

**THE ANALYSIS OF NEOLOGISM IN PRESIDENT TOYOTA, MR. AKIO
TOYODA INTERNATIONAL SPEECH IN JAPAN 11TH OF AUGUST, 2011
DELIVERING 'TOYOTA GLOBAL VISION'**

TERM PAPER

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INTELLECTUAL PROPERTY STATEMENT PAGE

THE ANALYSIS OF NEOLOGISM IN TOYOTA PRESIDENT, MR. AKIO TOYODA INTERNATIONAL SPEECH IN JAPAN 11TH OF AUGUST, 2011 DELIVERING 'TOYOTA GLOBAL VISION' USING MORPHOLOGY AND SEMANTICS APPROACH

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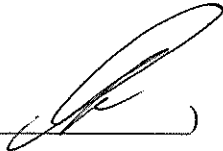
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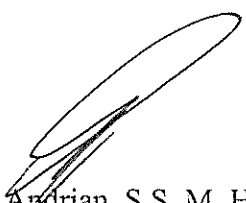
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PREFACE

Praise be upon God, The Cherisher and Sustainer of the worlds. The writer would like to express self gratitude to Alloh SWT, for the inspiration and the smoothness in completing this term paper. During the process of arranging and accomplishing this term paper entitled: The Analysis of Neologism in Toyota President, Mr. Akio Toyoda International Speech in Japan on 11th August, 2011 Delivering 'Toyota Global Vision', the writer owes many persons. Truly, without their support, this term paper would be hardly to be finished and accomplished on schedule. The writer would like to convey the deepest and honest thanks to the below persons:

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Finally the writer do aware that this term paper is still far from the perfectness, therefore it needs suggestion and constructive criticism to make it better. The writer do hope this term papaer can contribute to the development of English linguistic study especially in the study of morphology and semantics.

Jakarta, 08th of August 2015.



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ABSTRAK

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11th August, 2011 Delivering
'Toyota Global Vision' Using Morphology and
Semantics Approach

Neologisme adalah kata baru atau bermakna baru dalam suatu bahasa karena penggunaan bahasa tersebut di masyarakat. Sebagai hal tidak bisa dihindarkan dalam berbahasa, neologisme sering membingungkan dan salah dipahami sehingga menjadi masalah utama di dalam komunikasi. Pidato Presiden Toyota, Mr. Akio Toyoda tanggal 11 Agustus 2011 yang menjadi objek penelitian ini merupakan pidato penting yang mengungkapkan visi Toyota di masa depan atau dikenal dengan "Toyota Global Vision". Mencermati banyaknya penggunaan neologisme di dalam pidato tersebut, analisa khusus sangat diperlukan. Di dalam penelitian ini dijelaskan analisa morfologi menggunakan teori George Yule untuk mengetahui proses pembentukan kata baru tersebut serta analisa semantik menggunakan teori Ogden dan Richards untuk menjelaskan makna referensinya. Penelitian ini merupakan penelitian linguistik kepustakaan dimana teks sebagai basis data utamanya.

Kata kunci: *Neologism, Toyota, morfologi, semantik, referensi*

ABSTRACT

Name : Ardiansyah
Program of Study : Strata One (S-1) Degree of English Department
Title of Term Paper : The Analysis of Neologism in Toyota President,
Mr. Akio Toyoda International Speech in Japan
11th August, 2011 Delivering
'Toyota Global Vision' Using Morphology and
Semantics Approach

Neologism is new coinage word or sense in a language as the result of language use in the society. As something inevitable, many times neologism is confusing and misunderstanding which is being main problem in communication. The speech of Toyota President, Mr. Akio Toyoda in 11th of August 2011, the object of this research, is an important speech revealing Toyota's vision in future years known as 'Toyota Global Vision'. Considering many neologisms used by the speaker, special analysis needs to be conducted. In this research, is explained morphological analysis using theory from George Yule to know the forming of the neologism and semantics analysis using theory Ogden And Richards to explain its reference meaning. This research is a linguistics library research with text as the basic and main data source.

