

# A Morphological Analysis of Word Formation Processes in English Posters on Instagram

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**Abstract**—This research aimed to determine the types and the most commonly used word-formation type on twenty posters on @infolomba on Instagram taken from October 2019 to February 2020. The researchers used distributional analysis to analyze the structure of new words by breaking the morpheme elements. The researchers found 360 data considered as new-word formations on English posters. This study exhibits that derivation, inflection, conversion, compounding, abbreviation, acronym, blending, clipping, borrowing, and reduplication were word-formation types in creating new words on posters. The researchers also found the double words formation process, such as compounding + derivation, compounding + inflection, compounding + abbreviation, compounding + conversion, and derivation + inflection. In conclusion, the abbreviations on posters were English posters' most commonly used word-formation type.

**Index Terms**—formation, Instagram, morphological analysis, poster, process

## I. INTRODUCTION

In this era, people use online social media to share information and utilize them for writing their opinion about recent issues. Social network sites have become a primary means of communication over the past decade. Instagram is a favorite social media for young adult users in Indonesia. New features from Instagram are increasingly spoiling young people with cute filters and sharing photos, videos, and content on Instagram. Instagram is used by 64.94 percent of participants (<https://www.merdeka.com/reporter/indra-cahya/>). Instagram users can add some captions to clarify the picture's information. Important information such as news, advertisements, and announcements can be found there. Therefore, it is possible to find 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 many people, including the regional, national, or international competitions.

Posters must contain persuasive language to make the viewers interested, including concise, clear, and attractive (Kosasih, 2017). These are some examples: info, binary, UNS, IDR, USD, EUFORBIO, and HIMPROBSI. Yet, not all people recognize what those manipulated words mean.

Over time word lists of an increasingly specific nature have been developed, from the General Service List (GSL), which contains 2000 widely used word families in English, to the University Word List, new words are formed in many ways by adding affixes, blending words, and abbreviating phrases. The rules of how words are formed are defined as word-formation processes. One of the multidisciplinary aspects in linguistics to learn newly created words is morphology. Morphology analyzes the essential elements of word structure used in a language (Yule, 2014).

The researchers 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.
3. This research focused on discovering the process of new words formed on English posters.

## II. RELATED LITERATURE AND DEFINITION

### A. Word Formation

Morphology originates from the Greek word *morphe*, which means shape or form (McCharty, 2002). According to Bauer, morphology is the branch of linguistics concerning the internal structure of word forms (Bauer, 1983). Based on McCharty (2002), words are the primary unit to compose phrases and sentences and have the predictable meaning as meaningful building-block of language. Meanwhile, words are composed of morphemes, the smaller parts of words.

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Lieber states that a morpheme is the minimal significant unit that forms words (Lieber, 2009). So, words are units in a language composed of morphemes as the minor part to form a word.

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

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

#### *B. Online Poster*

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

Online posters are more practical to notice and can be delivered more widely than posters hanging on the wall.

#### *C. Instagram*

Huang and Su (2018) state that Instagram is a communication app that uses images. Instagram originates from blending the words "instant" and "telegram," meaning delivering a message quickly. Instagram was first launched in October 2010 and became favorable social media worldwide after Facebook. Instagram has become a critical visualized communication platform of social networking platform for modern youth, especially teenagers.

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

#### *D. Previous Study of Word Formation*

Some previous studies found many types of word formation in forming new words. Ratih and Gusdian (2018) found the most productive English word formation process in Oxford online dictionary. They discovered that affixation was the most effective form of new words. Second, Luthfiyati et al. (2017) found the most common type of derivation words on the headline of the Jakarta Post website from October 2015 till April 2016. Then, Mustafa et al. (2015) found that Malaysian Facebook users used abbreviations consisting of the acronym, blending, and clipping as the most common English word formation process. This research also found the reason Malaysian Facebook users used those abbreviations words by interviewing. Almost all participants gave the same answer. Participants intended to save time and used emoticons to express their feeling while communicating on Facebook.

### III. RESEARCH METHOD

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 with competition content were published from October 2019 to February 2020.

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

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

#### *A. Data Collection Technique*

In collecting the samples, first, the researchers searched twenty posters (found from October 2019 to February 2020) on Instagram at @infolomba. These Twenty posters were the posters found from October 2019 to February 2020. 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 data collection samples.

