



The Existence of Borrowing Words in Tourism Articles on the Jawa Pos Online Website in May 2024

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Abstract

As language development continues to evolve, especially in a globalized field such as tourism, understanding how borrowing words is integrated into the media in Indonesia is crucial. In line with that, this study investigates the phenomenon of borrowing words and their meaning changes in tourism articles published on the Jawa Pos Online website in May 2024. Hocket's theory (1958) was used to analyze the types of borrowing words, and Baugh's theory (1993) was used to identify the changes in the meaning of the borrowing words. A descriptive qualitative with content analysis method was applied to analyze 173 words found in tourism articles on the Jawa Pos online website in May 2024. The findings show 76 loan words, 63 loan blends, and 92 loan shifts. In the analysis of meaning change, there are 66 extensions, 28 narrowing of the meaning, 10 regeneration of the meaning, and 69 words that did not change the meaning. The findings of this study contribute to journalistic writing, especially in digital media. Also, it contributes to the understanding of Indonesian language development by adapting and incorporating foreign terms.

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INTRODUCTION

In Indonesia, English has become a dominant source of borrowed words due to its global influence and widespread usage in media. English terms enter Indonesian mainly through mass media, driven by the prevalence of English content in movies, songs, and television. As Sneddon (2003) highlights, media reliance on English sources, particularly in fast-paced journalism, increases the use of borrowed terms. However, these terms can create comprehension challenges for readers unfamiliar with English. This growing trend reflects the impact of globalization on language and the evolving linguistic landscape in Indonesian media.

As Mozhova and Sheverun (2018) suggest, language is a dynamic system that evolves to meet the demands of a rapidly globalizing world. Vocabulary, especially in fields like tourism, is often enriched through borrowing from other languages to describe new cultural or technological phenomena. Zuindra et al. (2024) observe that English borrowings, such as *resort* and *staycation*, are commonly adopted in Indonesian tourism discourse to address lexical gaps and cater to international visitors. Similarly, Durkin (2021) emphasizes that borrowed terms in tourism are often naturalized, adapting to the phonological and grammatical systems of the borrowing language, thus facilitating communication and promoting cultural exchange.

Borrowing words is a linguistic phenomenon widely studied in the context of language contact and evolution. Hockett (1958) defined borrowing as adopting words from one language into another, typically resulting from cultural contact and interaction. More recent theories expand on this foundation. Odea (2023) highlights that cultural borrowing enriches languages by introducing idiomatic expressions or terms that foster cross-cultural understanding and expand linguistic creativity, often adapting to local contexts and usage. Meanwhile, a study in Plos One (2021) underscores that borrowing can be driven by need (to fill lexical gaps for new concepts) or prestige (influence from socially or

economically dominant languages), particularly in fields like tourism, which frequently adopts foreign terms for modern, globalized phenomena. Lastly, a study by Schadeberg et al. (2023) emphasizes the structural adaptation of borrowed words to fit the phonological and grammatical rules of the recipient language, such as adjustments seen in Swahili borrowings of Arabic terms. This process mirrors similar phenomena in Indonesian borrowing from English.

Based on Hockett's theory (1958), the types of borrowing words in the language are categorized into three distinct processes: loanwords, loan blends, and loan shifts, each defined by its phonological and semantic characteristics. Loanwords involve morphological importation without replacement, often with or without phoneme substitution, adopting both the term and its concept from the source language (e.g., *hotel* in English remains *hotel* in Indonesian). Loanblends combine elements from both the source and the borrowing language, mixing morphological substitution and importation to create hybrid forms (e.g., *English culture* becoming *kultur* in Indonesian). Finally, loanshifts occur when foreign concepts are represented using native linguistic forms through translation or semantic adaptation, such as creating compound words or assigning new meanings to existing terms (e.g., English-like is represented as <gleitch> in German). These processes illustrate the dynamic interplay of languages influenced by cultural exchange and globalization, where borrowed terms adapt to fit the borrowing language's phonological, morphological, and semantic structures (Hockett, 1958; Fasold, 2006).

Semantic change, or the alteration of meaning, refers to the evolving meanings of words or phrases influenced by shifts in social and cultural contexts. For example, Poplack (2019) discusses how the semantic change of loanwords in tourism contexts reflects social and cultural dynamics. Similarly, Heine and Kuteva (2021) explain that meaning changes often occur due to cross-cultural communication and the need to accommodate evolving linguistic environments. Jenkins (2020) emphasizes that shifts in meaning

are also driven by changes in global tourism practices, with new terms emerging as tourism grows more diverse. Moreover, according to García (2017), change in tourism-related terms occurs to respond to evolving global market demands, incorporating technology and sustainability issues. Lastly, Shadbolt (2022) explores how metaphorical and metonymic shifts are key drivers in the semantic adaptation of tourism-related language, allowing for terms to align with new socio-cultural and economic realities.

