

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language plays a great part in our life. It has so many interrelationships with various aspects of human life that can be studied from numerous points of view. All are valid and useful, as well interesting in themselves. Some people find language a fascinating aspect of human behavior, and they take a great delight in asking about it from various points of view (Naibaho, 2010:1). Language is basically a social institution and its purpose is to document the importance of social factors in language change (Siburian, 2009:2).

Language has two fundamental aspects, namely the form of sounds or phonemes, graphemes, and structure and the meaning, which may be viewed from lexical perspective, functional meaning, and structural meaning (Siburian, 2009: 16). According to Gleason and Ratner (1998:2), language is so basic to our existence that life without words is difficult to envision. Because speaking, listening, reading, and writing are such fundamental aspect of our daily lives, they seem to be ordinary skills. Executed easily and effortlessly, language use guides us through our day. Taylor (1990:5) asserts a language is a system of sign (e.g., speech, sounds, hand gestures, letters) used to communicate message. Of all kinds language, the most developed, used, and studies is undoubtedly human spoken language. It has evolved, to allow people to communicate efficiently. According to Clark (2003:1), language is quintessentially human. We use spoken every day,

face to face, as a means of communication, and written language allows us to record and hold on to our history across generations. Another definition given by Wierzbicka (1996:2) that language is an instrument for conveying meaning. A Language cannot develop in a vacuum and there is no society alive without language. Language allows people to say things to each other and express their communication needs. Language is the comment of society, allowing people to live, work and play together, to tell them truth but also to tell a lie, or lies. Sometimes language is used merely to keep communication channel open so that if any need arises to say something of importance a suitable channels is available.

Knowing a language means knowing the words of that language. We use language in various situations that is used in writing and speaking to get some meanings, in the written form that is realized in sentence. The sentences are obtained and used in text books, magazine, newspaper, notebooks, catalogs, novel, brochure, tourism booklets and another source of information in the written form.

Tourism brochure is a small booklet or pamphlet, often containing promotional material or product information (<http://www.thefreedictionary.com/brochure>).

A brochure is a booklet or a pamphlet giving information of advertising something. A brochure of theatre programs is a booklet giving details of schedules of plays, the actors, and the others involved in the performances. A tourism brochure is a thin book of a few pages with pictures, giving information about the tour programs organized by the travel company. Designing a brochure is a specialist job, for, as the booklet is designed to advertise a product, a service, or a

program, it should be attractively designed with proper pictures in place. The brochure designed by the tourist company gives in its illustrated booklet, all the necessary information a tourist needs (<http://www.univsource.com/words/brochure-noun.htm>).

There are at least two types of information booklets about a foreign country: one directed to students, one directed to tourists. Both introduce the foreign country to the reader, underlying different aspects in accord with the reader's needs. Booklet for students, you will have to consult and extract your information from encyclopedias, geography and history books and other such educational sources. Booklet for tourists, you will need to gather information from airlines, rail systems, cultural events calendars and other sources (http://www.english.com/how_7236772_make-information-booklet-foreign-country.html).

The most common types of single-sheet brochures are the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while tri-folds results in six panels (three panels on each side). Other folder arrangements are possible: the accordion or "Z-fold" method, the "C-fold" method, etc. Larger sheets, such as those with detailed maps or expansive photo spreads, are folded into four, five, or six panels. When two card fascias are affixed to the outer panels of the z-folded brochure, it is commonly known as a "Z-card". Booklet brochures are made of multiple sheets most often saddle stitched (stapled on the creased edge) or "perfect bound" like a paperback book, and result in eight panels or more. Brochures are often printed using four color process on

thick gloss paper to give an initial impression of quality. Businesses may turn out small quantities of brochures on a computer printer or on a digital printer, but offset printing turns out higher quantities for less cost. Compared with a flyer or a handbill, a brochure usually uses higher-quality paper, more color, and is folded (<http://www.answers.com/topic/brochure>).

The writer would like to analyze derivational and inflectional morphemes in tourism booklets of West Sumatera “The Land of Minangkabau”. For the readers whom first language is not English, cannot understand English text in tourism booklet, the reader will face difficulties in understanding some words in tourism booklets. It means that to understand the meaning of words, it is important to know the morphological process.

Our mother tongue is Indonesian language, not English and the reader does not understand about morphological process. This study will help the readers to understand some words which are used in tourism booklet of West Sumatera. The readers will find difficulties and will be confused with form of word because, it can be changed and can change the meaning or class of word.

Therefore, morpheme is very important to study, especially the words used in tourism booklets. This research will help and useful for the readers to know more about the morphological process in sentence.

B. The Problem of the Study

Based on the background of this study, in conducting the research the problems must be stated clearly and specifically in order to achieve the objective of the study. The problems of the study can be formulated as the following:

- 1.) What types of morphemes most frequently are used in tourism booklets of West Sumatera?
- 2.) What is the use of morpheme in tourism booklets?
- 3.) What is the dominant function of morphemes applied in tourism booklets of West Sumatera?

C. The Objective of the Study

The objectives of this study are formulated as follows:

- 1.) To investigate the types of morphemes which are used in tourism booklets of West Sumatera?
- 2.) To find out the use of morpheme that is used in tourism booklet?
- 3.) To find out the dominant function of morphemes which are applied in tourism booklets of West Sumatera?

D. The Scope of the Study

There are many types of tourism brochures, one of them is called booklet, and this is actually the main point as the object of the study. Sentences paragraph and even whole texts are extremely needed in tourism booklet. Tourism booklets are arranged in some contribution and one of any advertising

method in promoting many kinds of products, such as novel, hotel, travel, sport and tourism object and so on, in which it has its own specific language in order to attract certain customer.

Based on this study, the writer limits the scope of the research and will not discuss all of them. The tourism object of tourism booklet will only be discussed in this study. The scope of the research is only on the morphological process of derivational and inflectional morphemes as found in tourism booklets and the discussion of the types and function of derivational morpheme and inflectional morpheme that are most frequently applied.

E. The significances of the study

This study is expected to be useful for:

- 1.) The reader who has some formations to understand the text in tourism booklet, one must understand and be able to analyze the formation of morphemes, understand the morphological process, and therefore will provide a better understanding of derivational and inflectional morphemes.
- 2.) The students in the researching related fields of this study.
- 3.) The students who are majoring English in internal structure of words and the rules by which words in morphology.