#### *B. Data Analysis Technique*

After taking the data from the sample of English posters on Instagram, the researchers analyzed the data. The researcher chose the distributional analysis technique to analyze the data. According to Ling, distributional analysis is the language method to discover the elements by breaking phonetic sequences into morphemes by looking at their distribution in a collection of sentences or phrases (Lockhart, 2019). Halle and Marantz (1993) stated that distributed morphology adopts the primary organization of principles and parameters of grammar. The distributional analysis aims to separate recurring patterns and try to correlate these regular patterns with some units of meaning (Lockhart, 2019).

The researchers took five steps to determine the types and the most commonly used word-formation process on English posters on Instagram: First, the researchers numbered each poster as a sample. The researchers randomly took

the numbers without seeing the content posters' theme. Second, the researchers put the new words as the data into the tables. Every new word on posters was copied into the table with numbers.

Third, the researchers 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 the Oxford dictionary to cross-check the word class of the data.

Fourth, the researchers 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. The data was taken into some categories of the word-formation process. Then, the researchers counted the number of data from each category. The most quantity category was the most commonly used process in forming new words.

After obtaining the result, the researcher utilized investigator triangulation to convince the impact 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.

IV. FINDINGS

This research aimed to discover the types and the most commonly used word-formation type on twenty English posters on Instagram. The posters were taken from October 2019 until February 2020. It has been found 360 new words as the data. Therefore, the researchers found many word formations as follows:

A. Derivation

The derivation is creating new words by adding affixes to a word and changing the word class. Derivation was among the critical features concerning the word-formation process (Liaojie, 2019; Luthfiyati et al., 2017; Wati, 2018). This research found that derivation mostly changed the word class into a noun by adding a suffix (Table 1).

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	

B. Inflection

Inflection is creating new words by adding affixes to indicate grammatical rules, including tense, number, and others (Table 2). The 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 (Itmeizeh, 2018). From the 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	

C. Conversion

Yule states that conversion is frequently productive in modern English (Yule, 2014). Conversion is also known as “functional shift,” which turns verbs become nouns or forms a new word by changing its word class without adding any affix (Table 3).

TABLE 3  
SOME DATA ON 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)

#### D. Compounding

Compounding is creating new words by joining multiple free bases to produce a single form. The result showed that some compound words were made in many ways, either separately, conjoined, or hyphen (Table 4), which shows the result of compounding found in previous study (Christiantio, 2019; Evans, 2015; Moehkardi, 2016).

TABLE 4  
SOME DATA ON 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	

#### E. Blending

Blending is creating new words by combining two or more words, but their ending parts are deleted. This research found that blending words were made to shorten a group of phrases and names of organizations (Table 5). This finding is in line with similar previous research carried out by Mustafa et al. (2015), Ratih and Gusdian (2018), Moehkardi (2016), and Giyatmi and Arumi (2017).

TABLE 5  
THE DATA FOR BLENDING WORDS FOUND ON ENGLISH POSTERS ARE

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

#### F. Abbreviation

An abbreviation is a process of making new words by taking the first letter from a phrase and pronouncing them letter by letter (Table 6). Meyer stated that abbreviations and acronyms are similar, but abbreviation words must be pronounced as individual letters. This research found that abbreviation words were created to shorten a word, phrase, and name of events (Meyer, 2009).

These findings aligned with similar previous research (Evans, 2015; Liaojie, 2019; Mustafa et al., 2015; Ratih & Gusdian, 2018; Wahyuni, 2017).

TABLE 6  
SOME DATA ON 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 competition = EDC
6	ERP	Economic Research paper = ERP
7	BC	Business challenge = BC
8	WA	WhatsApp = WA
9	IG	Instagram = IG

G. Acronym

In an acronym, each initial keeps its capital letters, but they are pronounced as a perfect word (Table 7). Yule stated that many acronyms become everyday terms, such as laser. This research found that acronym words were made to shortcut a group of phrases and names of organizations (Yule, 2014).

To recognize acronym words is when the vocal words appear in the middle of initializing words, these words are pronounced as perfect words. These findings were similar to previous research (Moehkardi, 2016; Mustafa et al., 2015; Pop & Ariana, 2009; Ratih & Gusdian, 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	

H. Clipping

Clipping is like cutting some parts of a word and making it shorter; it does not change the meaning of words and the word class (Table 8). This research found that clipping words were made to be shorter, mainly occurring in months. This finding aligned with similar previous research (Moehkardi, 2016; Mustafa et al., 2015; Ratih & Gusdian, 2018).

TABLE 8  
SOME DATA ON 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

I. Reduplication

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

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

J. Borrowing

Borrowing is taking over words from other languages (Table 9). Yule stated that borrowing had become one of the most common sources of new words in English (Yule, 2014). It became the main focus of previous research (Lenhult, 2013).

