CHAPTER I
INTRODUCTION

1.1 Background

In the digital age, social media in Indonesia is the most widely used medium of communication among all segments of society (Mansyur, 2018). Through fast and dynamic interactions, social media platforms are media that can quickly spread information from individual to individual as well as from one group to another. Social media can be seen as an online facilitator that connects users as well as a social bond. According to Mikle (2016), social media are those that allow people to say or do things, share those things with others, and see what others say, making or sharing visible to even more people. Some of the social media that are developing today, such as Instagram and TikTok, have created a new lifestyle and language of social media.

The languages of social media have evolved significantly with the rise of digital communication platforms. It creates new forms of expression, interaction, and community building. Language is a wholly human and non-instinctive technique of transmitting ideas, emotions, and wants through a set of intentionally constructed symbols (Sapir, 2004). The language on social media has become so different from our previous language behavior, and the language used on social media platforms is a natural form of language evolution (Crystal, 2008). In Crystal's opinion, we can realize that many new words have emerged because there are language differences on social media and in our language behavior. Sapir (2004) says language shapes a society's way of thinking and worldview. The evolution of language is still natural, like the new words on social media.

A new word is created by applying a regular rule to an existing word (Štekauer, P., & Lieber, 2005). By implementing these rules, it allows words to develop and adapt to the communication needs of the community. New words are often coined in response to social trends, culture, and social phenomena. The creative and innovative use of language on social media requires a deeper analysis of how these new words are shaped and perceived by users. Meanwhile, Metcalf (2002) says most new words are born in obscurity. He also argued that the most successful new words are those so close to the edge of the vocabulary that they are

created repeatedly till they eventually catch on. Nowadays, every society uses social media, so it is very easy to find new words that have sprung up on popular social media. New words go viral on social media platforms Instagram and TikTok, like "cegil," which means "cewek gila."

Morphology is one area of linguistics that deals with word formation. According to Yule (2010), morphology is the study of word forms and their relationships with other words in the same language. The study of word production is known as morphology (Lieber, 2009). On the other hand, Chukwunonso (2022) defines "word formation" as the process of generating new words in a language. The creation of new, complicated words is known as word-formation (Szymanek, 2005). Creating new words with the same root by using various rules or techniques is the primary goal of the word-formation process. Coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, and many other processes are some of the processes of word formation that Yule (2010) explains.

The aforementioned reasoning demonstrates that new words should have undergone word formation. We frequently come across new terms on social media as users, particularly today. The emergence of new vocabulary in today's world is evidence of how social experiences, habits, and behavior may change, even in seemingly insignificant areas. New words on social media in today's era are more about creativity and expression, where a person expresses himself by creating new words. This phenomenon shows how languages can adapt to situations of cultural change by making them a language. In addition, globalization allows new words to spread to all corners through social media. Researchers chose to research new words on popular social media platforms because the phenomenon that occurred made some people confused about where the new words that appeared came from; even social media users did not know what they meant. This research is also closely related to the culture in Indonesia. The update in this study is that the researcher found out how the process in the formation of new words on popular social media platforms and found the implicit meaning of the new word. The new word being researched is a new word that went viral on popular social media Instagram and TikTok from 2023 to 2024.

1.2 Problems of The Study

The following formulation of the issues is based on the above research background:

a. What types of word formation are mostly used in the viral new words on popular social media platforms?

b. What is the implicit meaning of the viral new words on popular social media platforms?

1.3 Objectives of The Study

The goals of this investigation were determined by the following issues:

a. To identify the type of word formation used on viral new words on popular social media platforms.

b. To analyze the implicit meaning of viral new words on popular social media platforms.

1.4 Significance of The Study

This research can be seen in its theoretical and practical significance:

a. Theoretically, this research helps readers understand the word formation process on popular social media platforms and how language evolves in the digital context, contributing to linguistic, communication, and language and technology theories.

b. Practically, this research can help readers understand the type of word formation of viral new words on popular social media platforms. In addition, it can help readers understand the implicit meaning of these words.

1.5 Limitations of The Study

This study aims to understand how new words are formed through the word formation process. Especially viral new words from 2023 to 2024 on popular social media platforms Instagram and TikTok. To avoid extending the discussion, the researchers focus on morphological studies, especially the word formation process. This research's limitation is finding viral new words trending on Instagram and TikTok, whether in Indonesia or internationally, but the focus is on 2023 to 2024. The words data in this study can be sarcasm, humour, trend, and cultural. The data used in this study is in the form of a caption, video, or photo. Researcher can find out that the word is viral through validation on Google Trends.

