Analysis of Word Formation Process in Online Advertisements

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Abstract
This study aims at finding the types of word-formation processes in online advertisements and analyzing 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, website

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Abstrak

Penelitian ini bertujuan untuk menemukan jenis-jenis proses pembentukan kata dalam iklan online dan menganalisis bagaimana jenis-jenis tersebut digunakan. Sumber data diperoleh dari situs resmi iklan sampo dan YouTube selama tahun 2020. Metode yang digunakan adalah metode deskriptif kualitatif dengan menerapkan teori susunan kata yang dikemukakan oleh beberapa ahli linguistik yaitu O'Grady dan Guzman (1996), serta Hatch dan Brown (1995). Dari analisis yang dilakukan, peneliti menemukan 9 dari 12 proses pengurutan kata yang ada meliputi compounding, borrowing, initialization, clipping, back-formation, infleksi, derivasi, dan clitization. Di antara semua itu, kata-kata yang ditemukan dalam ruang lingkup tersebut adalah kata-kata yang terbentuk melalui proses pemajemukan, derivasi, dan peminjaman. Namun, kata-kata yang terbentuk melalui proses koin, akronim, dan onomatopoeia tidak ditemukan. Selain itu, hasil analisis juga menunjukkan bahwa kata-kata yang digunakan dalam iklan menarik dan berfungsi untuk menjelaskan deskripsi dan fungsi produk.

Kata kunci: iklan online, shampoo, pembentukan kata, website

INTRODUCTION

Nordquist (2020) defined morphology as a component of a transformational-generative word (TGT) that 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 a combination of the word-formation processes using the word. The word-formation process is a technique or way whereby a word in a language is formed. According to Wisniewski (2007) word formation refers to all processes connected with changing the form of words. The studies conducted by Guzman (1996) and Hatch & Brown (1995) explain the process of English word formation as the process of forming new words that can be classified into several variations named as blending, compounding, borrowing, coinage, acronym, initialization, inflection, derivation, clipping, back-formation, onomatopoeia, and cliticization.

Riryn and Anggraini (2019) explain that 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 bases of the shift in communicative trends in a language and 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 are cultivated upon the communication trend as

the core of its industry. The definition of advertisement at its root originated from the Latin verb "advertere", which means to turn toward. It means that advertisement is a way to get attention. Ads are messages that are constructed and imply active participation to be decoded signifying the presence of the morphology in the advertisement. In online advertisements where the use of word and time of speaking is of the 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. The relation between the communicative trend and online advertisement presents the need for 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 wordplay in the 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. (Sari, 2018).

This research attempts to identify the word formation in online advertisement and to discern the structure of word-formation in the online advertisement by using the theory of word-formation proposed by Guzman (1996) and Hatch and Brown (1995).

FINDINGS AND DISCUSSION

Finding

Analysis of the data 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.
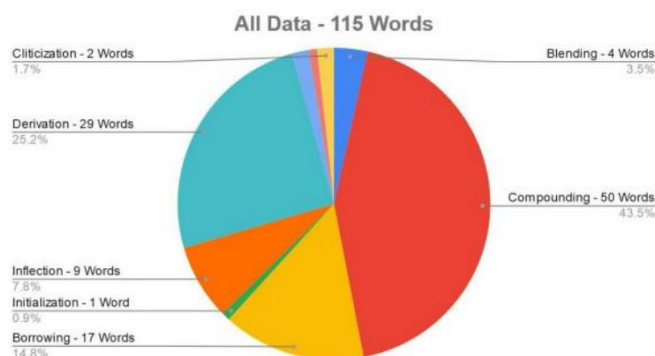

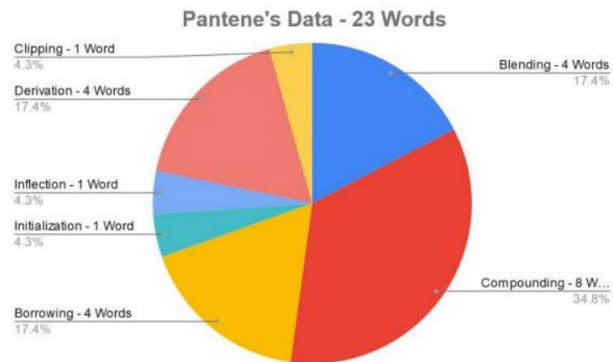Figure 1. All Data Word Formation Processes Category

