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Analysis of Word Formation Process in Online Advertisements

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Abstract

This thesis aims at finding the types of word formation process in online advertisements and analysing how those types are used. The data source was obtained from the official shampoo advertising websites and YouTube during 2020. It used a descriptive qualitative method by applying the theory of word ordering proposed by several linguistic experts namely O'Grady and Guzman (1996), and Hatch and Brown (1995). From the analysis conducted, the researcher found 9 out of 12 existing word ordering processes including compounding, borrowing, initialization, clipping, back formation, inflection, derivation, and clitization. Among all, the words found within the scope are words formed through the process of compounding, derivation and borrowing. However, the words formed through the process of coinage, acronyms, and onomatopoeia were not found. In addition, the results of the analysis also showed that the words used in the advertisements are catchy and serve to explain the description and the function of the products.

Keywords: *Online Advertisement, Shampoo, Word Formation.*

1. Introduction

This study deals with morphology, a study of language with the focus for words and their formation. According to Nida (1949:1), morphology is the study of morphemes and their arrangements in forming words. In more details, morphology, according to O'Grady and Guzman. (1996) is defined as a component of transformational-generative word (TGT) which talks about the internal structure of words, especially the word complex. In the process of formation of new words, the language users generate new words or manufacture words by employing one or combination of the word formation processes by means of word . These processes have been distinguished by many linguists into different classifications such as acronyms, blending, clipping, coinage, compounding, back formation, truncation, contraction,

borrowing and many others. Word formation is sometimes compared with semantic change, which is a change in a single word's meaning. The boundary between word formation and semantic change can be difficult to define: a new use of an old word can be seen as a new word derived from an old one and identical to it in form. It can also be contrasted with the formation of idiomatic expressions, although words can be formed from multi-word phrases.

The word formation offers a language the function of lexical enrichment and transpotional function that allows word manipulation. These functions of word formation become one of the basis of the shift in communicative trend in a language and the everything that surrounds it. A particular industry that evolves based on morphology is advertisement media, notably the ever-growing online advertisements due to the currently high and targetable consumer traffic , as one of the industries that is cultivated upon the communication trend as the core of its industry.

The definition of advertisement at its root originated from Latin verb "advertere", that means to turn toward. It means that advertisement is a way to get attention. Goddart (1989) mentioned, "While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them, we would not want to say that everything we pay attention to is an advert". Furthermore, he also describes advertisements as ephemeral in that each one is short-lived, their effects are longstanding and cumulative, they leave traces of themselves behind, which combine to form a body of messages about the culture that produced them.

In short, the definition of advertising is followed by the consideration of people involved in the advertised message, and by the study of the advertisements' textual content, its relations with the context, and its use of communication strategies (linguistic, iconic, discursive). Thus, ads are messages that are constructed and imply an active participation to be decoded signifying the present of the morphology in advertisement. In online advertisements where the use of word and time of speaking is of essence and limited, the word manipulation and enrichment through word formation processes present the ability to communicate products in the most efficient fashion which further highlights the relation of word formation in online advertisement

Conclusively, the relation between the communicative trend and online advertisement present the need of the study of word formation in online advertisement to offer the industry insight of the change and addition of language in morphological level and current media consumer to decode the unconventional word play in online advertisement which is the most trending advertisement media in the current era as people nowadays prefer to use technology to get information through their smartphones. Many people are reading more news through available online news platforms such as, YouTube, detik.com, line today, etc. Hence, the writer wants to explain the study of word formation in online advertisement and to discern the structure of word-formation in the online advertisement in order to widen the depth of the influence of the word formation to the readers.

2. Methods of Research

Research Method

In order to conduct the research systematically, the qualitative approach is adopted for this research in order to analyse how word formation is used in online advertisements found on social media platforms, namely YouTube and official product websites. Qualitative research is

research which analyses the underlying reason behind the data that cannot be expressed in numbers. Qualitative procedures rely on text data in this research to be analysed.

