

AN ANALYSIS OF BORROWING WORDS IN CNN INDONESIA'S INSTAGRAM CAPTION

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abstract

This study analyzes the types and the change of meaning of borrowing words found in CNN Indonesia instagram caption. the objectives of this research are (1) to classify the types of borrowing words in CNN Indonesia instagram caption, and (2) to explain the changes of meaning of borrowing words in CNN Indonesia instagram caption.

The writer used descriptive qualitative method because the research focuses on describing the types and the change of meaning of borrowing words in CNN Indonesia instagram caption. In collecting data, the writer used non-participant observation technique and then the writer used distributional method in analyzing the data. in order to make easier the readers, the writer explains the types and the of meaning with tables and abbreviation code. the data were words that contain of borrowing words. After the data were collected, the data were classified and explained Based on Hocket's theory (1958), that proposed some types of borrowing word. and also Baugh's theory (1993), that explained the change of meaning of borrowing word.

The result of the study reveals some findings: The writer found 30 borrowing words in the caption, 24 words are loanblend types, and 6 words are contained in loanword type. From 30 borrowing words, 11 words have change the meaning, 3 word are extention in the type of change of meaning, 8 words contained narrowing type, and 19 words no change the meaning. Therefore, the writer concluded that the dominant types of borrowing in CNN Indonesia instagram caption is loanblend, then the dominant types of change of meaning in CNN Indonesia Instagram caption is narrowing. but, in the caption more dominant borrowing words no change the meaning.

Keywords : *Borrowing Word, Meaning, CNN Indonesia, Caption, Instagram*

INTRODUCTION

According to Yule (2006:60), Borrowing is taking over a words from other languages. Borrowing words can be in the form of ideas or the word itself. In loanwords there can be a change in meaning but it is also possible that there is no change at all. Also Fromklin said "Borrowing is the the incorporating of loan word one language to another. Here in the sense of borrowing it is the copying of words, phrases, or ideas, from one language

to another. This process takes words in another language and uses them to convey new ideas or things, and the vocabulary of a language is not yet available.

There are many different statement about kinds of borrowing words, Capuz (1997:81-94) states that kind of borrowing words are: importation, loanblend or hybrids and substitution or loan translation. Then, McMahon (1999:204) classified borrowing

words in two ways: adoption or importation, and adaption or substitution. And also in the book "A Course in Modern Linguistics" Hocket (1958:408) states that of loan or borrowing word which depend on phonological and semantic characteristic are, Loanword, Loanblend, Loanshift. Types of loanwords are not only influenced by language contact and speakers, but are also influenced by phonological and semantic aspects. The contact includes several factors such as where a word comes from as well as from the media used in borrowing while from the phonological and semantic aspects it determines the morphological changes.

In borrowing, the language can affect the semantics in the word. Semantics is the study of meaning. Every word that is borrowed will be able to change the semantics of the previous language. Although not infrequently, borrowed words have the same semantics. Therefore, the semantic factor is greatly affected in the process of language borrowing. Some of borrowing word can change the meaning.

According to Albert (1963:372), change of meaning is necessary to say something about the way in which word gradually change their meaning. For the words do undergo such change is a fact readily perceived can be illustrate from any

period of the language and will be found in every language at all times.

Sometimes we are not aware that we use language borrowing in social media. If we writing in sosial media , we will write something according to what we wants to write. Where as verbally, someone say something that is done by expressing it directly to someone. In this case the writer examines some of the captions on Instagram. According to Paramboukis (2016:82), Instagram only focuses on photography and videography. However, as we know that on Instagram someone can send their personal photos, they can also provide captions, and other people can comment on something we post in it. In the caption on Instagram we can also find language borrowing in some of the word choices. In this research, the writer choose CNN Indonesia instagram account

CNN Indonesia is a free and paid digital news television network (on Transvision, indiHome and useeTV), as well as a news site owned by Trans Media by taking the CNN name license from warner bros. In this account, we can find the types of borrowing word in the caption.

Example:

Example 1

cnnindonesia Piala Dunia Qatar 2022 berbeda sekaligus spesial dari edisi lainnya.

Kompetisi sepak bola internasional itu untuk pertama kalinya digelar di negara Arab dengan biaya paling mahal dalam sejarah.

Piala Dunia 2022 pun akan digelar pada 20 November-18 Desember 2022.

Baca selengkapnya dalam [#Edusports](#) di [cnnindonesia.com](#).

