PATTERNS AND MEANINGS OF ENGLISH BEAUTY TERMS USED BY BEAUTY VLOGGERS

THESIS

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PATTERNS AND MEANINGS OF ENGLISH BEAUTY TERMS USED BY BEAUTY VLOGGERS

THESIS

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Universitas Islam Negeri Maulana Malik Ibrahim Malang
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**DEPARTMENT OF ENGLISH LITERATURE
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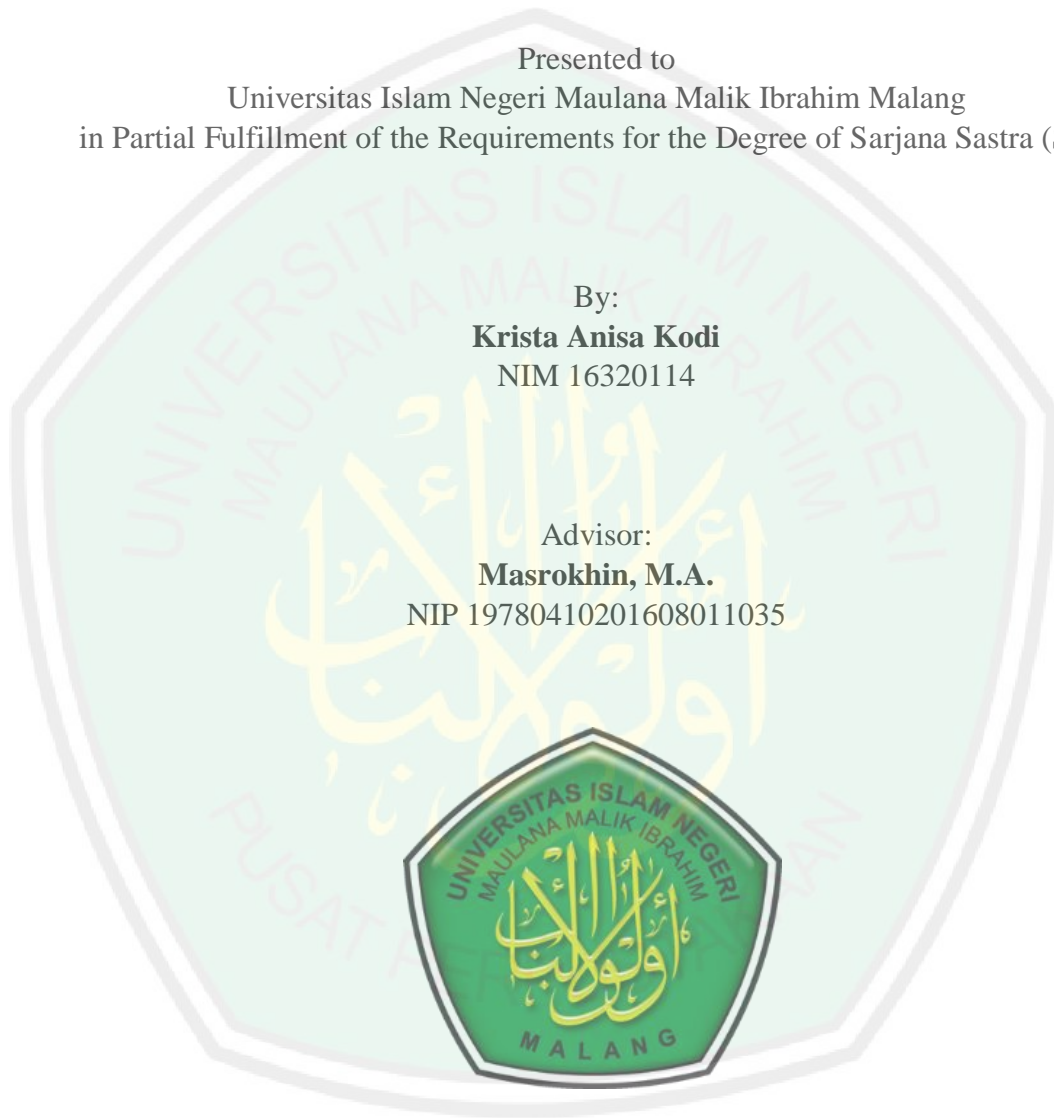UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2020**

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I state that thesis entitled "Patterns and Meanings of English Beauty Terms Used by Beauty Vloggers" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

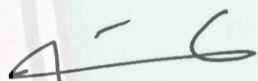Malang, 19 June 2020
The researcher

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APPROVAL SHEET

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iv

MOTTO

"... What's coming is better than what is gone..."

DEDICATION

This thesis is dedicated to my beloved father Sues Kodi, my beloved mother

Suntiani, and my beloved sibling Nurfadillah Rama Dhani.

ABSTRACT

Kodi, Krista Anisa. 2020. *Patterns and Meanings of English Beauty Terms Used by Beauty Vloggers.* Minor Thesis *(Skripsi)* Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang

Advisor   : Masrokhin, M.A.

Keywords   : Word Formation, English Beauty Terms, Beauty Vloggers,
                         Morphology

This research focusses on the analysis of word formation of English beauty terms used by beauty vloggers. The study aims to identify the categories of word formation of English beauty terms used by beauty vloggers and describe the process of word formation and the meaning of English beauty terms used by beauty vloggers.

This study uses a qualitative descriptive method in which the main instrument in conducting the research analysis is the researcher herself. The researcher obtained the data from videos uploaded by *Nikkie Tutorials* and *Beauty Within* in their YouTube account. The data that are used in this study are English words that are used in the beauty of world. To collect the data, the researcher downloading the video, watching the videos and taking notes on some words indicated as English beauty terms. Then, the data are mainly analyzed by using the theory of word formation processes proposed by George Yule (2010).

