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Terbit dua kali setahun, pada bulan Januari-Juni dan Juli-Desember. Berisi tulisan yang diangkat dari hasil kajian analitis kritis dan penelitian; baik penelitian lapangan (*field research*) maupun penelitian kepustakaan (*library research*). Materi kajian meliputi sekitar masalah sosial, budaya, ekonomi, dan politik sesuai dengan disiplin ilmu yang dikembangkan. ISSN 2086-9207.

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Redaksi menerima sumbangan tulisan yang belum pernah diterbitkan dalam media manapun. Naskah diketik di atas kertas HVS kuarto spasi ganda, panjang tulisan maksimum 35 halaman dengan format seperti tercantum pada pada belakang jurnal (Petunjuk bagi Penyumbang tulisan Jurnal HARATI). Naskah yang masuk dievaluasi dan disunting untuk kelayakan materi pembahasan, keseragaman format, istilah, dan tatacara lainnya.

DAFTAR ISI

DERIVATION WORDS USED IN FORBES MAGAZINE

Apni Ranti

(Dosen Jurusan Tarbiyah pada STAIN Palangka Raya)
Jl. G. Obos Komplek Islamic Center Palangka Raya
email: apniranti@yahoo.com

Abstrak: Bahasa tidak hanya membahas mengenai tata bahasa, tapi juga pada segi humanity (mental). Salah satu cara manusia berkomunikasi adalah dengan menggunakan morfem yang tentu saja tersusun berdasarkan pola-pola bahasa yang harus dipahami dan digunakan oleh si pelaku bahasa. Dalam bahasa Inggris, pembentuk mofem bahasa terbagi atas infleksi dan derivasi. Pebelajar bahasa Inggris harus memahami betul tentang perubahan kelas kata melaui proses derivasi. Bentuk kata yang dapat mengalami proses derivasi karena penambahan imbuhan, antara lain: Noun → Noun, Adjective → adverb, and Noun → Adverb, Adjective → noun, Verb → noun, Adjective → adjective, Noun → adjective, Verb → verb, Noun → verb, Verb → adjective. Oleh karena itu, perlu pemahaman lebih lanjut mengenai perubahan kata secara dervasi baik secara lisan maupun tulisan. Berdasarkan temuan pada iklan di dalam tiga edisi majalah Forbes terdapat tiga kelas kata kategori lexical yaitu; 183 verb, 72 noun dan 38 adjective. dapat dinyatakan bahwa terdapat 26 suffix dan 11 prefix.

Kata-kata Kunci: *Derivational words, Forbes magazine.*

INTRODUCTION

1. Background of the Study

Language does not only discuss about its grammar or structure. In Linguistics, it focuses on the science (structure) and also the humanities (mental). Chomsky said that when we study about human language, we are approaching what some might call the human essence, the distinctive qualities of mind that are so far as we know unique to man (Frompkin, Rodman, Hyams, 2003:3). Language as media of communication divided into two characters based on its function; spoken and written. The primary function of language is spoken and the secondary function is written (Verhaar, 2008:7). Like all other living languages such the language of the Angles, Saxons and Jutes of the bygone days has been changing over the years but the degree of change taking place in recent years has surpassed all previous records. It is said that language is like a flowing river. It is ever changing and the changes are always unpredictable because language is dynamic (Verhaar, 2008:7). Human language consisted of symbols where the symbols known well by the language user. By compounding the symbols, it can produce some words which comprehended among the language users.

Word has important part of linguistic knowledge and it constitutes a component of our mental grammars. Someone can learn thousands of words in a language and but sometimes still does not know the language. Anyone who has tried to be understood in a foreign country by merely using a dictionary knows this is true. On the other hand, without words we would be unable to convey our thoughts through language.

Different language may express different words concept of different morphological process. Indonesia, for instance- some of word forms can be changed into other forms by following certain rules. Such as: *membaca* [mem- + baca], where this word is as active verb. When the root of *baca* is added by prefix *di-* [di- + baca], so it is changed as passive verb. The morphological process of Indonesia language is quite easier to be learnt for Indonesian because the language is as his first language. But when Indonesian faced to a language where it is as foreign language such as English language, Indonesian will face some differences of word formation.

There is unfamiliar morphological process of English language for Indonesian. The process of morphologic can change word classes by adding certain affixes, such as: "boy"

(noun) → "boy + -ish = boyish (adjective). Based on linguistics term, the process is called as derivational process. This process has certain rules that have to be obeyed by English language users. Then the change of the words can be found in some media communication or information such as in magazine, newspaper, television, and others. When anyone learns or reads or listens to English as foreign language, of course he will confuse about the words that he believes in a certain word class but unfortunately it belongs to other word classes. As result, he will lose in confusion if he does not know the rules of words derivation.

