

DERIVATION ELEMENTS IN BTS' SPEECHES AT THE 2018 UNICEF 'LOVE MYSELF' CAMPAIGN

Oleh:

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Abstrak

This research used the theory of Famala Eka Sanhadi Rahayu (2021) from the book *'Introduction to English Morphology'* for analyzing the derivation elements in BTS's speech for UNICEF's 2018 "Love Myself" campaign. The purpose of this research is to understand how morphological processes - such as prefixes and suffixes - can change the word class of the speech content that is the subject of this qualitative research. Seven derivation data were found in this study. including one example of a prefix and six data of suffix type. suffixes are found in datum 1, datum 2, datum 3, for datum 4 suffixes and prefixes are found, and datum. and in total there are 7 affixes present in the analyzed words.

Keywords : derivation elements, BTS Speech, UNICEF, Love Myself

A. INTRODUCTION

Word formation is an important part of morphology that studies how words are created and organized into language. According (Yule, 1985, as cited in Rakhmatika, 2015, p. 8), The process of creating new words or concepts by using familiar ones is known as word formation. Affixation, compounding, blending, clipping, backformation, conversion, acronyms, and derivation belong to the procedures.

In the context of speech, the choice of words greatly affects the clarity of the message to be conveyed to the audience.

Speech is a form of oral communication that aims to convey a message or idea. Provide motivation to the listener. Usually speeches are delivered by important figures such as presidents, kings, or other public figures to discuss important issues. (Kalsum,, 2021, p.

17), states lexical morphemes include derivation morphemes. They are related to the language's lexicon. New words or word forms are often contributed to this open database of morphemes. A word can have more than one derivation morpheme added to it, and they can appear at the beginning (prefix) or end (suffix) of a word:
Disagreement dis + agree + ment

- dis-: a prefix that expresses opposition
- -ment : a suffix that transforms a word into a noun and describes a method, action, or process

One speech that caught the author's attention was BTS' speech at UNICEF in 2018 for the "Love Myself" campaign. In the speech, BTS delivered a message about the importance of self-love and mental health awareness. The speech included various word formation processes, including derivation, which played an important role in reinforcing or clarifying the meaning they wanted to convey.

Therefore, the author focuses on analyzing the derivation elements

used in the speech. This research aims to identify and explore the use of derivation elements in BTS' speech at UNICEF, and how they help to convey the message clearly to the audience. This analysis is expected to provide a deeper understanding of the process of word formation with message clarity in a speech. According Famala (2021p.51) Derivational morphology is the process of creating the word helpful from Helping without indicating specific grammatical indications, especially to create a new word with a new meaning. The examples:

- 1) Larry likes to play *guitar*.
- 2) Larry is a wonderful *guitarist*.

The terms "guitar" and "guitarist," which are nearly synonymous, are used in all of the cases given. Since we all know that "guitar" is a noun, we can make the word "guitarist" by adding the suffix "-ist" to GUITAR. However, the term "guitarist" itself is also a noun (a professional guitarist). Simply said, we don't see any word class changes. However, it is important to remember that

the terms "guitar" and "guitarist" have different meanings. A guitar is an inanimate musical instrument, but a guitarist is an alive person who plays a guitar. Additionally, the addition of -ist to the term GUITARIST has no grammatical meaning and has nothing to do with specific time or plurality adverbs. Therefore, should we consider this process as a derivational morphology? Sure, so we need to revise that derivational morphology is not the process in which adding affixes to change the word classes but to create new lexeme. GUITAR and GUITARIST are definitely different lexeme that is why we need to see the two of them in dictionary entries.

