



WORD FORMATIONS IN SOCIAL MEDIA COMMUNICATION OF THE STUDENTS OF ENGLISH DEPARTMENT

(Pembentukan Kata pada Komunikasi Sosial Media Mahasiswa Prodi Pendidikan Bahasa Inggris)

I Made Suta Paramarta

Universitas Pendidikan Ganesha

Kampus Bawah Undiksha, Jalan A. Yani No. 67, Singaraja, Bali, Indonesia

E-mail: suta.paramarta@undiksha.ac.id

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Abstract

This paper provides an account of word-formations analysis and the reasons for their usage in social media communication. The research implements a descriptive qualitative design with 109 subjects with Indonesian, Balinese, and English language backgrounds. The data is obtained through a semi-structured online questionnaire and interview. The finding reveals twelve word-formation types used by the subjects in their social media interaction. The newly formed words tend to be more concise than the original words. English dominates the language choice, followed by Indonesian and a few Balinese words. There are six reasons to use the word formations: being fast and concise, showing closeness with other users, being up to date, delivering a secret message for inner circle friendship, and responding to the limited space available to type the words.

Keywords: morphology, word formation, social media communication

Abstrak

Artikel ini memberikan penjelasan tentang analisis formasi kata dan alasan penggunaannya dalam komunikasi media sosial. Penelitian ini menggunakan desain deskriptif kualitatif dengan subjek penelitian sebanyak 109 orang mahasiswa dengan latar belakang bahasa Indonesia, Bali, dan Inggris. Data diperoleh melalui kuesioner online semi terstruktur dan wawancara. Temuan ini mengungkapkan dua belas jenis pembentukan kata yang digunakan oleh subjek dalam interaksi media sosial mereka. Kata-kata yang baru terbentuk cenderung lebih ringkas daripada kata-kata aslinya. Bahasa Inggris mendominasi pilihan bahasa, diikuti oleh bahasa Indonesia dan beberapa kata bahasa Bali. Ada enam alasan untuk menggunakan formasi kata: cepat dan ringkas, menunjukkan kedekatan dengan pengguna lain, up to date, menyampaikan pesan rahasia untuk persahabatan akrab, dan menanggapi terbatasnya ruang yang tersedia pada layar gadget untuk mengetik kata.

Kata kunci: morfologi, pembentukan kata, komunikasi media sosial

INTRODUCTION

Social media communication is internet-based communication that is popular among youngsters in Indonesia. Social media is dynamic, user-friendly, and raises linguistic phenomena like cyber slang, acronyms, and other morphological issues

(Alozie Nwala & Tamunobeleva, 2019). New words occur as the result of the creativity of social media users. In Indonesia, social media users are dominantly children and teenagers, and their motivations range from looking for information, making friends, chatting, sharing photos or videos,

and writing status on the social media account (Amalin et al., 2019).

In social media communication, the language style used is typical and different from the language style used in formal communication. The most noteworthy phenomenon is the creative use of words, morphologically termed word-formation (Lieber, 2009). Various researches have been conducted on the word-formation process (see for example; Jaensch et al. (2014), Sahardin et al. (2020), Rúa (2010), Carmudi & Kurnia (2019), Chandra (2021), Umam (2016), Dowling (2016)), yet the investigation of the word-formation on social media communication in Indonesia, especially Bali is still limited in number.

The phenomenon of word-formation of social media users also happens to university students in Bali. They use typical language that tends to be shortened than the formal language version to be up to date and effective online communication. This research intends to reveal the word-formation process conducted by the students of the English Language Education Department of Ganesha University of Education, Bali. The result of the research is expected to enrich the study on word-formation in social media communication that involves Balinese, Indonesian and English languages.

THEORETICAL REVIEW

The Concept of Word Formation

Word Formation is the morphological process of constructing new words through affixation and other specific procedures, namely compounding, conversion, coinage, back-formation, blending, acronyms, initialisms, and clipping (Carstairs-mccarthy, 2002; Katamba, 1993; Lieber, 2009). Lieber's classification accommodates the general classification of word formation in various languages. In the specific context of word formation, a more specific set of word-formation processes is proposed by Mattiello (2008), in which the

general word-formation theory is classified into fifteen word-formation processes. The sense of being specific is derived from a language used by certain groups, which is termed slang language (Mattiello, 2008). The fifteen procedures include the procedures stated by Lieber (2009), completed with some other procedures. The fifteen procedures are as the following.

