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THE MORPHOLOGICAL ANALYSIS OF WORD FORMATION PROCESS ON ENGLISH POSTERS ON INSTAGRAM

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ABSTRACT

In this era, people share information via social media that make them possible to communicate widely such as in Facebook, Twitter, Path, Youtube, and Instagram. People then obtain important information there such as news, advertisements, and announcements. Here, the researcher take the instagram. From this instagram, the researcher wanted to find out the competition announcements like posters on Instagram, where some of them were published by @infolomba account. As we know that posters must be made of effective words to avoid reducing any sense of important information at the content by cutting words, blending words, and abbreviating phrases. Consequently, new words emerge on online posters. The researcher wanted to study these new-word fenomenon. This research was aimed to find out the types and the most commonly used word-formation type on twenty posters on @infolomba in Instagram taken from October 2019 uto February 2020. The researcher used distributional analysis to analyze the structure of new words by breaking the morpheme elements. The researcher found 360 data considered as new-word formation on English posters. The finding is that derivation, inflection, conversion, compounding, abbreviation, acronym, blending, clipping, borrowing and reduplication were word-formation types in creating new words on posters. The researcher also found the double process of word-formation, such as compounding + derivation, compounding + inflection, compounding + abbreviation, compounding + conversion and derivation + inflection. In conclusion, the abbreviations on posters were the most commonly used word-formation type on English posters.

Key words: Formation, Instagram, Morphological Analysis, Poster, Process

1. INTRODUCTION

In this era, people can not only communicate directly but also communicate indirectly without facing one another. People use online social media to share information, and utilize them to write their opinion about the recent issues.

Instagram is a favorite social media of young adult users in Indonesia. Instagram users can add some captions as support to clarify the information on the picture. Important information can be found there such as news, advertisements, and announcements. Therefore, it is possible to find out the competition announcements, one of them is published by @infolomba account on Instagram. When the competition announcements are presented on online posters, the posters are easier to be seen by a lot of people incuding the competitions at regional, national or international level.

Posters must contain persuasive language to make the viewers interested. They must contain complete information, concise, clear, and attractive (Kosasih: 2017). Posters must also be made of effective words without reducing any sense of information on the content. However, it is important to present effective words by cutting, blending, or abbreviating phrases. Unconsciously, new words are created in many ways to present messages on online posters. These are some examples: info, binary, UNS, IDR, USD, EUFORBIO, and HIMPROBSI. Yet, not all people recognize what those manipulated words mean.

After seeing this phenomenon, it is important to study the existence of new words involved in communication based on linguistics. New words are created in many ways. Some words are formed by adding affixes, blending words, and abbreviating phrases. The rules of how words are formed is defined as word-formation processes. One of multidisciplinary aspects in linguistics to learn new created words is morphology. According to Yule (2014:66), morphology is the analysis of the basic elements of word structure used in a language.

The researcher formulated the purpose of the study as follows:
1. To find out the word-formation types on English posters on Instagram.

2. To find out the most commonly used word-formation types on English posters on Instagram.

This research is focused on finding out the process of new words formed on English posters. The sample posters were English posters on Instagram. The posters used as the samples were taken from the official competition publisher account @infolomba on Instagram. The sample posters were published from October 2019 to February 2020 which had competition content.

2. Literature Review

2.1. Word Formation Process

Morphology originates from the Greek word of *morphe* means shape or form (McCharty, 2002: 16). According to Bauer (1983:15), morphology is the branch of linguistics concerning to internal structure of word forms. Based on McCharty (2002:5), words are the primary unit to compose phrases and sentences and have predictable meaning as meaningful building-block of language. Meanwhile, words are composed of morpheme, the smaller parts of words (McCharty (2002:16). Based on Lieber (2009: 32), morpheme is the minimal meaningful unit used to form words. So, words are the smallest meaningful unit in a language composed of morpheme as the smaller part to form a word.