Based on the era development, the human's needs for gaining information also increase related to their desire of knowledge, and so the development of media increasing. We can get some information through variant of sources immediately. But even there are some instant various ways for getting information, some people still believe in old way such reading news papers or magazines.

Here the writer is interested to investigate about the words formation especially about one of morphological processes; derivational morphemes. It is important because for Indonesian, English language is as foreign language where there are some rules that have to be obeyed linguistically. Process of words derivation of Indonesia language is different to English language where known most complicated.

There are some previous studies that investigated about words formation. First, Tyler and Nagy (1987) did a research where mentioned that children knowing different knowledge of English derivational suffixes. Children appeared to develop a rudimentary knowledge of derivational morphology before fourth grade. Knowledge of the syntactic properties of derivational suffixes appears to increase through eighth grade. Knowledge of the distributional properties of suffixes also increases, with sixth-grade students showing an increase in overgeneralization errors parallel to that found for inflectional suffixes in much younger children. Results from this study confirm the expectation that different aspects of knowledge about suffixes are acquired at different times. Second, Dardjowidjojo (2002)

investigated that in the case of Indonesian can be seen that there is degree of tenacity among the affixes. In case of prefix, purely syntactic criteria can apparently be used to determine the degree of tenacity. Prefix is tenacious only when it is attached to a base which is [- verbal]. When prefixed verb is added a suffix, the prefix loses its tenacity. Prefix is also deletable when the base is [+verbal]. {meN-} prefix also be dropped when the verb is [+passive]. Different than prefix, in general suffix is more tenacious than prefix. Both of syntactic and semantic criteria must be used to determine the tenacity.

Third, the traditional view about stem alternation is that, if an alternation has no morphosyntactic correlates and is not phonologically motivated either, it is simply a lexical peculiarity, too irreducibly idiosyncratic to be of interest to the morphological theorist. However, if affixes and stems can (indeed, must) display the kind of signaling relationships, then the way is opened to establish new robust constraints on how stem alternant can be distributed within paradigms (McCarthy, 2002:49-57).

The previous studies above discussed about the several of words formation and period of gaining words formation for learner. It is important for Indonesian learner to comprehend about English word formation especially word derivation because of its quite variant change. Here the writer more focuses on the usage of the words derivation in certain magazine with aimed to describe the derivation and its meaning.

Based on the background above, the writer interested to do a research related to the English words derivation through magazine media.

2. The Problems and Objectives of the Study

The problems of the study are:

a. What are the word classes that derived from other classes that used in the *Forbes* advertisement?

b. What are the forms of derivation found in the *Forbes* advertisement?

c. What are the dominant words derivations found in *Forbes* advertisement?

Based on the problems above, the aims of the study are to find out and analyze:

a. The word classes that derived from other classes that used in the *Forbes* advertisement.

b. The forms of the words that derived.

c. The dominant words derivations found in *Forbes* advertisement.

3. The Objectives and Significances of the Study

Theoretically, this study will give contribution to linguistics especially to morphology and the language development. Practically, it can be useful to some other researchers who interested to investigate about language especially word development.

4. Scope and Limitation of the Study

This study investigates about English words derivation only. It is limited to the content (lexical) words; verbs, nouns, adjectives and adverbs. The data are taken from magazine media; *Forbes*. The data are analyzed by using content analysis.

REVIEW OF RELATED LITERATURES

1. Definition of Morphology

Linguistics is a study of language which it is not only focusing on the surface structure, but also to the deep structure. In many languages, what appear to be single forms actually turn out to contain a large number of 'word-like' elements. For example, in Dayak Ngaju (one of Dayak's languages), the form "*bapam*" conveys what, in English, would have to be represented as something like "*your father*". A rough correspondence can be presented in the following way: *bapa-m = father your*. It would seem that this Dayak Ngaju 'word' is rather different from English 'word'. But, there are some similarities between the languages, in that similar elements of the whole message can be found in both. Perhaps a better way of looking at linguistic forms in different languages would be to use this notion of 'elements' in the message, rather than depend on identifying only 'words'. The type of example above is an example of investigating basic forms in language, generally known as morphology.