1. Compounding

Compounding is considered a well-known morphological process to produce new words formed from two components. The first is either a root, word, or phrase, and the latter is either a root or a word (Plag, 2003: 135 in Mattiello (2008:72). The modifier commonly precedes the head based on the right-hand rule, which is commonly used in English (Lieber, 2009). According to Mattiello (2008:74-80), there are many kinds of compounding combinations, and seven of them are listed as the following:

- 1) Noun-noun compounds (airhead, bone-head)
- 2) Adjective-noun compounds (big-mouth, roundeye)
- 3) Verb-noun compounds (plug-ugly, sawbones)
- 4) Adverb-noun compounds (outside man, outside job)
- 5) Numerals-noun compounds (four-eyes, nineteenth hole)
- 6) Marginal cases, for instance, nominal/verbal base-verb (look-see), by an adverb (speak-easy), by a preposition (beer-off), or by numeral (section eight).
- 7) Other possible compounds are compound adjectives (gross-out, hung-up) and compound verbs (spit chips).

2. Prefixation

Prefixation is a word-formation process that includes the combination of certain prefixes with the base words. There are some prefixes that may construct new words namely de- (debag, debowel), re- (rearrangement, re-up), schm-, shm-

- (schmild, moon-schmoon), super- (super active, super-cool), un- (unfair, unreal), under- (underpants, undershorts) (Mattiello, 2008: 91-93).
3. Suffixation
Suffixation is a word formation process in which certain suffixes are combined with base words. It happens in most languages. In English, there are some suffixes that construct new words namely: -able (measurable, acceptable), -ation, -ion (pollution, connection), -dom (freedom, wisdom), -ed (annoyed, irritated), -er (outsider, villager), -eroo, -aroo (flopperoo, buckaroo), -ery (bakery, pottery), -ette (mountainette, hackette), -ful (spoonful, boxful), -ie (auntie), -ify, -fy (beautify, uglify), -ing (gardening), -ish (Scottish, foolish), -less (careless, needless), -ly (badly, spookily), -ness (hardness, childness), -o (kiddo, daddy-o), -ock (hillock, piddock), -sy (mopsy, petsy), -ster (gangster, drugster), -y (bloody, icy) (Mattiello, 2008: 93-120).
 4. Final combining forms
Final combining forms refer to the compounding, which is traditionally categorized as pseudo suffixes that exist in neoclassical compounds, for example, the suffix -logy that mean 'the science of' (biology, ecology), -burger (hamburger, cheeseburger), -holic (workaholic), -gate (watergate), -licious (babelicious, bootylicious), -fest (bookfest, songfest), -Ville (Niggerville, Endsville) (Mattiello, 2008: 120-122).
 5. Infixation
Infixation refers to inserting an infix in the middle of certain words (absolutely → abso-blooming-lutely, fantastic → fant-fuckin-astic) (Mattiello, 2008: 123).
 6. Conversion
Conversion is also termed as zero-affixation or functional shift. It refers to the process that consists of a syntactic change of a word without undergoing formal change (run (V) → run (N), bottle (N) → bottle (V)) (Mattiello, 2008: 124)
 7. Back-formation
Back-formation is commonly a diachronic relevance in word formation, and it is less frequent in standard English. It is also considered a special case of clipping in which some actual affixes are committed in longer words. Some of the examples are: confess (V) ← confessor, babysit (V) ← baby-sitter (Mattiello, 2008: 128-129).
 8. Reduplicative
Reduplicative refers to the duplication of the base words, which may follow some variations (Lieber, 2015: 80; Mattiello, 2008:131-134).
 1. Ablaut or apophonic reduplicative, showing vowel gradation or alteration of the stressed vowel as in chit-chat, tick-tock;
 2. Rhyming reduplicative, emphasizing on rhyming constituents of the initial consonants (fuzzy-wuzzy);
 3. Rhyming compounds show meaningful both bases equally (funny-bunny);
 4. Copy reduplicates known from the identical constituents (bye-bye)
 9. Acronyms and initialisms
Both terms include the word-formation process by using the initial letter of each word included in the fully-written terms. Acronyms differ from initialisms in which they are pronounced as new words (Lieber (2009:53). An example of initialisms is TNI which stands for Tentara Nasional Indonesia (The National Army of Indonesia), and the example of acronyms is ABRI which stands for Angkatan Bersenjata Republik Indonesia (The Army Force of the Republic of Indonesia).
 10. Blending
Blending is a word-formation that combines non-morphemic parts of the original words. It is originally used in advertisements and the media to get viewers' attention. Examples of blending

are brunch ← breakfast and lunch, smog
← smoke and fog (Lieber, 2009:70).

acronym nor a blend, but a term of
unknown origin (Mattiello, 2008:155).

11. Clipping

Clipping is creating words by shortening the original words, for example, info ← information, fridge ← refrigerator, croc ← crocodile. Clipping is mostly used in less formal communication, even though some have gained neutral sense like lab ← laboratory (Lieber, 2009:53), prof ← professor (Mattiello, 2008).

12. Elliptic rhyming slang

It is a typical word formation in slang language in which the rhyming words are no longer used in their full form but rather as elliptic forms which often drop the final element, for example: in everyday conversation, the full form 'butcher's hook,' rhyming slang for 'look' is usually elliptic into 'butcher's' only (Mattiello, 2008:148)

13. Reversed forms

Reversed forms are a unique type of word formation that reverses reading a word; for example, the word 'yob' is derived from the word 'boy' (Mattiello, 2008:150).