English Translate : *The 2022 Qatar world Cup is different and **special** from the other editions. International football competition was held for the first time in an Arab country with the most expensive cost in history. The 2022 world cup will be held on 20 November-18 Desember 2022.*

English	Indonesian Borrowing
Special	Spesial

Based on the example above, it show that the word *Spesial* is borrowed from ‘special’ in English as written in this sentence from instagram caption in CNN Indonesia post. The word “*spesial*” is combination from the word “*special* “ in English. There is a combination of initial ‘c’ and imported ‘s’ in a new word. From the example above, it can be categorized in **loanblend type**. Because the word “spesial” is the combination of foreign and native word, it borrows part of the model and replaces part of it in new language. It is supported by Hocket (1958) states that **loanblend** is a new idiom developed in the borrowing situation, the borrower imports part of the model and replaces part of it by something already in his own language. In this example, just change the word ‘special’ to ‘spesial’ in new word, but not change the meaning.

The lexical meaning of word ‘spesial’ based on English, Indonesia Dictionary and *Kamus Bahasa Serapan* are :

- a. An Oxford Learner’s Dictionary, fourth edition (2008:23) is not ordinary or usual; different from what is normal
- b. The meaning of ‘spesial’ based on KBBI is *khusus; istimewa; khas; melulu*.
- c. *Kamus Kata Serapan* (Badudu, 2009) is *khusus, khas, istimewa*

Based on those meaning above, we know that the ‘spesial’ in Indonesian term is *khusus; istimewa; khas; melulu*. In English is “not ordinary or usual; different from what is normal”, and in *Kamus Kata Serapan* (Badudu) is *khusus, khas, istimewa*. So, it can be said the word “*spesial*” in Indonesian and “special” in English has the same meaning or no specific in semantic change, because has same culture.

The writer explains more and shows the data analysis in chapter III. The writer has a reason to analyze captions on Instagram because the writer wants to know the users in using the types of word formation, as well as the types of borrowing words and change of meaning that are often used in captions on Instagram. Then CNN

Indonesia is the famous paid digital news television.

Based on the explanation above, the writer tries to find out the borrowing words and change of meaning in several captions on Instagram. Therefore, The writer

RESEARCH METHODOLOGY

Method is a particular way of doing something or a strategy of doing research. It is important factor that can be used as a guide by writer. In this research, the writer uses descriptive qualitative method. According Bogdan and Taylor (In Moleong, 2003) states that “Qualitative Method is a research procedure that results in descriptive data, either in written and oral form of people or other behavior that can be studies. In this study, the writer examines and find the kinds of borrowings found in Instagram captions. Not only that, the writer also examine the lexical meaning of borrowing words . The writer tries to find words that include borrowing in the captions on Instagram.

1. Source of the data

The source of the data is the first element in method of the research. It means that the source from the data are taken. Sudaryanto (1993: 400), mention that the source of data divided into two types, they

interest in analyzing the title “**AN ANALYSIS OF BORROWING WORDS IN CNN INDONESIA’S INSTAGRAM CAPTION**”.

are source of substantial data and locational.

1.Substantial Data

Substantial data is refers to things that have substance – real things rather than imagery things and substantial should be reserved to refer to things that large or major. The substantial data of this research is borrowing word found on the instagram caption in CNN Indonesia account.

2.Locational Data

Locational data is the information about the specific location where the data was found by the writer. In this research, locational data is instagram caption in CNN Indonesia account.

2. Technique of Collecting the data

The important part in this research is technique of collecting the data. According to Sudaryanto (1993:133), there are some techniques to collect the data, one of them is known as Non-Participant Observational technique (SBLC). It refers to a technique in

which the writer observes language used in certain context without the conversation.

In this research, the writer uses Non-Participant Observation Technique (SBLC), because in this research the writer does not participate in this research. The research was conducted by collecting data from various captions on Instagram activities. All steps are applied in this research, as follow :

a. Download Technique

According to Hornby (1995), Download is copy (data) from one computer to another typically over the internet. In this research, the first step is download instagram application in playstore, and open the instagram application and look for the CNN Indonesia instagram account.

b. Documentation Technique

According to Sudaryanto (1993), Documentation Technique is a technique of collecting data by using some variables such as note, transcript, dictionary, book, newspaper, etc. In this research, the variable used is a dictionary, such as *Kamus Kata Serapan*, *KBBI*, and Oxford Dictionary. The writer find the meaning of borrowing words in dictionary.