TABLE 9  
THE DATA FOR BORROWING WORDS FOUND ON ENGLISH POSTERS ARE

No	Data	Process
1	Medal	<i>Medaille</i> (middle French) = Medal
2	Bank	<i>Banc</i> (old German) = bank
3	Java	<i>Jawa</i> (Indonesia) = Java
4	Trophy	<i>Tropaion</i> (Greek) = Trophy
5	Hotel	<i>Hoste</i> (French) =Hotel
6	Castle	<i>Castellum</i> (Latin)
7	Vocal	<i>Vocalis</i> (Latin)
	Etc	

### K. Double Process

Some double processes were found on English posters. It occurred in phrases with more than one word-formation process (Table 10). Those double processes were compounding + derivation, compounding + inflection, compounding + abbreviation, compounding + conversion, and derivation + inflection. This double process was similar to the previous research (Ratih & Gusdian, 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 illness (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 illness (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 certificate (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)

The researcher found 360 data, considered new words, on English posters. Figure 1 shows that the word-formation process on English posters had derivation (83 words), inflection (44 words), conversion (12 words), compounding (53 words), blending (6 words), abbreviation (87 words), acronym (14 words), clipping (25 words), reduplication (2 words), borrowing (13 words), com+der (11 words), com+ infc (5 words), com+abbb (2 words), com+ con (1 word), and der+infc (2 words).

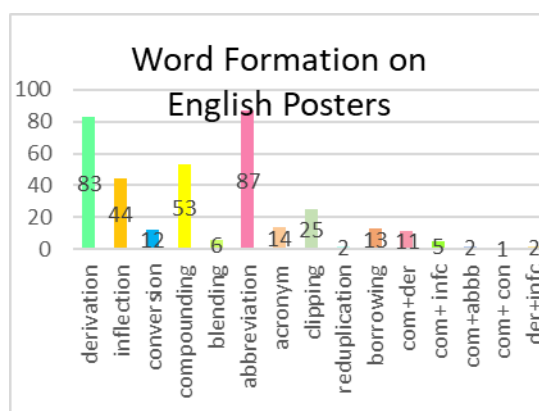


Figure 1. Word-Formation on English Posters From 20 Posters

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

## V. DISCUSSION

Based on the finding, the results were that new English words had been created. This is 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? The researchers found some types of creating English new words, such as derivation, inflection, conversion, compounding,

blending, abbreviation, acronym, clipping, reduplication, and borrowing. The researchers also found some double word-formation types in creating new English words on posters, such as compounding + derivation, compounding + inflection, compounding + abbreviation, compounding + conversion, and derivation + inflection.

While the second research question was: What are the most commonly used new word-formation types on English posters on Instagram? From Figure 1, the abbreviation had 87 words from 20 posters which was considered having quantity the most. Therefore, abbreviation was concluded to have the most common word-formation types on English posters on Instagram taken from October 2019 till February 2020. By looking at this phenomenon, new words have been created currently. McCharty states that blending and acronyms are actively used to create new vocabulary. However, they differ from derivational affixation and standard compounding in being more or less self-conscious. They are concentrated in areas with the greatest demand for new noun vocabulary, such as (currently) information technology (McCharty, 2002).

From those results, abbreviation became English posters' most commonly used word formation. 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 (2017), posters must contain complete, concise, clear, and attractive information. Therefore, abbreviating words was necessary to make content concise without reducing the sense of important information on the posters.

The pattern to recognizing abbreviation words is when the vocal words disappear in the middle of an 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 by Mustafa, Kandasamy, and Yasin, who found that abbreviation was the most common in Facebook communication (Mustafa et al., 2015).

## VI. CONCLUSIONS

From the results of this research, the researcher concluded that there were ten-word formations and some double processes found on English posters on Instagram. The researcher used distributional analysis to identify the word structure 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 a 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 the abbreviation was English posters' most commonly used word formation type. This occurred on posters because posters must contain adequate words in delivering messages. Abbreviating words was necessary to make the content concise without reducing the sense of important information on the posters. However, the researcher found no coinage and backformation process on posters.

Concerning the study's conclusion, some suggestions are offered to the readers and future researchers in the same field. Therefore, it is suggested that the readers recognize the differences in word-formation type to form 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, future researchers in the same field are suggested to carry out the same topic in other communication media to see the language phenomenon that involves communication. Moreover, it is also suggested that future researchers conduct a morphological study on the students because morphology can improve their vocabulary.

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