Based on Baugh's theory (1993), semantic changes in language are categorized into four main types: extension, narrowing, regeneration, and degeneration of meaning. Extension of meaning occurs when a word's scope broadens, shifting from specific to general, such as *putera* and *puteri*, which once referred exclusively to royal children but now mean any boy or girl. Narrowing of meaning, or specialization, involves a word becoming more specific, exemplified by *sarjana*, which initially referred to any intelligent person but now denotes a university graduate. Regeneration of meaning, or amelioration, happens when a word gains a more positive connotation, as seen with *wanita*, now preferred over *perempuan* for its elevated meaning. Conversely, degeneration of meaning, or pejoration, involves a word acquiring negative connotations, such as *hostes*, which initially carried a neutral sense but now has unfavorable implications. These shifts highlight language's dynamic and evolving nature influenced by cultural and societal changes.

Jawa Pos is a daily newspaper in Surabaya City, East Java Province, Indonesia. As one of the oldest media outlets in East Java still in operation, it boasts the largest circulation among Indonesian newspapers, with an average daily distribution of 842,000 copies. Lent (2010) explains that the Jawa Pos Online website is a digital version of the Jawa Pos newspaper, one of Indonesia's prominent newspapers. According to Nielsen Consumer and Media View (CMV), Jawa Pos is one of Indonesia's most influential news outlets, with the largest circulation among Indonesian newspapers and significant online

readership (Nielsen, 2016). The digital version of Jawa Pos, which was launched in 2016, provides accessible and timely news, making it a crucial resource for analyzing linguistic trends, including using borrowed words. Hall (2001) also emphasized that digital media platforms like Jawa Pos are critical in shaping public perception and language use, particularly in globalization and cultural exchange.

A tourism article is a form of writing that focuses on tourism, travel, tourist sites, culinary, and culture and emphasizes the importance of language in tourism communication. Language bridges cultural gaps and ensures effective communication between tourists and locals. These articles aim to provide tourists with guidance, information, recommendations, and inspiration while often incorporating loanwords better to represent local cultures, traditions, and unique experiences. Loanwords, frequently found in tourism articles, reflect the richness of the destination's heritage and help to convey concepts or terms that might not have a direct equivalent in other languages. According to Hall (2005), tourism refers to the actions people engage in when they travel from their regular residence for recreation, work, or other reasons, as well as the effects these activities have on the local communities and environments they visit. Thus, effective communication facilitated through language and the thoughtful use of loanwords enhances the ability of tourism articles to promote attractions, assist travelers in trip planning, and ignite a curiosity to explore new destinations.

Previous research has extensively explored borrowing language in Indonesian mass media. For example, Muziatun et al. (2021) utilized Bloomfield's (1935) framework to analyze borrowing in *Tourism Magazine*, uncovering how foreign terms are integrated and localized within Indonesian tourism discourse. Similarly, Avivi and Mursyida (2020) focused on loanwords and loan shifts in advertising, revealing how borrowed terms have become normalized in Indonesian media. These studies illustrate how mass media reflects linguistic adaptation, yet they primarily focus on general

advertising or specific media types without delving deeply into tourism articles as a distinct genre.

Additional studies by Sari and Widodo (2019) investigated English loanwords in Indonesian travel blogs, highlighting the dominance of English in shaping tourism narratives. Likewise, Putri and Sugiharto (2020) examined the morphosyntactic adaptation of English loanwords in Indonesian print media, emphasizing the interplay between linguistic borrowing and cultural representation. However, these studies overlook the nuanced impact of borrowed terms on audience comprehension and the strategic use of loanwords for promotional purposes in tourism.

This gap underlines the need to study the specific role of borrowed language in Indonesian tourism articles, particularly its impact on cultural branding and audience engagement. Understanding how language choices in tourism articles influence perceptions of destinations is essential for analyzing linguistic shifts in tourism promotion. Moreover, integrating foreign terms may reflect global interconnectedness while maintaining local authenticity, further underscoring the importance of analyzing this phenomenon in tourism communication.