Note Taking Technique

Sudaryanto (1993:134-136) mentions that note taking technique refers to a technique in which the writer takes down

some notes about the data after he observed the research. After the writer found the data, the writer makes some notes about the words that contain borrowing words, then the writer classifies the types of borrowing words, and types change of meaning of borrowing words.

3. Technique of Analyzing the Data

According to Sudaryanto (1993:p.31-40) distributional method is a method of analyzing data where the key factors of the data is defined by the language itself.

After the data have been collected from data sources, the data was analyzed through the following procedure:

1. Determining types of borrowings : loan word, loan shift, and loan blend based on theory used
2. Matching the data based on *Kamus Kata Serapan*, *KBBI* and Oxford Dictionary.
3. Determining types of change of meaning : expansion, narrowing, degeneration, and regeneration
4. Making conclusion of all the data

4. Technique of Data Presentation

Sudaryanto (1993:144) state that presenting analysis data are two methods: informal and formal.

a. Informal method

Informal method is a method of presenting the results of data analysis with an informal method which is carried out by formulating with using ordinary words.

b. Formal method

Formal method is a method of presenting the result of data analysis is carried out formulating with using signs, symbols and codes.

This chapter provides all findings and discussions from the two research questions :

1. What types of borrowing words found in CNN Indonesia's Instagram Caption?
2. What changes of the meaning process are used in CNN Indonesia Instagram Caption?

Types Of Borrowing words found in CNN Indonesia's Instagram Caption and Change of the Meaning Process used in CNN Indonesia's Instagram Caption

The result of the study reveals some findings: The writer found 30 borrowing words in the caption, 24 words are loanblend type, and 6 words are contained in loanword type.

N o	Types	Freque ncy	Datum

In this research, the writer uses both of them, they are informal method and formal method, because the writer presents the data by using ordinary words, table and abbreviation to make easier for the readers and also to make it easier for the writer itself to present his research. **FINDING AND DISCUSSION**

1	Loandb lend	24	1,2,3,4,5,6,8,10,11, 12,13,14 15,16,19,20,21,22,2 3,24,25,27 29,30
2	Loanw ord	6	7,9,17,18,26,28

1.2 Change Of Meaning

The result of the study reveals some findings: From 30 borrowing words, 11 words have change the meaning, 3 word are extension in the type of change of meaning, 8 words contained narrowing type, and 19 words no change the meaning

N o	Types	Freque ncy	Datum
1	Extenti on	3	3,9,16
2	Narro	8	1,4,10,11,15,18,26,2

	wing		7
3	No change	19	2,5,6,7,8,12,13,14,1 7,19,20,21 22,23,24,25,28,29,3 0

Datum 1

Manajemen” is borrowed from „Management” in English as written in the caption above.

cnnindonesia Selain Universitas Cenderawasih, Menteri Investasi dan Manajemen Freeport Indonesia, melanjutkan kunjungan ke STIE Port Numbay, Kota Jayapura. Pada kunjungan ini dilakukan juga penandatanganan MoU antara STIE Port Numbay dengan PT Freeport Indonesia. #Ad

Management —————> Manajemen

The word “*Manajemen*” in Indonesian language comes from “Management” in English. There is a combination of initial ‘g’ and imported the phoneme ‘j’ in a new word. And also delete the phoneme ‘t’ in a new word. The word ‘*manajemen*’ is the combination of foreign and native word, it borrows part of the model and replaces part of it in new language, so it can be categorized in loanblend type. The word ‘*spesial*’ change in initial and also change the meaning.

The lexical meaning of the word “*Manajemen*” based English and Indonesian dictionary are :

- An Oxford Advanced Learner’s Dictionary, Fifth Edition (1995:712)
The word „**Management**” is the control and making decisions in a business or similar organizations.
- (*Kamus Besar Bahasa Indonesia*).
Manajemen adalah penggunaan sumber daya secara efektif untuk mencapai sasaran
- (*Kamus Kata Serapan Asing, 2009*).
Manajemen adalah otorisasi pimpinan puncak

The meaning analysis

Based on those meaning above, we know that the ‘*manajemen*’ in Indonesian is “*Manajemen adalah penggunaan sumber daya secara efektif untuk mencapai sasaran*”, and in English is the control and making decisions in a business or similar organizations”. so, we can conclude the word ‘*manajemen*’ has has the same meaning.