According to Haspelmath (2002, p.68), Compared to inflectional categories, derivational meanings are far more diverse. We discover very specialized meanings that are limited to a few languages in addition to cross-linguistically common meanings like agent nouns (drinky -* drink-erN),

quality nouns (kindA -* kindnessN), and facilitative adjectives (ready ->read-ableA). As an example, the suffix -et in Big Nambas creates reverent phrases from common nouns, such as *dui'man'* -> *dui-et'sacred man'* and *navanel 'road'* -* *navanel-et'sacred road'* (Fox 1979). Additionally, the suffix -ier in French creates words for fruit trees from the corresponding fruit nouns (for example, *pomme 'apple'* -> *pomm-ier 'apple tree'*, *poire 'pear'* ->*poir-ier 'pear tree'*, *prune 'plum'* ->*prun-ier 'plum tree'*). The word-class of the base lexeme is frequently altered by derivational patterns; for example, nouns can be derived from verbs, adjectives from nouns, For such conditions, the words denominal ('derived from a noun'), deverbal ('derived from a verb') and deadjectival ('derived from an adjective') are in general use.

Experts who discuss derivational morphology are Kalsum (2021), Famala (2021), and Haspelmath (2002).

Kalsum (2021) explains that derivational morphology gives a contribution to the formation of new vocabulary through the addition of affixes, either prefixes or suffixes, which creates new words or meanings without always changing the word class. Famala (2021) adds that derivation is the process of forming a new lexeme that not only changes the structure of the word, but also creates a different meaning, as in the example of guitar becoming guitarist. Meanwhile, Haspelmath (2002) stated that the derivation process has cross-language diversity and produces very specific meanings, such as the derivation patterns in Big Nambas (-et creates a sacred meaning) and French (-ier forms the word for fruit tree). These three experts confirmed that derivational morphology not only helps to maximize vocabulary but also plays an important role in creating new context-specific meanings.

B. RESEACRH OF METHOD

1. Method of Research

This study uses qualitative methods to analyze word formation in BTS' speech at UNICEF. This method is used by the author because this method allows the author to explore the data in depth, especially how the derivation element conveys the message.

2. Time and Place of The Research

This research was conducted at the author's home in North Tambun with a period of 1 months from December 2024 to January 2025.

3. Setting of The Research

Youtube serves as the research setting. The writer obtained the English subtitle on the Youtube setting page.

4. Technique of Data Collection

The technique used in this research is purposive sampling, where the author watching , observing, analyzing classify the object to be studied based on the author's knowledge to study the object of data to be studied. The object to be studied is related to speech.

5. Technique of Data Analysis

This research uses derivation element analysis to analyze

BTS' speech. By using this analysis, readers can understand the message conveyed in depth and know what processes were used by RM during his speech at UNICEF.

6. Instrument of The Research

The instrument of this research is the author who studies the word process in speeches because the author has the understanding and knowledge to analyze BTS' speech at UNICEF in the Love Myself campaign. Each process used has used a predetermined analysis.

C. FINDINGS AND DISCUSSION

This analysis aims to understand how elements of derivation are used by speakers in BTS' speech at UNICEF for the Love Myself campaign. The writer will analysis of derivation elements, such as prefix and suffix. So, the writer will understand how some words are formed that can strengthen the message the speaker wants to convey to the audience. Here is the analysis data:

Sentence: These stories **constantly** remind us of our **responsibility**.”

Datum 1: Constantly

Process: constant (adjective) →

Add the suffix “-ly” → constantly
(adverb)

Explanation of **constantly** :

The word “constantly” in this sentence describes that something happens continuously without stopping. The -ly suffix is used to turn an adjective into an adverb. In this sentence, RM explains that the stories he hears from his fans make him constantly remember their stories. where their stories make RM want to help the distress or life problems they experience. With this RM teaches us to continue to help and always listen to the stories of friends who feel they need a place to tell. In addition, The suffix 'ly' serves to turn adjectives into adverbs. As in the word “constantly”, where this suffix is used to indicate the manner or frequency of an action, something that is done continuously.

Sentence: These stories **constantly** remind us of our **responsibility**.”

Datum 2: Responsibility

Process: Respond (verb) + Add the suffix “-ible” → Responsible

(adjective) → Add the suffix"- ity"

→ Responsibility (noun)

Explanation of responsibility:

The word "responsibility" in this sentence describes an obligation or duty to handle something. Then the suffix -ible is added which turns it into an adjective.