14. Variation

Word formation using variation type ranges from malapropism (basket ← bastard), metathesis (prad ← Dutch 'paard'), letter pronunciation (gee ← the initial letter of 'guy'), alteration (canuck ← Canada), extension (nope ← no), a combination of alteration and extension (jeepers ← Jesus) (Mattiello, 2008:150).

15. Word manufacture and fanciful formations

Word manufacturing (Mattiello, 2008) in certain limited cases has a similar intention with coinage stated by (Lieber, 2009). The new words are arbitrarily chosen to represent certain previously found words, for example, 'scag or skag,' which refer to a cigarette or 'heroin.' Those new-formed words are neither an

Word-formations in various languages have attracted attention from various researchers all over the globe. Related research on word formation was conducted in a music scene-setting (Rúa, 2010). The names of music artists were analyzed morphologically. The research reveals the creativity in making names by utilizing word-formation devices. The processes included are affixation, conversion, compounding, and blending. The word-formation intends to meet pragmatic, aesthetic, intellectual, and social needs.

Kari (2016) finds out that in the Degema language in South-Eastern Nigeria, several strategies are implemented to do word-formation. Affixation, compounding, reduplication, borrowing, clipping, and semantic relation. Affixation, compounding, borrowing, and semantic relation are widespread in the Degema language. Clipping and reduplication are more typically found in proper nouns. Another finding is that agentives, gerundives, and state nouns tend to be characterized by a high-downstepped-high tone pattern that interacts with different word-formation processes. The tone appears to have a relatively minor role in the word-formation. Acronyms, blending, back-formation, coinage, and conversion are rarely found in the language. Another important finding of the research is that there is a major difficulty in differentiating the derivational and inflectional functions of the process due to their inseparable functions in the new words.

Another research on word-formation was conducted by Sahardin et al. (2020), especially in Indonesian slang formation in an Indonesian comedy movie. Slang formation is conducted based on the process of general word-formation. Sahardin et al. (2020) state that the most common process in Indonesian slang word formation is

variation. Other formation processes also occur in fewer numbers: compounding, prefixation, suffixation, conversion, reduplicative, acronym, initialism, blending, clipping, word manufactures, and fanciful formation.

Comparing the findings stated by Rúa (2010), Kari (2016), and Sahardin et al. (2020), some factors influence the different results. The music context in Rúa (2010)'s research force the word-formations which are market-oriented or for the popularity of the musicians. On the other hand, as the subject of Kari (2016)'s research, the Degema language is a language used in its natural setting with communicative intentions. A different situation happens in Sahardin et al. (2020)'s research which focuses on a language spoken by one character in an Indonesian comedy movie that is not natural or script-based. The use of the word-formation may be prepared for the sake of reaching the sense of 'being funny'. The three pieces of research are also different in the scope of word-formation. The investigation on Degema language and the music word formation is about the word formation in general contexts, and on the other hand, the third research focuses on slang word formation, which is more limited in the scope of its use.

RESEARCH METHOD

The research was a descriptive qualitative research. The subjects were 109 students of the English Department of Ganesha University of Education, Bali. They are active users of social media platforms such as Whatsapp (109 subjects), Instagram (82 subjects), Twitter (42 subjects), Facebook (32 subjects), Line (20 subjects), Telegram (11 subjects), and Tiktok (11 subjects). They are spread in the first, second, third, and fourth years of their study in the university. Since their major was English language education, they could communicate in English. Besides speaking

English as their foreign language, they also speak Balinese and Indonesian languages.

The instruments for collecting data were an online questionnaire and interview guide. The subjects were asked to fill in the semi-structured questionnaire. The first section chose the available options on common words that they use in social media communication. In the second section, they type the words they use in social media communication in the available spaces. The second section was intended to dig out the students' familiar social media words not available in the first section. Then, the subjects' reasons for using such words are also listed. The interview was conducted with some purposive subjects to confirm some data related to the questionnaire results.

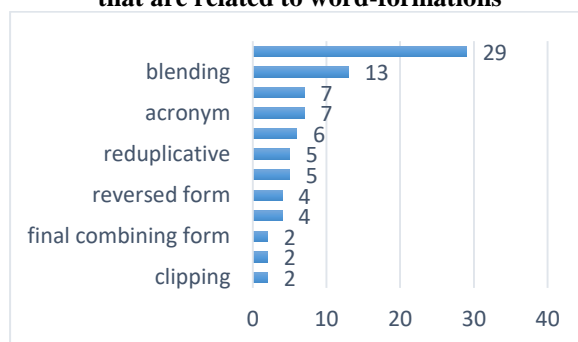
The data analysis concerns the classifications of the social media words formations that underlie the subjects' word choices and the reasons for using such word formations. The theory used for analyzing the word-formation was word-formation theory (Lieber, 2009) and slang word-formation theory (Mattiello, 2008).