Datum 2

Paspor is borrowed from “Pasport” in English as written in this caption.

Example:

cnnindonesia Pembaca CNN Indonesia,

Dalam postingan @cnnindonesia yang diunggah pada Sabtu (8/10) pukul 08.00 WIB soal pemberitaan masa berlaku paspor, kami memuat foto yang berisi identitas pribadi warga negara. Tanpa mengaburkannya, hal tersebut berisiko membuka data pribadi warga. Foto terkait sudah kami turunkan. Kami mohon maaf atas kelalaian tersebut. Terima kasih.

Pasport —————> Paspor

The word “*paspor*” in Indonesian language comes from “*passport*” in English. The Indonesian as borrower imports part of the model and delete the phoneme ‘*t*’ in a new word. The word ‘*paspor*’ is the combination of foreign and native word, it borrows part of the model and replaces part of it in new language, so it can be categorized in loanblend type. The word ‘*paspor*’ just change some phoneme, but not change the meaning.

The lexical meaning of the word ‘*Pasport*’ based English and Indonesian dictionary are :

- a. An Oxford Advanced Learner’s Dictionary, Fifth Edition (1995:847). The word „*Pasport*” is an official document issued by the government of a particular country.
- b. (*Kamus Besar Bahasa Indonesia*). *Paspor adalah surat keterangan yang dikeluarkan oleh pemerintah untuk seorang warga negara yang akan mengadakan perjalanan ke luar negeri.*
- c. (*Kamus Kata Serapan Asing*, 2009). *Paspor adalah surat keterangan berbentuk buku kecil yang dikeluarkan oleh kantor*

imigrasi untuk orang yang akan berpergian keluar negeri.

Based on those meaning above, we know that the ‘*Paspor*’ in Indonesian is “*Paspor adalah surat keterangan yang dikeluarkan oleh pemerintah untuk seorang warga negara yang akan mengadakan perjalanan ke luar negeri.*”, and in English is the word „*Pasport*” is an official document issued by the government of a particular country.”. so, we can conclude the word ‘*paspor*’ in Indonesia and English dictionary has the same meaning or no specific in semantic change, because nothing the factors in semantic change.

Datum 3

“*Fotografi*” is borrowed from “*Photography*” in English as written in this caption. Example :

cnnindonesia Terjun ke dunia fotografi model mengharuskan Hary Subastian serba cakap dalam berbagai hal.

Tidak hanya mengarahkan gaya para model, namun dituntut dapat berkomunikasi dengan make up artist hingga desainer agar mendapatkan hasil foto yang solid.

Simak cerita @harysubastian dalam perbedaan memotret model wanita, laki-laki, hingga anak-anak selengkapnya di #BehindTheShutter [cnnindonesia.com](https://www.cnnindonesia.com)!

Photography —————→

Fotografi

The Indonesian as borrower imports part of the model and replace the phoneme /ph/ with phoneme /f/ and phoneme /y/ with /i/ in a new word, in accordance with the rules for writing loan words in Indonesian.

The word ‘*fotografi*’ is the combination of foreign and native word, it borrows part of the model and replaces part of it in new language, so it can be categorized in loanblend type. The word ‘*fotografi*’ has change the phoneme from native language also change the meaning.

The lexical meaning of the word „**Fotografi**” based English and Indonesian dictionary are :

- a. An Oxford Advanced Learner’s Dictionary, Fifth Edition (1995:868). Photography is the art or process of taking photographs.
- b. (*Kamus Besar Bahasa Indonesia*). *Fotografi adalah seni dan penghasilan gambar dan cahaya pada film atau permukaan yang dipekakan.*
- c. (*Kamus Kata Serapan Asing*, 2009). *Fotografi adalah seni atau proses pengambilan gambar dan cahaya dalam film.*

Based on those meaning above, we know that the ‘*fotografi*’ in Indonesian is “Fotografi adalah seni atau proses pengambilan gambar dan cahaya dalam film.”, and in English Photography is the art or process of taking photographs.”. So, we can conclude the word ‘*fotografi*’ in

Indonesia and English dictionary has extension or specific in semantic change. Because, in firstly meaning, the meaning just focus in photograph. But, in new meaning, the meaning cover much more idea, include film.

Datum 4

“Komunikasi” is borrowed from “Communication” in English as written in the caption above.

cnnindonesia Terjun ke dunia fotografi model mengharuskan Hary Subastian serba cakap dalam berbagai hal.