The selection of words to borrow between English and Indonesian in tourism articles on the Jawa Pos Online website in May 2024 was driven by several important factors. Firstly, a tourism article serves as a guide, offering information, recommendations, and inspiration for tourists interested in exploring destinations, culinary experiences, and cultural attractions. These articles are crucial for promoting tourist sites, assisting travelers in planning trips, and generating interest in new attractions. As tourism is a vital sector in Indonesia, examining the language used in these articles provides insights into how English loanwords influence tourism promotion.

This study examines English loanwords in Indonesian tourism articles from online media like Jawa Pos Online, emphasizing their significance in theoretical, pedagogical, and practical contexts. Theoretically, it aligns with

recent language contact studies (e.g., Matras, 2021) that explore how borrowed words adapt phonologically, morphologically, and semantically due to globalization and cultural exchange, enriching our understanding of language dynamics. Pedagogically, it contributes to language education by providing real-world examples of borrowing, enhancing students' understanding of multilingual interactions, and fostering cultural awareness in tourism-focused curricula. Practically, it offers insights for tourism and media professionals to craft more appealing and compelling content using loanwords, which is vital in engaging diverse audiences in the global tourism market. This research highlights the evolving nature of language under globalization and its role in cross-cultural communication, benefiting linguists, educators, and industry practitioners alike.

Addressing the previously stated issues, this study focuses on this research's problem: (1) What types of borrowing words are found in tourism articles on the Jawa Pos Online website in May 2024? Moreover, (2) How do the meanings of borrowed words change in tourism articles on the Jawa Pos Online website in May 2024?

METHOD

This study focuses on selecting English loanwords in Indonesian tourism articles published by Jawa Pos Online in May 2024, a peak period for tourism content due to the start of Indonesia's tourist season. Tourism's vital role in Indonesia's economy highlights the importance of analyzing linguistic borrowing, particularly how English loanwords are integrated to attract local and international tourists. As a widely read and credible news platform, Jawa Pos Online provides a comprehensive and relevant dataset for examining these phenomena. The research also offers practical benefits for tourism students, media professionals, and stakeholders by enhancing their understanding of borrowed word types, meanings, and implications. Furthermore, it promotes media literacy, helping students and readers critically interpret how language conveys

tourism-related information while showcasing the dynamic interaction between English and Indonesian in the tourism industry.

For the data collection process, the researchers identified tourism articles from the Jawa Pos Online website using specific tourism-related keywords to ensure relevance. Selected articles were downloaded and organized into a digital folder for efficient reference. Each article was carefully read, and notes were taken to identify the presence of English loanwords. A datasheet systematically records loanwords, including their context and initial observations. The researchers then categorized the loanwords based on Hockett's (1958) theory, noting patterns or trends in their usage within tourism contexts. Subsequently, semantic changes in the loanwords were analyzed using Baugh's (1993) framework, documenting changes and their implications for Indonesian language usage. The accuracy of the data was validated through cross-referencing with dictionaries, consulting language experts, and reviewing additional sources. Finally, the data was compiled and organized into a structured format for further analysis and interpretation. Tools included digital search engines, a pre-designed data sheet, and linguistic reference materials such as dictionaries and academic texts.

The data analysis procedure began with identifying and systematically organizing the collected data by compiling all identified borrowing words from the tourism articles into a well-structured format. Each borrowing word is listed with its context, including the specific sentence or paragraph where it appears. Subsequently, these borrowing words are classified and categorized according to the types outlined in Charles F. Hockett's (1958) theory, and the semantic changes of these words are examined using Baugh's (1993) theory.

RESULTS AND DISCUSSIONS

This section presents the findings of borrowing words found in the tourism articles on the Jawa Pos Online Website in May 2024 and changes their meaning in the rubric for tourism articles. The researchers present six words written

in the data description table that will be analyzed based on the types of borrowing words used in Hockett's theory (1953) and the analysis of meaning changes by Baugh's (1990) theory. The following is a link to Jawa Pos online for the research data; the specific URL to be used is <https://www.jawapos.com>.

Types of Borrowing Words Found in Jawa Pos Articles

The first research question addressed in this study is what types of borrowing words are found in the articles of Jawa Pos online, especially during May 2024. The data is presented as follows:

Table 1. Types of borrowing words by Hocket's (1953) Theory.

No	Words		Types of Borrowing		
	Indonesia	English	LW	LB	LS
1.	Spot	<i>Spot</i>	✓		
2.	Foto	<i>Photo</i>		✓	✓
3.	Hotel	<i>Hotel</i>	✓		✓
4.	Estetik	<i>Aesthetic</i>		✓	
5.	Viral	<i>Viral</i>	✓		✓
6.	Hits	<i>Hits</i>	✓		

Note.