RESULTS AND DISCUSSION

The Types of Word Formation Used by the Subjects

The data indicates that there are only twelve types found in the data out of the fifteen types of word-formations stated by Mattiello (2008).

Figure 1. The number of words stated by subjects that are related to word-formations



The most frequent word-formation found in the data is initialism (29 words). Its number

is significantly higher than other types of word-formation. The next position is occupied by blending word formation (13 words). The following word formations are found in less significant differences in number one another. In a row, the next word formations are variation (7 words), acronyms (7 words), suffixation (6 words), reduplicative (5 words), prefixation (5 words), reversed form (4 words), compounding (4 words), final combining form (2 words), conversion (2 words), and clipping (2 words). This finding is different from (Sahardin et al., 2020), in which they found fourteen word-formation types in a comedy movie, and the variation word formation is the most dominant one.

1. Initialisms

Initialism is the most frequent word-formation type that is applied by the subjects. They report 29 words which are the abbreviations of the long version one. Initialism indicates the tendency for social media communication to be an effective communication that uses shortened word versions, in this case, initialisms.

Table 1.

The data on initialism word formation

N o	Initialis m	Stands for/ equivalen t	Frequen cy	Percenta ge
1	ILY	I love you	95	87.16
2	FYI	for your informati on	94	86.24
3	BTW	by the way	93	85.32
4	GWS	get well soon	93	85.32
5	OTW	on the way	93	85.32
6	OMG	oh my God!	91	83.49
7	PHP	<i>pemberi harapan palsu</i> 'false expectati on giver'	91	83.49

8	FYP	for your page	87	79.82
9	GF	girlfriend	85	77.98
10	BF	boyfrien d	84	77.06
11	VC	video call	84	77.06
12	IDK	I don't know	83	76.15
13	GPP	<i>ga papa</i> 'no problem'	82	75.23
14	PC	personal chat	80	73.39
15	CMIIW	correct me if I'm wrong	76	69.72
16	OOTD	outfit of the day	76	69.72
17	SBB	<i>sorry baru bales</i> 'sorry for the slow response'	74	67.89
18	DM	direct message	72	66.06
19	BFF	best friend forever	72	66.06
20	TBH	to be honest	68	62.39
21	LMAO	laugh my ass off	68	62.39
22	WDYT	what do you think?	66	60.55
23	TY	thank you	63	57.8
24	IDC	I don't care	55	50.46
25	BRB	be right back	55	50.46
26	NP	no problem	53	48.62
27	RN	right now	53	48.62
28	JB	<i>join bareng</i> 'join together'	50	45.87
29	TBL	<i>takut banget lho</i> 'feeling terrified'	45	41,28

All of the initialism data in table 1 are in English, except data no. 7, 17, 28, and 29. The use of English is influenced by the subjects who are the students of an English Department, so they have the language background for online communication. The other factor is that social media communication is much influenced by international communication style in which English is the main language spoken by users all over the world.

As exemplified in table 1, initialism forms new words by taking the initial of each word in the full-version word of phrase. The most frequent word used by the subject (used by 87.16% of the subjects) is 'ILY', which stands for 'I love you'. 'I' is taken from the pronoun 'I', 'L' is taken from the verb 'love' and 'Y' is taken from the pronoun 'you'. The rest of the data also show similar patterns. Another word-formation almost similar to initialism is acronym in which the data is presented in table 2. The finding of this research is in contrast with Sahardin et al. (2020), in which in their research initialism is only found in a few cases. The difference indicates the dynamics of word formation in non-formal communication.

2. Acronyms

The data in Table 2 shows the use of acronyms by the subjects. They inform seven acronyms that they often use in social media communication.

Table 2.
The data on acronym word formation

No	Acronym	Stands for/equivalent	Frequency	Percentage
1	PAP	post a picture	95	87.16
2	ASAP	as soon as possible	91	83.49
3	LOL	laughing out loud	93	85.32
4	RIP	rest in	91	83.49

		peace		
5	POV	point of view	76	69.72
6	AKA	also known as	50	45.87
7	FAQ	frequently asked questions	48	44.04

The seven acronyms are in English, and none of the subjects inform acronyms derived from Balinese or Indonesian language. The most often used acronym is 'PAP', which stands for 'post a picture' that is used by 87.16% of the subjects in their social media communications, followed by 'ASAP' (83.49%), 'LOL' (85.32%), and 'RIP' (83.49%), 'POV' (69.72), 'AKA' (45.87), and 'FAQ' (44.04%). By observing the data in Tables 1 and 2, the noticeable difference of initialism and acronym is in the arrangement of vowel and consonants. Multiple consonants characterize initialism without any vowel(s) between them, as in the data presented in table 1, for example, 'FYI' (C+C+V), 'BTW' (C+C+C). On the other hand, acronyms are characterized by the presence of vowel(s) in between two consonants (C+V+C) as in 'POV' and a consonant between two vowels (V+C+V) as in 'AKA' that make the words can be pronounced as a distinct word not by spelling the composing letters (see table 2).

