

AN ANALYSIS OF ENGLISH BORROWING WORDS IN INDONESIA

BUSINESS TERMS OF SWA MAGAZINE

A RESEARCH PAPER

Submitted to Fulfill One of Requirements

To Get Sarjana Sastra Degree (S1)



ROFI ISNAENI SOWALIAH

C1.18190030

UNSA

ENGLISH LITERATURE DEPARTMENT

FACULTY OF HUMANITIES

UNIVERSITAS SEBELAS APRIL

2022



APPROVAL SHEET

**AN ANALYSIS OF ENGLISH BORROWING WORDS IN INDONESIA
BUSINESS TERMS OF SWA MAGAZINE**

A Research Paper

Submitted to Fulfill One of Requirements

To Get Sarjana Sastra Degree (S1)

Arranged by:

Rofi Isnaeni Sowaliah

NPM: C1.18190030

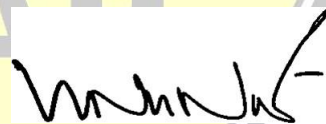
Approved by:

The 1st Supervisor

The 2nd supervisor



Suroto, S.S., M.Hum.
NIDN. 0414097803



Unu Nurahman, S.S., M.Pd.

LEGALIZATION

This research paper has been defended in front of The Examiners in Faculty
of Humanities Sebelas April on:

Day : Saturday

Date : August 27th, 2022

Examined by:

The 1st Examiner



Anit Pranita Devi, M.Pd.
NIDN. 0415078703

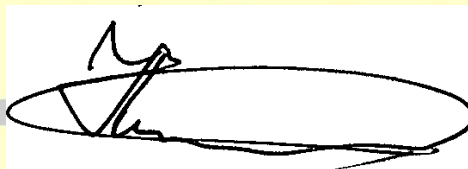
The 2nd Examiner



Dr. Imas Maryanah, M.Pd.
NIDN. 0407087302

Legalized by

The Dean of Faculty of Humanities Sebelas April



Iwan Israwan, Drs., M.Pd.
NIP. 195801041986021001



TABLE OF CONTENT

Approval Sheet	i
Legalization	ii
Declaration	iii
Motto	iv
Preface	v
Acknowledgment	vi
Table of Content.....	viii
List of Tables	x
List of Appendices	xi
Abstract	xii

CHAPTER I INTRODUCTION

A. Background of the Research	1
B. Research questions	6
C. Scope of the Research	6
D. Aims of the Research	7
E. Significance of the Research	7

CHAPTER II THEORETICAL FOUNDATION

A. Literature Review	9
1. Morphology	9
2. Borrowing Word	13
3. Semantic Change.....	15
B. Previous Studies.....	18

CHAPTER III RESEARCH METHOD

A. Research Design.....	23
B. Research Object	24
C. Data Collection Technique.....	25
D. Data Analysis	26
E. Data Validity	29