Keywords: *Neologism, Toyota, morphology, semantics, reference*

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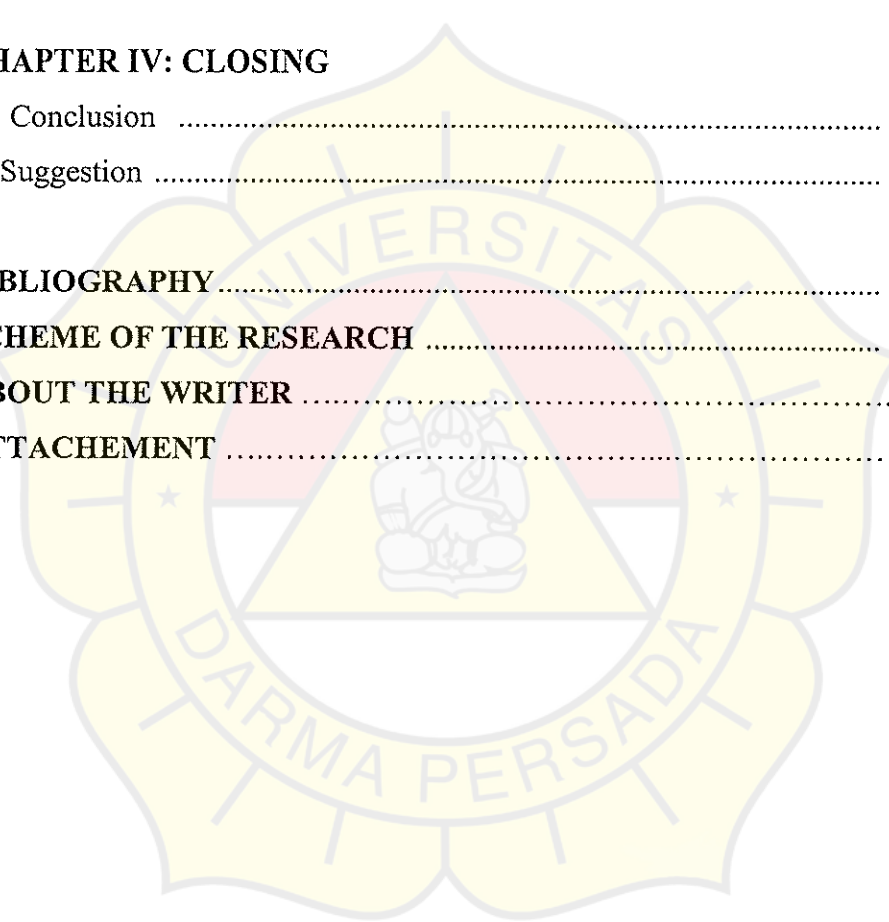
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CHAPTER I

INTRODUCTION

A. Background of the Problem

Language as part of culture has dynamic characteristic. It changes by the time and follows the development of human being. This aspect of language is always become something interesting to be analyzed. Language changing and development emerges from the uses of language among human as the language user. There are many aspects of language to cause the language change and development. It can be phonologically, lexically, semantically, and pragmatically. That characteristic is possible to the birth of a new language and the death of a language.

In the interaction, human uses language as tool of communication. It is so close with Mayerhoff, (2006: 245) who says that 'language is used as a common means of communication among people whose native languages are mutually unintelligible in the interaction.' Using a certain language, people are able to communicate each other. In the use of language, language users often emerge some new words. That also happens in English. This phenomenon is called as neologism. George Yule, (2006: 52) defines neologism as 'a new word in our language.' Sometimes it can be also an existing word with new senses. It is close with Peter Newmark, (1988: 140) who says that neologism as 'newly coined lexical units or existing lexical units that acquire a new sense.' Unconsciously people like to use neologism in communication. Neologism can emerge as an effect of multilingualism when another language creates some new words in the other language or it can be from the stuck of searching the proper language expression to say something, language user creates new words or modifies existing words to convey a proper meaning.