CHAPTER II
LITERATURE REVIEW

2.1 Morphology

The branch of linguistics known as morphology examines how a word's constituent components are grammatical. Several linguists have expressed their opinions in the technology field, including Payne (2011), who argues that the study of words' internal structure is known as morphology. Morphology, according to Payne, is the study of the subtleties of word forms and how word form alterations affect a word's class and meaning.

According to Grady & Archibald (2016), linguists refer to the area of grammar that deals with words and word production as morphology. Moreover, (Aron-off & Demand, 2011) says, that in the mental process that goes into creating words or the area of linguistics that studies words, their internal structure, and their genesis are referred to as linguistic morphology.

In morphology, various types of word formation processes produce new words with new meanings, such as addition, mixing, cutting, acronyms, and composition. According to Yule (2010), the word formation process is a way of forming new words or terms from the use of old words. The processes consist of affixation, compounding, blending, clipping, back-formation, conversion, acronyms, and derivation.

Based on the above theory, the word formation process is a method of creating a new term from the use of old words. This process consists of coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, and multiple processes.

2.2   New Words

According to Algeo (1991), a new term is a form or usage of a form that is not listed in common dictionaries. According to Algeo, new words are typically demonstrated by the inability to locate them in a dictionary. Usually, new words cannot be found in the dictionary search column. It is difficult to determine whether the word found is a new word or not. Following the dictionary list described by Algeo (1991), the researcher will use the Oxford English Dictionary website to prove whether the word found by the researcher is new. As for viral

new words in Indonesian, researchers will use the KBBI website to prove that the word that the researcher found is new. New words are usually related to a phenomenon that occurs, resulting in social change. Social change in the current era has made it important for everyone to communicate through social media. This can be a factor in the emergence of new words on social media. The emergence of slang When using social media, new words emerge and have their characteristics. This phenomenon indicates social changes and human creativity.

2.3 Words and the Word-Formation Process

Both universal and language-specific definitions of words are infamously challenging (Delahunty & Garvey, 2010). According to Yule (2010), word formation involves various processes, including:

2.2.1 Coinage

Coinage is the process of creating new words entirely from the language's sounds, without consulting any of its morphological resources (Delahunty & Garvey, 2010). Coinage is the process of creating a new word by writing it correctly or incorrectly without using another word. Coinage is typically derived from the name of a company or product; thus, regarding the products or services provided, the word has a particular meaning. Words like "Toyota," "Samsung," and "YouTube" are examples of coinage (Delahunty & Garvey, 2010).

2.2.2 Compounding

Compounding is a word production process that involves combining two different words into a new single form (Delahunty & Garvey, 2010). They define a compound as a word with two or more meanings, one serves as the head, the other as a modifier. Words are important in this composition since the modifier often appears before the head. This process not only produces a new word but also generates a new meaning.

Example: Toothbrush   Tooth (n) + Brush (n)

            Breakfast   Break (v) + Fast (n)

2.2.3 Borrowing

Borrowing words is the taking over of words from other languages. The act of transferring a word from one language to another is known as borrowing. Interaction between the source and borrowed languages is necessary for borrowing (Delahunty & Garvey, 2010).

Example: Sofa   (Arab)

                Yogurt (Turkish)

                Tattoo (Tahitian)

2.2.4 Blending

Blending is a linguistic process in word formation where parts of two or more words are combined to create a new word. This new word typically retains meanings from the original components, resulting in a blend that reflects aspects of both. Yule (2010) said the procedure known as blending also involves combining two distinct forms to create a single new phrase. According to O'Grady (2016), blends are words made from non-morphemic components of two preexisting objects.

Example: Motel   (Motor + Hotel)

                Spork   (Spoon + Fork)

                Infomercial   (Information + Commercial)

                Brunch   (Breakfast + lunch)

2.2.5 Clipping

Clipping is the technique of creating new words by condensing existing ones. Yule (2010) says the element of reduction that is noticeable in blending is even more apparent in the process described as clipping. Clipping usually eliminates the initial part, the last part, or both parts, of those words.

Example: Phone   (Tele)phone

                Plane   (Air)plane

                Exam   Exam(ination)

2.2.6 Back-formation

Yule (2010) says back-formation is a specific kind of reduction procedure. It is common practice to reduce a word of one type typically a noun to a word of another type a verb.

Example:　　Noun　　　Verb

　　　　　　Babysitter　　Babysit

　　　　　　Television　　Televise

2.2.7 Conversion

Yule (2010) says Conversion is the broad term for a change in a word's function, such as when a noun becomes a verb (without any reduction). The process of producing new words by applying existing ones to new contexts is known as conversion. With new uses appearing regularly, the conversion process is especially fruitful in Modern English.