The suffix '-ity' is used to convert adjectives into nouns. This suffix is often used to indicate a quality or characteristic which means that the addition of the suffix to the base word results in a word that indicates the condition, characteristic of the word. Furthermore, the suffix -ity is added which turns the adjective into a noun "responsibility" which means "something that it is your job or duty to deal with". In this sentence RM explains that she feels responsible because she wants to help her fans who are finding life difficult and start loving themselves. This shows that RM realizes the importance of supporting people who are having a hard time and being there for them during their difficult times. In addition, this word change shows how the

addition of suffixes is instrumental in changing the word class.

Sentence: "Most people thought we were **hopeless.**"

Datum 3: Hopeless

Process: Hope (verb) → Add the suffix "-less" → Hopeless (adjective)

The word hopeless in this sentence illustrates that many people think that BTS has no hope or future but they do not give up and try hard to show people that BTS still has hope for the future. The suffix -less is used to turn verbs into adjectives. The suffix '-less' is used to change a word into an adjective that shows an absence or lack in quality. In this case, the suffix '-less' functions to change the base word into an adjective that represents a condition of a specific quality.

In this context, RM explains that everyone can succeed even though there are times when we feel incapable and want to quit but don't let that feeling continue to exist in us because to get to something we have to take action not just stay silent and mourn.

Sentence: “After releasing the “Love Yourself” albums and launching the “Love Myself” campaign we started to hear **remarkable** stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.”

Datum 4: Remarkable

Process : Mark (noun) → Add prefix “re” → Remark (verb) → Add suffix “able” → remarkable (adjective)

The word “extraordinary” in this sentence describes something extraordinary in which BTS listens to the stories of its fans around the world to help them with their difficulties. The word formation process starts with the base word “mark” (noun) then adds the prefix “re-”, which means “used to add the meaning ‘do again’, especially to verbs” then changes to “remark” (verb), then finally, the suffix “-able” which means “added to verbs to form adjectives that mean able to receive the action of the stated verb” which is added to turn the verb into an adjective “remarkable”,

In this context, RM is describing his fans who have remarkable stories of struggling with adversity, making BTS proud of his fans and wanting to help them through the “Love Myself” campaign.

Sentence: “Even after making the **decision** to join BTS, there were hurdles”

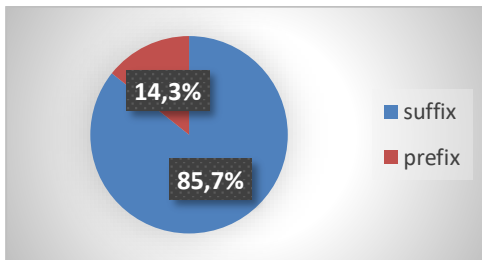
Datum 5 : Decision

Process: Decide (verb) → Add the suffix “-ion” → Decision (noun)

The word “decision” in this sentence explains that RM is explaining that even after he decided to join BTS, he still had obstacles to overcome. This process starts with the verb “decide, then the suffix ‘-ion’ is added which turns it into the noun “decision. The suffix ‘-ion’ here has the function of turning the verb into a noun that describes the result of the action taken.

Based on the analysis of the seven data, the results show that six data are suffix types and one data is a prefix type. The affix and types were not found in this analysis. The pie chart above shows that RM used

more suffixes in his speech at UNICEF.



D. CONCLUSION

This research aims to reveal the word formation of the BTS's speech in UNICEF, focusing on how prefixes and suffixes can change the word class. The method used is qualitative, by analyzing data in form derivational elements found in several words of speech. Through this analysis, the writer found that the speech uses various derivation processes. It is found that the speech uses various derivation processes, so the result is from seven data, six data have suffix and one data has prefix used to change the base word

into different forms so as to clarify the content or message in the speech. In conclusion, the elements of derivation in BTS' speech at UNICEF demonstrate a role in conveying strong emotions. Understanding these elements allows the reader or listener to better connect with the speech, as language is a tool to communicate with fellow humans.

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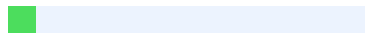
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