According to Flick et.al. (2000), qualitative research claims to describe life-worlds 'from the inside out', from the point of view of the people who participate. Through the analysis, it seeks to contribute to a better understanding of social realities and to draw attention to process, meaning patterns, and structural features. Moreover, qualitative research relates to the inductive, subjective, and process-oriented method used to understand, interpret, describe, and develop a theory on a phenomena (Burns, Grove, and Gray, 2011).

Hence, qualitative research can reflect the emphasis on interpretation and trend which is aligned to the purpose of this study. Related to this research, it is conducted by collecting, classifying, analysing the data and deducing some conclusions to determine the likeliness of each type of word-formation used in YouTube and websites.

Data Collecting Method

The method of collecting the data employed for this research is the observation method. The use of observation as a measurement procedure assigns numerals to human behaviour acts. Observation method has important advantages which makes it best suited for certain kinds of studies, and some limitations which preclude its use in others. Thus, the writer will do some steps to collect the data as follows:

a. Browsing online advertisements in social media, namely YouTube and official websites.
b. Reading the product advertisements.
c. Identifying words adopting word formation process.
d. Clustering the words in the table.

Data Analysis Method

To analyse the data collected for this research, the method applied is a qualitative method of data analysis proposed by Miles, Huberman, & Saldana (2014). They proposed the interactive and reiterative type of qualitative analysis of data until the data is saturated. In this method, the data would be through these three steps indefinitely to the point of being fully analysed and arrived at a definite conclusion. The three steps are:

Data condensation

Data condensation refers to the process of selecting, simplifying, abstracting, and or transforming collected data from source which in the case of this study is the advertisements from the websites and the official YouTube account of the brands.

Data reduction

Data reduction is presenting data by making brief descriptions, charts, relationships between categories such as within each word formation process and within each word class category. Presentation of data makes it easy to understand the data analysis at a glance, then to plan further work based on what has been understood.

Conclusion drawing/ Verifying

The initial conclusions put forward are still provisional, and will be changed if strong and supportive evidence is not presented at the next stage of data collection. Conclusions in qualitative research may be able to answer the formulation of problems formulated from the start, but maybe not, because the problems and problem formulations in qualitative research are

still temporary and can be developed again after researchers are in the field for an indefinite number of iterations.

3. Research Findings

In the past, there has been a number of related research or studies dealing with the process of word formation in English language. These are based on the studies committed by some researchers, where the object of which varies from the magazines, newspapers, advertisements, songs, etc. Thus, the writer refers to some previous relevant studies in order to conduct this study, they are:

Firstly, a thesis completed by Chudin (2008) entitled An Analysis on Derivation of English Adjectives as Found in Transhumanism of Hello Magazine. His study was about derivation as a process of word-formation. He stated that derivation is the most productive process of creating new words among others in English. After analysing the data, he discovered that there were 98 derived adjectives in the article where 68 of which were from nouns and the other 30 were derived from verbs creating a new category of words. Furthermore, Chudin also identified some suffixes which attach to the bases either nouns or verbs to create new words such as –ic in terrific, -able/-ible responsible and doable, -ous in advantageous, -ful in fearful, and –ive in generative. The thesis concluded in the six categorisation of derived adjectives, namely relational adjectives, possessional adjectives, private adjectives, similitudine adjectives, potential adjectives, and attenuative adjectives. In addition, the word formation process can be found not only in magazines, but also in online advertisements. Therefore, the writer intends to conduct a study on English word formation found in online advertisements.

Secondly, an article written by Verawati BR Sitio (2011) entitled The Word Formation Process and Domain Analysis of Slang in 'Anak Kos Dodol Kumat Lagi'". In this paper, the subject of the word formation process study is based on the short language as well as describing its domain. The research classifies and explains the word formation process according to the theories from O'Grady and Guzman, Hatch and Brown, and Kridalaksana. Whereas in describing the domain factors of slang, she used theory from Fishman. As a result of this research, the writer concluded with a finding that there are nine kinds of word formation occurring in the data, they are borrowing, blending, compounding, clipping, abbreviation, backformation, coinage, onomatopoeia and derivation.