The field of linguistics that examines the internal structure of words and processes of word formation is known as morphology (Radford: 2009:140). Morphology refers to the study of forms. Arnof and Fudeman in Badriya al-Farisi (2008) mentioned that linguistics morphology refers to the study of words, their internal structure and the mental process that are involved in word formation. It is a study of the hierarchical and relational aspects of words and the operation on lexical items according to word formation rules to produce other lexical items. According to Strork and Widowson (1983:17), morphology is concerned with the way in which words and meaningful elements are constructed and with how their function within the grammatical system of a language.

Grammatical system in language covers many aspects of language skills or components. For example, grammatical system becomes important aspect in writing. Good writing should have correct grammar. Indeed, different words in English have different meaning, different auxiliary have different function also.

The term of morphology, which literally means 'the study of forms', was originally used in biology, but, since the middle of the nineteenth century, has also been used to describe the type of investigation that analyzes all those basic 'elements' used in a language (Yule, 2006:62-63). What we have been describing as 'elements' in the form of a linguistic message are technically known as 'morphemes'.

2. Morphemes

Knowledge about a language is important for the users. When someone who does not know English, he will not know the beginning or ending of words in utterance, such: *thebookisbroughtbytheboy*. Some of native speakers shall utter their utterance without any junctures. But when a speaker of English listen to the utterance, he might have no difficulty in segmenting the utterance to be seven individual words; *the, book, is, brought, by, the, boy*. It is different than written form. We separate each word by spaces then make the reader easier to comprehend the idea. It can be said that without comprehension to the language components, it is difficult to be comprehended orally or written.

Many words in English can be divided into the smallest elemental unit. We can recognize that English word forms such as *invites, inviter, invited* and *inviting* must consist of one element *invite*, and a number of other elements such as *-s, -er, -ed* and *-ing*. All these elements are described as **morphemes**. The definition of a morpheme is "a minimal unit of meaning or grammatical function" (Yule, 2006). The word is derived from the Greek word *morphe* meaning "form" (Frompkin, Rodman, Hyams, 2003:76).

Based on the classes, morpheme can be categorized into two classes, they are: free morphemes and bound morphemes. The basic classification of English morphemes can be seen as follow (Akmajian, 2001:18):
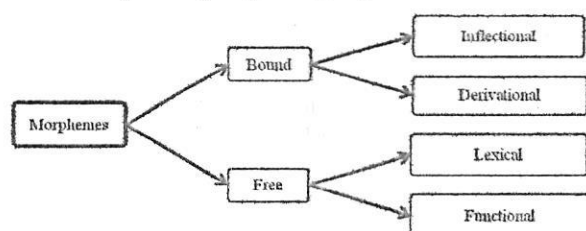

Figure 1. Classification of English Morphemes

3. Classes of Morphemes

Two components of morphological knowledge, they are; individual morphemes and rules that combine them. One we know about morpheme that is certain morphemes can stand alone or must be attached to a base of morpheme.

Morphemes can be classified into two categories, they are: free morphemes and bound morphemes. Free morphemes are meaningful units of language structure which can be used independently or in combination with other morphemes. A word which consists of only one morpheme must consist of free morpheme. Meanwhile, bound morphemes are meaningful units of language structure which can only be used in conjunction with other morphemes (Strok and widowson, 1983:79).

It can be described that free morphemes are those that can exist in their own (ex. *case* in *suitcases*), whereas bound morphemes cannot (ex. *-s* in *suitcases*). The word *reproductions* can be broke down into four morphemes: *re-,*

produce, -tion, -s. Produce is as the *root*. The root is the core of a word to which other morphological units are attached. *Produce* can also be a *stem* or base morpheme to which other elements are attached. A stem can be simple (*produce*) or complex (*production*). *Re-* and *-tion* and *-s* are called as *affixes*. Affixes can be divided into four forms as follow (Verhaar, 2008:107):

a. prefixes: bound morphemes that are attached in front of a stem.
b. suffixes: bound morphemes that are attached at the end of a stem.
c. circumfixes: bound morphemes that are attached simultaneously before and after the stem (not applicable to English language).
d. infixes: bound morphemes that are attached in the middle of a stem (not in English).

a. Bound Morphemes

Bound morphemes are divided into two types: inflectional and derivational morphemes. Inflectional morphemes form a small class in English, and then derivational morphemes are a much larger class.

1). Inflectional Morphemes

Inflection is one of grammatical morphemes that indicates some kind of grammatical relationship. English has few inflections and can be listed as follow (Meyer, 2009: 153):

No.	Inflections	Descriptions	Examples
1	s/ -es	3rd person present tense singular	He/ she watches movie
		Possessive	the girl's doll
		Plural	boy → boys
2	ing	Progressive aspect	He/ she is studying
3	ed	Past tense	He/ she talked for an hour
		Perfective aspect	He/ she has talked for an hour
4	er	Comparative form of adjective	mild → milder
5	est	Superlative form of adjective	mild → mildest

These are not used to produce new words in the language, but rather to indicate aspects of the grammatical function of a word. Inflectional morphemes are used to show if a word is plural or singular, if it is past tense or not, and if it is a comparative or possessive form.