The results of this study reveal that there are 133 English beauty terms found in 13 videos that have been analyzed. There are seven categories of word formation process of English beauty terms used by beauty vloggers. There are 6 borrowing words (4%), 59 compounding words (44%), 6 clipping words (4%), 10 conversion words (8%), 7 acronyms words (6%), 36 derivation words (27%), and 9 multiple processes words (7%). The process of word formation of English beauty terms are dominated by compounding process. Moreover, some English beauty terms have a different meaning when they are used in a beauty context.

المستخلص البحث

كودي، كريستا النساء. 2020. *وتيرة ومعنى الاصطلاحي للجمالة باللغة الإنجليزية المستخدمة من قبل مدونة الفيديو للجمالة*. بحث جامعي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف : مسراخين، الماجيستير

الكلمات المفتاحية : تكوين الكلمة، مصطلح الجمالة باللغة الإنجليزية، المدونة الفيديو للجمالة، الصرفية

تركز هذا البحث في تحليل تكوين الكلمة المصطلحة للجمالة باللغة الإنجليزية المستخدمة من قبل المدونة الفيديو الجمالة. يهدف هذا البحث إلى تحليل في تصنيف تكوين الكلمة من مصطلحة الجمالة الإنجليزية التي تستخدمها المدنة الفيديو وتصوير العمليات في تكويت الكلمة ومعني من مصطلحة الجمالة باللغة الإنجليزية المستخدمة بالمدونة الفيديو للجمالة.

استخدم هذا البحث منهج الوصفي الكيفي حيث تكو الأداة هي الباحثة نفسها. تحصل الباحثة البيانات من الفيديو المنزل ب *Nikkie Tutorials* و *Beauty Within* في حسابهم لليوتوب. البيانات المستخدمة في هذا البحث هي باللغة الإنجليزية المستخدمة في عالم الجمالية. لجمع البيانات، تنزل الباحثة الفيديو، تشاهد الفيديو، وتكتب بعض الكلمات المعتبرة كمصطلحة الجمالية باللغة الإنجليزية. يليها تحلل البيانات باستخدام النظرية العمالية في تكوين الكلمة التي كشفها جورج يولي (2010).

تبرز نتيجة البحث إلى وجود 133 مصطلح الجمالية باللغة الإنجليزية في 13 مقطع فيديو المحللة. هناك سبع فئات في عمليات التشكيل الكلمات من مصطلح الجمالية الإنجليزية المستخدمة من قبل مدونية الجمالية. هناك 6 اقتراض (٪4)، 59 مركب (٪44)، 6 قص (٪4)، 10 تحويلات (٪8)، 7 اختصارات (٪6)، 36 اشتقاق (٪27)، و 9 عمليات متعددة (٪7). تغلبى عملية تشكيل الكلمات لمصطلحة الجمالية في اللغة الإنجليزية عن طريق التركيب. بالإضافة إلى ذلك، بعض المصطلحات الجمالية الإنجليزية لها معان مختلفة عند استخدامها في سياق الجمالية.

ABSTRAK

Kodi, Krista Anisa. 2020. *Patterns and Meanings of English Beauty Terms Used by Beauty Vloggers.* Minor Thesis *(Skripsi)* Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang

Advisor   : Masrokhin, M.A.
Keywords   : Word Formation, English Beauty Terms, Beauty Vloggers,
                         Morphology

Penelitian ini berfokus pada analisis pembentukan kata istilah kecantikan berbahasa Inggris yang digunakan oleh *beauty vloggers*. Penelitian ini bertujuan untuk mengidentifikasi kategori pembentukan kata dari istilah kecantikan Inggris yang digunakan oleh *beauty vloggers* dan menggambarkan proses pembentukan kata dan arti dari istilah kecantikan berbahasa Inggris yang digunakan oleh *beauty vloggers.*

Penelitian ini menggunakan metode deskriptif kualitatif dimana instrumen utama dalam melakukan analisis penelitian adalah peneliti itu sendiri. Peneliti memperoleh data dari video yang diunggah oleh *Nikkie Tutorials* and *Beauty Within* di akun YouTube mereka. Data-data yang digunakan dalam penelitian ini adalah kata-kata berbahasa Inggris yang digunakan dalam dunia kecantikan. Untuk mengumpulkan data, peneliti mengunduh video, menonton video, dan mencatat beberapa kata yang diindikasikan sebagai istilah kecantikan berbahasa Inggris. Kemudian, data dianalisis dengan menggunakan teori proses pembentukan kata yang dikemukakan oleh George Yule (2010).

Hasil penelitian ini menunjukkan bahwa ada 133 istilah kecantikan berbahasa Inggris yang ditemukan di 13 video yang telah dianalisis. Ada tujuh kategori proses pembentukan kata dari istilah kecantikan berbahasa Inggris yang digunakan oleh *beauty vloggers*. Ada 6 *borrowing* (4%), 59 *compounding* (44%), 6 *clipping* (4%), 10 *conversion* (8%), 7 acronyms (6%), 36 *derivation* (27%), dan 9 *multiple processes* (7%). Proses pembentukan kata dariistilah kecantikan berbahasa Inggris didominasi oleh *compounding*. Selain itu, beberapa istilah kecantikan berbahasa Inggris memiliki arti yang berbeda ketika digunakan dalam konteks kecantikan.