Neologism practically can be something confusing but surely, it cannot be avoided. When it is heard at the first time, it can be something strange. Neologism in many times affects some specific fields rather than general words. Nevertheless, it can appear suddenly like a natural process in communication. Newmark (1988: 140) says that 'neologisms are perhaps the non-literary and the professional translator's biggest problem.' Somehow, it is also big problem for whomever in communication. When a neologism comes, people's general question would be what does it really means and

where from the word come or how the word formed. All those questions come in a shocking and guessing is a common solving.

Toyota is a global company with many affiliates around the world. As a language community, this institution uses English as the language for formal International communication. As an example, the Toyota President, Mr. Akio Toyoda uses English in his speech in many occasions. In this term paper, his international speech on 11th of August 2011 in Japan will be discussed. Mr. Akio Toyoda is delivering 'Toyota Global Vision', which states so many important points to be understood and implemented by all Toyota affiliates around the world. The speech is also important for Toyota suppliers, shareholder, and partners to explain what kind of company Toyota is going to be. At the same time President Akio Toyoda used the occasion to let the world knows what kind of company Toyota is and what values Toyota holds related some global issues passed recently like quality issue being explained in US congress and global crisis in 2008.

Akio Toyoda speech concerns a milestone for all the Toyota affiliates. As the way of an important speech, the words arrangement in his speech shall take very important roles for the future of the company in the fore years. Giving special attention to Mr. Akio Toyoda international speech, the writer is motivated to conduct an analysis about so many new words he delivered. This background encourages the writer to conduct a research about neologism. So that the writer writes the term paper entitled: 'The Analysis of Neologism in Toyota President, Mr. Akio Toyoda International Speech in Japan on 11th of August, 2011 Delivering 'Toyota Global Vision'.

In the writer's opinion, observing so many neologisms used by Mr. Akio Toyoda in his speech and many other neologisms in our daily life, when a neologism emerges in language use, there are two important aspects to be analyzed. First, is the forming process and second is the meaning. Many times people do not realize using some English new words in their communication. Without knowing the forming or without knowing the proper meaning, this phenomenon is potential for a word misusing and meaning misunderstanding lead into miscommunication. Because neologism is about new word and sense, the morphological analysis enables us to know how the word is formed and semantics analysis explains the meaning or what thought is to be delivered by using the neologism. These two main aspects of

neologism are discussed in this research to answer the problem when a neologism emerges in communication.

Nowadays especially in Indonesia, the research about neologism is still rare. To find the similar topic of the research, the writer searches at the library of University of Darma Persada and find nobody has written about neologism, at University of Catholic Atmajaya Jakarta, Simanjuntak, (2006) writes about 'Neologisms in Social Networking Websites: Corpus-Based and Morphological Analyses', and at University of Malang, Sandrina (2009) writes about 'Neologism In Information Technology Articles.' Those two researches give attention to neologism in Information and technology terms and the abstract mentions that the analysis is limited to the identification of neologism and word formation. Another benchmark is Usevic from University of Daugavpils, writes about 'Neologism in British Newspaper.' His research is to identify neologism used in 'The Guardian' newspaper edition 2001 until 2008. In his research the neologisms are identified are classified by some types of classification.

In refer to those references from previous researchers, the writer decides to conduct a research to analyze neologism in Mr. Akio Toyoda international speech. The analysis explains the formation and the reference meaning of the neologism. In this research, the writer conducts morphological and semantics research in English linguistics field. The main object, speech script of Mr. Akio Toyoda is taken from Toyota global official website, www.toyota-global.com. Besides using some theories from some written reference materials, the writer also conducts some discussions with some practitioners and experts in field of manufacture and automotive industry at PT Toyota Motor Manufacturing Indonesia.