CHAPTER IV FINDINGS AND DISCUSSIONS

A. Findings.....	32
1. The Borrowing Words Found in the SWA Magazine.....	32

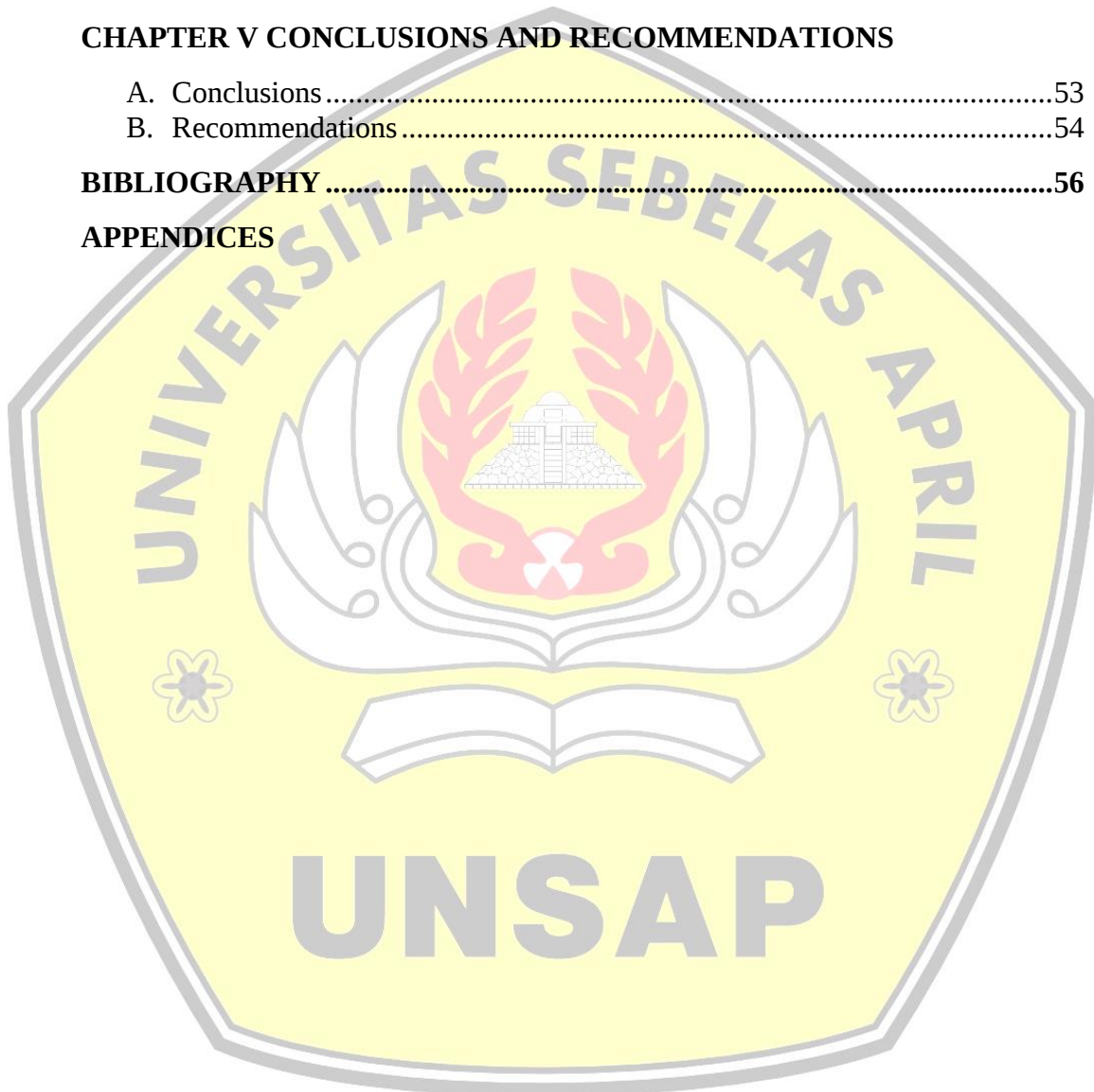
2. The Semantic Changes Types of the Borrowing Words.....	33
B. Discussions.....	35
1. The Types of Borrowing Words Found in the SWA Magazine.....	35
a. Loan Word	35
b. Loan Blend	37
c. Loan Shift.....	42
2. The Semantic Change Types of the Borrowing Words	43
a. Extension.....	45
b. Narrowing	46
c. No Meaning Change	66

CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions.....	53
B. Recommendations	54

BIBLIOGRAPHY	56
---------------------------	-----------

APPENDICES



ABSTRACT

This research is entitled *An Analysis of English Borrowing Words in Indonesia Business Terms of SWA Magazine*. It is focused to classify the types of borrowing words and their semantic change in the four selected articles from the ‘next gen’ section of SWA digital magazine using Hockett’s theory of borrowing words and Baugh’s theory of semantic change. A descriptive qualitative method was applied in this analysis. The result shows there were three loan words (2.1%), 139 loan blends (97.2%), and one loan shift (0.7%). There was also one extension of semantic change (0.7%), 21 narrowing of semantic change (14.7%), and another 121 data has no semantic changes (84.6%). The most frequent type of borrowing words is loan blend. Meanwhile, most data in the semantic analysis do not show the semantic change process. Toward the result, it can be concluded that there is a high tendency of using borrowing words in Indonesia business terms.

Keywords: *Borrowing Word, Business Terms, Magazine, Semantic Change*



CHAPTER 1

INTRODUCTION

This section focused on illustrating the five main parts of the research introduction. The first is the background of the research that clarifies the problem of the study, the reason for conducting the research, some previous studies analyses, and the grand theories used in the present research. The second is the research question. This part consists of several questions formulated from the problems of the study. The third is the scope of the research. That is the limitation of the issues found in the study to avoid any misunderstanding of the topic. The fourth is the research aims, which consist of goals that are going to be achieved by the research. The fifth is the significance of the study focused on explaining the benefits of the study both theoretically and practically.