Thirdly, a research done by Praestiwardani (2008) entitled The Analysis of Derivation English Adverbs Found in The Jakarta Post's Articles. The research is based on three articles entitled The Rice of Bali; A Lesson in Loss, Why Iran didn't Cross the WMD road, and Indonesia can be Proud of what has been achieved which were published on December 15th 2007. From her analysis on the data, she concluded that the process of derivation generates a new category of words. The data suggested that derived adverbs were formed by some affixes. Those affixes are –ly, -wise, -ever, and -where. The most generative way in forming derived adverbs is by affixing – ly suffix to an adjective. Based on her analysis result, she discovered that there were 32 derived adverbs consisting of 25 adverbs which were formed by adding the –ly suffix to adjectives, and the other by affixing with –ward, -wise, -where, and –ever suffixes.

Fourthly, a thesis completed by Sumiatun (2008) entitled The Analysis of the Word Formation Process of the SMS Text in SMS KAMU Kompas 2008. The study subject is SMS KAMU in the whole year of 2008 which is a forum of Kompas newspapers that utilised text messages as the discussion tool. She applied the theory of morphology and word formation processes from O'Grady and Guzman (1996) and Yule (1985). According to her analysis, from a total of 965 SMS text words, there were 11 processes of word formation that were used in the forum. Those are reduplication, abbreviation, clipping, contracting, letter sign, morphophonemic, borrowing, blending, onomatopoeia, and multiple processes. Additionally, the research presented the three most frequent processes in the forum which were abbreviations, morphophonemic, and multiple processes.

Lastly, a thesis written by Noor (2003) entitled Word Formation on Medical Terms in TIME Magazines published in June 2003. In her thesis, the descriptive research was employed with aim to systematically describe the facts and characteristics of a given population or area of interest according to data accurately (Isaac, 1987:46). The conclusion is that the following word formation processes are used in medical terms: compounding, blending, clipping, borrowing, backformation, conversion, derivation, inflection, initialization, acronyms, and coinage.

All the relevant studies presented previously are beneficially contributed to this study. The data from these relevant studies were not only English words, but also a study of Indonesian word formation processes. Different sources of data used lead the writer to solely focus on English language online advertisements. Further, they are used as references to help the writer in finding information related to morphology, especially word formation as the main point of this research and give different insights in conducting research related to word formation.

4. Discussions

Analysis of the data acquired can be interpreted into the following 4 charts - an overall data chart, and 3 individual data charts for each sample product to facilitate the process of data interpretation for word formation analysis in advertising with the focus for the three most popular shampoo products during the pandemic span time.