2). Derivational Morphemes

English derivational morphology, that is, the basic units of word formation and the principles governing their combination, has drawn increasing attention from researchers in linguistics, psychology, and reading over the past ten years. The findings indicate that knowledge of derivational morphology may be important in language processing in several ways (Tyler and Nagy, 1987). Knowledge of the internal structure of words may play a role in lexical access (Fowler, Napps, & Feldman, 1985; Stanners, Neiser, Herndon, & Hall, 1979; Taft & Forster, 1975). Because derivational suffixes mark words for part-of-speech, they may be useful in helping speakers establish the syntactic structure of sentences (Clark & Clark, 1977). Finally, knowledge of morphology appears to be helpful in assigning meaning to unfamiliar derivatives (Dowty, 1978; Jackendoff, 1975; Nagy & Anderson, 1984), thus facilitating vocabulary growth.

The creation of new lexemes when the affixes are added to a root morpheme or stem, a new word with a new meaning is derived. When the process of derivation done, someone must have a list of derivational morphemes in his mental dictionaries as well as the rules that have to determine way of them added to root or stem. So, the result of derivational morpheme is called as derived word. Here are some hierarchical of derivational words (McCarthy, 2002: 48-55):

a). Adverbs derived from adjectives. Example: [beautiful → beautifully]

b). Nouns derived from adjectives:

1) -ity, e.g. purity, equality, ferocity, sensitivity

2) -ness, e.g. goodness, tallness, fierceness, sensitiveness

3) -ism, e.g. radicalism, conservatism

c). Nouns derived from verbs:

1) -ance, -ence, e.g. performance, ignorance, reference, convergence

2) -ment, e.g. announcement, commitment, development, engagement

3) -ing, e.g. painting, singing, building, ignoring

4) -((a)t)ion, e.g. denunciation, commission, organisation, confusion

5) -al, e.g. refusal, arrival, referral, committal

6) -er, e.g. painter, singer, organiser, grinder

d). Verbs derived from nouns:

1) de-, e.g. debug, deforest, delouse

2) -ise, e.g. organise, patronise, terrorise

3) -(i)fy, e.g. beautify, gentrify, petrify

e). Verbs derived from adjectives:

1) -ise, e.g. tenderize, nationalize

2) -ify, e.g. purify, intensify

f). Adjectives derived from noun:

1) -al, e.g. original, personal

2) -ish. e.g. boyish, selfish

3) -ful, e.g. joyful, meaningful

4) -less, e.g. hopeless, helpless

g). Adjectives derived from verb:

1) -able, e.g. reliable, breakable

2) -ent, -ant, e.g. repellent, expectant

3) -ive, e.g. repulsive, explosive

There are some differences between the affixes of inflectional and derivational in English based on some factors, as follow (Akmajian, 2001:44):

1). Inflectional affixes never change the category (part of speech) of the base morpheme (the morpheme to which they are attached). For example, both *eat* and *eats* are verb; both *girl* and *girls* are nouns. While in contrast, derivational affixes often change the part of speech of the base morpheme. Thus, read is a verb, meanwhile readable is an adjective. As note, some derivational affixes do not change category. For example, derivational prefixes in English generally do not change the part of speech of the base morpheme to which they are attached. Such as, both words of *write* and *rewrite,* for instance, are verbs.

2). Derivational and inflectional suffixes occurred in a certain relative other within the word; namely, inflectional suffixes follow derivational suffixes. Thus, in *minimize-minimizes* the inflectional –s follow the derivational -ize. If an inflectional suffix is added to a verb, as *minimizes,* than no further derivational suffixes can be added. English

has no form *minimizesability*, with inflectional –s, followed by derivational – *able*. For the reasons, it is often noted that inflectional affixes mark the "outer" layer of words, whereas derivational affixes mark the "inner" layer (Akmajian, 2001: 44).

Actually, the function of derivational affixes is used to create new base forms that other derivational or inflectional affixes can be attached to. Certain derivational affixes create new members for given part of speech class, whereas inflectional affixes always attach to already existing member of a given part of speech class.