Bauer (1983:9), word formation is the possible rules for forming a word while Lieber (2009), word formation is the principle of new words that exist. Meyer (2009:176) stated that word formation is identifying the composition of a new word by certain general series process. Furthermore, Susilo (2015:24) defines word formation as new words that can be made by using affixes.

There are many kinds of word-formation processes; inflection, derivation, conversion, backformation, compounding, abbreviation, acronym, blending, clipping, reduplication, borrowing and coinage.

2.2. Online Poster

Posters are the artistic pictures combined with written words and graphic design components to announce a piece of information. According to Kosasih (2017), posters must contain complete information, concise, clear, and attractive.

Online posters are more effective to notice and can be delivered more widely rather than conventional poster hanging on the wall.

2.3. Instagram

Huang and Su (2018), state that Instagram is the communication app by using images. Instagram originates from blending words of "instant" and "telegram" means deliver message quickly. Instagram was first launched in October 2010 and becomes favorable social media in whole of the world after Facebook. Instagram becomes an important visualized communication platform of social networking platform for modern youth especially teenagers (Huang and Su: 2018).

@infolomba is an event publisher account on Instagram. This account posts many kinds of events and competition such as art, sport, math, and technology. This account will share online posters from event organizers to announce their competition.

2.4 Previous Study

Some previous study found many types of word formation in forming new words. Those research were carried out by; Ratih and Gusdian (2018) to find out the most productive English word formation process in Oxford online dictionary. They found that affixation was the most productive word formation in forming new words. Second, carried out by Luthfiyati, Kholiq and Zahroh (2017) to find out the most common type of derivation words on the headline of the Jakarta Post website, from October 2015 till April 2016. Finally carried out by Mustafa, Kandasamy and Yasin (2015). This research found that the Malaysian facebook users used abbreviations consist of the acronym, blending and clipping as the most common English word formation process. This research also found the reason for the Malaysian Facebook users using those abbreviations words by interviewing. Almost all participants gave that same answer, participants

intended to save time and used emoticon to express their feeling while communicating on Facebook.

3. Research Method

The researcher carried out descriptive study as the design of the study. This research focused on the word-formation process occurred on English posters on Instagram where new word formation were created.

The object of this research was the formation of the new-word process. New words on posters were identified as the data, while the English posters on Instagram become the samples. The researcher chose English posters because the researcher intended to find out the English new words that were created to deliver messages in communication. Posters contain words to inform important information and made by using effective words as much as possible without decreasing any sense of the meaning contained on the posters. The English posters that used to analyze as the sample were from the official account of @infolomba.

The data on this research was the new words taken from the content of twenty English posters on Instagram.

3.1 Data collection Technique

In collecting the samples, first, the researcher searched twenty posters on Instagram at @infolomba official account. Second, the researcher selected the data based on English posters published from October 2019 to February 2020. The content was about competition content. Third, the researcher screen shot the posters and printed them as the samples of the data collection.

3.2 Data Analysis Technique

After taking the data from the sample of English posters on Instagram, the researcher analyzed the data. The researcher chose distributional analysis technique to analyze the data.

According to Ling (2003), distributional analysis is the language method to find out the elements by breaking phonetic sequences into morphemes by looking at their distribution in a collection of sentences or phrases. Halle and Marantaz (1993) stated that distributed morphology adopts the basic organization of principles and parameters grammar. Distributional analysis aims to separate recurring patterns and try to correlate these recurring patterns with some units of meaning (Ling: 2003).

The researcher took five steps to find out the types and the most commonly used word-formation process on English posters on Instagram: First, the researcher numbered each poster as samples from one to twenty. The researcher took the numbers randomly without seeing the theme of content posters. Second, the researcher put on the new words as the data into the tables. Every new word on posters was copied into the table with numbers.

Third, the researcher identified the word-formation process of the data by giving codes. After that, the researcher analyzed the process of word-formation by using distributional analysis by breaking the morphemes. The researcher used oxford dictionary to cross-check the word class of the data.