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The researcher would like to express the deepest gratitude to Allah SWT, the almighty God, who has given me healthy and ability to complete this thesis. Peace and salutation are presented to our prophet, Muhammad SAW who bought people from darkness into the brightness age of knowledge. With the grace of Allah, the researcher has finally accomplishing this thesis entitled: ***Patterns and Meanings of English Beauty Terms Used by Beauty Vloggers***. This thesis is a partial fulfillment of the requirement for obtaining the Degree of Sarjana Sastra in Department of English Letters, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

The researcher realized that her success in finishing this thesis is owing to the assistance and guidance both from lecturers and friends. In all sincerity, the researcher would like to express her highest gratitude to them who always support to finish this thesis and would like to thank to:

1. Dr. Hj. Syafiyah, M.A., The Dean of the Faculty of Humanities.
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10. Special friend who is no longer being special, because he has accompanied me only till the seminar proposal stage.

The researcher realizes that this thesis is far from perfect. Therefore, the researcher expects critique and suggestions from the best version. Hopefully this thesis can be useful for the readers.

Malang, 19 June 2020

Krista Anisa Kodi

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CHAPTER I
INTRODUCTION

This chapter consists of background of the study, problems and objectives of the study, followed by significances of the study, scope and limitation of the study, and research method encompassed data source, data collection and data analysis.

A. Background of the Study

Humans being are creative users of the language. They are able to borrow words from other languages, re-create new meanings of existing words, yield some new words and re-construct words into new words. As explained by Crystal (2002) that vocabulary in English has a "remarkable range, flexibility, and adaptability." As the example which can be taken from one of the most popular social media, Instagram. This social media has its own expression or new words to define particular activities related to Instagram. Such as *ig stories, snapgram, selebgram,* and so on. These words can be considered as the result of people's creativity in which these words are constructed according to the needs of its users.

Naming of new products, it may also trigger new word-formation. In beauty glossary for example, there are *sleeping mask, concealer, primer* and etc. Other examples which are still related to beauty are the existence of some terms such as MUA and HG. If we start to further analyze, the word MUA is constructed from the abbreviation of Make Up Artist and HG is the

abbreviation of Holy Grail. These two words can be recognized as the example of word formation process called as acronyms.

Moreover, certain word which has the same spelling has a different meaning in beauty context. For instance, the word *bake* is not the same with its literary meaning which means cook by putting in a hot oven. However, in the beauty world, *bake* means letting translucent powder sit on your face for 5 to 10 minutes to set your foundation and concealer *(journal.sociolla.com)*. Here, there is a difference meaning of these word although the words have the same spelling. From the examples above, it could be the evidences that new words and new meanings may be derived from current existing word. Therefore, it is interesting to conduct a research in English beauty terms in order to analyze how the word are constructed and the meaning are developed especially in beauty context.

The linguistics study which is considered in how the words are constructed is Morphology. According to Aronoff and Fudeman (2011) mention that "morphology refers to the mental system involved in word formation or to the branch of linguistics that deals with words, their internal structure, and how they are formed" (p.2). Yule (2014) states that morphology is the study which investigating basic forms in language. From the statements above, it can be known that word formation is discussed in morphology.

When we create a new word, it is also acquired the word formation process and the process itself can be done in several terms. According to Plag (2002), word formation process can be classified into several types which are

derivation, compound, truncation, blends, abbreviations, and acronyms. While according to Yule (2010), word formation process can be classified as coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, prefix, suffix and multiple processes. Thus, the writer uses the theory of word formation process proposed by George Yule. Since this theory has many types of word formation processes that may facilitate the researcher to classify the type of word formation processes in English beauty terms.

Furthermore, in order to analyze the construction and meaning of each English beauty terms, this study also utilizes the structural morphology theory. Some online dictionaries such as Oxford Online Dictionary and Urban Dictionary are also used in getting the meaning on new words. Besides, the beauty context itself also provides the meaning of English beauty terms because the data will be taken from videos in YouTube which are created by beauty vloggers like *Nikkie Tutorials* and *Beauty Within* YouTube account.

Word formation is not something new to be investigated since there are several previous studies focus on word formation process. One of them is research conducted by Hanif (2015) which analyzed word formation process on soccer terms using the theory of types of word formation and structural morphology to analyze the words. Next, Kusuma (2017) conducted the study about word formation process on lexical words in Hunger Games Novels using the theory of O'Grady and de Guzman (2010). Further, Fathonah (2018) had a study about word formation on slang words on picture meme of

Shitpostboot 5000 using Yule's theory (2010). In the same year, Azis and Rosa (2018) analyzed the word formation process on aviation terms in aviation book using the theory proposed by Bryson (1990), O'Grady et al. (1997), Pena (2010), Plag (2002) and Yule (2010). Last but not least, Anggrid (2019) conducted a research which focuses on word formation process on technology terms on web comic *Line Webtoon* using Plag's (2003), Verdonk's (2002) and Trimmer's (1998). The five research above show the different results due to each subject and methodology of the research.

Considering the previous studies above, the researcher conducts this present research that takes different object. Most of the previous studies take written discourse from book, social media even web comics. While this research takes spoken discourse from videos related to beauty content. This research focuses to investigate the English beauty terms used by beauty influencers and take the data from some videos by *Nikkie Tutorials* and *Beauty Within*. Both of them are very popular in beauty vlogs and their videos contain some beauty terms which are required as the data for this research. Furthermore, this research not only analyzes the pattern of word formation, but also investigates the meaning of each term which are developed in beauty context.

The other reasons on why the researcher takes this topic is the researcher considered that there is no previous study on beauty terms used by beauty influencers because the trend which related to word formation analysis is on movie, or mass media like magazine, newspaper or advertisement.

Besides, analyzing word formation would become an interesting activity since there are many new vocabularies that we can learn. Last, the researcher believes that this research could be the interesting topic to discuss since the existence of beauty influencers is rapidly spread in many countries. As the Annual Beauty Content Views (2018) explains that in 2018, there are more than 169 billion views which is interested in beauty content. The beauty contents include makeup tutorials reviews on certain beauty products and other videos created by beauty influencers.