3. Blending

The following data presents word-formation of blending (see table 3).

Table 3.
The data on blending word formation

No	Blending	Stands for/equivalent	Frequency	Percentage
1	<i>baper</i>	<i>bawa perasaan</i> 'hard feeling'	102	93.58
2	<i>bucin</i>	<i>budak cinta</i> 'love slave'	101	92.66
3	<i>gaje</i>	<i>ga jelas</i>	101	92.66

		'unclear'		
4	<i>mager</i>	<i>malas gerak</i> 'lazy'	96	88.07
5	<i>mantul</i>	<i>mantap betul</i> 'great, excellent'	95	87.16
6	<i>pansos</i>	<i>panjat sosial</i> 'raising social prestige'	94	86.24
7	<i>japri</i>	<i>jaringan pribadi</i> 'personal texting'	93	85.32
8	<i>curcol</i>	<i>curhat colongan</i> 'to confide'	92	84.4
9	<i>komuk</i>	<i>kondisi muka</i> 'facial expressions'	84	77.06
10	<i>selebgram</i>	<i>selebri Instagram</i> 'famous Instagram users'	75	68.8
11	<i>dumay</i>	<i>dunia maya</i> 'cyber world'	70	64.22
12	<i>pargoy</i>	<i>partai goyang</i> 'dancing groups'	65	63.30
13	congraduatio ns	congratulation ns for graduation	50	45.87

Blending is characterized by combining parts of words into one new word (Mattiello, 2008: 138). The data in table 3 are mostly in Indonesian language in which they are different from the data under initialism and acronym sections (see Tables 1 and 2). The blending data can be categorized into four groups, namely 'each word's first syllable combination', 'first+last syllable combination', 'first syllable+uncategorized part of the following word', 'uncategorized part of the first word+the last syllable of the following word', and uncategorized parts of the original words. First syllable combination is implemented in '*bucin*' (*budak cinta*), '*gaje*' (*ga jelas*), and '*japri*' (*jaringan pribadi*). Afterward, the first+last

syllable combination is implemented in '*mantul*' (*mantap betul*). First syllable+uncategorized part of the following word combination is exemplified in '*curcol*' (*curhat colongan*), '*mager*' (*malas gerak*), '*baper*' (*bawa perasaan*), '*pansos*' (*panjat sosial*), and '*dumay*' (*dunia maya*). The next one is the combination of the uncategorized parts of the original words as shown in '*pargoy*' (*parodi goyang*), '*komuk*' (*kondisi muka*), '*selebgram*' (*selebri Instagram*), and '*congraduation*' (*congratulations for graduation*). The words '*pargoy*', '*komuk*', '*selebgram*', and '*congraduation*' are not constructed by the two syllables of the original words. It seems that arbitrary reasons more influence the word-formation.

4. Variation

The next social media words informed by the subjects are categorized as variation word-formation. It refers to the umbrella term for various processes that modify the original words' spelling (Mattiello, 2008:150). The data on variation is presented in table 4.

Table 4.

The data on variation word formation

N o	Variat ion words	Basic Word s	Equival ent	Frequ ency	Percen tage
1	<i>santuy</i>	<i>santai</i>	'relaxed'	60	55.05
2	<i>lebay</i>	<i>lebih</i>	'exagger ated'	52	47.71
3	<i>jijay</i>	<i>jijik</i>	'disgusti ng'	50	45.87
4	<i>anjay, anjir</i>	<i>anjing</i>	'dog'	51	46.79
5	<i>gelay</i>	<i>geli</i>	'ticklish'	25	22.94
6	<i>menin ggoy</i>	<i>menin ggal</i>	'passed away'	23	21.1
7	<i>cicak</i>	<i>cicing</i> (Balin ese)	'dog'	22	20.18

The data in table 4 undergo variation word-formation, especially alteration variation process. The data are the respelling of the original words, whereby the new words rhyme with the basic words (Mattiello, 2008:152). Data no. 1 to 6 has a similar

pattern in which the final letter is replaced with 'y'. The final letters in the original words are not related to the replacement process. There are no suffixation processes that occur in the replacements or phonological assimilations. The respelling is just adapting the rhyme of the words to change the style of the words from formal to informal language style. A distinct issue happens in datum no. 4; the variation '*anjay*' is not the only one used by the subjects. Another variation exists, that is '*anjir*'. Both variations change the spelling of the original word '*anjing*', which is considered pragmatically rude. The variation word-formation process is intended to soften the pragmatic content of the word. The last one, datum no.7, shows '*cicak*', created from the Balinese word '*cicing*'. This process also achieves a similar purpose as '*anjay*' and '*anjir*'. The creative creation of '*cicak*', morphologically adjusts the three final letters in '*cicing*' into '*cicak*'. Interestingly, after the word-formation process, the semantic content of '*cicing*' and '*cicak*' drastically changes, in which they are referring to two different animals. However, pragmatically, the two words function as interjections to express the feeling of disappointment.