3). The last, inflectional and derivational affixes can be distinguished in term of semantics relation. In the case of inflectional affixes, the relation between the meaning of the base morpheme and the meaning of the base + affix is quite regular. Hence, the meaning difference between *tree* and *trees* is paralleled quite regularly in other similar pairs consisting of a noun and noun + plural affix combination. In opposite, in the case of derivational affixes the relation between the meaning of base morpheme and the meaning of base + affix is sometimes unpredictable. For example, the pair fix and fixable show a simple meaning relation ("X" and "able to be X"), but there are also pairs such as *love-loveable* and *read-readable* where the –*able* form has undergone *semantic drift* and has accrued new elements of meaning beyond the simple combination of the meaning of the base and the meaning of –*able*. Such semantic drift is generally not found in cases of a base + inflectional affix, so that the word such as *trees* is plural of *tree* and has not accrued any additional meaning (Akmajian, 2001).

So it can be concluded that, inflectional affixes indicate certain grammatical function of word (such as plurality or tense). They occurred in certain order relative to derivational affixes and they are not associated with certain changes that are associated with derivational affixes such as category changes or unpredictable meaning changes. Inflectional affixes are often discussed in term word-set called *paradigms*. For example, the various form that verb can take (bake-bakes-baking) form a set of words known as *verb paradigm* (Akmajian, 2001).

b. Free Morphemes

Based on Frompkin, Rodman, Hyams (2003: 73), free morphemes divided into two categories. The first category is set of ordinary nouns, adjectives, verbs and adverbs that carry the 'content' of the messages conveyed. These free morphemes are called *lexical morphemes*. Examples: *woman, man, bird, lion, happy, short, pink, read, write, see, soon*, etc. Lexical morphemes also called as 'open' class of words. Then the other types of free morphemes are *functional morphemes*. This set consisted of conjunctions, prepositions, determiner, and pronouns. Examples: *and, but, when, because, on, near, above, in, the, that, it, them*, etc. Functional morphemes to the language also called as 'closed' class of words.

4. Forbes Magazine

Forbes is an American business magazine owned by Forbes, Inc. (www.forbesmagazine.com). Its articles originally focus on finance, industry, investing, and marketing topics. But nowadays, it reports also about technology, communication, science and law. Forbes headquarters on 5th Avenue of Manhattan, New York.

On November 05, 2010, PT Wahana Media Tama as licensee partner launched the first issue of Forbes Indonesia for 20,000 copies by using English language. The frequency of publication is monthly. Forbes Indonesia provides insights and critical information covering the local to global business scene, as well as investment advice, insights on strategy and lifestyle features.

5. Frame of Thinking

The derivational morphemes are considerably richer and more varied than inflectional morphemes. In addition to word formation processes, English has various prefixes and suffixes strategies for forming new lexemes. It is important to distinguish productive from non-productive patterns, in order to avoid overstating the complexity of the derivational system.

Based on some related literatures above, it can be said that everyone who learns or uses English language must comprehend about how to form a new lexeme by adding affixes correctly. Here the writer would like to find and analyze the word classes that have the process of derivation, the forms of derivation and also the dominant word categories based on derivational processes that used in *Forbes* advertisements. The writer used the famous *Forbes* magazine as the data source, where it is limited to the advertisements.

Here is the frame of thinking where the function leading the writer focuses on the topic of the study:

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                  ┌──────────────────┐
                  │  Forbes Magazine │
                  └──────────────────┘
        ┌────────────────┼────────────────┐
        ▼                ▼                ▼
┌──────────────┐ ┌──────────────┐ ┌──────────────┐
│  Class of    │ │  Forms of    │ │ The Dominant │
│  Derivation  │ │  Derivation  │ │ Word Categories │
│  Words       │ │              │ │              │
└──────────────┘ └──────────────┘ └──────────────┘
        └────────────────┼────────────────┘
                         ▼
                  ┌──────────────┐
                  │  Conclusion  │
                  └──────────────┘
```
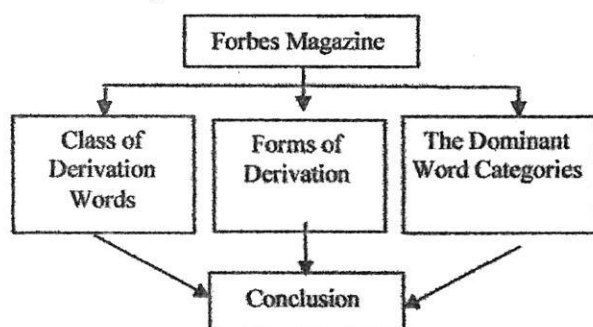
RESEARCH METHOD

1. Design of the Study

This study is a qualitative research, where a content analysis is being the type of the research. Usually, content analysis involves drawing representative samples of content; training coders to use the category rules developed to measure or reflect differences in content, and measuring the reliability (agreement or stability over time) of coders in applying the rules (Riffe, Lacy, and Fico, 2005: 11).

The data are analyzed to describe what are typical patterns or characteristics or to identify important relationships among the content qualities examined. If the categories and rules are conceptually and theoretically sound and are reliably applied, the researcher increases the chance that the study results will be valid.

2. Source of the Study

Content analysis has a variety of techniques at their disposal for selecting content. The appropriate one depends on the theoretical issues and practical problems inherent in the research project. If the number of units is large, a probability sample is likely to be more appropriate because it allows inference to the population from the sample (Riffe, Lacy, and Fico, 2005).

The source of the study is the advertisements of Forbes magazine. The sample of the study is taken by using *cluster sampling*, which is the process of selecting content units from clusters or groups of content. Mass media products often include clusters of content. For example, each magazine edition is a cluster of many articles, usually divided into topic clusters such as sports, business, and entertainment. Cluster sampling allows the probability selection of groups and then subgroups from indexes. As the previous magazine cluster example suggests, content units that cluster together may do so because they are similar in nature (Riffe, Lacy, and Fico, 2005: 111). Here the writer chose the advertisements in three editions of the *Forbes* magazine; they are April, May and June editions.

3. Data Collection Technique

The writer used documentation technique in collecting the data. It is because the data consisted of some sheets of magazine, especially the advertisements. The writer read the certain advertisements related to the data needed, and then wrote it. The writer also analyzed the originality of document and the relevancies of the content to the problems are discussed to guarantee the data finding accuracy by using data documentation (Esterberg, 2002:131).

4. Data Validity

The data validity is needed to valid the data found in the process of collecting data. In collecting the data, the writer used internal validity, focus on face validity, concurrent validity, predictive and construct validity (Riffe, Lacy, and Fico, 2005: 168-170). Related to the endorsements of qualitative, the writer also used triangulation, transferability, dependability and conformability (Esterberg, 2002: 131-132). The triangulation that used is theory triangulation. By using some related things, except the data, in addition to check or to compare.

5. Data Analysis Procedures

Data analysis is the process to arrange the data finding to make it comprehendible by purposing topic, organizing, coding, selecting, displaying, and verifying in order to make the research report. There are six techniques were used to analyze the data as follow (Esterberg, 2002:128-138):

a. Purposing the topic

It is the rules that bind the writer in the way she defined and measured the content of interest.

b. Organizing topic

Because it is the documentary record of the study, care should be taken to organize and present the topic in a coherent and organized manner. The document should be sufficiently comprehensive for other researchers to replicate the study without additional information from the writer.

c. Coding

The process of coding focuses on issue of topic the study. Here the writer recorded the content attributes of each unit of content in the study.

d. Selecting

It is meant as chosen process. The writer focused on the simplify data. It is by choosing main data related to the theme of the study; the words derivation.

e. Displaying

The writer performed the information that arranged in separated sheets based on its forms and meanings. It is meant that the words derivation was classified.

f. Verifying

After the data which has been proceed in the steps before, then it can be verified or concluded by using inductive method which came from specific things to gain objective conclusion. The conclusion then were verified by looking back to the data reduction whether before, whilst or after data collecting. It was aimed to the conclusion were not miss from the problems of the study.

There is flexiblelity pattern or model in analyzing content data. But the important thing is the sharpness and the sensitivity of the writer in explaining the real facts of the object investigated.