A. Background of the Research

The Indonesian language is one of the fastest-growing languages in the world. According to Juliawan (2017), the Indonesian language has been seen as a language that is changing rapidly. The Indonesian younger generation is currently more familiar with foreign language terms than Indonesia. They realized that mastering foreign languages is one of the demands of the globalization era. In this globalization era, foreign languages have an important role because they are often used to represent a new idea/thing in every human life aspect. The Ministry of

Education and Culture on their website mentions several reasons why Indonesian has become one of the fastest-growing languages. First, at the international level, Indonesian has become the most prominent language in Southeast Asia, and its spread has covered 47 countries in the world. Second, Indonesian language learning for foreign speakers has owned by 428 institutions, facilitated by the Language Development and Development Agency, or independently owned.

Third, Indonesian absorbs a lot of vocabulary terms from foreign languages and the enrichment of local language vocabulary in Indonesia. Putrayasa (2014, p. 130) states that foreign languages have a significant influence on Indonesian. Many foreign languages influenced Indonesian such as Arabic, French, Mandarin, English, and others. For the very first time, Arabic influenced the Indonesian language because of the existence of religion and trade relations in the fourteenth century. French influenced the Indonesian language because French was the first international language used for official diplomacy in the seventeenth to the nineteenth century. Mandarin influenced the Indonesian language because of the economic relations between Indonesia-China in the volume of trade in various commodities and manufactured products in the new order era.

English is also a clear language in Indonesia, and it can even be said to be the most influential language in Indonesia because English has become an international language. There is no written agreement about English becoming a global language, but if we look closely, there are many reasons. One of them is because English is the oldest language in the world which originated in mainland England, which is around the 8th century. In addition, English has a high-speed vocabulary

development. Harvard University researchers noted an increase in vocabulary in the world's oldest language by 8,500 words per year. The impact of English as an international language can be seen in almost every sector in Indonesia, such as in the fields of education, health, lifestyle, tourism, and business. The influence of English on Indonesian is also found in the mass media as a result of the globalization era. It is essential to consider how the national language has been influenced by English in the current globalization because each language can change its meaning when used in another language.

Mass media has become the main channel of globalization because in the media people can access various kinds of information. According to Shoelhi (2009), mass media functions as broadcast media with an interest in disseminating information and business and influencing public opinion. Mass media provides various kinds of information very quickly so that it can affect the way people think and interact. Because English is very widely used in the globalization era, most Indonesian media nowadays also connect Indonesian with English in conveying various kinds of information. The most frequently used way to combine Indonesian with English is through borrowing. Borrowing (lexical borrowing) is adapting a word from one language to another language. According to Hockett, (1958, p. 389), borrowing is the process of taking words from various other languages. Fasold, (2006, p.294) states that borrowing is the adoption of elements from another language or dialect. Another definition from Yule (2017, p. 170), borrowing is the taking over of words from other languages and technically, it is more than just borrowing because the borrower doesn't give them back. This happens because borrowing is a part of the

development of the Indonesian language itself. In addition, borrowing other languages will make it easier to reach an agreement if there is no Indonesia term to represent something or even if the Indonesian word has too many synonyms.

One of the mass media that often uses borrowing words from English is magazines. Initially, the magazine was a collection of news, articles, stories, pictures, reviews, illustrations, or other features printed on quarto-sized sheets of paper and bound in book form, which was published regularly. But along with technological developments in the millennial era, those kind magazines were developed into online magazines (e-magazine/e-Zine). The online magazine is a digital magazine that provides its readers with targeted information and news. As we know that digital media is prevalent today because it is considered more accessible and practical.

One of the best Indonesian magazines is SWA magazine which is ranked as the best business magazine in Indonesia. According to the AMI survey (2002), SWA magazine has the highest awareness and penetration rate compared to similar magazines. Because of that, SWA magazine is the most chosen as the primary reading compared to similar magazines so it is prevalent among businessmen. To meet the needs of readers and keep up with the era of globalization, SWA magazine is also available online or what we usually call a digital magazine. On its online display, SWA digital magazine has various kinds of discussion topics. One of the exciting topics is called 'next gen', which discusses the story of the successive generations in Indonesia that inspires many people.

