

AN ANALYSIS ENGLISH BORROWING WORDS IN BBC INDONESIAN TWO SELECTED ARTICLES

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Abstract - This study aimed to identify the types of borrowing words, analyze their semantic changes, and explore the role of globalization in language adaptation as observed in two selected articles from BBC Indonesian. Using a qualitative descriptive method, the research analyzed data from two articles published in 2022, applying Hocket's theory (2013) to categorize borrowing words into loanwords, loan blends, and loan shifts, and Riemer's theory (2010) to classify semantic changes into specialization, generalization, amelioration, and pejoration. The findings revealed loan blends as the most common borrowing type, followed by loanwords and loan shifts. Generalization was the most frequent semantic change, with no instances of amelioration or pejoration. This study highlighted how BBC Indonesia, as a global media platform, integrated and adapted foreign words into Indonesian, contributing to the understanding of linguistic borrowing and its impact on the development of the Indonesian language.

Keywords: Borrowing Words, Semantic Changes, Globalization, BBC Indonesian.

Abstrak - Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis kata serapan dari bahasa Inggris, menganalisis perubahan semantiknya, serta mengeksplorasi peran globalisasi dalam adaptasi bahasa berdasarkan dua artikel terpilih dari BBC Indonesia. Dengan menggunakan metode deskriptif kualitatif, data diambil dari dua artikel yang diterbitkan pada tahun 2022. Teori Hocket (2013) digunakan untuk mengklasifikasikan kata serapan menjadi loanwords, loan blends, dan loan shifts, sementara teori Riemer (2010) digunakan untuk menganalisis perubahan semantik seperti spesialisasi, generalisasi, ameliorasi, dan peyorasi. Hasil penelitian menunjukkan bahwa loan blends adalah jenis kata serapan yang paling dominan, diikuti oleh loanwords dan loan shifts. Generalisasi menjadi perubahan semantik yang paling sering ditemukan, sementara tidak ada kasus ameliorasi maupun peyorasi. Penelitian ini menyoroti peran media global seperti BBC Indonesia dalam mengintegrasikan dan menyesuaikan kata-kata asing ke dalam bahasa Indonesia, serta kontribusinya terhadap pemahaman proses serapan bahasa dan perkembangan bahasa Indonesia.

Kata Kunci: Kata Serapan, Perubahan Semantik, Globalisasi, BBC Indonesia.

1. INTRODUCTION

1.1 Background of the Study

Cultural contact and the evolution of societies have always played a key role in how languages grow, adapt, and influence each other. According to Lut and Starenkova (2022) Language is closely tied to culture, and as societies interact, share not only ideas and innovations but also ways of communicating. As this interaction increases, languages naturally evolve new words, structures, and sounds emerge to express ideas that may not have existed before or to better reflect the changing realities of society. This process often leads to borrowing, where one language adopts words, phrases, or even grammatical structures from another language. Borrowing can occur in a variety of ways, from casual interactions between individuals to more formal exchanges in trade, migration, and education. For example, many languages have incorporated technological or scientific terms from English, just as English has borrowed many words from Latin, French, and other languages throughout its history.

Borrowing is the formation of new words borrowed from other languages and used in everyday life, by changing their meaning or not changing their meaning. Borrowing words is very important and the most functional factor in determining the development of language. According to Borkovska (2017) Borrowing is an active process and the recipient of the language, borrowing a number of words, rebuilding them, and subject to its own linguistic laws. The borrowed words enter

the morphological system of the recipient language and receive the appropriate grammatical categories. In this case, word borrowing can be used as a way to fill the vocabulary gap by adopting words that already exist in another language.

In the context of the Indonesian language, borrowing words occurs a lot, especially from English. This is influenced by globalization, technology, and cultural developments. According to Sulaiman and Hoon (2025) the Indonesian language has absorbed words from various languages such as Arabic, Dutch, Chinese, Japanese, Portuguese, and English. Examples of borrowed words as Indonesian for the word *komputer* from *computer* in English which have undergone phonetic and spelling changes, and *radio in Indonesian* which has been borrowed in English directly without change. The main factors driving word borrowing include cultural interaction, colonization, and globalization. Trade, migration, and social contact often introduce new words into a language. For example, the English words *kangaroo* and boomerang come from the language of the Australian Aborigines. In addition, during the colonial period, the colonial language was often used as the language of administration and education, so many words were absorbed into the local language. In the era of globalization, international media, global communication, and technological innovation accelerate the entry of foreign words. For example, terms such as *selfie*, *hashtag*, and *viral* are adopted by many languages because they do not have direct equivalents.