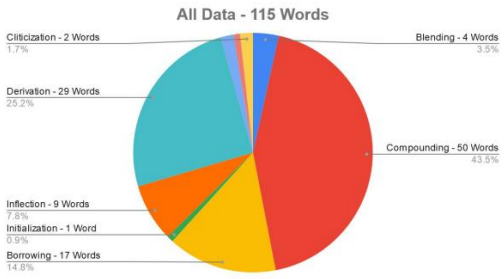


Figure 1. All Data Word Formation Processes Category

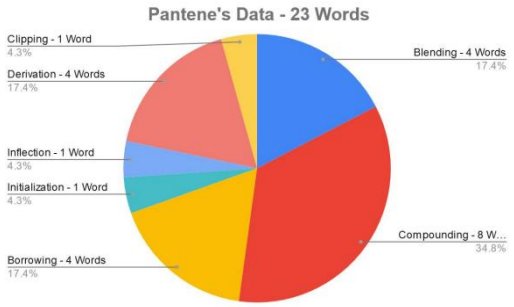


Figure 2. Pantene's Data Word Formation Processes Category

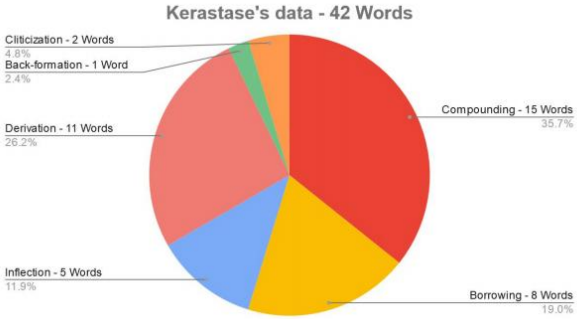


Figure 3. Kerastase's Data Word Formation Processes Category

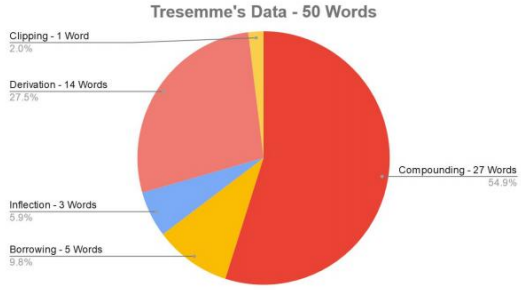


Figure 4. Tresemme's Data Word Formation Processes Category

It can be seen that for a total of 115 data collected from the three sample products - Pantene, Kerastase, and Tresemme, only 9 out of 12 different types of word formation process are adopted by the advertisers for the shampoo product category. The adopted process mentioned are blending, compounding, borrowing, initialization, inflection, derivation, clipping, back-formation, and cliticization, while the other three that are not used by any of these products advertisers are coinage, acronym, and onomatopoeia.

To add, it can also be observed that there is a general trend amongst the three product advertisement teams for their choice of word formation process where all of these products advertisers predominantly adopt the compounding word process for most of the cases that contributes for about 34.8% in Pantene's data, 35.7% in Kerastase's data, and 54.9% in

Tresemme's data, followed by derivation for 17.4%, 26.2%, and 27.5% respectively and then borrowing for 17.4%, 19%, and 9.8% of data respectively to generate effective and meaningful words for their advertisements. Collectively, this trend adds up in the overall data and results in the same manner.

An analysis based on the figures below was conducted to further understand how all the 9 word formations are used by the advertisers by identifying the word category of each data and it is found that from all the data generated, the 9 word formation processes are mainly used to generate adjectives and nouns. To be more specific, there are a total of 53 adjectives that is 46.1% of the total data and 52 nouns that equals to 45.2% of the data, while the other 10 words comprise of verbs and adverbs as can be seen in the following figures