English borrowing words are still an interesting topic for some researchers. This can be seen from many previous studies on borrowing words found in the research collection, maybe hundreds or even thousands within a few seconds of searching. For example on Google Scholar, we can find many studies about borrowing words. For the last five years, there were around 17.500 studies on English borrowing words in Indonesia terms. Most of them researched English borrowing words from movies, newspapers, websites, and daily terms.

As already mentioned, magazines are also a medium that uses English borrowing words a lot, but the research on English borrowing words in magazines is still very limited. Even though the magazine is a mass media that still exists today in Indonesia. There are only a few researchers who examined English borrowing words in magazines. They have conducted borrowing language research in some types of magazines such as teens magazines (Adha, 2016), broadcast magazines (Vitaloka, 2017), sports magazines (Hanan, Kamarudin, & Suratman, 2018), technology magazines (Hermawan, 2018), and tourism magazines (Muziatun, Saud, & Halada, 2021). The previous studies above use the theory of borrowing language by Hockett (1958) and semantic changes by Baugh (1963). In the response to the gap, this current research took the data from the business terms of SWA magazine. It has a similarity as well. This current research also uses the theory of borrowing language by Hockett (1958) and the theory of semantic change by Baugh (1935). Hopefully, this research can give a positive contribution to improving the knowledge about borrowing words.

From the previous studies above, the researcher realizes that the research on borrowing language in magazines is indeed very limited, especially in business magazines. Even though business is a field that will never lose because people will always do business, it is growing rapidly and dynamically which could be a lot of new business terms that people do not know the meaning of. Moreover, most types of business magazines are only intended for a certain group of people. On swamediainc.com, SWA magazine also claims that SWA's business magazine is targeted at professionals, entrepreneurs, and students who want to study business because most of the words used borrowing words from English. Considering that, this research focused on borrowing words and their semantic change in the business terms selected from some next-gen articles in the SWA digital magazine. This research needs to be done because it can help the younger generation understand today's business terms correctly. In this case, The present research is entitled **AN ANALYSIS OF ENGLISH BORROWING WORDS IN INDONESIA BUSINESS TERMS OF SWA MAGAZINE.**

B. Research Questions

Based on the background of the study above, two research questions will be discussed in this research as follows:

1. What types of borrowing words in Indonesian business terms are used in SWA Magazine?
2. What types of semantic change happen to the borrowing words?

C. Scope of the Research

Generally, the research is a part of linguistic research, but it needs limitations. This study is not intended to discuss the word structure of its morpheme composition, because the research is limited to the analysis of English borrowing words and semantic changes in the business terms which are accepted as Indonesian words from English words. The purpose of this research is to identify the types of borrowing words and analyze them semantically in the 'next gen' topic on the SWA digital magazine. The magazine articles used in this study are the latest articles from April 2022 until May 2022, which consist of 4 main articles.

D. Aims of the Research

Based on the research questions in this research, this research has several purposes below:

1. To identify the types of borrowing words in Indonesian business terms used in SWA Magazine.
2. To analyze the semantic change of the borrowing words.

