

TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI.....	ii
ACKNOWLEDGEMENT	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
LIST OF FIGURES.....	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Objectives of the Study.....	4
1.3 Scope of the Study	4
1.4 Significance of the Study.....	4
1.5 Literature Review	5
CHAPTER 2 RESEARCH METHODS.....	7
2.1 Theoretical Framework.....	7
2.1.1 Corporate Communication and Public Relations.....	7
2.1.2 Internal Public Relations.....	9
2.1.3 Loanwords and the Internalization of Corporate Values	11
2.1.4 Semantic Changes.....	13
2.2 Research Design	15
2.3 Methods of Data Collection.....	17
2.4 Methods of Data Analysis	18
CHAPTER 3 FINDINGS AND DISCUSSION.....	20
3.1 Loanwords Found in the News Portal on the Internal Portal of Telkom Witel Solo ..	20
3.2 Classification of Loanwords	46
3.2.1 Phonetic Substitution	46
3.2.2 Semantic Changes.....	48
3.3 English Loanwords Reflection in the Internalization of Corporate Values.....	52
CHAPTER 4 CONCLUSION	56
4.1 Conclusion	56
4.2 Suggestions	57
APPENDICES.....	xii
REFERENCES.....	xix

LIST OF TABLES

Table 1: Loanwords Found in News Portal Entitled Witel Solo Review Action Untuk Mencapai Platinum	20
Table 2: Loanwords Found in News Portal Entitled GM Witel Solo Hadiri Undangan Pelantikan & Serah Terima Jabatan Sekretaris Daerah Kota Surakarta	21
Table 3: Loanwords Found in News Portal Entitled AM BS Witel Solo Kunjungan Silaturahmi Ke SMPN 1 Bulu.....	21
Table 4: Loanwords Found in News Portal Entitled Witel Solo Adakan WAR Rutin Minggu Pertama Desember	21
Table 5: Loanwords Found in News Portal Entitled Witel Solo Kawal Closing Ceremony FIFA World Cup U17 2023	22
Table 6: Loanwords Found In News Portal Entitled Kakandatel Sragen Kunjungi CV Yossi Jaya	22
Table 7: Loanwords Found in News Portal Entitled HERO Palur Perluas Peluang Indibiz Ke Area Padat Mahasiswa	22
Table 8: Loanwords Found in News Portal Entitled HERO Delanggu Gali Potensi MA Al-Manshur Popongan	23
Table 9: Loanwords Found In News Portal Entitled HERO Boyolali Cek Peluang Kerjasama Di SMPN 2 Teras.....	23
Table 10: Loanwords Found in News Portal Entitled AM BS Witel Solo Kunjungi SD IT Ibnu Sina	23
Table 11: Loanwords Found in News Portal Entitled AM BS Witel Solo Sukses Akuisisi Kompetitor	24
Table 12: Loanwords Found in News Portal Entitled Witel Solo Menuju PS 6K/Day	24
Table 13: Loanwords Found In News Portal Entitled Witel Solo Adakan Weekly Housekeeping Order Indihome	24
Table 14: Loanwords Found in News Portal Entitled STO Boyolali Lakukan Apel Kesiapan Kerja.....	25
Table 15: Loanwords Found in News Portal Entitled Sambut Kunjungan KB & RA Al Uswah, HERO Delanggu Jadi Guru Sehari	25
Table 16: Loanwords Found in News Portal Entitled Telkom Klaten Ajarkan Digital Sejak Dini	26
Table 17: Loanwords Found in News Portal Entitled Kakandatel Sragen Lakukan Customer Intimacy	26
Table 18: Loanwords Found in News Portal Entitled AM BS Witel Solo Gali Potensi Di SMP IT Mutiara Insan	26
Table 19: Loanwords Found in News Portal Entitled HERO Boyolali Tawarkan Indibiz Di Sekolah.....	27
Table 20: Loanwords Found In News Portal Entitled Manager BS Witel Solo Lakukan Customer Intimacy Ke RSUD Dr. Moewardi.....	27
Table 21: Loanwords Found in News Portal Entitled Kenalkan Indibiz, AM BS Witel Solo Curi Peluang.....	28
Table 22: Loanwords Found in News Portal Entitled Witel Solo Ngobras Bersama Dir WINS	28
Table 23: Loanwords Found in News Portal Entitled KJS P2Tel Witel Solo Rutinkan Olahraga Jumat	28