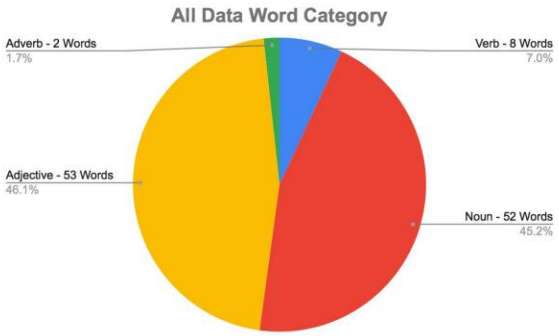


Figure 5. All Data Word Type Category

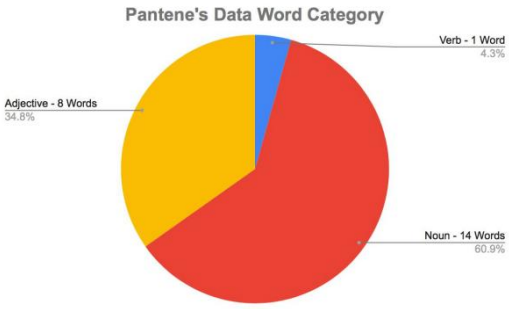


Figure 6. Pantene's data word type category

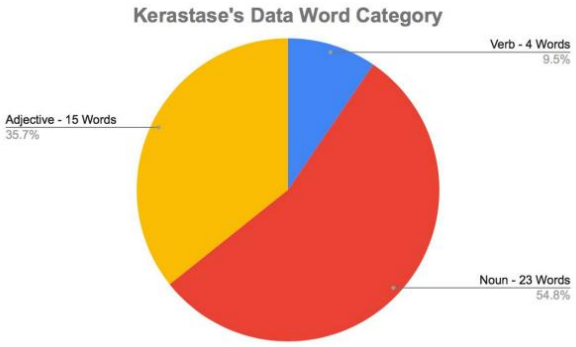


Figure 7. Kerastase's data word type category

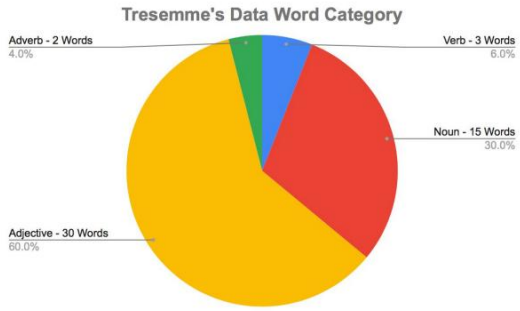


Figure 8. Tresemme's data word type category

To retrieve more specific conclusions to the question of how the word formation is used, another research based on the above analysis is conducted to each word formation process to understand what type of word category each of them produces the most. The following graphs are for the three most used word processes which are compounding, borrowing, and derivation. The reason for the focus on these three is due to the amount of data generated by these three word processes from all the collected data that is sufficient to be analysed and draw a conclusion, whereas the rest of word formation has insufficient quantity of data to be evaluated. This is suspected because the word formed by these processes, despite its abundance in our daily activities, are irrelevant to shampoo products; thus, they are not being used in the advertisement as much.

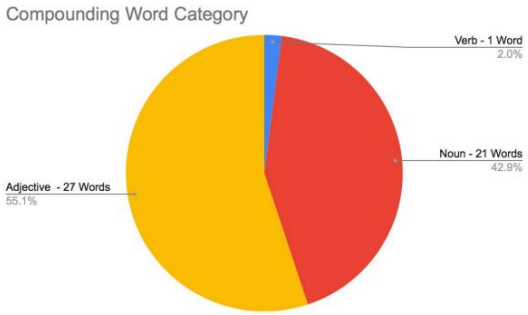


Figure 9. Compounding generated data word type category

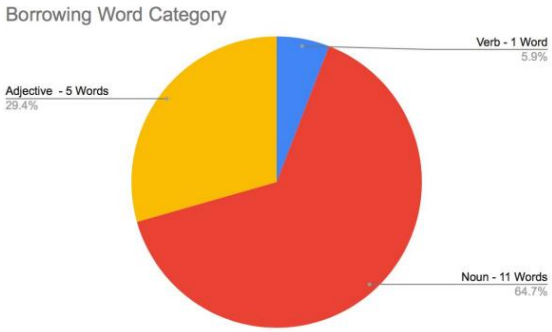


Figure 10. Borrowing generated data word type category

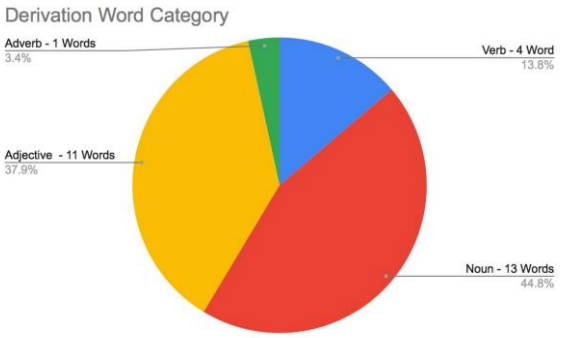


Figure 11. Derivation generated data word type category

It can also be seen that compounding becomes the mostly used word formation process predominantly generating adjectives and nouns for 55.1% and 42.9% respectively. This trend can be explained as a compounding process combines multiple words to create a single word for a lengthy description of a product as well as for a short version of a representative of something. Random examples to illustrate this are the adjective 'salon-fresh' and 'just-left-the-salon' when describing the noun 'hair. These adjectives describe specific hair conditions that could be achieved by using the particular product. Additionally, the examples for compound nouns are 'beauty-full' and '2-in-1' that simply explain multiple things at once.