E. Significance of the Research

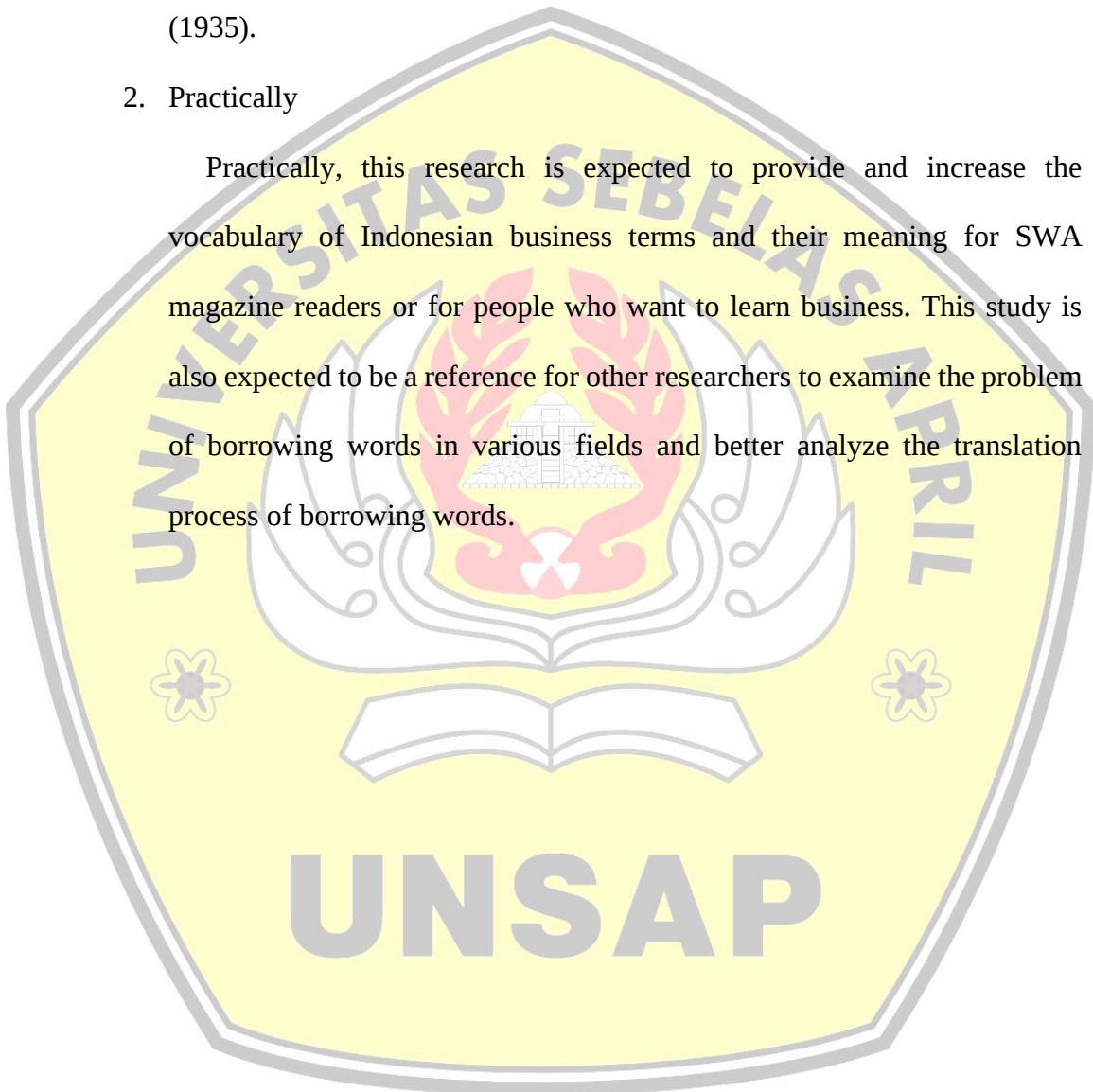
This research is expected to bring some benefits theoretically and practically as follows:

1. Theoretically

Theoretically, the result of this research is expected to enrich the advancement of morphological research, especially about borrowing words theory from Hockett (1958) and semantic changes theory from Baugh (1935).

2. Practically

Practically, this research is expected to provide and increase the vocabulary of Indonesian business terms and their meaning for SWA magazine readers or for people who want to learn business. This study is also expected to be a reference for other researchers to examine the problem of borrowing words in various fields and better analyze the translation process of borrowing words.



CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology for conducting the research. It consists of research design, research object, data collection technique, data analysis, and data validity. Each of them is elaborated in the following sections.

A. Research Design

The research design is a strategy or plan for carrying out the study. According to Litosseliti (2010, p. 31), the research methods and techniques used in any research project are determined by the research focus and question. This means that the research design we choose is determined by our research problem and the focus of our research discussion.

This research belongs to descriptive qualitative research because the study's purpose is to describing the types of borrowing words and their semantic change in the business terms of SWA digital magazine. According to Bachri (2010), qualitative research is research that aims to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of people, individually or in groups. Litosseliti (2010, p. 31) states that a qualitative approach is particularly valuable in providing in depth and rich data. This is one of the advantages of a qualitative approach, which can help researchers to conduct a deeper research and obtain richer data to support their research. Therefore, the

findings and discussions of the study was described and explained in this qualitative description.