DATA FINDING AND DISCUSSION

1. Data Finding

Similar to some other languages used in the world, English also has some forms of prefix and suffix for forming new lexemes. The usage of those affixes is important to distinguish the usage of derivation in order to avoid overstating the complexity system of derivational.

The components of inflectional in English are suffixes, and at most one inflectional suffix may be occurred in any word. It is different to inflectional where the components of derivational are more numerous and may occur within a stem. There will also some difficulties that faced by the learners of English to analyze or determine the correct form of derivation morphemes. It is because derivation components are more complicated than inflectional components.

Here the writer investigated three edition of *Forbes* magazine where limited to the advertisements that containing some forms of derivation. The word classes that used in the Forbes advertisements are verb, noun, and adjectives. There are; 183 verbs, 72 nouns and 38 adjectives. Based on the form of word derivation, there are four word categories that found, they are; 20 verbs, 183 nouns, 72 adjectives and 18 adverbs.

Here are some words classes that derived based on some advertisements that found in three editions of *Forbes* magazine:

a. Verbs derived from noun, examples: discover, personalize.

b. Verbs derived from verbs, examples: await, restart.

c. Nouns derived from verbs, examples: earning, reservation.

d. Nouns derived from adjectives, examples: jurisdiction, efficiency.

e. Nouns derived from nouns, examples: engineer, technician.

f. Adjectives derived from nouns, examples: golden, luxurious.

g. Adjectives derived from verbs, examples: rental, reliable.

h. Adjectives derived from adjective, examples: extraordinary, potential.

i. Adverbs derived from nouns, examples: subsequently, hourly.

j. Adverbs derived from adjectives, examples: smoothly, uniquely.

k. Adverbs derived from verbs, examples: directly, likely.

Based on the calculation of the affixes used to form the words derivationally, here are the total numbers of affixes that used in the *Forbes* advertisements:

No	Prefix	Suffix	Total
1	in-	-	2
2	un-	-	4
3	sub-	-	1
4	dis-	-	1
5	re-	-	8
6	a-	-	2
7	en-	-	3
8	pre-	-	1
9	up-	-	1
10	extra-	-	1
11	super-	-	1
12	-	-ing	77
13	-	-able	17
14	-	-al	27
15	-	-ize	1
16	-	-ice	4
17	-	-ise	2
18	-	-ness	5
19	-	-less	2
20	-	-ly	18
21	-	-ion	46
22	-	-th	3
23	-	-er	11
24	-	-ment	23
25	-	-ity	11
26	-	-ive	2
27	-	-ful	3
28	-	-ous	7
29	-	-or	1
30	-	-en	1
31	-	-cy	3
32	-	-ary	2
33	-	-ist	1
34	-	-cian	1
35	-	-ure	3
36	-	-ics	1
37	-	-ance	2
TOTAL			**299**

The most word categories that change are by adding suffix –ing, they are; 77 words. While there only 1 prefix of sub-, dis-, pre-, up-, extra-, and super-. There also only 1 suffix of –or, -en, -ist, -cian, -ness, and –ics.

Some forms of the words that derived can be seen as followed:

a. **Noun derived from noun**

1) -(i)an, ex. *institution* (June 2013, MONASH adv.),

2) -ist, -ian, ex. *scientist* (June 2013, UBS)

3) -er, -(i)an, ex. *customer* (April 2013, Mazda)

4) –ise, ex. *expertise*.

b. **Adverb derived from adjective and noun**

The most formula that found is only by using suffix –ly. Example: *safely, efficiently, approximately, recently.*

c. **Noun derived from adjective**

1) -ity, e.g. *adversity* (May 2013, Ernst & Young), *opportunity* (June 2013, Monash)

2) -ness, ex. *business* (April 2013, Mayapada Bank), *awareness* (May 2013, Jaya Property)

3) -th, ex. *growth, depth.*

4) –cy, ex. *efficiency.*

d. **Noun derived from verb**

1) -ance, ex.. *performance*

2) -ment, ex. *development, management.*

3) -ing, ex. *leading, inspiring.*

4) -((a)t)ion, e.g. *revolution, reservation, location.*

5) -er, ex. *leader, driver.*

6) –ice, ex. *service.*

e. Adjective derived from adjective

comparable → incomparable

valuable → invaluable

f. Adjective derived from noun

1) *-ful*, e.g. *flavorful, beautiful.*

2) *-less*, e.g. *countless, relentless.*

3) *-al*, ex. *natural, financial, industrial*

4) *super-*, ex. *superblock, supervision*

5) *extra-*, ex. *extraordinary*

g. Verb derived from verb

1) *re-*, ex. *renown, restart.*

2) a-, ex. *await.*

h. Verb derived from noun

1) *-ize*, ex. *personalize.*

i. Adjective derived from verb

1) *- al*, ex. *rental, operational, trial.*

DISCUSSION

Here will be displayed the discussion based on the data finding. It will concern on the derivation words that used in *Forbes* magazine.

1. The Word Classes that Derived from Other Classes that Used in the *Forbes* Advertisement

Based on the finding above, the word classes that used in the *Forbes* advertisements were three main word categories that mentioned as content or lexical words, they are verb, noun and adjective. The most words that used as the derivation word are verb form that consisted of 183 verbs, while there are 72 nouns and 38 adjectives. Meanwhile, based on the form of word derivation, there are four word categories that found, they are; 20 verbs, 183 nouns, 72 adjectives and 18 adverbs.

Based on Mc Mahon, the set of ordinary nouns, adjectives, verbs and adverbs carry the 'content' of the messages conveyed. These free morphemes are called *lexical morphemes*. Examples: *woman, man, bird, lion, happy, short, pink, read, write, see, soon*, etc. Lexical morphemes also called as 'open' class of words, because the words can be added by affixation and can make a new word by using the class.