LW: Loanword LB: Loanblends
LS: Loanshift Sign ✓: Yes

From the six words in the table above, the researchers analyze the classification of borrowing words according to Hockett's theory (1953) as follows:

1) Spot – *Spot*

"Spot" is borrowed from "spot" in English as written in this sentence on May 1, 2024. Example: Berfoto: Pemandangan pantai Mawi yang indah menjadi *spot foto* yang instagramable. The meaning analysis:

The word "spot" belongs to the loanword type because the words "spot" in Indonesian and "spot" in English have similar spellings and

pronunciations. The word "spot" comes from Old English "spot," which means point or place.

2) Foto – *Photo*

"Foto" is borrowed from "photo" in English as written in this sentence on May 1, 2024. Example: Berfoto: Pemandangan pantai Mawi yang indah menjadi spot *foto* yang instagramable.

The meaning analysis:

"Foto" in Indonesian is adapted from the English word "photo" and categorized as a loan blend type. The word "foto" in Indonesian has spelling differences but some pronunciation similarities with "photo" in English. Then, the word "foto" in Indonesian is adapted from the English word "photo," which is adapted from the Greek "phōtos" (φῶς) meaning light or radiance. Therefore, this word is also included in the type of loan shift.

3) Hotel – *Hotel*

"hotel" is borrowed from "hotel" in English as written in this sentence on May 3, 2024. Example: Bersiaplah untuk merasakan pengalaman menginap yang tak terlupakan di Ashley Tugu Tani, hotel bintang 4 baru yang membawa Anda ke abad ke-19 yang penuh pesona dan keanggunan.

The meaning analysis:

The word "hotel" belongs to the loanword type because the words "hotel" in Indonesian and "hotel" in English have similar spellings and pronunciations. Then, the word "hotel" in Indonesian is adapted from the English word "hotel," which is adapted from the French "hôtel" which originally meant mansion or "building. Therefore, this word is also included in the type of loan shift.

4) Estetik – *Aesthetic*

"Estetik" is borrowed from "aesthetic" in English, as written in this sentence on May 6, 2024. Example: Verte Green Eats & Coffee ini merupakan salah satu cafe di Surabaya yang memiliki konsep desain yang *estetik*.

The meaning analysis:

"Estetik" in Indonesian is taken from the word "aesthetic" in English. The pronunciation of the two words is almost similar, with different spellings, and can be categorized in loanblend type. Then, the word "estetik" in Indonesian is

adapted from the English word "aesthetic," which is adapted from the Greek "Aisthētikos," which means relating to perception or sensation. Therefore, this word is also included in the type of loan shift.

5) Viral – *Viral*

"Viral" is borrowed from "viral" in English as written in this sentence on May 4, 2024. Example: Dilansir dari akun Instagram @speedykarting, tempat bermain ini menjadi *viral* dan banyak dikunjungi oleh anak muda yang ingin menghabiskan liburnya bersama dengan teman-teman.

The meaning analysis:

The word "viral" belongs to the loanword type because the words "viral" in Indonesian and "viral" in English have similar spellings and pronunciations. Then, the word "viral" in Indonesian is adapted from the English word "viral," which is adapted from the Latin "virus," meaning poison or bacteria. Therefore, this word is also included in the type of loan shift.

6) Hits – *Hits*

"Hits" is borrowed from "hits" in English as written in this sentence on May 17, 2024. Example: Yuk simak apa saja tiga tempat kuliner ramen di Jogja yang *hits* dan murah yang layak untuk kamu cicipi.

The meaning analysis:

The word "hits" belongs to the loanword type because the words "hits" in Indonesian and "hits" in English have similar spellings and pronunciations.

Meaning Changes of the Borrowing Words

The second research question in this study is that how the meaning of the borrowing words change in the articles. The researchers also used a dictionary to find the meaning of each word in this study. The dictionaries are:

1. *Oxford Advanced Learners's Dictionary Online*. <https://www.oxfordlearnersdictionaries.com/>
2. *Kamus Besar Bahasa Indonesia Online (KBBI)*. <https://kbbi.web.id/>
3. *Kamus Kata-Kata Serapan Asing dalam Bahasa Indonesia J.S Badudu Online*.

https://books.google.co.id/books?id=wxLhS0YVe8UC&printsec=copyright&redir_esc=y#v=onepage&q&f=false

4. *Etymology Dictionary Online.*

<https://www.etymonline.com/>

Furthermore, the data of analysis is presented in Table 2, as follows:

Table 2. Analysis of meaning changes by Baugh's (1990) Theory.