Tidak hanya mengarahkan gaya para model, namun dituntut dapat berkomunikasi dengan make up artist hingga desainer agar mendapatkan hasil foto yang solid.

Communication —————→

Komunikasi

The indonesian as borrower imports part of the model and replace the phoneme /c/ with phoneme /k/ and omitting /ion/ and replace with phoneme /i/ based in accordance in the rules to writing loan word in Indonesian. The word ‘*komunikasi*’ is the combination of foreign and native word, so it can be categorized in loanblend type. The word ‘*komunikasi*’ has change in some phoneme and also change the meaning.

The lexical meaning of the word „**Komunikasi**” based English and Indonesian dictionary are :

a. An Oxford Advanced Learner's Dictionary, Fifth Edition (1995:230). Communication is the action or process of communicating.

b. (*Kamus Besar Bahasa Indonesia*). *Komunikasi adalah pengiriman dan penerimaan pesan atau berita antara dua orang atau lebih sehingga pesan yang dimaksud dapat dipahami; hubungan; kontak.*

c. (*Kamus Kata Serapan Asing*, 2009). *Komunikasi adalah pengiriman dan penerimaan pesan atau berita.*

Based on those meaning above, we know that the 'Paspur' in Indonesian is "*Komunikasi adalah pengiriman dan penerimaan pesan atau berita.*", and in English Communication is the action or process of communicating.". so, we can conclude the word '*komunikasi*' in Indonesia and English dictionary has narrowing or specific in semantic change, because the meaning more specific from firstly meaning. One of factor the semantic change is the science development.

Datum 5

Police → Polisi

cnnindonesia Empat orang dalam satu keluarga ditemukan tewas di rumah mereka di Kalideres.

Berdasarkan pemeriksaan forensik, mereka diduga telah meninggal dunia lebih dari seminggu.

Polisi menyebut ada dugaan kelaparan lantaran tak ditemukan sisa makanan di lambung, serta otot-otot badan yang sudah mengecil.

Namun, keluarga korban menyangsikan sebab kematian keluarganya karena kelaparan.

The word "*polisi*" in Indonesian language comes from *politie* in Belanda. Etymology, the word '*polisi*' is taken from foreign language. The indonesian as borrower imports part of the model and replace the phoneme /c/ with phoneme /s/ and /e/ with /i/ in a new word. . The word '*polisi*' borrows part of the model and replaces part of it in new language, so it can be categorized in loanblend type. The word '*polisi*' only change some phoneme, but not in meaning.

The lexical meaning of the word „**Polisi**” based English and Indonesian dictionary are :

a. An Oxford Advanced Learner's Dictionary, Fifth Edition (1995:230). Police is the members of an official organization whose job is too keep public order, prevent and solve crime.

b. (*Kamus Besar Bahasa Indonesia*). *Polisi adalah badan pemerintah yang bertugas*

memelihara keamanan dan ketertiban umum (menangkap orang yang melanggar undang-undang dan sebagainya)

Based on those meaning above, we know that the *‘Polisi adalah badan pemerintah yang bertugas memelihara*

CONCLUSION

The writer would like to describe a conclusion about English borrowing word and change the meaning of the word in CNN Indonesia’s instagram caption based in English dictionary and Indonesian dictionary. In this previous chapter, the writer found the thirty borrowing words, the words have change of meaning such as narrowing of meaning, extention of meaning and no change the meaning.

The writer can categorize those thirty word of borrowing words found in CNN Indonesia’s instagram caption, types of borrowing, and also the change of meaning. The result of the study reveals some findings: The writer found 30 borrowing words in the caption, 24 words are **loandblend** type, and 6 words are contained **in loandword** type. From 30 borrowing words the writer classifying 11 word have change the meaning, 3 words are extention in the type of change of meaning, 8 words

keamanan dan ketertiban umum.”, and in English ‘Police is the members of an official organization whose job is too keep public order, prevent and solve crime..’. so, we can conclude the word *‘polisi’* in Indonesia and English dictionary has the same meaning.

contained narrowing type, and 19 word no change the meaning. Therefore, the writer concluded that the dominant types of borrowing in CNN Indonesia instagram caption is **loandblend**, then the dominant types of change of meaning in CNN indonesia instagram caption is narrowing. But, in the caption more dominant borrowing words no change the meaning.

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