5. Suffixation

The fifth data group is classified into suffixation word formation as presented in table 5. There are five words with suffixation gathered from the subjects, which are dominantly in English.

Table 5.

The data on suffixation word formation

No	Words with suffixation	Basic Words	Equivalent	Frequency	Percentage
1	instagrammable	Instagram+able	'beautiful and eye-catching to be uploaded on	103	94.5

			Instagram'		
2	ghosting	ghost+ing	'an act of leaving a lover without any information for breaking up intention'	100	91.74
3	shopee	shop+ee	'an online shopping platform'	100	91.74
4	stalking	stalk+ing	'an action of curiously viewing one's social media without being known by the owner'	70	64.22
5	jujurly	jujur+ly	'to be honest'	50	45.87
6	ancaman	ancam+an	'an extremely arousing thing (for example delicious food etc.)'	5	4.58

As presented in table 5, the subjects mentioned five words that they often see or use in social media communication. Datum no.1 shows the forming of the denominal adjective 'instagrammable', which shows specific adjective used in Instagram only,

even though its use is expanding to a more general context, for example, in daily communication. The second data, 'ghosting' is formed from the noun base 'ghost' → 'ghosting'. 'Ghosting' is a popular term for the subjects in which it refers to an act of a lover who terminates a relationship and is unable to be contacted. Similar construction also occurs in datum no.4, 'stalking'. The next data is 'shopee', derived from the base 'shop'. The suffix -ee usually indicates a person or people who are in a subordinate position of the nouns formed with suffix -er as in employer (superordinate) and employee (subordinate), interviewer (superordinate) and interviewee (subordinate). However, for the social media context, 'shopee' refers to the name of an online mall, so the superordinate and subordinate connection is not applicable in 'shopee'. The next datum is 'jujurly' (no.5), which shows the mixing of the Indonesian base word 'jujur' + English suffix '-ly'. It indicates in-word language mixing. The last one is the datum no. 6, 'ancaman' (an Indonesian word) formed from the verb 'ancam' plus the suffix -an. The suffixation is a derivative process from a verb to a noun. In social media communication, the word 'ancaman' deviates semantically. In formal language, 'ancaman' refers to 'a threat for somebody's safety, but in a social media context, it means 'an extremely arousing thing, such as delicious food or online sale with huge discount which attract people's attention'.

6. Compounding

Compounding combines two words into one new word (Mattiello, 2008). The subjects inform four compound words as presented in table 6.

Table 6.

The data on compounding word formation

N o	Words with compoun ding	Basic words	Equival ent	Fre- quen cy	Perce nt- age
1	facebook	face+bo ok (N +	'facebo ok'	104	95.41

		N)			
2	skincare	skin + care (N + N)	'skincar e'	75	68.81
3	sweethea rt	sweet + heart (Adj + N)	'belove d one'	50	45.87
4	byeyou	bye + you (Interjec tion + pronoun)	'Bayu' (Indone sian male- person's name)	2	1.83

Three data (no. 1, 2, and 3) are exocentric compound words in English and commonly used by the subjects in their social media communication. Datum no. 1 is 'facebook' which is formed from noun 'face' + 'book'. The compound forms a new word in which the meaning is not related to the meaning of the base words. Facebook is the name of a social media platform that has nothing to do with 'somebody's face' and 'a thing named book'. The following compounding has a similar pattern from datum no.1, 'skincare'. The next datum is 'sweetheart,' which is also exocentric. The meaning of the compound word is not related to the meaning of the word 'sweet' and 'heart'. The last datum is in English base words 'bye' and 'you'. The datum is considered unique since the meaning is in Indonesian context. It is also an exocentric compound word. It refers to an Indonesian male person's name, 'Bayu'. This compound word is the result of the social media's users that make typical language style for the communication.

7. Reduplicative

The subjects inform data on reduplicative, which are presented in table 7. There are five words mentioned by the subjects which are often used in their social media communication.

Table 7.