Example:　　Email (noun)　Email (verb)

　　　　　　"I will email you the document."

2.2.8 Acronyms

Acronyms are new words formed from the initial letters of a set of other words or sentences (Yule, 2010). In an acronym, it is usually pronounced as a single whole word, or each letter is pronounced separately.

Example:　　NATO (North Atlantic Treaty Organization)

　　　　　　NASA (National Aeronautics and Space Administration)

　　　　　　FBI　　(Federal Bureau of Investigation)

　　　　　　VIP　　(Very Important Person)

2.2.9 Derivation

The derivation is achieved by using numerous tiny "bits" of the English language that aren't often listed separately in dictionaries (Yule, 2010). These little "bits" are typically referred to as affixes. According to Delahunty and Garvey (2010), affixes are categorized based on whether they come before or after the form to which they are appended. Affixes are a type of 'bound' morpheme (Crystal, 2008). Affixes are limited in number in a language and are generally classified into three types, depending on their position regarding the root or stem of the word.

a. **Prefixes**
   A closer look at the previous collection of words reveals that some affixes, known as prefixes, must be added to the beginning of the word (e.g., un-, mis-) Yule (2010).
   Examples: Mis-lead

                  Un-happy

b. **Suffixes**
   Suffixes are additional affixes that must be put to the end of a word, such as
   -less or -ish (Yule, 2010).

   Example: Foolishness

                 Sadness

c. **Infixes**
   The third kind of affix is the infix, which is present in several other
   languages but is not frequently employed in English.

   Example: Un-freaking-believable   (unbelievable)

2.2.10 Multiple Processes

Multiple processes are processes in word formation that are carried out with various processes. He explained multiple processes are processes in word formation that are carried out not only with one process. According to Yule (2010), if someone states that project issues have snowballed, the last word can be examined as an illustration of compounding, where snow and ball were joined to create the noun snowball, which was subsequently converted into a verb.

Example: "*Deli*" (clipping) from *"delicatessen"* (borrowing from German)

2.3 Implicit Meanings

Implicit is one of the terms that exists in the context. Words generated by conversation sometimes have an implicit or implicature meaning. Yule (2010), explains that implicature is used to explain what the speaker means because it is different from what the speaker says. Implicit and implicature are interrelated, but they have different meanings. According to Wilson and Sperber (2012), the speaker's explicit and implicit meaning (her explicatures and implica-tures) are inferred not sequentially but in parallel. From Wison and Sperber's explanation, it can be interpreted that the meaning of a word depends on the reciprocity of a conversation. Meanwhile, researchers will use relevance theory by Wilson and Sperber (2012) to examine implicit meaning. The techniques used are:

1. Finding Context

Finding context in researching implicit meaning is important in finding data. Bryman (2016) states that we must determine what data to take. The researcher used contexts of viral new words on popular social media platforms and changes in social interaction.

2. Collecting Data

Collecting data is one of the techniques that is a little difficult because it must be selective in determining the data. The data collected is in the form of Videos and Photos on popular social media Instagram and TikTok. The video data found by the researcher must be transcribed following Bryman's (2016) statement which stated. Transcription is an important part of conducting qualitative data analysis.

3. Relevance Analysis

The main thing in analyzing relevance is to determine themes and patterns so that researchers can identify what the speaker considers important. Referring to the opinion of Relevance is a characteristic of inputs to cognitive processes, according to Wilson and Sperber (2012). it can be interpreted as how much data is found within a predetermined context.

4. Applying Inference

In their book, Wilson and Sperber (2012) theorize that 'Relevance and Meaning', is concerned with the relationship between relevance and inference in communication and the nature of the inference processes involved. This stage is the final stage in finding implicit meaning. Using inference in concluding meanings that are not directly stated by the speaker, namely identifying implicit meanings based on relevance.

5. Relevance Test

Wilson and Sperber (2012) emphasized that the results of relevance can be tested with others, the root of getting additional thoughts or how others think about the data that is considered relevant. In addition to discussing, researchers can also verify with other relevant studies to see the consistency of relevance results.

2.4 TikTok

TikTok is one of the most popular applications today with many enthusiasts in Indonesia and abroad (Syaibani and Zainiyati, 2020). It was reported on KOMPAS.com that the ByteDance company in China released TikTok in September 2016. In 2017, this application was only released for iOS and Android phones. According to Syaiban and Zainiyati (2020), TikTok is an application that allows a person to help express themselves on social media and TikTok can also be used as a medium in conveying information to others. TikTok is actively testing its predictions, experimenting with showing videos that it finds fun and measuring the responses. Every user has a chance of global fame. TikTok's algorithm makes many things that can be recognized easily. Many new words have appeared on TikTok, one of which is "green flag."

