

ABSTRACT

This study is related to the morphological processes that are the word formation found in the utterances of the advertisements entitled Weekender magazines. In order to analyze the problems formulated in this current study, the writer employed much the theory of morphology. The application of this theory is much used to reveal how words are formed or in other words, the writer tried to determine the processes of how words are formed.

Based on the background of the study described above, the writer tried to formulate the problems into three. They are (1) what kinds of types word formation processes are involved in the process of forming new words found in the utterances of advertisements Weekender magazines, and (2) How are these words derived to form new words? (3) What kinds of morphological processes are frequently used in the morphological process in forming new words found in the *Weekender* magazines?

Then, in line to these two problem statements, the objectives of this study are meant to (1) To determine the types of word formation processes found in the utterances of advertisements in Weekender magazine, and (2) To describe how these words are derived to form new words and (3) To calculate the morphological processes which are frequently used to form new words

The research methods employed in this study are qualitative research and quantitative research. These are taken with the consideration that the data are in the forms of words instead of numbers and the computation of the obtained data in the form of percentage. In addition, the writer also did content analysis that is the technique of selecting the sources of data taken from the utterances of advertisements Weekender magazine. The procedures of collating the data are reading, sorting out the utterances of advertisements containing word formation through morphological processes and identifying the process of word formation. The last procedure was classifying the kinds of word formation processes and describing the process of word formation.

Having analyzed the obtained data, the writer found out that among the morphological processes there were four processes of word formation; they are clipping, blending, acronym and mixed formation.

In reference to the result of analysis, the writer came to his conclusion that there are four word formations through morphological processes of the data obtained from the advertisements chosen; they are clipping, blending, acronym and mixed formation.

Key words: utterances, advertisements, morphological process, word formation