On the other side, the word formation process borrowing generates more nouns compared to adjectives that are 64.7% nouns for borrowing. This trend can be regarded towards the fact that the borrowed words are originally a noun in the original language and these borrowed words are used to represent or identify a product use. Examples of these analyses are the noun 'mousse' borrowed from French words that represent the fluid type of the product.

Another insight can be drawn is that derivation also generates nouns and adjectives at high amount too that is respectively 44.8% and 37.9% of the data generated using derivation word formation process which can be related to the several affixes which functions are to change noun into adjectives and generates adjective that describes things, such as suffix '-less' in 'waterless' and 'flawless' as well as 'non-' in 'non-conditioning' and 'non-aerosol' and some other affixes that change adjective or verb into nouns that represent things such as '-ant' in 'protectant' and '-ize' in 'revitalize

Hence, it can be concluded that based on the analysis above, word formation processors in online advertisements specifically for shampoo products during the pandemic period are used to produce new words that are adjectives and nouns to explain lengthy descriptions or to represent a product at high literacy efficiency that are easy to remember and catch the customer attention at times rather than producing verb and adverbs as an expression of action or expression of time and place.

To add, it can also be seen another minor trend based on the data in the borrowing section where the majority of word borrowed originates from the French language which can be associated with the bias that emerged due to the country of origin for these three companies is all from French.

5. Conclusion

Conducting a study related to the word formation process cannot be separated with a field of linguistics that is morphology. It means that a researcher analyzes the internal structure of English words. In classifying and analyzing the English word formation process, the researcher must be careful, sharp, and critical. He/she should hold some word formation theories proposed by some experts (linguists). For this reason, this research refers to some linguists who are experts in English word formation whose theories are used as the basis of the analysis in this study.

There are 9 types of word formation processes which are found in the 3 of the popular shampoo products, they are blending, compounding, borrowing, initialization, inflection, derivation, clipping, back-formation, and cliticization. Based on the data collection process, there are a total of 115 words that are found in Pantene , Kerastase and Tresemme products. The writer found 50 words generated by the process of compounding, 29 words produced from the process of derivation, 17 words that are from the process of borrowing, 9 words that are from the process of infection, 2 word that exist as the result of the process of cliticization, 1 word that exists from the process of initialization. In contrast, acronym, coinage, and onomatopoeia are the English word formation processes which are not used for this specific product category for the short time period of the pandemic as per data analysed. Based on the research, the process of compounding is the most dominant process that is found among the 3 of the popular shampoo product websites that contribute for about 43,5% of total words or 50 words from total 115 words.

Overall, the word generated using the word formation processes mainly produce adjectives and nouns as there are 53 adjectives and 52 nouns collected from the advertisements of the sample products, whereas the other 10 data are either verb or adverbs upon which the conclusion of the function of the word formation processors in online advertisement, specifically for shampoo products during the pandemic is to create new descriptive and representative words for their products. This led to a more detailed study for a more specific use of each word formation process that looked into the three major word formation processes due to the number of data each has that are deemed sufficient to draw conclusion form. From this detailed analysis, it can be summarised that compounding, borrowing and derivation word formation processes are used to generate adjectives and nouns predominantly. Quantitatively, in compounding, 55.1% and 42.9% of the compound word data are adjectives and nouns that function to create simple and short descriptive words by creating adjectives and to produce representative words through the generation of nouns respectively. While in borrowing, 64.7% are nouns as the word category is translated literally from the borrowed words that were originally nouns that represent things. Lastly, derivation generates nouns and adjectives for about 44.8% and 37.9% of the derivative words depending on the affixes attached to again create descriptive or representative words.

Furthermore, there can be concluded based on the data in the borrowing word formation process section that the majority of the word borrowed is From the french words as a result of the bias in the 3 product sample country of origin.

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