B. Research Object

The object of this research is the borrowing words in Indonesian business terms from SWA digital magazine. This study analyzes the types of borrowing words and their semantic changes in the 'next gen' section of the SWA digital magazine. There is a consideration in choosing this 'next gen' section. This section is an exciting section that discusses the story of the successive generations in Indonesia in running their business. Because the discussion is about the story of the younger generation in starting and running their business, it could be many new business words that people do not know. There are four selected articles from this 'next gen' section. The articles are the latest articles from April 2022 until May 2022, which consist of 4 main articles as follows:

Table 3.1 Research Object

No	Title of the Articles	Date Publication	Authors
1	Nararya Ciputra Sastrawinata, Penerus Trah Pak Ci	April 14, 2022	Yosa Maulana
2	William Sunito, Menjaga Bisnis Tetap Relevan dengan Industri Teknologi	May 9, 2022	Dyah Hasto Palupi

3	Alvina Atmadja, Mengombinasikan Kecepatan Eksekusi dengan Pengalaman Sang Ayah	May 16, 2022	Vina Anggita
4	Rachmat Harsono, Memiliki Values Yang Sama Dengan Sang Ayah	May 25, 2022	Andi Hana

C. Data Collections Technique

There are many techniques to collect the data analysis. Indrawan & Yaniawati (2017) state that five data collection techniques are often used in qualitative research: observation, interview, documentation, focus group discussion (FGD), and participatory.

The data in this research were collected through the documentation method. Documentation is a method of collecting data and information stored in various materials in the form of documentation, such as in the form of writing, pictures, symbols, artifacts, sketches, and others (Indrawan & Yaniawati, 2017, p. 139). There are several stages of documentation in this study. First, the SWA digital magazine was opened on <https://swa.co.id/>. From the online display, the 'next gen' section was chosen as the data sources. There were four articles published from April 2022 until May 2022 in the section. The four articles were the selected articles used for the data of the research. The four selected articles were scanned

and printed. The whole printed articles were read and identified according to the types of borrowing words and semantic changes.

D. Data Analysis

After collecting the data, the next step is analyzing the data. In this study, the theory used to analyze the data is the theory of Miles et al. (2014). They involve three instruments to analyze the data in qualitative research. There are data condensation, data display, and conclusion drawing.

1. Data Condensation

Miles, et al (2014) state that data condensation refers to several processes such as selecting, focusing, simplifying, abstracting, and transforming the data, which can be described as follows:

a. Selecting

The data were selected are English borrowing words that exist in the four printed articles. Each English borrowing word is given a capital letter code D as the data. Example D1 for data number one, D2 for data number two, and so on.

b. Focusing

The data that had been collected at the selecting stage will be focused on the business terms only by filtering all data in *Kamus Istilah Bisnis* and *Kamus Besar Bahasa Indonesia*.

c. Simplifying

The data that were identified as the borrowing word in the business terms are simplified by giving the latter codes as follows: the coding of the types of borrowing words are LW for loan word, LB for loan blend, and LS for loan shift. The coding of the types of semantic changes is EX for extension, NW for narrowing, DG for degeneration, RG for regeneration, and NC for no meaning change.

d. Abstracting

The data were analyzed and classified based on the three types of borrowing words by using the theory of Hockett (1958) and four types of semantic change by using the theory of Baugh (1935). Those are analyzed by using a table as follows:

Table 3.2 Categorizing Borrowing words and Semantic Changes

 Paragraph	 Text	Borrowing Words in Business Terms	 Semantic Changes of the Borrowing Words

e. Transforming

The data were transformed in more detail into the table of data analysis in the data display.

2. Data Display

According to Miles et al. (2014), data display was a step to draw the conclusion of the data and organizing information including the final conclusion. The displays can be illustrated in many types of matrices, graphs, charts, and networks (Miles et al., 2014). This was used to assemble organized information into an immediately accessible, compact form so that the analyst can see what is happening and either draw justified conclusions.

After analyzing the data in the data condensation, the next step was to group the results of the analysis to be presented and discussed in a more simple form. The result of the data is presented in the following tables:

Table 3.3 Data Analysis of the Borrowing Words Types

No	Types of borrowing words	Frequency	Percentage	Data Sources
1	Loan word			
2	Loan blend			
3	Loan shift			
	Total			

Table 3.4 Data Analysis of the Semantic Changes Types

No	Types of semantic changes	Frequency	Percentage	Data Sources
1	Extension			
2	Narrowing			

3	Degeneration			
4	Regeneration			
5	No meaning Changes			
Total				

3. Conclusion Drawing

The conclusion drawing step is the final step in the analysis data of the interactive model by Miles, et al. (2014). The conclusion that can be drawn is about the types of borrowing words and their meaning change in the business terms of SWA digital magazine.