Pantene's Data - 23 Words

Figure 2. Pantene's Data Word Formation Processes Category

Kerastase's data - 42 Words
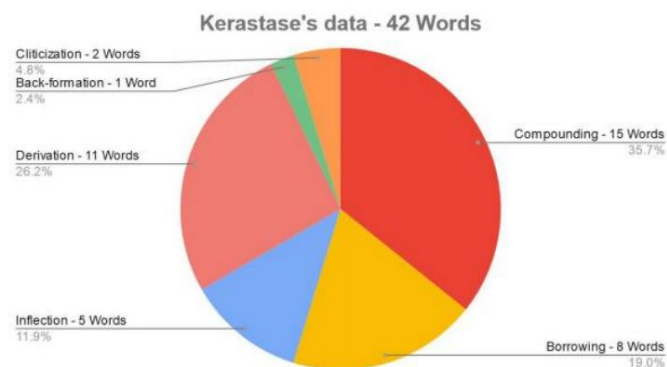
Figure 3. Kerastase''s Data Word Formation Processes Category
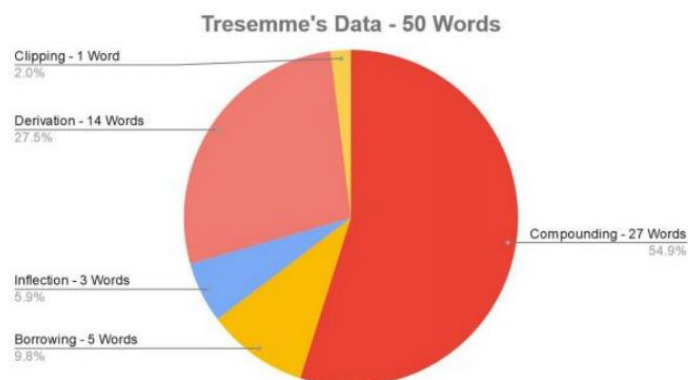
Tresemme's Data - 50 Words

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

Discussion

The data acquired by employing the research method explained in the earlier chapter are clustered below and categorized by first the types of word formation process from the source of the data that are the three shampoo producers - Pantene, Kerastase, and Tresemme.

1. Pantene

1.1 Blending

Pro-V The term „Pro-V‟ used in Pantene advertisements comes from the blending of two words - Professional and Vitamin. The advertiser blends these two words by extracting the first morpheme of the word "Professional‟ which is "Pro‟ and combines it with the letter V that comes from the word „Vitamin‟ generating a new noun. Bronde‟ is a generated noun from the blending of „Brunette‟, „Brown‟, and „Blonde‟ that describes a color of hair that is indescribable in one single noun; hence, the creation of the word.

1.2 Compounding

The noun "haircare" is a compounded word from two free morphemes "Hair"and "Care" that explains the intense concern for hair using the product advertised. The noun "Root-to-tip" is a compound word from the three morphemes "Root‟, "To‟, and "Tip" which describe the length of effect the advertised product could deliver that is from the root to the tip of the hair.

1.3 Borrowing

"Balayage" is a noun that originated from a French word that is "balayer" which means "to sweep". The borrowed word is then used to explain the sweeped color hairstyle and also in this particular instance was used by Pantene advertiser to point that specific hairstyle and advertised their product for the people with the aforementioned hairstyle. Another example, The word "Ombre‟

originated from the French word "Ombré" which means "shaded" and is used in hair jargon for shaded hair coloring style.

1.4 Initialization

"LGBTQ+" is generated noun using initialization process of the words "Lesbian", "Gay", "Bisexual", "Transgender", "Queer", and "Questioning" to classify group of people with non-conventional gender preferences varying as such.

1.5 Derivation

The noun "brassiness" derived from the word "brassy" with the addition of suffix "-ness" that describes the characteristic of being brassy, which for hair related terms mean that the hair color starts to be more brassy as hair becomes unhealthy. Another example, The verb "defrizz" is derived from the word "frizz" with the prefix "de-" that indicates the act of removal of the frizz or the curliness in hair.