The process of borrowing words in a language is a phenomenon that occurs when a language takes words, phrases, or other elements from another language and integrates them into their language system. Laily (2024) states this phenomenon often occurs as a result of intercultural interaction through globalization, social contact, trade, technology, or colonization, reflecting the flexibility of language in meeting communication needs. This borrowing of words is often used to name new concepts or technologies that previously did not exist in the local culture, especially with the influence of foreign cultural dominance such as Western culture in the era of globalization. This phenomenon is also accompanied by phonological, morphological, or semantic adjustments to suit the rules of the recipient language. However, in Indonesia, there are still many people who do not understand the types of loanwords, such as the difference between loanwords, loan blends, and loan shifts, which causes confusion in using the word.

The phenomenon of word borrowing in Indonesian can be closely linked to semantic change, a process where the meaning of a word evolves or shifts over time, often due to cultural or contextual influences. According to Yuliawati and Woni (2022) semantics is the branch of linguistics that studies the meaning of words, phrases, and sentences. It explores how language conveys meaning, how different words and expressions are related, and how meaning is interpreted and understood in different contexts. The study of Semantic meaning involves the analysis and exploration of the meaning and understanding of meaning contained in the language. It explores how language conveys meaning, how different words and expressions are related, and how meaning is interpreted and understood in different contexts.

The study of semantic meaning involves the analysis and exploration of the meaning and understanding of meaning contained in the language. Indriani and Bram (2023) states in the case of borrowed words, such as in Indonesian *konten* from the English *content*, semantic change occurs as the borrowed term adapts to the new linguistic and cultural environment. For example, the word *komputer* in Indonesian specifically refers to electronic devices, reflecting how the word has been localized to match the specific needs of Indonesian society. The change from the broader meaning of computer in English, which can refer to specific computing devices and fields, illustrates how loan terms are shaped to fit local contexts, often narrowing or broadening their meaning.

Additionally, semantic change through borrowing often mirrors larger societal trends, such as globalization and the rise of English as a global lingua franca. Septianasari (2023) states that the adoption of English words and their meanings into Indonesian and other languages is not only a linguistic phenomenon but also a reflection of the cultural, technological, and economic influences at play. This process of semantic change can make the language more adaptable, enabling it to keep pace with global advancements and innovations. As a result, Indonesian can continue to evolve alongside global trends, while still maintaining its distinct identity and rich cultural heritage.

The phenomenon of word borrowing reflects the dynamics of language development influenced by cultural interactions, globalization, and the need to adapt to new concepts. The phenomenon of borrowing words in Indonesian can be linked to the theories explained by Hockett in 2013 on borrowing words and Riemer in 2010 on semantic change. Hockett in 2013 states that borrowing occurs as a response to the need of a language to describe a concept or object that does not yet have an equivalent word in that language. This process does not always follow strict rules, but is often influenced by social, cultural, and technological factors, which is in accordance with the phenomenon of borrowing words in Indonesian involving words from English and other foreign languages, especially in the fields of technology, science, and pop culture

According to Hockett (2013), borrowing words can occur in direct form or through certain modifications, such as phonetic or morphological changes, which are adjusted to the rules of the recipient language. In the context of Indonesian, words such as *komputer* from *computer* or *selfie* from *selfie* show how foreign words are borrowed and adapted in a way that is in accordance with the phonology and morphology of Indonesian. This process supports the understanding that borrowing occurs as a way to fill vocabulary gaps and meet the demands of communication in an increasingly global society.

The phenomenon of borrowing words in Indonesian that is often found in BBC Indonesia articles can be further analyzed to understand how global media such as BBC Indonesia plays a role in introducing and spreading foreign words into Indonesian. BBC Indonesia, as a branch of one of the largest media in the world, has the advantage of accessing the latest information from various parts of the world and presenting news in a style that suits local audiences, while still maintaining global relevance. This makes BBC Indonesia a rich source for studying how foreign words, especially those derived from English, are adapted and borrowed into Indonesian. One of BBC Indonesia's strengths is its ability to use language that is easy to understand and relevant to Indonesian readers, but still includes international terms that are often borrowed from English. In this context, borrowing words from English are often used in articles to explain technology terms, pop culture, and global phenomena that do not yet have exact equivalents in Indonesian. For example, the words *komputer* and *selfie* that are widely used in BBC Indonesia articles, show how these words have been adapted into Indonesian and become part of everyday vocabulary, even though they are derived from foreign languages.