Fourth, the researcher analyzed the types of word-formation from whole samples and categorized the data into their types of word-formation processes. The last, the researcher calculated the most commonly used word-formation process. After taking the data into some categories of word-formation process, the researcher counted how many the data from each category. For the category that had the most quantity was defined as the most commonly used process in forming new words.

After obtaining the result, the researcher utilized investigator triangulation to convince the result of the study. The researcher collected the data from English posters on Instagram and took some theories from the experts to analyze the research topic deeply.

4. Findings and Discussions

4.1 Findings of the Study

This research was aimed to find out the types and the most commonly used word-formation on English posters on Instagram. The researcher took 20 English posters on Instagram from October 2019 until February 2020 and found 360 new words as the data. Therefore, the researcher found many word-formations as follows:

4.1.1. Derivation

Derivation is a process to create new words by adding affixes to a word and changes the word class. Derivation was among the key features concerning the word-formation process carried out by Luthfiyati et al (2017), Wati (2018) and

Liaojie (2019). This research found that derivation seemed mostly changing the word-class into noun by adding suffix. Table 1. Some data of derivation words found on English posters are:

No	Data	Process
1	championship (n)	Champion (n) + ship (suff) = championship (n)
2	Journalism (n)	Journal (n) + ism (suff) = journalism (n)
3	humanity (n)	Human (adj) + ity (suff) = humanity (n)
4	payment (n)	Pay (v) + ment (suff) = payment (n)
5	dentistry(n)	Dentist (n) + try (suff) = dentistry (n)
6	production (n)	Produce (v) + tion (suff) = production (n)
7	digitalization (n)	Digital (adj) + ization (suff) = digitalization (n)
8	polytechnic (n)	Poly (pref) + technic(adj) = polytehnic (n)
	Etc	

4.1.2. Inflection

Inflection is the process to create new words by adding affixes to indicate grammatical rules including tense, number and others. Inflection process attaches bound morpheme but occurs for the grammatical case without changing the meaning of the word and word class. Inflection became the key instrument of morphological analysis carried out by Itmeizeh (2018). From that previous research mentioned, this research found many derivation words on English posters.

Table 2. Some data of inflection words found on English posters are:

No	Data	Process
1	minutes (n)	Minute (n) + s (suff) = minutes (n)
2	files (n)	File (n) + s (suff) = files (n)
3	largest (adj)	Large (adj) + est (suff) = largest (adj)
4	fields (n)	Field (n) + s (suff) = fields (n)
5	facilities (n)	Facility (n) + ies (suff) = facilities (n)
	Etc	

4.1.3. Conversion

Yule (2014) states that conversion is frequently productive in modern English. Conversion is also known as "functional shift" which turns verbs become nouns or forming a new word by changing its word-class without adding any affix.

Table 3. Some data of conversion words found on English posters are:

No	Data	Process
1	Sponsor (v)	Sponsor (n) = Sponsor (v)
2	Show (n)	Show (v) = Show (n)

3	Contact (v)	Contact (n) = Contact (v)
4	Scan (v)	Scan (n) = Scan (v)
5	Transfer (v)	Transfer (n) = Transfer (v)

4.1.4. Compounding

Compounding is the process to create new words by joining more than one free base to produce a single form. The result showed that some compound words were created in many ways either separately, conjoined or hyphen. The result of compounding found in previous study carried out by Evans (2015), Moehkardi (2016) and Christianto (2019).