Furthermore, in the beauty of world, there are some new words that are used to give product naming in a skincare or makeup product, or those words are used to define any makeup techniques. Those new words are the result of forming word by borrowing some words from other languages, re-constructing the existing words into new words, or re-creating new meaning of existing words. Then, in linguistic study, there is a concept that focuses on the phenomenon of language and it is called word formation. Besides, this research is started from the language phenomena, then researcher continues to look for the relevant theory and she found word formation. Thus, the researcher determines to conduct this present research entitled *Patterns and Meanings of English Beauty Terms Used by Beauty Vloggers.*

B. Problem of the Study

Based on the phenomenon that has been explained in background of the study above, this research has two problems of the study:

1. What are the categories of word formation process of English beauty terms used by beauty vloggers?

2. How are the patterns of English beauty terms are constructed and the meaning which are developed related to beauty context?

C. Objectives of the Study

Regarding the problems of the study above, this research aims:

1. To find and classify the word formation categories of English beauty terms used by beauty vloggers.

2. To investigate the patterns and meanings of English beauty terms used by beauty vloggers.

D. Significances of the Study

Theoretically, this study may contribute to linguistics work in morphology studies particularly in word formation processes. This study will provide explanation related to the process of word formation and meaning of English beauty terms. Practically, this study may enhance the reader's list of new vocabularies since this research analyze beauty terms that uncommon in everyday communication. Moreover, this research hopefully becomes the additional guidelines for people who interest in beauty content or makeup because it also explains the meaning of beauty terms in order to avoid misunderstanding. Furthermore, hopefully this study may become additional references for English Language Department students who are interested in studying word formation.

E. Scope and Limitation

This present study focuses on analyzing the pattern of word formation process and meaning of English beauty terms taken from videos in YouTube uploaded by *Nikkie Tutorials* and *Beauty Within* account. The researcher classified the categories of word formation based on George Yule's theory (2010). The researcher also utilizes the structural morphology to explain the pattern and meaning of English beauty terms.

F. Definition of the Key Terms

1. "Word formation is the study of the basic processes to create new words". (Yule, 2010: 53).

2. English beauty terms refer to something related to the beauty such as makeup, skincare or other beauty tools.

3. Beauty influencers are people who are well known in giving some tips and knowledge in the world of beauty and beauty products. Beauty influencers also have many followers in social media.

4. Morphology is the study of internal structure of words in which also discusses about word formation.

G. Previous Studies

There are several studies related to word formation process and in this section, five previous studies will be briefly reviewed as the comparison of this research.

Firstly, a research is written by Anggrid (2019). She analyzed the technology terms on web comic, Line Webtoon. She decided to take the data

from web comic entitled "Let's Play" since this comic series becomes the second most popular in romantic genre. This research focused on analyzing the type of word formation and used the theory combination of some experts from to classify the data. She found 5 types of word formation process from the 31 technology terms found in "Let's Play" comics and dominated by affixation process. Furthermore, this thesis also found that the language style used in this web comic is colloquial style.

Secondly, a research is journal written by Azis and Rosa (2018). They took aviation terms in aviation book as the data. This research focused on analyzing the type of word formation using the theory combination from several experts. They found 12 types of word formation in aviation terms and dominated by inflection processes. However, this research did not provide the meaning of aviation terms which are uncommon where actually it is needed to be explained to the readers.

Thirdly, a research conducted by Fathonah (2018). She analyzed slang words on picture meme of "Shitpostboot 5000" which are taken from Facebook. This research focused on analyzing the type of word formation on 23 picture memes and applied the theory from George Yule to classify the data. She found 10 types of word formation process from the 33 slang words from picture meme. This thesis indicated that the word formation processes are dominated by clipping process. Besides, this thesis also explained the meaning of slang words since they are uncommon in everyday communication.

Fourthly, a research conducted by Kusuma (2017). The purpose of this research is to analyze the type of word formation of lexical words in Hunger Games Novels. This research found there are 74 lexical items belong to cliticization, 74 onomatopoeia, 30 clipping, 20 backformation, 15 blending, and 1 acronyms. Considered as that, cliticization becomes the most frequently used to form the words in that novels, while acronym becomes the least. He also concludes that the reason why employing cliticization, because it often uses in daily life and it process can simplify the long words into the simple one which is still understandable.

Fifthly, a research is written by Bahrul Hanif (2015). The aim of the research is to classify the type of word formation processes on soccer terms and analyze whether the word formation used in soccer terms cause the reader to have the difficulty to understand the meaning or not. The result shows there are 65 soccer terms but only 14 terms that he analyzed. Those data have been classified into some types according to George Yule theory. He also analyzed the meaning of those terms and several terms did not find in dictionary. However, the result of the research does not answer the second research about whether the word formation used in soccer terms cause the reader to have the difficulty to understand the meaning or not.

The difference between this study and the previous study is the researcher takes a different object from the previous study. The previous studies use slang, new words on dictionary, and some terms like aviation, soccer and technology terms. While this study uses the English beauty terms

as the research object to investigate. Moreover, the previous studies take written discourse as the research data. While, this present study takes spoken discourse as the research data. Furthermore, this study not only analyse the categories word-formation processes but also explain the meaning of those English beauty terms in beauty context.

H. Research Method

1. Research Design

This study uses descriptive qualitative research. According to Cresswell (2014) that qualitative is an approach to explore human's phenomena. Ary, Jacobs, Razavieh & Sorensen (2009) mentions that the purpose of qualitative research is depth understanding rather than a numeric analysis data. In this research, the researcher describes and explains the pattern of word formation and meaning of English beauty terms taken from some videos by *Nikkie Tutorials* and *Beauty Within* YouTube account. As the study uses a qualitative method, then it belongs to constructivism. This study does not construct new theory but generate and prove the existing theory by providing further explanation in findings and discussions. This study will analyze and identify the word-formation processes and meanings of English beauty terms using the theory of structural morphology. Furthermore, the data will be classified into some categories using the theory by George Yule (2010).