The phenomenon of borrowing words from foreign languages, especially English, in BBC Indonesia articles offers an interesting perspective on how international media contributes to the adaptation of the Indonesian language. As a branch of one of the largest media organizations in the world, BBC Indonesia includes many borrowed words because it has access to ever-growing global information and presents news in a style that is relevant to local audiences. However, many Indonesians still do not fully understand the various types of borrowed words in Indonesian. Many only know borrowed words without realizing that there are various types of borrowed words. In general, borrowed words can be divided into several types, such as loanwords, loan blends, and loan shift. The inclusion of these borrowed words not only reflects the global influence on communication but also illustrates how the Indonesian language adapts to technological, political, and cultural developments in an increasingly interconnected world.

These borrowed terms are not confined to formal or technical contexts; they also permeate popular culture and everyday life, such as the use of vocabulary related to social media, digital technology, and other global phenomena. In the case of BBC Indonesia, this phenomenon is particularly noticeable because the media outlet often utilizes international terminology to address global issues, providing readers with access to a wider range of information and fostering a better understanding of the global landscape.

In conclusion, the phenomenon of borrowing words in Indonesian shows how the language continues to adapt and develop along with the influence of globalization, technology, and cultural interaction. Borrowing words, especially from English, plays an important role in enriching the vocabulary of Indonesian, allowing the language to describe new concepts that previously had no equivalents. However, this process is also accompanied by phonetic, morphological, and semantic changes to adapt to the local cultural context. International media, such as BBC Indonesia, play a

major role in introducing and spreading foreign words, which are then adapted in everyday communication.

1.2 Statement of The Problem

Based on the background of the study, the problem statements in this study are:

1. What are the types of borrowing words found in BBC Indonesian two selected articles?
2. What are the types of semantic changes found in BBC Indonesian two selected articles?

1.3 Scope and Limitation

This study is sociolinguistics, a subfield of linguistics, and aims to examine the types of borrowing and semantic change in BBC Indonesia selected article. The focus is on understanding how the articles use borrowing words and how their meaning can change in different contexts.

1.4 Objectives of the Study

This study aims to achieve the following objectives, derived from the previously identified problems:

1. To analyze the types of borrowing word found in BBC Indonesian two selected articles
2. To analyze the type of semantic changes found in BBC Indonesian two selected articles

1.5 Functions of the Study

The functions of the study are:

a) Theoretical function

To enhance and enrich the writer's understanding of morphology, particularly in borrowing words.

b) Practical function

To share experiences derived from this study, especially which related to borrowing words, and to be one reference for the other students who are interested in this issue.

2. RELATED STUDIES, REVIEW OF LITERATURE, AND THEORETICAL FRAMEWORK

2.1 Related Studies

Before this study was conducted, many studies had analyzed borrowing words. This study was made to show the similarities and differences between this research and other studies. There were some studies supporting this research and having a relation to borrowing words:

The first study, entitled *An Analysis of Borrowing Words in DestinAsian Indonesian Magazine* was taken from the Indonesian EFL Journal Volume 7 (1) by Muziatun et al. (2021), University of Gorontalo. This study aimed to find borrowing words in the DestinAsian Indonesian Magazine. The writer used a qualitative method to analyze the data. The writer used a qualitative method and applied Bloomfield (1935) theory. This study found 425 words identified as borrowing words from the English language in DestinAsian Indonesian Magazine. The writer found only 25 words that were analyzed as data, with 6 words categorized as cultural borrowing, 13 words as intimate borrowing, and 6 words as dialect borrowing.

The second study was conducted by Adjie (2022), entitled *English Borrowing Words in Selected BBC Indonesian Articles from Pamulang University*. This study aimed to find the types of borrowing words and to understand how borrowing words were formed in selected BBC articles. The writer used a qualitative method and applied Hocket's (1958) theory. According to Hocket, there are three types of borrowing words: loanword, loan shift, and loan blend. In his findings, he found 31 borrowing words in two articles, entitled *RKUHP: Wacana Kriminalisasi LGBT*, *'Indonesia akan*

jadi negara paria' and Perang Ukraina: Kesaksian para Pendeta Gereja Ortodoks Rusia di Ukraina yang Memberontak Melawan Moskow. The form of the overall sum could be divided into 19 words that are categorized as loan blend, 12 words as a loanword, and no one of the samples is categorized as loan shift.

