the borrowing or English word in Magazine. In instance the word like 'agenda' which borrowing from English language can replace with the word 'susunan acara' in Indonesian language. Another example is the word 'menu' in English language can replace with the word 'daftar makanan' in Indonesian language.

However, through the technique of collecting and analyzing the data, the researcher found there are several words that categorized as the cultural borrowing but exclude in tourism dictionary. In instance, the word 'Piza' borrowing from English 'Pizza'. As cited in oxford dictionary 'pizza' is an Italian dish consisting of a flat round bread base with cheese, tomatoes, vegetables, meat, etc. This food originally from Italia and become popular in Indonesia. The spell of this word is quite different both from English and Indonesia language. In Indonesia the spell is P-I-Z-A and in English is P-I-Z-Z-A. Hence, both of pronunciation almost same. This word categorized as cultural borrowing because loan the feature from other language.

Another example is the word 'Rodeo' borrowing from English 'Rodeo'. Both of Indonesian and English language has same spelling and pronunciation. Rodeo is a public competition, especially in the US, in which people show their skill at riding wild horses and catching cattle with ropes as cited in Oxford dictionary. Towards the definition by oxford dictionary, it can conclude that this word borrowed the feature from other language which define as cultural borrowing. However, there is no explanation in *Kamus Besar Bahasa Indonesia* regarding to the definition of 'rodeo' which means

this word is purely imitate from other country language.

Furthermore, 'Steik' also one example cultural borrowing but exclude form tourism dictionary which borrowing from English 'steak'. A steak (from Old Norse steik, "roast") is a cut of meat (usually beef). Most steaks are cut perpendicular to the muscle fibers, improving the perceived tenderness of the meat. Steak is originally from America, which means in Indonesia steak become the foreign food that influence by culture. This word has different spelling. In Indonesia the spelling is S-T-E-I-K while in English language is S-T-E-A-K. In addition, the pronunciation also different. In Indonesia the phonetic change which blend with dialect language. Although, this word categorized as cultural borrowing word due to the loan of other language feature.

The several words of examples as cultural borrowing above can be categorized as term of tourism. Which can be explain through the history and identity in a country. Therefore, the consideration to put several words which categorized as cultural borrowing based on theory of Bloomfield (1935) also needed to improve Indonesian tourism dictionary.

In conclude, the percentage of using borrowing word from English language in Indonesia environment still high especially in media printed. Moreover, the using borrowing or English language in Indonesia Media Printed can be decrease through the maintenance of Indonesian language. In instance, the regulation from government to use Indonesian language based on *Ejaan Yang Disempurnakan* especially for media printed.

CONCLUSION

After analyzing the types of borrowing by using Bloomfield (1935) theory, it can be concluded that there are 425 words which identified as borrowing word from English language in *DestinAsian Indonesian* Magazine. However, after checking the identified loan word in *Kamus Istilah Pariwisata* there are only 23 words that can be analyzed as the data. Moreover, the data has been classified into three types of borrowing by Bloomfield (1935). As the final result, there are 5 words categorized as cultural borrowing, 11 words categorized as intimate borrowing, and 7 words categorized as dialect borrowing.

The three types of borrowing analyze through the sociology and phonetic perspective. Through the analyzing the data, it can explain that the borrowing word happens not only when it loans from the other language but it also can be a name of situation which adapted from other language can also categorized as borrowing. In instance, the cultural borrowing which happen because we not only borrow the word but also the culture and the traditional way of a thing from other country. Moreover, this situation also called as Acculturation which types of social changing in society. Acculturation is the changing of culture, which happen through different culture interaction where a culture can be received by other culture. However, this situation will not erase the original culture before.

Furthermore, the borrowing also can be happened through the influence of famous and familiar foreign words that used by the people of the country. The foreign language will become the upper language, when the society feel better to use it than the native language. As the result, the people do not realize they just borrow the word from foreign country. This situation categorized as intimate borrowing which Bloomfield (1953) explained on his theory.

Besides, the borrowing also might be happened when the words is too familiar in the area. However, the pronunciation has little bit different than the real word. Usually the pronunciation change by influence the way of people speak on that area or dialect. The word has same meaning but has a little bit pronunciation. Bloomfield called this fact as dialect borrowing were people imitate the word but the way to pronounce influence by their own dialect.

Furthermost, three types of borrowing might be avoided, if the writer of magazine use the Indonesian language based on EYD (*Ejaan Yang Disempurnakan*). Therefore, the foreign language cannot be more popular and familiar than our native language.

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