2. Research Instrument

The main research instrument for this present study is human instrument because in collecting, analyzing, identifying and classifying the research data will be done by the researcher. Then, the data which indicates as beauty terms will be analyzed using structural morphology and word formation concept.

1. Data Source

The main data of this study are some English beauty terms which are used in the world of beauty. The data will be taken from *Nikkie Tutorials*, and B*eauty Within* YouTube account. The terms chosen in this study are some terms related to the world of beauty such as the product's names, makeup techniques, skincare ingredients, and makeup tools. The data are taken from *Nikkie Tutorials* videos which can be accessed in https://www.youtube.com/user/NikkieTutorials, while *Beauty Within* can be accessed in https://www.youtube.com/user/NTDHealthandBeauty.

2. Data Collection

There are several steps in collecting the research data. Firstly, the researcher watches the videos created by *Nikkie Tutorials* and *Beauty Within* on YouTube. Secondly, transcribes the utterances spoken by the speaker using YouTube's English subtitle. Thirdly, the researcher takes note on the words related to beauty terms.

Then, due to research data found are 133 words, the researcher takes sample data to be presented in findings (chapter III). In determining

the sample, the researcher uses purposive sample which is known as judgmental sampling. Mardalis (2003) mentions that purposive sample method is a method in which the chosen samples have to be able to represent the population. The sample of this research is the word related to beauty terms which are popular and often mentioned by the beauty vloggers.

As mentioned above that there are 133 terms found in 13 videos. Then, by using purposive sampling, the researcher shortens the number of the data in 47 terms for 7 categories of word formation. For borrowing there are 6 words and all of them are selected as sample data, for compounding there are 13 sample data from 59, 6 for clipping and all of them are selected, for clipping there are 5 data selected from 10 data found, and acronyms there are 7 data and all of them are selected. Then, for derivation there are 7 sample data from 36 in which those 7 data are already represented all kinds of suffixes and prefixes. Last but not least, for multiple processes 3 data are selected from 9 data found. All sample data have been chosen have the richness of information about word formation process and they represent each category of word formation process. However, 133 English beauty terms are classified into categories of word formation and it is provided in appendix.

3. Data Analysis

The analysis of the data will use the theory about structural morphology which has four steps in analyzing; list of morpheme, word

formation, morphophonology processes and the last is dictionary. Then, the data will be classified into several categories of word formation process using the theory of word formation proposed by Yule (2010).

Moreover, this study also utilizes triangulation research method. Triangulation is a technique of data validity test that employs something outside the data for checking or verifying the data. According to Denzin in Ashour (2018), there are four different types of triangulation, namely (1) data triangulation that involves time, person and space, (2) investigator triangulation involves multiple researchers, (3) theory triangulation involves using more than one theory in interpreting the phenomenon, and (4) methodological triangulation involves using more than one method for collecting the data. In this study, the researcher utilizes the investigator triangulation for the purpose of getting the validity of data. Then, the researcher involves an expert of linguistics to have expert judgment and compare the data analysis with certain theory. The expert chosen is Abdul Aziz, M.Ed., Ph.D., who is the lecturer of English Letters Department in Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Furthermore, to make the analysis of data be easier and understandable, the researcher gives some code in the data. The data coding is based on the beauty vloggers name and the number of the videos. The code NT for *Nikkie Tutorials* and BW for *Beauty Within.* For the videos, below are the list of videos that analyzed:

Nikkie Tutorial's videos:

1st video	: Doing Meghan Trainor's Makeup
2nd video	: Why Valentine's Day Sucks … & how to make it better
3rd video	: The Truth … Jaclyn Hill x Morpe Volume II Palette Review
4th video	: Jefree Star Blood Lust Collection Review
5th video	: I Should've Given Myself A Different Name… First Letter Makeup Challenge
6th video	: The Truth … Sailor Moon x ColourPop Makeup Review

Beauty Within's videos:

1st video	: Best Skincare of 2019
2nd video	: 6 Natural Ways to Clear Skin + Anti Aging Skincare
3rd video	: 6 Tips for Healthy Skin + Self Care Routine for All Skin Types
4th video	: Reviewing The Top Water Creams + Moisturizers
5th video	: Do Pimple Patches Help Clear Breakouts?
6th video	: 10 Biggest Skincare Trends for 2020
7th video	: Effective Day + Night Skincare Routine for Dry & Dehydrated Skin

The example of coding data in this research is presented below.

NT-2nd video/05:35

NT	: refers to beauty vlogger
2nd video	: the video
00:35	: refers to the time when the beauty vlogger expresses the

utterance that contains of word formation. The dialogue occurred in the second of 35.

CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter discusses a review of related literature. Those are morphology, morpheme, word formation, types of word formation, register and, beauty vloggers.

A. Morphology

The focus of this research is the word formation process which is still in the scope of Morphology. Morphology refers to the one of the essential subfields of linguistics. Booij (2005) defines morphology as the subdiscipline of linguistics that deals with patterns that imply the internal structure of words. Aronoff and Fudeman (2011) say that morphology is a mental system that involves the internal structure of words and how they are formed. While Hamawand (2011) states that morphology is the study of how words are constructed from the elements of form-meaning and it studies how alterations in the form represent distinctions in meaning. It can be considered that the morphological structure of a word reflects its semantic structure. Therefore, morphology can be understood as the study of how the word is constructed which has a close relationship with meaning.