The third study was conducted by Chodijah (2021), a student from Pamulang University. Her study, entitled *An Analysis of English Borrowing Words in Mode Headlines of Femina Magazine* aimed to identify the types of English loanwords and analyze their semantic changes. The writer used a qualitative approach to conduct the study, applying Hockett (2013) theory for borrowing words and Riemer's (2010) theory for semantic changes. In her findings, she found 5 loanwords and 23 loan blends, with loan blends being the most dominant. Regarding semantic changes, she identified 5 specializations, 4 generalizations, 2 ameliorations, and 17 instances where there was no change in meaning. The dominant finding in terms of semantic change was the words that did not undergo any change in meaning.

The fourth study was conducted by Vitaloka (2017) from Islam Negeri Jakarta University. Her study, entitled *An Analysis of English Borrowing Words in the Indonesian Broadcast Field of Cinemags Magazine.* This study aimed to identify borrowed words in the Indonesian broadcast field and describe the meaning changes from English to Indonesian. The writer used a qualitative approach to analyze the data and applied Hockett's (2013) theory for borrowing words. In her findings, she found 8 loanwords and 70 loan blends, with loan blends being the most dominant. Regarding semantic changes, she indicated that 24 percent of the words experienced meaning extension, 28 percent meaning narrowing, and 48 percent showed no change in meaning when adapted into Indonesian.

2.2 Review of Literature

In this chapter, the writer will examine various relevant theories related to this study. This study presents several variations of the theory related to the varieties of borrowing words and the types of changing meanings of borrowing words.

2.2.1 Linguistics

Linguistics is the scientific study of language and its structure. It includes the analysis of language form, language meaning, and language in context. Kortmann (2020) says linguistics is the study field that focuses on the scientific investigation of language and its various aspects, including the study of languages themselves. It means linguistics aims to understand the universal properties of language, as well as the specific characteristics of each language.

According to Ubaydulloyevna (2022) linguistics is the study of language, speech units in terms of their constituent parts, content functions and other characteristics, to determine the exact state of language units (speech). In simpler terms, linguistics is the scientific study of language and its components, aiming to understand how language works and its various elements.

According to Hayes (2013) linguistics is the science that investigates human language in all its aspects, its structure, its use, its history, and its place in society. This means that linguistics is a multifaceted field that seeks to understand the complex aspects of human language. Linguists use a variety of methods, including observation, experimentation, and analysis, to uncover the basic principles that govern language structure, usage, history, and social function. The field of linguistic analysis deals with syntax (rules governing sentence structure), semantics (meaning), phonetics (speech sounds and sign equivalents in sign languages), phonology (the abstract sound system of a particular language), pragmatics (how social context contributes to meaning), and morphology (word structure).

In conclusion, linguistics is the scientific exploration of language, which includes its structure, meaning, and contextual use. Experts in the field aim to uncover the universal features shared by all languages and the distinctive features of each language. This multifaceted discipline studies syntax, semantics, phonetics, phonology, pragmatics, and morphology to understand the complex components of language. Using various methods such as observation, experimentation, and analysis, linguistics seeks to uncover the underlying principles that govern language across its

structural, historical, and social dimensions. Ultimately, linguistics contributes significantly to our understanding of the complexity of human communication and the evolution of language.

2.2.2 Morphology

Morphology is a subfield of linguistics that examines the internal structure of a word in a language. This involves the elaboration and description of how words are formed, the elements that form them, as well as the rules governing the formation of words in the language. Moreover, Adha and Dania (2020) explains that morphology is one of linguistic branches that studies the form of words and its morphemes. Morphology is very important in language learning because it has a function in the formation of morphemes and words as the basis for the formation of phrases, clauses, sentences, paragraphs, and discourse. In other words, morphology is a subfield of linguistics, which is the study of word structures consisting of morphemes that form words in a language, which discusses the ins and outs of word forms, as well as the influence on changes in word forms and word meanings. According to Triwahyuni et al (2018) morphology is a subunit of linguistics. Morphology is the area of study that examines how words are structured internally within a particular language.