N o	Words		Changes of Meaning				
	Indones ia	English	E X	N R	R G	D G	N C
1.	Spot	<i>Spot</i>	✓				
2.	Foto	<i>Photo</i>					✓
3.	Hotel	<i>Hotel</i>		✓			
4.	Estetik	<i>Aesthetic</i>	✓				
5.	Viral	<i>Viral</i>			✓		
6.	Hits	<i>Hits</i>					✓

Note :

EX : Extension RG : Regeneration

NR : Narrowing NC : No Change

DG : Degeneration Sign ✓ : Yes

From the data description table above, the researchers present an analysis of borrowing words that experience changes in meaning according to Baught's (1993) theory as follows:

1) Spot – Spot

The lexical meaning of the word “spot” is based on English and Indonesian dictionaries are:

- An Oxford Advanced Learner's Dictionary. /spɒt/ a small round area with a different color or feels different from the surface.
- Etymology Dictionary. c. 1200, "moral stain;" by mid-14c. as "speck, the stain left by something on a surface," probably at least in part from a variant of Old English splott "a spot, blot, patch (of land)," and partly from or related to Middle Dutch spotte "spot, speck." Other cognates are East Frisian spot "speck," North Frisian spot "speck, piece of ground," Old Norse spotti "small piece," Norwegian spot "spot, small piece of land." Likely some of these Germanic words are borrowings of some of the others, but the exact evolution is unclear.

The meaning analysis:

The word "spot" has undergone an **extension of meaning** from its original meaning as a small dot or a specific place to a term that

covers a wide range of contexts. In modern usage, "spot" can refer to a particular location or place (such as a tourist spot), a visible area (such as a dirty spot), or even a specific situation or occasion (such as a spot in an event). The word "spot" has expanded from its primary meaning of a minor point or place to a term that covers a wide range of contexts, such as an important location, a specific area, or a special occasion. This expansion reflects the word's adaptation to various situations where "spot" describes a specific location or position in a broader context.

2) Foto – Photo

The lexical meaning of the word “foto” is based on English and Indonesian dictionaries are:

- An Oxford Advanced Learner's Dictionary. /'fəʊtəʊ/ a picture that is made by using a camera that stores images in digital form or that has a film sensitive to light inside it.
- Kamus Besar Bahasa Indonesia (KBBI). /fo-to/ potret; gambaran; bayangan; pantulan.
- Etymology Dictionary. word-forming element meaning "light" or "photographic" or "photoelectric," from Greek photo-, combining form of phōs (genitive phōtos) "light" (from PIE root *bha- (1) "to shine").

The meaning analysis:

The meaning of "photo" remains consistent with its etymological association with light and the process of recording an image. The word has been widely used to describe images taken using photographic techniques, both traditional and modern, without any significant change in meaning. There is **no change** in the meaning of the photo word.

3) Hotel – Hotel

The lexical meaning of the word “hotel” is based on English and Indonesian dictionaries are:

- An Oxford Advanced Learner's Dictionary. /həʊ'tel/ a building where people stay, usually for a short time, paying for their rooms and meals.
- Kamus Besar Bahasa Indonesia (KBBI). /ho-tel/ /hotél/ bangunan berkamar banyak yang disewakan sebagai tempat untuk menginap dan tempat makan orang yang sedang dalam perjalanan; bentuk akomodasi yang dikelola secara komersial, disediakan bagi setiap orang untuk memperoleh pelayanan, penginapan, makan dan minum.
- Etymology Dictionary. 1640s, "public official residence; large private residence,"

from French *hôtel* "a mansion, palace, large house," from Old French *ostel*, *hostel* "a lodging" (see *hostel*). The sense of "an inn of the better sort" is recorded from 1765. The same word as *hospital*.

The meaning analysis:

The meaning of the word "hotel" in Indonesian has decreased from its original use as a "mansion" or "building" in France to a more specific term referring to temporary accommodation facilities. Today, "hotel" refers to a place that provides temporary lodging services with facilities such as bedrooms, food services, and various additional services for guests. There is a **narrowing of meaning** in the hotel word.

4) Viral – *Viral*

The lexical meaning of the word "viral" is based on English and Indonesian dictionaries are:

- An Oxford Advanced Learner's Dictionary. /'vaɪrəl/ like or caused by a virus.
- Etymology Dictionary. "of the nature of, or caused by, a virus," 1944, see *virus* + *-al* (1). Sense of "become suddenly widely popular through internet sharing" is attested by 1999, originally about marketing and based on the similarity of the effect to the spread of a computer virus. Related: *Virally*.