Table 4. Some data of compounding words found on English posters are:

No	Data	Process
1	online (adj)	On (prep) + line (n) = online (adj)
2	offline (adj)	Off (prep) + line (n) = offline (adj)
3	timeline (n)	Time (n) + line (n) = timeline (n)
4	guidebook (n)	Guide (n) + book (n) = guidebook (n)
5	automotive (adj)	Auto (n) + motive (n) = automotive (adj)
6	boarding school (n)	Boarding (n) + school (n) = boarding school (n)
7	breakfast (n)	Break (v) + fast (n) = breakfast (n)
8	network (n)	Net (adj) + work (n) = network (n)
9	website (n)	Web (n) + site (n) = website (n)
10	youtube (n)	You (pronom) + tube (n) = youtube (n)

11	workshop (n)	Work (v) + shop (n) = workshop (n)
12	goodie bag (n)	Goodie (n) + bag (n) = goodie bag (n)
13	talkshow (n)	Talk (v) + show (n) = talkshow (n)
	Etc	

4.1.5. Blending

Blending [20] is a process to create new words by joining two or more words together but their ending parts are deleted. This research found that blending words were made to make shorter a group of phrases and names of organizations. This finding is in line with similar previous research carried out by Mustafa et al (2015), Ratih et al (2018), Moehkardi (2016) and Giyatmi, Wijayava and Arumi (2017).

Table 5. The data for blending words found on English posters are:

No	Data	Process
1	Ikom	ilmu komunikasi = Ikom
2	Communiphoria	Communication Euphoria = Communiphoria
3	DECODE	Debate competition for College student = DECODE
4	HIMA	Himpunan mahasiswa = HIMA
5	Jateng	Jawa Tengah = Jateng
6	KOMpek	Kompetisi ekonomi = KOMpek

4.1.6. Abbrreviation

Abbreviation is a process to make new words by taking the first letter from a phrase and pronounce them letter by letter. Meyer (2009) stated that

abbreviation and acronym are similar but abbreviation words must be pronounced as individual letters. This research found that abbreviation words were created for making shorter a word, phrase, and name of events.

These findings were in line with similar previous research carried out by Wahyuni (2017), Mustafa et al (2015), Evants (2015) Ratih et al (2018) and Liaojie (2019).

Table 6. Some data of abbreviation words found on English posters are:

No	Data	Process
1	IDR	Indonesian rupiah = IDR
2	USD	United States Dollar = USD
3	Rp	Rupiah = Rp
4	EQ	Economic quiz = EQ
5	EDC	Economic debate competiton = EDC
6	ERP	Economic Research paper = ERP
7	BC	Business challenge = BC
8	WA	WhatssApp = WA
9	IG	Instagram = IG

4.1.7. Acronym

In acronym, each initial keeps its capital letters, but they pronounced as a perfect word. Yule (2014) stated that many acronyms simply become everyday terms such as laser. This research found that acronym words were made to short cut a group of phrases and names of organizations.

To recognize acronym words is when the vocal words appear in the middle of initializing words, these words is pronounced as perfect words. These

findings were similar to previous research carried out by Mirabela and Ariana (2009), Moehkardi (2016), Mustafa et al (2015), and Ratih et al (2018).

Table 7. Some data of Acronym words found on English posters are:

No	Data	Process
1	INITIATION	Increase International Infographic Competition
2	IECOM	International industrial engineering competition
3	PEC	Polije English Competition
4	UNECOST	UMBY national English competition for students
5	EDSA	English Department Students Association
6	NEED	National English education debate
7	NEC	National English competition
	etc	

4.1.8. Clipping

Clipping is like cutting some parts of the word and make it shorter, does not change the meaning of words and the word class. This research found that clipping words were made to be shorter form mostly occurred on months. This finding was in line with similar previous research carried out by Mustafa et al (2015), Moehkardi (2016) and Ratih et al (2018).

Table 8. Some data of Clipping words found on English posters are:

No	Data	Process

1	info	Information = info	
2	Math	Mathematics = Math	
3	Transport	Transportation = Transport	
4	Fest	Festival = Fest	
5	Oct	October = Oct	
6	Nov	November = Nov	
7	Dec	December = Dec	
8	Jan	Januari = Jan	
9	Feb	February = Feb	
10	Mar	March = Mar	

No	Data		Process

4.1.9. Reduplication

Reduplication is the process where all form of the base is repeated. Lieber (2009) stated that reduplication words may get full repeatation, or partial repeatation by repeating then changing some vocal words. Reduplication became the main focus of previous research carried out by Rafi'ie, Pastika and Malini (2018).