In conclusion, morphology is one of a subfield of linguistics that studies how words are formed, whereas word formation is the process to create a new word. Morphology and word formation influence each other where the word formation changes the class, meaning, or morphological structure. In other words, it is a branch of linguistics that studies the form of words, structure, and process of word formation.

2.3 Theoretical Framework

In determining which word is categorized by the word it belongs to, the writer uses the theory from Hocket (2013) and Riemer (2010). According to Hocket (2013), there are three types of borrowing words that depend on phonological and semantic: loanword, loan blend, and loan shift. Concerning the second problem, the writer used the theory of Riemer (2010). According to Riemer (2010), there are four kinds of change of meaning, namely Specialization, Generalization, Pejoration, and Amelioration. The writer chose this theory of Hocket (2013) to find out the types of borrowing words and Riemer (2010) to know the types meaning of borrowing words.

3. RESEARCH METHOD

3.1 Approach of the Study

This study used a qualitative approach with a descriptive qualitative method to analyze data taken from online sources related to borrowing words. In conducting the research, qualitative methods were used to identify the words categorized as borrowing words and their semantic changes. The writer employed the descriptive qualitative method to analyze the data of English borrowing words in the Indonesian articles of BBC Indonesian. The qualitative approach was a naturalistic study designed to understand real-world phenomena. The data in qualitative research were primarily textual rather than numerical, where the researcher made observations of written records. According to Aspers and Corte (2019), Qualitative research is an iterative process that enhances the scientific community's understanding through discoveries, developing new theories, and refining existing theories.

Creswell (2014) describes that “qualitative is a process to be able to understand a social problem based on a different methodology”. This meant that a qualitative approach was a process used to understand and describe social problems. Qualitative methods involved the collection and analysis of descriptive, in-depth, and contextual data. Qualitative research usually used observation, interviews, or document analysis to collect data, which were then interpreted as a whole. By using a qualitative approach, the main objective was to find and understand the context and complexity surrounding the social phenomena studied.

This study employed a descriptive qualitative method. According to Regional (2023) descriptive qualitative research is an approach that seeks to gain a deep understanding of a

phenomenon by closely examining its characteristics, qualities, and attributes. It involves collecting and interpreting data in non-numerical forms, such as written descriptions, images, or other qualitative information. Furthermore, Amaliya et al (2023) state that qualitative research produces descriptive data in the form of spoken or written words and observable behavior. Therefore, a descriptive qualitative approach was applied in this study since borrowing words and semantic changes are types of data that can be described and presented through language.

In conclusion, this research adopted a qualitative approach, specifically a descriptive qualitative method, to examine data obtained from an online news article from BBC Indonesian related to borrowing words. The qualitative approach aimed to identify and describe the occurrence of borrowing and semantic changes. By focusing on textual data, this study sought to provide a comprehensive understanding of real-world linguistic phenomena and the social context surrounding the use of borrowed words. The descriptive qualitative method was considered appropriate because both borrowing words and semantic changes were best represented and explained in verbal form.

3.2 Data Source

The data that were taken from two articles by BBC Indonesian (<https://www.bbc.com/indonesia>). The writer selected two online news articles from BBC Indonesia published in 2022 and 2024. The first article, entitled *China hadapi 'infeksi covid paling parah', buruh pabrik iPhone raksasa di Zhengzhou gelar unjuk rasa*, was written by Alex Binley and published on November 17th, 2022. It mostly discussed the protests that took place at the world's largest iPhone factory in the city of Zhengzhou, China (Binley, 2022).

The second article, entitled *Kisah anak-anak yang terdampak mpox di pusat wabah cacar monyet di Kongo - 'Penyakit ini membuat kami sangat takut bahwa kami semua akan jatuh sakit'*, was published on August 27th, 2024. This article discusses the impact of the monkeypox (mpox) outbreak in the Congo, especially on children. Many children are infected because they live in crowded refugee camps and lack sanitation. Health facilities are limited, there is no vaccine, and people are very worried.