2.5 Instagram

Instagram is a smartphone software for location-based social networking that allows users to share images and videos (Amaral, 2016). Instagram is a combination of "instant camera" and "telegram. The service was founded by Kevin Systrom and Mike Krieger in San Francisco, California, and was officially

launched exclusively for the iPhone on October 6, 2010. In his writing, Amaral (2016) explained that statistical calculations for the development of Instagram users are very fast. From these developments, it can be evident that spreading new words occurs in popular social media. New words that appear on Instagram such as "solulu."

2.6 Previous Related Study

Pratama, Wiyaka, and Prastikawati (2021), in their article entitled "Word Formation Analysis Found in English Slangs Used by Justin Bieber on Instagram," researched the word formation of English slang in Justin Bieber's Instagram captions. The descriptive qualitative method was applied. This journal study analyzed 87 Instagram captions by Justin Bieber with the result showing that the most frequent type of word formation used by Justin Bieber is Clipping. The journal also explains the meaning of the words that they analyzed. The similarity between this research and Pratama, Wiyaka and Prastikawati (2021) research is in the qualitative descriptive method and the object by Instagram. The difference between this research and Pratama, Wiyaka and Prastikawati (2021) is that they used Instagram. Meanwhile, the researcher used objects from popular social media platforms in Indonesia.

The article journal entitled "An Analysis of Word Formation Process Found in TikTok Application" by Hikmah, Machmoed and Sahib (2024) focused on word formation processes in Charli D'Amelio's TikTok page. A descriptive qualitative method was employed for analysis. The result of this journal study is the type of word formation mostly used in TikTok Charli Grace D'Amelio showed that this researcher dominated with Acronym processes with the 16-word formation. This research and Hikmah, Machmoed and Sahib (2024) research are similar in the qualitative descriptive method and the data was collected from TikTok. The difference between this research and Hikmah, Machmoed, and Sahib (2024) is that they focus on Charli D'Amelio's TikTok page data. Meanwhile, the researcher used objects from popular social media platforms such as TikTok and Instagram.

Natanael, Septiani and Johan (2022), in their journal article entitled "Word Formation Analysis in Elon Musk's Tweets and Replies: Morphological

Approach" focused on the word formation in Elon Musk's tweets. The research utilized qualitative design for analysis. Data was collected from tweets between May 15 and June 21, 2022. The result of this journal study is the research identified 220 words from word-formation processes. The outcome of the journal also explains the meaning of the words. The similarity between this research and Natanael, Septiani and Johan (2022) research is that the data was collected from X and the qualitative methods. The difference between this research and Natanael, Septiani and Johan (2022) is that they focus on Elon Musk's tweets. Meanwhile, the researcher used objects from popular social media platforms like TikTok and Instagram.

The article journal entitled "A Morphological Analysis of Word Formation Process in English Posters on Instagram" by Kalukar, Erliza and Yahya (2023) focused on word formation on Instagram posters. A descriptive study design was employed. The result of this journal study is that 10-word formation types were identified on English posters. The researcher found 360 data, considered new words, on English posters. The similarity between this research and Ventje Jany Kalukar, Nur Erliza, and Masrur Yahya (2023) research is in the object but they focus on new words in Instagram posters. The difference between this research and Ventje Jany Kalukar, Nur Erliza, and Masrur Yahya (2023) is the method of descriptive study design. Meanwhile, the researcher used the qualitative descriptive method.

Some of the journals reviewed above show that almost all use qualitative descriptive methods except for the last one. In the first, second and third journals, researchers used the qualitative method. Then, the last one used the descriptive study design method. In the first journal, the researcher successfully provides insights into slang word formation processes on Justin Bieber's English slang on Instagram. Researchers can reference this study for future slang research. In the second journal, researchers succeeded in providing an understanding of the awareness of linguistic creativity, which enhances user engagement on social media. In that study, researchers can also inform marketing strategies on TikTok platforms. In the third journal, the researcher provides insights into Elon Musk's unique word usage, and understanding word formation aids in comprehending

language evolution. In the last research journal, the researcher recommends studying morphology to improve students' vocabulary. Researchers have multiplied the type of word formation in English posters.

The novelty of this study is that the researcher does not only focus on one account but researchers see photos, videos, and captions on Instagram and TikTok. The previous research only focused on one account. In this study, the implicit meaning of the new words is also listed.