Basically, the function of morphology is to describe the structure of word and the pattern of word formation (Hamawand, 2011). In particular, morphology has the aims to describe the rules relating to the type and meaning of morphological words, clarify how morphological units are combined, and analyze the resulting structures. Moreover, it shows how the lexicon organizes

the morphological units in terms of their similarity and contrast. Thus, the study of morphology can be utilized to investigate the words related to the pattern and meaning in word formation processes.

As explained above that morphology is the study of basic elements, and those basic elements are called as morpheme. Morpheme is the important units in studying morphology. The further discussion about morpheme is presented below.

1. Morpheme

The basic "elements" in the form of linguistics are technically called morpheme (Fromkin et.al., 2003). O'Grady and Guzman (1996) define morpheme as the essential unit in word construction which conveys a message that contains meaning. Similar to the two linguists above, Allan (2001) defines morpheme as the smallest unit of syntactic analysis with the semantic specification. While Yule (2010) says, "morpheme is a minimal unit of meaning or grammatical function" (p.67). Therefore, the researcher concludes that morpheme is the smallest unit in linguistics that has grammatical functions and affects a meaning.

A single word may be arranged from more than one morphemes. For example, the word *bird* consists of one morpheme, whereas the word *adorable* is arranged from two morphemes *adores + able.* A morpheme may be represented by a single sound, such as the morpheme *a* which means "without" as in *amoral.* A morpheme may also be represented by a single syllable, such as *ish* in the word *childish (child + ish).* Examining the

examples above, it can be stated that morpheme is the smallest linguistic unit; it is an arbitrary unit of a sound and a meaning that can be further analyzed.

A morpheme can be classified into two types based on its independents status, free morpheme, and bound morpheme (Himawand, 2011). A free morpheme can appear as an independent word that can stand by themselves as single words. Whereas a bound morpheme basically cannot stand alone and it can only appear as part of another word.

2. Free Morpheme

The first type of morpheme is called a free morpheme. A free morpheme is a morpheme that can stand independently on its own (McCarthy, 2002). Similar to McCarthy, Lieber (2009) states that free morpheme can stand alone as words. Free morphemes can generally be identified as a set of separate English word forms, such as basic nouns, adjectives, verbs, etc. (Yule, 2010). From the three definitions above, it can be understood that free morpheme is a morpheme that can stand independently as a single word and have its meaning by itself. It means that it can stand alone by itself; for example, the words *chair, bird, happy, sad, run,* and *listen* can stand freely or independently.

According to Himawand (2011), free morpheme has three crucial characteristics. First, free morphemes often belong to different word classes. For example, the free morpheme *region* is a noun, *serve* is a verb, and *legal* is an adjective. When they host bound morphemes, their word classes or parts of

speech mostly change, as in *regional* (adjective), *servant* (noun), and *legalize* (verb). Second, free morphemes can combine with more than one bound morpheme horizontally. Each bound morpheme causes a special tinge of meaning. In *informality*, for example, the free morpheme *form* combines with the two final bound morphemes *-al* and *-ity* and the initial bound morpheme *in-*. In *bookcase*, the free morpheme *case* combines with the free morpheme *book*. Third, free morphemes can take two or more bound morphemes vertically. Each bound morpheme brings about an important change in meaning. For example, the free morpheme *continue* can take such bound morphemes as *–al* and *-ous*, resulting in such formations as *continual* and *continuous*. In each formation, the bound morpheme shapes the meaning in a particular way. *Continual* describes separate actions of the same sort which go on with interruption. *Continuous* describes one action that goes on without interruption.

3. Bound Morpheme

The second type of morpheme is bound morpheme. According to Booij (2007), another type of morpheme is a bound morpheme that cannot function as a word. Bound cannot stand independently and typically to be attached to free morpheme. In other words, a bound morpheme is a dependent form. It has only grammatical meaning. The meaning of the bound morpheme cannot be found in the dictionary. Bound morpheme always occurs with some other word element attached to it. A bound morpheme that common in English

such as *–ed, -s/es, re-, ism, -ish un-,* and *-al.* These bound morphemes are called affixes.

Himawand (2011) states that bound morpheme has three characteristics. First, bound morphemes often have a wide range of applications which means that they are can be attached in any word class categories. For example, in *non-negotiable* the bound morpheme is attached to an adjective, *non-fragrance* is attached to a noun and *non-stop*, it is attached to a verb. Second, bound morphemes sometimes express more or less the same meaning and so form semantic sets. For example, the bound morphemes *de-, dis-* and *un-* can be used to assign the concept of removal, but each represents a different aspect of it. In *defuse a row*, a thing is removed. In *dispossess a player*, a human is affected. In *unhook a headphone*, an object is removed. Third, bound morphemes occasionally attach to the same roots or occur in the same position. For example, the bound morphemes *non* and *in-* can attach to the base *rational* to form *non-rational* and *irrational*. Nonetheless, they bring about a change in meaning. They are not in free variation, the phenomenon in which two or more linguistic items can occur in the same environment without signaling any change in meaning.

Since this research focuses on investigating the form of words, it is necessary to discuss root and affixes. Below are the explanation about root and affixes.

4. Root and Affixes

According to O'Grady et.al. (1997), basically, the complex word consists of a root and one or more affixes. The root is a major component of the meaning of the word and belongs to the lexical group, such as a noun, verb, adjective, or preposition. Root always refers to bases that cannot be analyzed further into morphemes. Free morphemes, which can stand alone, belong to roots. The free morphemes, like nouns, adjectives, verbs, adverbs, and prepositions are examples of lexical morphemes. They have meaning in that they refer to. For examples, the nouns *Chris* and *father* refers to individuals, the verbs *kick, read, think* refers to action or process, the adjectives *kind, clever* which are attributing properties, the prepositions *in, on, under* that expressing relations, and the adverbs *friendly, kindly* are describing circumstances (Katamba, 1993). These differ from lexical morpheme in that while lexical morpheme carries most of the "semantic content", the function words mainly signal grammatical information or logical relations in a sentence (Katamba, 1993). The example of function words are articles (*a, the*), demonstratives (*this, that, those, these*), and pronouns (*I, you, we, they, them*; *my, your, his, hers*; *who, whom, which, whose, etc.*).