E. Data Validity

Data validity is very important to be used to test the validity of research data. Hardani et al. (2020, p. 198) state that validity is the degree of accuracy between data that occurs in the object of research and data that can be reported by researchers. So valid data is data that does not differ between data reported by researchers and data that occurs in the object of research. To clarify the credibility of the data, this research used the triangulation technique. Triangulation is an approach in qualitative research that used multiple methods or data sources to develop a comprehensive understanding of the phenomenon (Patton in Carter et al., 2014). According to Patton (2002, p. 556), there are four types of triangulation: methods triangulation, data sources triangulation, analyst triangulation, and theory

triangulation. This study only uses two types of triangulations, which are data sources triangulation and theory triangulation.

The first triangulation in this study is data sources triangulation. Data sources triangulation involves the use of different sources of information that refers to comparing and cross-checking the consistency of the information obtained (Patton, 2002, p. 559). To ensure the understanding of borrowing words and semantic changes, this analysis also requires some different sources of information as a second data source. In this analysis, the different sources of information were obtained from several Indonesian and English dictionaries to find the meaning from each data, to make comparisons, and draw a conclusion.

The second triangulation is theory triangulation. Patton (2002, p. 562) noted that theory triangulation involves using different theoretical perspectives to look at the same data. It means that theory triangulation used several theories or hypotheses that are considered suitable to be applied to the same data to compare the information from different theoretical points of view. As theory triangulation, this study also used different theories to answer the research questions, which are the theory of borrowing words (branch of morphology) and the theory of semantic change (semantic branch). Borrowing is the process of taking words from various other languages, while semantic change was mainly concerned with the change in the meanings of words. Therefore, the two theories were used in the same data which is using “words” as the discussion subject.

In addition to using those two triangulations, this study also used expert judgment to check its validity. Expert judgment is an expert consideration or opinion (Rusti, 2012). The involvement of experts in the process of data collection and analysis is very important. Therefore, the validity of this research was also checked by experts. They are the first supervisor and the second supervisor.





CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter explains the conclusions and recommendations of the research.

The conclusions and recommendations are presented in the following section.

A. Conclusions

This chapter describe a conclusion about the English borrowing word and their semantic changes in the business terms of SWA digital magazine based on Indonesia and English dictionaries. The findings and the discussions had been described in the previous chapter. Thus, this section presents the conclusion of the research:

1. Based on findings, there are 143 borrowing words of business terms in SWA digital magazine. The 143 words were categorized into three types of borrowing words. They are three loan words, 139 loan blends, and one loan shift. Loan blend is the most dominated type in the SWA digital magazine with the percentage 97.2%. It means that most business terms in Indonesia are combination from English words because there is the process of importing and replacing in the borrowing words processes.
2. A small part of those 143 Indonesian business terms shows semantic changes in the terminology, namely one extension, 21 narrowing, and most other words have no semantic changes with the percentage 84.6%. It can be concluded that

most business terms in Indonesian and English have the same meaning because there are no semantic changes in the borrowing process.

Indonesia language absorbs many words from English, especially in the business terms. Most borrowing words in Indonesia are made through a loan blend process, namely the process of importing and replacing some part of the source language. Besides borrowing the business terms, Indonesian also borrows most of their meaning so that the meaning in Indonesia language and the source language become the same. Furthermore, to find out new business terms, we can learn from various sources, including professional magazines. It turns out that professional magazines can also be used by the general public because the use of borrowing words in the magazine is easy to understand and most borrowing words in the magazine did not change their meaning when it used in Indonesia.

B. Recommendations

Indonesia language absorbs a lot of vocabulary from foreign languages, one of them is from English. This process is called borrowing words. Borrowing words are not only found in the business field, but can also be found in other field, such as in education, medicine, sports, and so on. It also can be found in any situation whether in written sources or daily conversation.