The meaning analysis:

In addition to the medical meaning associated with a virus, the term "viral" has evolved in modern English to refer to a phenomenon on the Internet or social media that spreads rapidly. This includes content, videos, or news that become deeply and quickly popular worldwide. The word "viral" **regenerates meaning**.

5) Estetik – *Aesthetic*

The lexical meaning of the word "estetik" is based on English and Indonesian dictionaries are:

- An Oxford Advanced Learner's Dictionary. /i:s'θetik/ connected with beauty and art and the understanding of beautiful things.
- Kamus Besar Bahasa Indonesia (KBBI). /es-te-tik/ /éstétik/ *estetis*.
- Etymology Dictionary. 1798, from German *Ästhetisch* (mid-18c.) or French *esthétique* (which is from German), ultimately from Greek *aisthetikos* "of or for perception by the senses, perceptive," of things, "perceptible," from *aisthanesthai* "to perceive (by the senses

or by the mind), to feel," from PIE **awis-dh-yo-*, from root **au-* "to perceive."

The meaning analysis:

Originally, "aesthetic" referred to aesthetic perception or sensation. Today, its meaning has expanded to encompass various aspects of beauty and art, including in the context of design, fashion, and culture. There is an **extension of meaning** in the aesthetic word.

6) Hits – *Hits*

The lexical meaning of the word "hits" is based on English and Indonesian dictionaries are:

- An Oxford Advanced Learner's Dictionary. /hɪt/ to bring your hand or an object you are holding, against somebody/something quickly and with force.
- Kamus Besar Bahasa Indonesia (KBBI). *populer* (tentang lagu-lagu).
- Kamus Kata-Kata serapan Asing dalam Bahasa Indonesia. *Populer*; berada pada tangga lagu puncak tentang lagu-lagu.
- Etymology Dictionary. late Old English *hyttan*, *hittan* "come upon, meet with, fall in with, 'hit' upon," from a Scandinavian source such as Old Norse *hitta* "to light upon, meet with," also "to hit, strike;" Swedish *hitta* "to find," Danish and Norwegian *hitte* "to hit, find," from Proto-Germanic **hitjan*, which is of uncertain origin. Meaning shifted in late Old English period to "strike, come into forcible contact" via the notion of "to reach with a blow or missile," and the word displaced Old English *slean* (modern *slay*) in this sense. Original sense survives in phrases such as *hit it off* (1780, earlier in the same sense *hit it*, 1630s) and is revived in slang *hit on* (1970s).

The meaning analysis:

The word "hits" does not significantly change its meaning when adopted into Indonesian. Its meaning remains consistent with its original English meaning, which refers to popularity or success. The word "hits" was adopted directly from English by maintaining its original meaning, which relates to popularity and success. There is no change in the meaning of the hits word.

Studying borrowing words and their meaning changes in tourism articles is crucial for teachers and learners as it sheds light on language development in a globalized context. Borrowed terms like "tour" and "culinary" illustrate how language adapts to international trends, enriching

learners' vocabulary and enhancing cross-cultural communication skills, particularly in tourism. This research contributes fresh insights into English-Indonesian word borrowing in tourism, addressing a gap in previous studies by focusing on types of borrowed words and meaning shifts. The findings also support translation and vocabulary learning, offering practical value for language education

CONCLUSION

This study analyzes the types and processes of meaning change in English absorption words found in tourism articles on the Jawa Pos Online website. From 30 articles published in May 2024, 173 borrowing words were identified, with the most common being "Foto." This study categorized the borrowing words based on Charles F. Hockett's theory (1958) and found 76 Loan words, 63 Loan blends, and 92 Loan shifts. In terms of meaning change, based on Albert C. Baugh's (1993) theory, this study identified 66 extensions of the meaning, 28 narrowing of meaning, 10 regeneration of meaning, and 69 words that did not change the meaning. Notably, no cases of meaning deterioration were found. However, in this article, we will discuss only the six most frequent words out of the 30 articles. The study also noted that a single word can have multiple types of borrowing; for example, "hotel" in Indonesian is both a loanword and a loan shift. This study differs from previous studies, such as those by Muziatun et al. (2021), who used Hockett and Baugh's theory and focused on online tourism articles rather than print media. This research highlights the growing importance of online platforms, especially in the context of Indonesia's growing tourism industry.

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