The data on reduplicative word formation

N o	Redupli cative	Basic Words	Equiva lent	Fre- quen cy	Perc ent- age
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1	<i>TikTok</i>	TikTok	'an online platform for short videos'	50	45.87
2	<i>bapack-bapack</i>	<i>bapak</i>	'adult male persons'	30	27.52
3	<i>sami-sami</i>	<i>sami</i> (Balinese)	'you are welcome'	15	13.76
4	<i>maen-maen</i>	<i>main</i>	'not serious'	10	9.17
5	<i>cape-cape</i>	<i>capai</i>	'being exhausted'	5	4.58

The word 'TikTok' is categorized as ablaut or apophonic reduplicative because it contains vowel alteration of the stressed vowels (Mattiello, 2008). The word refers to popular social media which accommodates short videos from its users. The next datum is '*bapack-bapack*', formed from the Indonesian word '*bapak-bapak*'. The new word '*bapack-bapack*' is a copy reduplicative, in which the first word is repeated in the reduplication. Before being reduplicated, the word '*bapack*' has undergone another word-formation process that is variation word-formation indicated by its spelling change due to the language style adjustment from formal to non-formal word. Datum no.3 presents a high tongue of Balinese word that is '*sami-sami*'. Morphologically, the word is a copy reduplicative similar to data no 2, 4, and 5. The word '*sami-sami*' maintains the original form due to its sociolinguistic role in communication to respect the interlocutors. Another issue raises in '*maen-maen*' and '*cape-cape*'. Despite the similarity of the reduplicative type, there is a change in the base word before being duplicated (*maen* ← *main*, *cape* ← *capai*). The spelling changes

also show the adjustment of the formal language style to the non-formal one.

8. Prefixation

The subjects stated six words they often use in their social media communication (see table 8). Two of the words are in English, two other words are in Indonesian, and one word is mixing both languages.

Table 8.
The data on prefixation word formation

No	Words with prefixation	Basic Words	Equivalent	Frequency	Percentage
1	<i>insecure</i>	in+secure	'feeling uneasy due to something bad or lack of self-confidence'	102	93.58
2	<i>supersale</i>	super+sale	'a sale with high discounts'	78	71.56
3	<i>ngejomblo</i>	nge+jomblo (Indonesian)	'being alone, having no boyfriend or girlfriend'	75	68.81
4	<i>ngegibah</i>	nge+gibah (Indonesian)	'gossiping'	70	64.22
5	<i>unfaedah</i>	un+faedah (Eng+Indo)	'having no benefit'	30	27.52

The word 'insecure' is formed by combining prefix in- with the base word 'secure'. The existence of prefix -in affects a negative meaning to the base word. After the prefixation, the word refers to a condition when somebody feels worried about

something. The word is very popular for the subjects, which is indicated by the high percentage of usage (93.58%). The next datum is the word 'supersale' which comes from the prefix 'super-' and the base word 'sale'. The prefix 'super-' indicates 'exceedingly, extremely, extraordinarily' meaning to the base word (Mattiello, 2008). The next datum is the Indonesian prefixed words 'ngejomblo' and 'ngegibah' with a similar pattern. Prefix 'nge-' is combined with the base word 'jomblo' and 'gibah'. In 'ngejomblo', there is a derivative change from 'jomblo' as a noun into a verb 'ngejomblo'. It also occurs in 'ngegibah'; prefix 'nge-' change the class of the word from 'gibah' as a noun to 'ngegibah' as a verb. The last data shows an in-word mixing of the English prefix 'un-' with the Indonesian word 'faedah'. The prefix changes the semantic content of the base word from positive meaning to negative.

9. Final Combining Form

The next finding obtained from the subjects is the final combining form of word-formation. There are few data found as presented in table 9. The two words are English words.

Table 9.

The data on combining form word formation

No	Combining form	Basic words	Equivalent	Frequency	Percentage
1	shopaholic	shop+aholic	'a shopping-addicted person'	88	80.73
2	researchgate	research+gate	'a social media for researchers'	56	51.38

Final combining forms are perceived as using semi-suffixes to construct compound words (Mattiello, 2008). The word 'shopaholic' combines the base word 'shop'

and the semi-suffix '-holic'. Between the base word 'shop' and the semi-suffix '-holic', there is vowel 'a' inserted due to the assimilation phonological process. The bilabial stop /p/ meets the glottal fricative /h/ automatically produces /a/ sound between them, so the word becomes 'shopaholic' instead of 'shopholic'. The next data is 'researchgate', which combines the base word 'research' and the 'gate' suffix. The suffix '-gate' is also categorized into a semi-suffix (Mattiello, 2008). Both 'shopaholic' and 'researchgate' are categorized as nouns.

10. Conversion

The subjects also perform data on conversion word formation as presented in table 10. Only two words are found, namely 'equip' and 'drop' with a relatively low percentage.

Table 10.

The data on conversion word formation

No	Words with conversion	Basic words	Equivalent	Frequency	Percentage
1	Equip (V→N)	to equip (V)	'equipment, weapon' (N)	10	9.17
2	Drop (V → N)	to drop (V)	'enemies which are successfully taken' (N)	8	7.34

The words are stated by subjects talking about online gaming on social media. The word 'equip' is traditionally classified as a verb, but in the context of social media, especially for gamers, they tend to derivate the verbs 'equip' and 'drop' to nouns without making any formal change. These words may be confusing for those who are

not familiar with the language style of social media.