The research found there were two reduplication words found on posters; *kicir-kicir* and *ampar-ampar pisang*. Those words are full reduplication.

4.1.10. Borrowing

Borrowing is taking over words from other languages. Yule (2014) stated that borrowing becomes one of the most common sources of new words in English. It became the main focus of previous research carried out by Lenhult (2013).

Table 9. The data for borrowing words found on English posters are:

1	medal	*Medaille* (midle French) = Medal
2	Bank	*Banc* (old German) = bank
3	Java	J*awa* (Indonesia) = Java
4	Trophy	*Tropaion* (Greek) = Trophy
5	Hotel	*Hoste* (French) =Hotel
6	castle	*Castellum* (Latin)
7	vocal	*Vocalis* (Latin)
	Etc	

4.1.11 Double process

Some double processes found on English posters. This occurred on phrases which composed by more than one word-formation process. Those double processes were compunding + derivation, compounding + inflection, compounding + abbreviation, compounding + conversion and derivation + inflection.

This double process was similar to the previous research carried out by Ratih et al (2018).

Table 10. Some data of double process words found on English posters are:

No	Data	Word formation	process
1	International	Com+der	Inter(v) +nation (n) + al (suff) = International (n)
2	Mental illness	Com+der	Mental(adj)+ illness (n) = Mental ilness (n)
3	Story telling	Com + der	Story(n) + telling (n)= Story telling (n)

4	News casting	Com + der	News (n) + casting (n)= News casting (n)
5	uploading	Com + der	Up (prep) + load (n) + ing (suff) = uploading (n)
6	Mental illness	Com+der	Mental(adj)+ illness (n) = Mental ilness (n)
7	Public relations	Com + infc	Public (n) + relations (n) = Public relations (n)
8	Handprints	Com+ infc	Hand (n) + print (n) + s (suff) = Handprints (n)
9	Talent show	Com + con	Talent(n) + show (n) = Talent show (n)
10	E-certificate	abb + com	E-certificate = Electronic ceritificate (n)
11	winners	Der+ infc	Win (n) + ner (suff) + s(suff) = Winners (n)
12	requirements	Der + infc	Require (v) + ment (suff) + s (suff)= Requirements (n)
13	participants	Der + infc	Participate (v) + ant (suf) + s (suf) = participants (n)

Word Formation on English Posters

derivation 83, inflection 44, conversion 12, compoundi... 53, blending 6, abbreviation 87, acronym 14, clipping 25, reduplication 2, borrowing 13, com+der 11, com+ infc 5, com+abbb 2, com+ con 1, der+infc 2
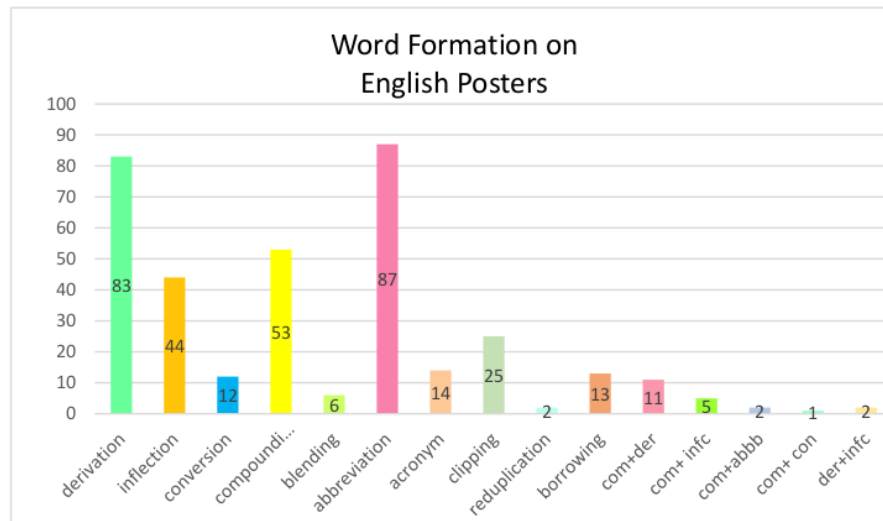
Chart 1. Word-formation on English Posters from 20 posters.