B. Identification of the Problem

In refer to the background above, the identification of the problem in this research is that the neologisms produced by Mr. Akio Toyoda in his speech comes from some processes of word formation and the meaning is very possible for misunderstanding. Therefore, the writer needs to analyze the neologism formation referring to morphological theory to know how the words emerging and the reference meaning of neologisms to explain the concept, thought or idea being delivered

through the neologisms. In the writer's assumption, morphological and semantics analysis are able to explain the neologisms' forming and meaning.

C. Limitation of the Problem

In refer to the identification of the problem, the writer limits the problem to the forming process and the reference meaning of the neologism found in Toyota President, Mr. Akio Toyoda international speech in Japan 11th of August, 2011 delivering 'Toyota Global Vision.' Meanwhile there is still any possibility to analyze the other aspects in this object of the research but in the writer's perspective, analyzing these two aspects opens wider possibilities for another analysis in further research.

D. Formulation of the Problem

In refer to the limitation of the problem, the formulation of the problem is *how to comprehend neologism formation process through morphological theory and the reference meaning through semantics analysis in Toyota President, Mr. Akio Toyoda international speech in Japan 11th of August, 2011 delivering 'Toyota Global Vision'.* To answer the question, the writer explains the analysis in two steps as follow:

1. How the morphological analysis explains the word formation of the neologism found in Mr. Akio Toyoda speech?
2. How semantics analysis can explain the reference meaning, idea or the thought of the neologisms?

E. Objectives of the Research

In refer to the formulation of the problem, the objective of this research are:

1. To prove morphological analysis can explain the formation of neologisms in Toyota President, Mr. Akio Toyoda international speech in Japan 11th of August, 2011 delivering 'Toyota Global Vision.'
2. To analyze the reference meaning of the neologisms through semantics theory.

F. Methods of the Research

This research is typically the combination of qualitative and quantitative research. The writer designs, collects, and analyzing the data from the main source, the script of Toyota President, Mr. Akio Toyoda international speech in Japan 11th of August, 2011 delivering 'Toyota Global Vision', which is taken from www.toyota-global.com. The neologisms are listed then each is to be analyzed descriptively using explanation and some illustrations. In summary, the writer uses table and graph to conclude the result of the analysis. Some reference books and result of discussion with some experts functioned as secondary data to strengthen the writer's understanding helping to analyze the data in this research.

G. Benefits of the Research

This research aims to the development of linguistics study especially in morphology and semantics. Morphologically this research proves that morphological process takes roles in new word formation or neologism. Semantically this research gives evidence that meaning of word is more than just lexical meaning we can find in dictionary but further more is about reference meaning, which is about the idea, thought, or concept to be delivered through a word. The semantics analysis of a neologism requests us to enter such of this method. Understanding the concept of a word is more than just what a word means because we cannot find the idea of a word in dictionary. Therefore, we have to come to the relation between the ideas and the symbol being formed by entering the context of where the word is used.

For the institution, Toyota affiliates, suppliers, share holders and Toyota partners, the semantics analysis of the neologism enables them to get clear understanding about the global vision delivered by the top company leader so that specific local program in each companies can be created linearly link to the global vision. For public in general this analysis is helpful to understand some new words in English to enhance the richness of English vocabulary.

H. Systematic Organization of the Research

Chapter I This chapter consist of background of the research, identification of the problem, limitation of the problem, formulation of the problem, the

objective of the research, method of the research, benefits of the research, and systematic of the research.

Chapter II Consist of Frameworks of Theories

Chapter III Consists of analysis of neologism in Toyota President, Mr. Akio Toyoda international speech in Japan 11th of August, 2011 delivering 'Toyota Global Vision'

The analysis consists of the word formation analysis of the neologism, and the reference meaning of the neologism

Chapter IV Consist of Closing of the research