The effect of words derivation that appeared are consisted of four classes, they are verb, noun, adjectives and adverb. Here the changed mostly to noun, then adjectives, verbs, and the last adverbs. But here also can be mentioned that some affixation that usually used to form the new class through the process of derivation were not found, such as prefix *de-* to form verb that derived from noun, suffix *–ish* to form adjective that derived from noun, or suffix *–ent, -ant* to form adjectives that derived from verb.

Here also found that based on the data finding that the words categories that most used are verb in order to form noun class by adding suffix *–ing*. It is because some of words that are added by suffix *–ing* are not lexicalized but productive forms. In other hand, the user of words must comprehend well about derivation process, whether lexical or productive forms.

Based on James P. Blevins (2006:525), the strategies for creating new lexemes in English are more numerous and considerably more varied than those available for inflecting existing lexemes. Moreover, whereas inflectional processes are generally regarded as productive and sometimes even defined in terms of productivity, the processes that create new lexemes differ greatly in generality and regularity.

Derivation contrasts with inflection in English. By comparison with most other European languages, such as French and German, English has few inflectional affixes; however, English is at least as rich as French and German in its derivational resources.

2. The Forms of the Words that Derived

Based on the data finding above, the forms of the words that can be derived consisted of: *a. Noun → Noun, b. Adjective → adverb, and Noun → Adverb, c. Adjective → noun, d. Verb → noun, e. Adjective → adjective, f. Noun → adjective, g. Verb → verb, h. Noun → verb, i. Verb → adjective.* The change of the words mostly by using suffixes than prefixes. There are 26 suffixes and 11 prefixes.

Based on the finding, there are some affixes that used to form word classes that derived to other word classes. Related to the affixes that used to form new words or new class, learners of English should learn and comprehend well about the change.

Based on James P. Blevins (2006:533), English retains a stock of native Germanic stems, along with a sizeable collection of borrowings, many of Latinate origin. In some cases, sub-units within these items have become established as independent stems or derivational exponents. However, the morph tactic patterns exhibited by many Latinate formations, although transparent in varying degrees to the speaker or analyst, are not extended beyond an original stock of forms.

Descriptive strategies designed to restrict particular exponents to a Latinate 'sub lexicon' implicitly concede the point that these elements do not have the status of independent units in English. Similar remarks apply to any elements restricted to a Germanic 'sub lexicon'. Overall, the morphological system of English exhibits a simple organization, which is mirrored to some degree by the simple morph tactic structure of non-compound words.

Word forms are often assigned a relatively uniform structure in English. Lexical roots are usually assumed to be modified by the category-preserving processes, which are chiefly prefixal, and by category-changing processes, which are exclusively suffixal. The output of these derivational processes provides a base for the few remaining inflectional suffixes of English. Neither verbs nor adjectives retain personal agreement markers.

CONCLUSION

Based on the finding above, it can be concluded that the word classes that used in the *Forbes* advertisements were three main word categories that mentioned as content or lexical words, they are verb, noun and adjective. The most words that used as the derivation word are verb form that consisted of 183 verbs, while there are 72 nouns and 38 adjectives.

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The effect of words derivation that appeared are consisted of four classes, they are verb, noun, adjectives and adverb. Here the changed mostly to noun, then adjectives, verbs, and the last adverbs. But here also can be mentioned that some affixation that usually used to form the new class through the process of derivation were not found, such as prefix *de-* to form verb that derived from noun, suffix *–ish* to form adjective that derived from noun, or suffix *–ent, -ant* to form adjectives that derived from verb. The words categories that most used are verb in order to form noun class by adding suffix *–ing*.

English contains a variety of processes that induce a change in grammatical and/or semantic properties, which may – though need not – be accompanied by a change in form. These processes are sometimes taken to define a 'derivational paradigm', which contains the members of different word or valence classes that can be derived from a given lexeme. The following outline of the English derivational subsystem begins by distinguishing the processes that alter the meaning.

The morphological system of English exhibits a simple organization, which is mirrored to some degree by the simple morphotactic structure of non-compound words. English retains a stock of native Germanic stems, along with a sizeable collection of borrowings, many of Latinate origin. In some cases, sub-units within these items have become established as independent stems or derivational exponents.

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