The researcher found 360 data which was considered as new words on English posters. From the chart above, it showed that the word-formation process on English posters had derivation (83 words), inflection (44 words), conversion (12 words), componding (53 words), blending (6 words), abbreviation (87 words), acronym (14 words), clipping (25 words), reduplication (2 words), and borrowing (13 words).

While for double process, this research found compounding + derivation (11), compounding + inflection (5), compounding +abbreviation (2), compounding + conversion (1) and derivation + inflection (2).

4.2 Discussion

Based on the finding, the results were analyzed and calculated by the researcher to answer the research questions of this research.

The first research question was: What are the new word-formation types found on English posters on Instagram. Based on the finding, the researcher found there were some type processes in creating English new words, which were derivation, inflection, conversion, compounding, blending, abbreviation, acronym, clipping, reduplication and borrowing. Furthermore, the researcher found there were some double word-formation process in creating English new words on posters such as compounding + derivation, compounding + inflection, compounding+ abbreviation, compounding + conversion and derivation + inflection.

While the second research question was: What is the most commonly used new word-formation type on English posters on Instagram. From the chart 1., abbreviation had 87 words from 20 posters which considered had quantity the most. Therefore, it concluded that the most common word-formation on English posters on Instagram from October 2019 till February 2020 was abbreviation.

From those results, abbreviation became the most commonly used word-formation on English posters. By this finding, it was concluded that abbreviation on posters was used to make words shorter to deliver messages as

effective as possible. According to Kosasih (2018), posters must contain complete information, concise, clear and attractive. Therefore, abbreviating words were necessary to make content be concise without disappearing the sense of important information on the posters.

The pattern to recognize abbreviation words is when the vocal words disappear in the middle of initializing word, then these words need to be pronounced letter by letter, so those are abbreviation words. This result was in line with the previous research carried out by Mustafa, Kandasamy and Yasin (2015) found that abbreviation was the most common on Facebook communication.

5. Conclusions

From the results of this research, the researcher concluded that there were ten word-formations and some double procesess found on English posters on Instagram. The researcher used distributional analysis to identify the word structured by breaking the morpheme elements. From twenty posters published from October 2019 until February 2020, the researcher found derivation, inflection, conversion, compounding, abbreviation, acronym, blending, clipping, borrowing and reduplication word-formation types in creating new words on posters. The researcher also found double process of word-formation type in creating new words on posters, such as: compounding+ derivation, compounding + inflection, compounding+ abbreviation, compounding + conversion and derivation + inflection.

The researcher found that abbreviation was the most commonly used word formation type on English posters. This occurred on posters because posters must contain effective words in delivering messages. Abbreviating words were necessary to make the content be concise without reducing the sense of important information on the posters. However, the researcher did not find any coinage and back-formation process on posters.

Concerning to the conclusion of the study, some suggestions are offered to the readers and the future researchers in the same field. Therefore, it is

suggested that the readers should recognize the differences of word-formation type of forming new words. The readers should be more aware of creating new words by considering the word-formation theory on morphology, the Linguistics theory about word formed. Furthermore, the future researchers in the same field are suggested to carry out the same topic at other communication media to see the language phenomenon involves communication. Moreover, it is also suggested for the future researcher to conduct the morphological study towards the students because morphology can be used to improve students' ability at vocabulary.

6. ACKNOWLEDGEMENT

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