

## Penggunaan judul Bahasa Inggris pada Teenlit Gramedia Pustaka Utama : analis produksi = The Use of english title in Gramedia pPustaka Utama Teenlit: a production analysis

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### Abstrak

[<b>ABSTRAK</b><br> Penggunaan bahasa Inggris memiliki tujuan tertentu dan maksud yang berkaitan dengan tujuan dari penulis untuk menghasilkan karya-karya sastra yang baik dan penerbit yang ingin memasarkan produk ini. Penelitian ini ingin menggali alasan dari produser Teenlit menggunakan judul bahasa Inggris daripada bahasa Indonesia. Dengan menggunakan analisis produksi, penelitian ini hanya berfokus pada sudut pandang produser, yaitu editor dan penulis Gramedia Pustaka Utama. Siapakah pihak yang memiliki kekuatan untuk memutuskan judul dan apa pertimbangannya adalah fokus dari penelitian ini. Temuan penelitian ini menunjukkan bahwa sebenarnya para produser tidak hanya mempertimbangkan faktor-faktor komersial atau ekonomi pada judul Teenlit tetapi juga fungsi estetika yang sesuai dengan tema dari keseluruhan cerita dari Teenlit itu sendiri. Hasil penelitian ini diharapkan dapat memberikan pemahaman tentang fenomena hibridisasi bahasa yang terkandung dalam Teenlit paling Indonesia.<b>ABSTRACT</b><b> The use of the English language has a specific purpose and intent related to the purpose of the writers to produce good literature works and publishers who want to market these products. This study is to investigate the reasons of the teenlit?s producers using English titles rather than Indonesian. By using production analysis, this study focuses only on the producers? point of views, which are the Gramedia Pustaka Utama?s editor and authors. Who has the power to decide the title and what the considerations are the focus of this study. The findings of this study show that actually the producers not only consider the commercial or economic factors of the teenlit?s title but also the aesthetic function that matches the theme of the whole story of the teenlit itself. The results of this study are expected to provide an understanding of the phenomenon of language hybridization that is contained in most Indonesian teenlit. ;The use of the English language has a specific purpose and intent related to the purpose of the writers to produce good literature works and publishers who want to market these products. This study is to investigate the reasons of the teenlit?s producers using English titles rather than Indonesian. By using production analysis, this study focuses only on the producers? point of views, which are the Gramedia Pustaka Utama?s editor and authors. Who has the power to decide the title and what the considerations are the focus of this study. The findings of this study show that actually the producers not only consider the commercial or economic factors of the teenlit?s title but also the aesthetic function that matches the theme of the whole story of the teenlit itself. The results of this study are expected to provide an understanding of the phenomenon of language hybridization that is contained in most Indonesian teenlit. , The use of the English language has a specific purpose and intent related to the purpose of the writers to produce good literature works and publishers who want to market these products. This study is to investigate the reasons of the teenlit?s producers using English titles rather than Indonesian. By using production analysis, this study focuses only on the producers? point of views, which are the Gramedia Pustaka Utama?s editor and authors. Who has the power to decide the title and what the considerations are the focus of this study. The findings of this study show that actually the producers not only consider the commercial or economic factors of the

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