Carstairs and McCarthy (2002) state that all morphemes which are not roots, are called as affixes. Affixes can be classified into two types, namely prefix and suffix. A prefix is attached to the front of a free morpheme or root. For example, the verb *discontinue* is formed by adding the negative prefix *dis-* to the root *continue*. Whereas suffix is attached to the end of a free morpheme.

For example, the adjective *continuous* is formed by adding the suffix *-ous* to the root *continue*.

According to Carstairs and McCarthy (2002), there are some words which contain two bound roots, such as *electrolysis, electroscopy, microscopy, microcosm, etc*. There are also some words containing one bound morpheme and one free morpheme; for instance, *microfilm* and *electrometer*. These words are not common to use and they are technical terms of scientific vocabulary that mostly taken from Greek and Latin. Because these words comprise of the non-English character of the bound morphemes which build them, many linguists identify these bound morphemes as a special category of combining forms. Here are some examples of combining forms: *bio-logy, anthropho-logy-, ethno-logy, seismo-graph, thermo-meter, micro-meter, ortho-dontics, trans-gender, etc*.

B. Word Formation

In addition to study the internal structure of words, morphology also discusses about word formation. Word formation becomes the main theory underlying this research. Basically, there are two main areas that have been studied in morphology. The theory of English word formation is included in the scope of Morphology.

According to Plag (2003), word formation is a process of constructing new words which derive from existing words, counted the addition and subtraction of phonetic material. According to Wisniewski (2007), word formation is referred to all processes connected with changing the form of the

word by; for example, affixation, which is a matter of morphology. Thus, word formation process can be understood as a technic or way whereby a word in a language is formed.

Word formation is dealing with how complex word is constructed. According to O'Grady & Archibald (2008), word features are described as a small, the most basic units or a basic block. Word formation produces a new word and a new meaning that can add a thousand English vocabularies. Word formation has important part in supporting the existence of language especially English language. Based on the statement above, the researcher concludes that word formation is dealing with the formation of complex words. In addition, it comprises the technique or way of a word that is formed in a language. In English language context, it is very essential for creating new vocabulary.

1. **Types of Word Formation**

The theory about word formation has been proposed by some linguists. Yule (2010) in his book "The Study of Language" denotes that there are ten ways in forming a new word. They are coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronym, derivation, and multiple processes. The explanation of each type of word formation is presented below:

a. **Coinage**

One of the least common processes is coinage. Coinage is the invention of totally new words (Yule, 2010). This process occurs

when the product names are used to refer to things in general. For example, *Kodak, Xerox, or Kleenex*, and these in turn sometimes come to be used as common nouns: *kodak* was at one time used for cameras in general, and *xerox* is still used respectively for copiers. Those terms are the extension the name of the product from a specific reference to a more general one.

Nowadays, many corporations practice it to create a unique of their products and this name is widely known because of the massive advertising of it. The common term like *google* is also the example of coinage because the word *google* here is widely used in expression that means to use the internet to find information. In Indonesia, people also coin new words from some products name and make it general. Most Indonesian used the term *indomie* for mentioning fried noodle in general, *honda* for motorcycle, and *rinso* for detergent. However, coinage is one of minor processes in word formation because it is less common use to create a new word. There are so few coinages in English perhaps because the words themselves give no clue to their meaning (Lieber, 2009)

b. Borrowing

Like its name that borrowing is the type of word formation in which a word is borrowing from other languages. The English language has adopted a vast number of words from other languages (Yule, 2010). For example, the word *croissant* from French, *dope* from

Dutch, *lilac* from Persia, *piano* from Italy, *pretzel* from German, *sofa* from Arabic, *tattoo* from Tahitian, *tycoon* from Japanese, *yogurt* from Turkey and *zebra* from Bantu. Not only English that borrows some terms from other languages, but another country also borrows some terms from the English. For example, the use of *supaa* or *suupaamaaketto* in Japan is adapted from English word *supermarket and taipuraitaa* from *typewriter.*

c. Compounding

The most common process in forming English word is compounding. According to Yule (2010), compounding is the process of word formation by combining to separate words to produce a single form (Yule, 2010). While Lieber (2009) defines compound words as the words that are composed of two (or more) bases, roots, or stems. A compound word is made up from two or more words. When a word is produced from the combination of two words to make a new word, it is called as compounding. For example, *homework* is the combination of home+work, and *lowpaid* is the combination of two words, low+paid. Sometimes, compounding not only produces a new word, but also new meaning. In English, free morphemes generally use to compose compounds, as the examples of (1) compounds of two nouns: *pancake, hotdog, drug store* (2) compounds of two adjectives: *icy cold, golden brown, red hot,* (3) compounds of an adjective and a noun:

greenhouse, blackboard, hard hat, and (4) compounds of a noun and an adjective: *ice cold, sugar-free, sky blue.*

The most important thing when discussing compound word is "the head of the compound". Most of the compounds in English have their head in right-headed. For example, the compound *blackboard* has the head *board* as a noun, and the compound *drug store* has its *store* as a noun. Therefore, English compounds are said to be right-headed (Lieber, 2009). The head of the compound determines its broad meaning and grammatical category.