3.3 Data Collection

The process of collecting the data was divided into several steps. Firstly, the writer read several online news articles. Secondly, the writer selected articles from BBC Indonesia. Thirdly, the writer read the BBC Indonesia articles and chose two articles. Fourthly, the writer identified the articles from BBC Indonesia that contained borrowed words. After that, the writer marked the borrowed words and searched through relevant dictionaries to determine their origins. Lastly, the writer classified the data from the articles into types of borrowed words and searched for their meanings. The articles selected for the study were as follows, the first article titled *China hadapi 'infeksi covid paling parah', buruh pabrik iPhone raksasa di Zhengzhou gelar unjuk rasa*

(<https://www.bbc.com/indonesia/articles/clmg1954xnno>), and the second article, *Kisah anak-anak yang terdampak mpox di pusat wabah cacar monyet di Kongo - 'Penyakit ini membuat kami sangat takut bahwa kami semua akan jatuh sakit'*, (<https://www.bbc.com/indonesia/articles/cje2z721en2o>)

3.4 Data Analysis

After collecting the data, the writer analyzed the types of borrowing word processes one by one from online news articles on BBC Indonesia, selecting the data according to Hockett (2013) and Riemer (2010) to explain the types of meanings of borrowing words for this study. Then, all the data were described and grouped into an essay with detailed information and explanations in every part, presented descriptively to provide a thorough exploration. For example, one of the data findings is the word *dramatis* in the sentence *rekaman 'dramatis' menunjukkan beberapa orang menjungkirbalikan kendaraan polisi*. The word *dramatis* in Indonesian is borrowed from the English word *dramatic*. According to the Kamus Besar Bahasa Indonesia (KBBI), *dramatis* refers to something striking or emotional, often implying intensity or urgency. This word is categorized as a loan shift according to Hockett in 2013 because it combines a foreign term with elements of Indonesian, with minor spelling adjustments. Furthermore, it demonstrates generalization according

to Riemer in 2010 as its meaning in Indonesian has expanded to describe any striking or emotional situation, beyond its theatrical or performance-related connotations in English. This example illustrates the semantic changes that occur when borrowing words are adapted to the cultural and linguistic context of the recipient language.

4. FINDINGS AND ANALYSIS

4.1 Findings

This chapter discusses the results of the study. The data presented consist of borrowing word and semantic changes found in two BBC Indonesia articles. The table below is used to organize all the sample words found. The writer found 39 borrowing words and semantic change. Using Hockett (2013) and Riemer (2010) theory, the writer identified three forms of borrowing types: loan words, loan blends, and loan shifts. The writer also classifies the types of semantic change based on Riemer's (2010) theory, which includes specialization, generalization, pejoration, and amelioration.

4.2 Discussion

The writer focuses on identifying the types of borrowing word based on the theory of Hockett (2013), which included loan word, loan blend, loan shift. Then the types of semantic changes based on Riemer (2010), which include specialization, generalization, amelioration, and pejoration in two selected articles from BBC Indonesia. *The first article is titled 'China hadapi 'infeksi Covid paling parah', buruh pabrik iPhone raksasa di Zhengzhou gelar unjuk rasa' and the second article is titled 'Jerman punya program visa baru, mempermudah warga non-Uni Eropa dapat kerja'.*

Datum 1: Covid-19

In this sentence, *bulan lalu, lonjakan kasus 'Covid-19' membuat perusahaan menutup areanya, sehingga para pekerja kabur dan pulang kerumah.* The word *Covid-19* in Indonesia is borrowed from *Covid-19* in English. According to Kamus Besar Bahasa Indonesia (KBBI) *Covid-19* is penyakit pernapasan yang disebabkan oleh virus corona. According to the Oxford Learner's Dictionary *Covid-19* is a disease caused by a coronavirus that was first reported in 2019 and became a pandemic. These words are included in the loan word type according to Hockett in 2013 because it has not undergone significant changes, the word is taken directly from English without significant changes, either in terms of spelling, pronunciation, or meaning. So, this word is included in the type of specialization according to Riemer's interpretation 2010 because its meaning is very specific, namely referring to a disease caused by the SARS-CoV-2 virus. Previously, the term coronavirus could refer to a broader group of viruses, including the entire coronavirus family, including those that cause SARS, MERS, and the common cold. However, when Covid-19 emerged, the term became very specific and only referred to the respiratory disease caused by the SARS-CoV-2 virus, which was first discovered in 2019.