11. Clipping

Clipping abbreviates a word into some of its part (Mattiello, 2008). The subjects state two words categorized as the result of clipping word formation as presented in table 11.

Table 11.
The data on clipping word formation

No	Clipping words	Basic Words	Equivalent	Frequency	Percentage
1	Insta story	Instagram story	'a narrative information/photo uploaded on Instagram	105	96.33
2	typo	a typographical error	'misspelled words due to the mistake in typing them'	60	55.05

The word 'insta' in the phrase 'insta story' results from clipping word-formation. It is clipped from the full word 'Instagram', a major social media for youngsters. The clipping takes some of the first halves of the full word. This clipping is popular for the subjects known for its high use (96.33%) in social media communication. The second datum is 'typo', which clips the word 'typographical error'. Subjects use only the word 'typo' instead of the full version. The pattern of clipping the two words is similar, using the initial part of the original words.

12. Reversed form

The reversed form is unique since the formation reverses the spelling of the original words in several ways. The data on this type is presented in table 12.

Table 12.

The data on reversed form word formation					
No	Rever	Basi	Equival	Fre	Perce

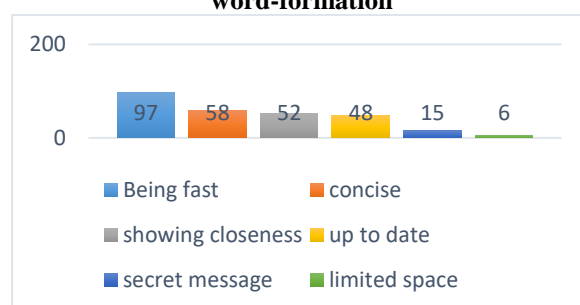
	sed form words	c Words	ent	qu enc y	ntage
1	<i>ngab</i>	<i>bang</i>	'a male social media user'	20	18.35
2	<i>ucul</i>	<i>lucu</i>	'funny, cute'	18	16.51
3	<i>kuy</i>	<i>yuk</i>	'come on, let's go!'	18	16.51
4	<i>Sabi</i>	<i>bisa</i>	'may, can, to be able'	12	11.01

The data no. 1, 2, and 3 show a similar pattern in which the spelling of the base word is reversed to form the new words (*ngab* ← *bang*, *ucul* ← *lucu*, *kuy* ← *yuk*). Then, the last data shows a different pattern from the previous ones. The reversing process does not occur in the letter level but in syllable level, so the word '*sabi*' is derived from '*bisa*'. This word-formation process results from the creativity of the social media users in which formality is highly avoided.

The Reasons of Using Typical Word Formations in Social Media Communication

After analyzing the words used by the subjects, it is also necessary to dig out their reasons for using such words in their social media communications. There are six main reasons for the subjects, as presented in figure 2.

Figure 2. The Reasons of the Subjects to conduct word-formation



The major reason is being fast in typing the words. Social media communication is a spoken style of communication presented through written mode. The communication is not face-to-face communication. It can be in comments, status, captions, and hashtags. The subjects inform that elliptic information in communication is common in social media. They are already familiar with that kind of communication. Being formal is not appropriate in the communication. The second reason is for being concise. The subjects have a shared knowledge, which may be unfamiliar to non-social media users. In this situation, they avoid complete writing for being concise. The third reason is showing closeness among social media users. Using typical words signifies their willingness to be close to other users. The next reason is being up to date. The word formation in social media is dynamic. The users may create words anytime based on the trending topic or issue in social media. The addicted social media users always update their language for such communication. A limited number of subjects (15 out of 109 subjects) state that the unique word-formation may be used for sharing information with a limited ring of friendship. They may create new words which are used internally in their friend circle. At last, six subjects state that the limited space on smartphones forces them to form new words that tend to be shorter than the original words.

CLOSING

Twelve types of word formations exist in the data, namely initialism (29 words), blending word formation (13 words), variation (7 words), acronyms (7 words), suffixation (6 words), reduplicative (5 words), prefixation (5 words), reversed form (4 words), compounding (4 words), final combining form (2 words), conversion (2 words), and clipping (2 words). The word formations tend to shorten the original words and become non-formal words. It is shown

with the most frequent word-formation found, namely initialism and blending. Both word-formation process significantly reduce the number of letters of the original words. The data are varied in terms of inflectional and derivational morphological processes. Social media communication is mostly in English and Indonesian with patterned and arbitrary creations. Balinese words exist in a very limited number of word formations.

There are six reasons for using typical word formation in the communication: being fast, concise, showing closeness with other users, being up to date, delivering a secret message for inner circle friendship, and the spatiotemporal reasons that there is limited space available to type the words.

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