Table 24: Loanwords Found in News Portal Entitled AM BS Witel Solo Bidik Developer Property.....	29
Table 25: Loanwords Found in News Portal Entitled Kakandatel Klaten Bergerak Tawarkan Indibiz	29
Table 26: Loanwords Found in News Portal Entitled HERO Delanggu Adakan Customer Intimacy	29
Table 27: Loanwords Found in News Portal Entitled HERO Boyolali Gelar Sosialisasi Pijar Sekolah.....	30
Table 28: Loanwords Found in News Portal Entitled AM BS Witel Solo Gencar Tawarkan Indibiz	30
Table 29: Loanwords Found in News Portal Entitled Witel Solo Adakan Weekly Activity Review Mingguan.....	31
Table 30: Loanwords Found in News Portal Entitled GM Witel Solo Turut Ikuti Virtual Meeting SATUNADI.....	31
Table 31: Loanwords Found in News Portal Entitled GM Witel Solo Hadiri Apel HUT Telkom Akses Ke-11	32
Table 32: Loanwords Found In News Portal Entitled SEKAR DPD Witel Solo Gelar Musda VIII: Make SEKAR Great Again.....	32
Table 33: Loanwords Found In News Portal Entitled AM BS Witel Solo Bidik Potensi Indibiz	33
Table 34: Loanwords Found in News Portal Entitled AM BS Witel Solo Sukses Kawal Kontrak	33
Table 35: Loanwords Found in News Portal Entitled Kakandatel Sragen Jajaki Peluang Indibiz Di Museum Purba.....	33
Table 36: Loanwords Found in News Portal Entitled Witel Solo Gelar Weekly Review Rutin Housekeeping WO Indihome.....	34
Table 37: Loanwords Found in News Portal Entitled Witel Solo Lakukan Virtual Meeting Dengan Deputy EVP TR 4.....	34
Table 38: Loanwords Found in News Portal Entitled GM Witel Solo Ikuti Vicon Gerakan #Peduliinfrastruktur 4.0.....	35
Table 39: Loanwords Found in News Portal Entitled GM Witel Solo Ikuti Virtual Fordico II	35
Table 40: Loanwords Found In News Portal Entitled GM Witel Solo Turut Ikuti Virtual Wisuda Purnabakti TR4.....	35
Table 41: Loanwords Found in News Portal Entitled AM Enterprise Witel Solo Kunjungi PT Sinergi Colomadu	36
Table 42: Loanwords Found in News Portal Entitled HERO Boyolali Gali Kebutuhan RSU Natalia.....	36
Table 43: Loanwords Found in News Portal Entitled AM BS Witel Solo Kunjungi UPTD Transportasi Dishub Surakarta.....	37
Table 44: Loanwords Found in News Portal Entitled HERO Palur Kenalkan Indibiz di Sekolah.....	37
Table 45: Loanwords Found in News Portal Entitled HERO Delanggu Survei POI ke SMK Pembangunan Delanggu	37
Table 46: Loanwords Found in News Portal Entitled HERO Delanggu Bidik Desa Wisata..	38
Table 47: Loanwords Found in News Portal Entitled GM Witel Solo Ikuti Virtual RAPIM CFUE Q4 2023	38
Table 48: Loanwords Found in News Portal Entitled P2tel Cabang Solo Adakan Bimbingan Rohani.....	38



Table 49: Loanwords Found in News Portal Entitled Datel Klaten Adakan Pelatihan Digital Marketing.....	39
Table 50: Loanwords Found in News Portal Entitled GM Witel Solo Adakan Meeting Koordinasi Game PS HIT Datel	39
Table 51: Loanwords Found in News Portal Entitled Witel Solo Adakan Weekly Achievement Review	40
Table 52: Loanwords Found in News Portal Entitled Kakandatel Klaten Gelar Pertemuan Komunitas	40
Table 53: Loanwords Found in News Portal Entitled SAS Witel Solo Ikuti Kesemaptaan Refleksi Akhir Tahun.....	40
Table 54: Loanwords Found in News Portal Entitled Witel Solo Gelar Weekly Review PSB Indihome	41
Table 55: Loanwords Found in News Portal Entitled Kakandatel Sragen Kunjungi PT Seshin Sragen Indonesia.....	41
Table 56: Loanwords Found in News Portal Entitled Witel Solo Gelar FGD Perdana di Wonogiri	42
Table 57: Loanwords Found in News Portal Entitled Kakandatel Klaten Offering Indibiz ke Perusahaan PMA.....	42
Table 58: Loanwords Found in News Portal Entitled HERO Karanganyar Kunjungi International Islamic Boarding School	43
Table 59: Loanwords Found in News Portal Entitled GM Witel Solo Hadiri Undangan Gigacity Summit	43
Table 60: Loanwords Found in News Portal Entitled GM Witel Solo Ikuti Kickoff Posko Telkomgroup Siaga NARU 2023-2024	44
Table 61: Loanwords Found in News Portal Entitled Telkom Property Witel Solo Ikuti Apel Persiapan Posko NARU 2023-20254.....	44
Table 62: Loanwords Found in News Portal Entitled Witel Solo Adakan HQ EBIS Goes To Witel.....	44
Table 63: Loanwords Found in News Portal Entitled AM BS Witel Solo Kunjungi SMK Penerbangan Dhirgantara.....	45
Table 64: Loanwords Found in News Portal Entitled GM Witel Solo Bersama Tim BS Lakukan 1 On 1.....	45
Table 65: Loanwords found in news portal entitled GM Witel Solo Salurkan Bantuan Sarana Air Bersih.....	46
Table 66: Table of Unsubstituted Loanwords	47
Table 67: Table of Partial Substitution Loanwords	47
Table 68: Table of Complete Substitution Loanwords	47
Table 69: Table of Extension of Meaning Loanwords	48
Table 70: Table of Narrowing of Meaning Loanwords	49
Table 71: Table of No Change of Meaning Loanwords.....	50
Table 72: AKHLAK Core Value Classification	53

LIST OF FIGURES

Figure 1: Research Design Chart Flow	16
Figure 2: First Interview Summary	54
Figure 3: Second Interview Summary	54