Datum 2: Direktur

In this sentence, *wakil 'Direktur' Pusat Pengendalian dan Pencegahan Penyakit Kota Beijing, Liu Xiaofeng, menggambarkan situasi di sana sangat kompleks dan terlihat sangat parah.* The word *direktur* in Indonesia is borrowed from *director* in English. According to Kamus Besar Bahasa Indonesia (KBBI), *direktur* refers to pemimpin tertinggi dalam suatu Perusahaan, kepala sekolah menengah, kepala direktorat (dalam departemen), orang yang bertugas memberikan bimbingan melalui pengarahan, nasihat, bantuan, penerangan, dan sebagainya. According to the Oxford Learner's Dictionary, *director* refers to a person who is in charge of an activity, department, or organization. The term *direktur* in Indonesian specifically refers to the position of leadership within various contexts such as companies, institutions, and organizations. This word is included in the loan shift category according to Hockett (2013), because it has undergone changes in word structure, with minor phonetic adjustments to suit the sound system in Indonesian. Although it has not undergone major changes in structure, this word has undergone slight spelling adjustments to better suit Indonesian writing rules. Furthermore, this term reflects a specialization type according to Riemer's interpretation 2010 because its meaning has become focused on leadership within organizational structures, contrasting with the broader range of contexts that *director* can refer to in

English. In English, *directors* can cover a wider range of contexts, such as in the film industry, or roles that may not necessarily be associated with formal structural leadership within a company or organization. In contrast, in Indonesian, *direktur* is specifically used for formal leadership roles within an institution or company.

Datum 3: Dramatis

In this sentence, *rekaman 'dramatis' menunjukkan beberapa orang menjungkirbalikan kendaraan polisi dan merobohkan pembatas khusus yang digunakan untuk membatasi mobilitas warga*. The word *dramatis* in Indonesia is borrowed from the word *dramatic* in English. In the Kamus Besar Bahasa Indonesia (KBBI) *dramatis* refers to pada sesuatu yang mencolok atau bermuatan emosional, sering kali menunjukkan rasa urgensi atau intensitas. According to the Oxford Learner's Dictionary *dramatic* pertains to a situation that is exciting, vivid, or filled with emotion, often relating to theatre or performance. These words are included in the loan shift type according to Hockett in 2013 because there is a combination of foreign words with elements of the recipient language, there is a slight change in spelling to adjust to the recipient language, while the basic meaning is maintained. In addition, this word is one type of generalization according to Riemer interpretation 2010 because this word has a broader meaning in Indonesian, applicable to various striking or intense situations that may not always be in line with the term *dramatic* in English. In English, *dramatic* is often associated with emotional things or striking situations, even with connotations related to theater or performing arts. In Indonesia, the word *dramatis* is also used to describe intense, striking, or emotional situations without having to be associated with theater arts. This shows the process of generalization according to Riemer's theory, where the meaning of the word becomes broader in the context of the recipient language.

Datum 4: Ekonomi

In this sentence, *di tengah kemerosotan 'ekonomi', kebijakan nol-Covid di China kini berada di bawah tekanan yang besar*. The word *ekonomi* in Indonesia is borrowed *economy* in English. In the Kamus Besar Bahasa Indonesia (KBBI) *ekonomi* refers to sistem produksi, distribusi, dan konsumsi barang dan jasa, serta pengelolaan sumber daya dalam suatu masyarakat. According to the Oxford Learner's Dictionary *economy* pertains to the careful management of available resources and the system by which goods and services are produced, distributed, and consumed. These words are classified as a loan shift type according to Hockett's in 2013 due to the integration of foreign terms with elements of the recipient's language, spelling and pronunciation adjustments are made to suit the Indonesian language system. Although the basic structure of the word does not change drastically, the word still undergoes slight phonetic adaptation. Furthermore, this word illustrates the type of generalization according to Riemer interpretation 2010 because this word has a broader meaning in Indonesian, covering various aspects of economic systems and conditions that may not always correspond directly to the specific nuances of economics in English. In Indonesian, *ekonomi* covers a wide range of meanings, referring to the system of production, distribution, and consumption of goods and services, including broad economic policies or situations. On the other hand, in English *economy* also has a specific meaning related to the effective management of resources as in the phrases *energy economy* or *fuel economy*, which may not be covered in the use of *ekonomi* in Indonesia. Thus, according to Riemer's generalization theory, *ekonomi* in Indonesian has undergone an expansion of meaning to cover various aspects of the economic system in general.