1.6 Clipping

The word "locs" is a clipped word from its origin word "dreadlocks" which is a noun for a a hairstyle in which the hair is washed but,it is not combed and twisted, being wet into tight braids or ringlets hanging down on all sides.

2. Kerastase

2.1 Compounding

The word „faux-blonde" is a word generated using compounding processes using the two morphemes - "faux" and "blonde", which means a fake blonde as faux means false or fake. This compounded generated word becomes a noun that explains the type of hair. The word „faux-blonde" is a word generated using compounding processes using the two morphemes - „faux" and „blonde", which means a fake blonde as faux means false or fake. This compounded generated word becomes a noun that explains the type of hair.

2.2 Borrowing

"Bain" is a noun that comes from the French word "bain" meaning "bath". The advertiser used this borrowed word to explain the time to which their product is suggested to be used that is during bathing.Initialization. Fondant" is an adjective word that means melting which is a borrowed English word from the French word „fondant" that has the meaning of „melting". the advertisers use this word to explain the type of liquid of the product.

2.3 Inflection

The adjective "hypoallergenic" is an inflection word derived from the word "allergenic" that signifies the sensitivity and care to allergic hair or head scalp that the product offers.The adjective „over-processed" is an adjective that derived from the word „processed" that means something had been done to the object with the addition of the prefix "over" that explains the level of excessiveness. Hence, the word "overprocessed" means that the object had been subjected excessively and damage the object

2.4 Derivation

The noun "anti-chute" derived word from the word "chute" which means slide with the addition of the prefix "anti-" to indicate the opposition form. Relating to hair, it relates to the slide of hair from the scalp which in other word is hair loss; hence, the word "anti-chute" explains the functionality of hair loss prevention of the advertised product.The noun "breakage" derived from the noun "break" with the suffix "-age" to explain the result of the forming noun which in hair terminology means the damaged hair.

2.5 Back-Formation

"Prolong" is a back-formed word from the word "prolongation" that indicates ability to preserve the lifetime of a certain characteristic which in the case of the specific Kerastase product for which the word is used is for the addition of lifetime or preservation of hair color using their product.

2.6 Civilization

"Let"s" is a word generated using cliticization word formation process from the two morphemes - "let" and "us" used as an act of invitation that the advertisers used as an length-efficient word as an invitation to use the product or join a culture of haircare that the company is advertising

3. Tresseme

3.1 Compounding

"2-in-1" or "two-in-one" is another compounded word from the following morphemes: "two", "in", and „one" that are combined to create a new adjective that describes two distinctive functions offered in one product. "Alcohol-free" is a compounded adjective from words "alcohol" and „free" that describe the absence of any alcohol substances in the advertised product.The adjective

"second-day" is a compound word from the words „second" and „day" which the Tresemme advertisers used to describe the length of hair condition endurance after using their product which would still look as great even on the second day after the appliance.

3.2 Borrowing

"Mousse" is an adjective word that means "foam" which is a borrowed English word from the French word "mousse" that has the meaning of "foam". The advertisers use this word to explain the type of fluid of the product.The word „Vibrant" comes from the French word "Vibrer" that means to vibrate and the advertisers used this word in hair terminology to explain hair color that vibrates to express the liveliness of the hair.

3.3 Inflection

The word "fiercest" is an adjective derived from the word "fierce" using the inflection process with suffix "-est" that show the uppermost level of superiority of the product advertised in tackling certain condition.

3.4 Derivation

The adjective "all-over" comes from the derivation of the word "over" with the addition of the prefix "all" to indicate the coverage area. Hence, the derivative word describes the application of something over the whole area.The noun "anti-breakage" derived word from the word "breakage" with prefix "anti-" to indicate opposition. Hence, the meaning is to be used as an expression to explain the functionality of hair breakage prevention or reparation by using the advertised product

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

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.

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.

CONCLUSION

This thesis aims to find out the types of word formation processes in advertisements bold and how to analyze the types used. Data source obtained from the official shampoo ad website and YouTube during 2020. And also to enrich the knowledge of the readers about word formation used in various areas, especially in

online advertisement as it becomes one of attractive and effective media for the people nowadays.To give different insights about word formation use, especially in the digital era.

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 56 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 summarized that compounding, borrowing and derivation word formation processes are used to generate adjectives and nouns predominantly.

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