This section presents some suggestions that should be considered for the future researchers who want to conduct a study on similar topic. The first suggestion is to prefer the research objects in other fields that are relevant to the recent phenomena

that occur, such as in medical terms which are currently very concerned because of the COVID19 pandemic impact. The second recommendation is to analyze what causes of semantic changes occur to each borrowing word, because it will give better knowledge for the readers.



BIBLIOGRAPHY

- Adha, Ahmad Rifa'i. (2016). *The Analysis of English Borrowing Word in Music Section Of Hai Magazine*. State Islamic University of Sunan Ampel Surabaya.
- Bachri, B. S. (2010). Meyakinkan Validitas Data Melalui Triangulasi Pada Penelitian Kualitatif. *Teknologi Pendidikan*, 10, 46–62.
- Baugh, C. A. (1935). *A History of the English Language*. D. Appleton-Century Company, Inc.
- Carter, N., Bryant-lukosius, D., Dicenso, A., & Blythe, J. (2014). *Methods & Meanings*. 41(5), 545–547. <https://doi.org/10.1188/14.ONF.545-547>
- Chaer, Abdul. (2013). *Pengantar Semantik Bahasa Indonesia*. Jakarta: PT. Rineka Cipta.
- Fasold, R. W. (2006). *An Introduction to Language and Linguistics* (J. Connor-Linton (ed.)). Cambridge University Press.
- Hanan, Ahmad., Kamarudin., L. S. (2018). A Study on The English Borrowing At the Sport Column in *Tempo Weekly Magazine*. 2(1), 361–367. JISIP.
- Handoko, M. D. (2019). *English Morphology*. CV. Iqro Penerbitan.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (Issue April). CV. Pustaka Ilmu Group.
- Hermawan, A. R. K. (2018). *Borrowing words in technology term of jawa pos online website*. State Islamic University of Sunan Ampel Surabaya.
- Hockett, C. f. (1958). *A Course In Modern Linguistics*. The Macmillan Company.
- Indrawan, Rully., & Yaniawati, Poppy. (2017). *Metodologi Penelitian Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan*. Refika Aditama.
- Juliawan. (2017). *An Analysis of Phonemic and Graphemic Changes of English Loanwords Bahasa Indonesia Appearing in Magazine Entitled "chip"*. International Journal of language and literature. Undiksha.
- Kementrian Pendidikan, Kebudayaan, Riset Dan Teknologi. (2021). Bahasa Indonesia, Salah Satu Bahasa Negara Yang Berkembang Pesat di Dunia. Retrieved from <https://setjen.kemdikbud.go.id/berita-bahasa-indonesia-salah-satu-bahasa-negara-yang-berkembang-pesat-di-dunia.html>
- Litosseliti, L. (2010). *Research Methods in Linguistics*. Continuum International Publishing Group.

- Master of English Language Teaching. (2012). Beberapa Alasan Mengapa Bahasa Inggris Menjadi Bahasa Internasional. Retrieved from <https://pascapbi.uad.ac.id/beberapa-alasan-mengapa-bahasa-inggris-menjadi-bahasa-international/>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis* (Third Edit). SAGE Publications, Inc.
- Muziatun., Jefiyanto saud., N. A. H. (2021). *An Analysis of Borrowing Word in DestinAsian Indonesia Magazine*. 7(1), 51–58. Indonesian ELF Journal (IELFJ).
- Patton, M. Q. (2002). *Qualitative Research & Evaluation Methods* (3rd ed.). Sage Publications, Inc.
- Pratama, Rizky Yusuf. (2017). *Kamus Istilah Bisnis*. Yogyakarta: Istana media.
- Putrayasa, I. B. (2014). *Kalimat Efektif*. Bandung: Refika Aditama.
- Rusti, S. C. (2012). Tugas media pembelajaran tentang “merancang media pembelajaran.” <http://shilviacitrarusti.blogspot.com/2012/06/tugas-media-pembelajaran.html?m=1>
- Shoelhi, Muhammad. (2009). *Komunikasi Internasional: Perspektif Jurnalistik*. Bandung: Simbiosis Rekatama Media.
- SWA Media Inc. (2018). About SWA Sembada. Retrieved from http://swamediainc.com/about_swa.html
- Vitaloka, R. F. (2017). *An Analysis of English Borrowing Words in Indonesia Broadcast Field of Cinemags Magazine*. States Islamic University of Syarif Hidayatullah Jakarta.
- Yule, G. (2017). *The Study of Language* (sixth edit). Cambridge University Press.