Datum 5: Industri

In this sentence, *Kabar burung serupa yang viral telah menyebabkan buruh secara besar-besaran minggat dari kawasan 'industri' Foxcoon di pusat kota Zhengzhou dua pekan lalu*. The word *industri* in Indonesian is borrowed from *industry* in English. In the Kamus Besar Bahasa Indonesia (KBBI) *industri* refers to the kegiatan memproses atau mengolah barang dengan menggunakan sarana dan peralatan, misalnya mesin. According to the Oxford Learner's Dictionary *industry* pertains to economic activity that involves the production of goods or services, particularly on a large scale. These words are classified as a loan shift type according to Hockett's in 2013 due to the integration of foreign terms with elements of the recipient's language which experience slight changes in pronunciation to conform to Indonesian, even though the structure and meaning do not

change much. Furthermore, this word exemplifies a type of generalization according to Riemer interpretation 2010 as it holds a broader meaning in Indonesian, encompassing various sectors and types of production that may not always correspond directly to the specific nuances of industry in English. In Indonesian, the word *industri* has a broader meaning than *industry* in English. While in English *industry* often refers to large economic activities or specific sectors such as the *automotive industry* or the *entertainment industry*, in Indonesian, *industri* can refer to any form of processing or production activity, whether large or small. This represents a process of generalization, where the meaning of a word expands to cover more sectors and types of production in the recipient language than its specific meaning in the source language.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Borrowing words are terms that refer to words taken from other languages and used in a particular language, either with or without changes in form, pronunciation, or meaning. This process usually occurs due to intercultural interaction, technological developments, trade, or historical influences such as colonialism. Borrowing words can be categorized into three types: loan words, loan blends, and loan shifts. Loan words are borrowed without significant changes, loan blends combine elements of the source and recipient languages, and loan shifts involve a change in meaning or adaptation to the context of the recipient language. These categories illustrate how borrowed words undergo varying degrees of integration into a new linguistic system. Borrowed words often undergo semantic changes as they are integrated into the recipient language. According to Riemer (2010), these changes can be categorized into several types, including generalization, specialization, pejoration, and amelioration. Generalization occurs when a borrowed word broadens its meaning, as seen in the Indonesian word *dramatis*, which is used to describe any striking or intense situation beyond its theatrical connotations in English. Specialization involves narrowing the meaning of a borrowed word to a specific context. Pejoration occurs when a borrowed word takes on a more negative meaning in the recipient language, while amelioration refers to a borrowed word acquiring a more positive or prestigious meaning. These processes highlight how borrowed words adapt and evolve within the cultural and linguistic contexts of the recipient language, reflecting the dynamic nature of language development.

After analyzing the data, this study found three types of borrowing words in BBC Indonesia articles, namely loan word, loan blend, and loan shift. A total of 39 borrowing words were identified across two selected articles, consisting of 14 loan words, 2 loan blends, and 23 loan shifts. Furthermore, four types of semantic changes were observed: specialization, generalization, amelioration, and pejoration. From these, 16 instances of specialization and 23 instances of generalization were found, while no cases of amelioration or pejoration were identified.

The most frequently found type of borrowing word is loan shift with 23 data, indicating that most borrowed words in BBC Indonesia articles underwent meaning adaptation to fit the local linguistic and cultural context. Meanwhile, the most dominant type of semantic change is generalization, also with 23 data, showing that many borrowed words have broadened meanings compared to their original ones. This suggests that Indonesian speakers tend to use borrowed words in a more flexible and contextually expanded way. Overall, the dominance of loan shift and generalization demonstrates that language borrowing in BBC Indonesia not only involves lexical adoption but also semantic and cultural adaptation, reflecting the dynamic and evolving nature of language use in media discourse.

5.2 Suggestion

After analyzing the types of borrowing words and semantic changes in two selected articles from BBC Indonesia, it can be concluded that loanwords have an important role in enriching Indonesian vocabulary, especially in the context of globalization and technological advancement. This study shows the dominant use of loanwords and changes in meaning in the form of generalization. For further research, it is recommended to expand by comparing the use of loanwords on various other media platforms, such as news sites, blogs, or social media. This can provide a

broader understanding of how loanwords function in various contexts and how changes in meaning occur. In addition, the application of Hockett (2013) on language borrowing and the framework of meaning change according to Riemer (2010) can deepen the analysis of the process of loanword integration and its impact on language development. Further research can also explore how these changes in meaning reflect broader social changes and how these changes affect language learning and use across demographics.

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