Compound words can be classified into two types, namely endocentric and exocentric. Endocentric compound is a compound that has a head. The head here has the functions to determine the meaning of the compound, and it belongs to the same lexical category as the compound as a whole. For example, *laser printer* is an endocentric compound. It has a head *printer* that determines both meaning and the lexical category – noun – of the compound as a whole. Another example of endocentric compound is *book cover* which means kind of book and categorized as a noun because it has *cover* as a head. Whereas exocentric compound is a type of compound where the head of compound does not determine the core meaning and the lexical category as a whole. For example, *loudmouth* is not a kind of mouth and *redneck* is not a kind of neck but it is a kind of person.

d. Blending

Blending is the process of word formation by combining two separate forms to produce a single new term (Yule, 2010). While Lieber (2009) defines blending as a process of word formation in which parts of lexemes that are not themselves morphemes are combined to form a new lexeme. Blending is similar to compounds, but blending is only taking parts of the words to create a new word. It usually consists of the first part of one word with the last part of another, so the blending result consists of both original meaning. For example, *vlog* comes from *video + blog* which means a form of blog for which the medium is video, *smog* from *smoke and fog*, *brunch* from *breakfast and lunch*, *vortal* comes from a *vertical portal*, *emoticon* comes from *emotion* and *icon.* In English, blending is included in a minor process because it less common use to create a new word.

e. Clipping

Clipping means a process of word formation in which shortening a word by deleting one or more syllables. Similar to Lieber (2009), he states that clipping is a means of creating new words by shortening already existing words. For example, information becomes *info,* laboratory becomes *lab* and facsimile becomes *fax.* Clipping is commonly used in non-formal speech (Yule, 56). Universities are fertile grounds for the creation of clippings: students study *psych,*

anthro, soc, and even *ling* with one *prof* or another, and if they're taking a science class, may spend long hours in the *lab*, which might or might not involve running some *stats* (Lieber, 2009). Although clippings are often used in a colloquial rather than formal speech, some have attained more neutral status. For example, the word *lab* is probably used far more frequently in the US than its longer version laboratory. People prefer to choose the *lab* one to make it easy when mentioning it.

f. Backformation

One of the minor processes in word formation is backformation process. It is a creative reduction due to incorrect morphological analysis. Back formation is the process of word formation when a word of one type (usually a noun) is reduced to form a word of another type (usually a verb) (Yule, 2010). While according to O'Grady is a process that creates a new word by deleting real affixes from another word in the language. For example, emotion becomes *emote,* and liaison becomes *liaise*. The result of backformation process sometimes changes the class of word. For examples are *liaison* (noun) becomes *liaise* (verb), *donate* (verb) from *donation* (noun) and *edit* (verb) from *editor* (noun).

g. Conversion

Conversion is a word formation process which is done by changing the function of a word without any reduction (Yule, 2010).

Whereas Lieber (2009) defines conversion as a process of forming new lexemes merely by shifting the category or part of speech of an already existing lexeme without adding an affix. This process is being done by assigning an already existing word to a new syntactic category. The common process of conversion in English is changing a noun becomes a verb. For examples, *butter* (n) becomes a verb in "*to butter the bread*" and *must* (v) becomes a noun in "*doing exercise is a must*", *buttered* in *"Have you buttered the toast?"* and *bottled* in *"We bottled home-brew last night; they're vacationing in Florida".* The meaning of conversion words usually can be more predictable.

h. Acronyms

When the first letters of words that make up a name or a phrase are used to create a new word, the results are called acronyms or initialisms (Lieber, 2009). Each acronym is an abbreviation because the acronym is a shortened word or phrase. Acronyms are new words formed from the initial letters of a set of other words that have been pronounced as new single words (Yule, 2010). In acronyms, the new word is pronounced as a word, rather than as a series of letters. For example, *Acquired Immune Deficiency Syndrome* that is shortened to become AIDS and it is pronounced [eidz]. *NASA* and *UNESCO* are also examples of acronyms.

Another type of abbreviation is called as initialism. Similar to acronyms, initialisms are composed from the first letters of a phrase,

but the difference between them is about how they should be pronounced. Acronyms are pronounced as a word, while initialisms are pronounced as a series of letters. For example, the *Federal Bureau of Investigation* as the *FBI* pronounced [ɛf bi ai]. Other initialisms are *PR* for *public relations*, *BFF* for *Best Friends Forever*, and *USA* for *United State of America.*

i. Derivation

The derivation is the morphological process of composing a new word by attaching a bound morpheme to root/base/stem. (Himawand, 2011). Derivation process is the most common word formation process that can be found in the production of new English words (Yule, 2010). Derivational process may affect the class of word and also the meaning of the word. In the word *selfish,* the bound *morpheme -ish* gives two impacts. First, it changes the class of the word. It changes its class of word from a noun *self* into an adjective *selfish*. Second, it affects the meaning of the word it derives. In the example, *-ish* implies disapproval by describing someone as caring only about himself or herself and not about others.

In the process of derivation, bound morpheme has an important rule. A bound morpheme is also called as affixes. Affixes are bound morphemes which never occur on their own; they have semantic holes in their structure, and so must be joined to other morphemes to fill them. Some affixes change the word class of the root as in the verb

beautify from the noun *beauty*. Yet, not all affixes may change the part of speech, others do not change the word class of the root as in the noun *childhood* from the noun *child*. However, all affixes change the meaning of the derivative, the word which results from derivation.

Affixes can be classified into two types, namely prefix and suffix. Prefixation is the process of forming a new word by attaching a bound morpheme to the front of a free morpheme. For example, the adjective *unhappy* is formed by adding the negative prefix *un-* to the root *happy*. While suffix is the process of forming a new word by attaching a bound morpheme to the end of a free morpheme. For example, the adverb *happily* is formed by adding the suffix *-ly* to the root *happy*.

j.   Multiple Processes

English particular words may involve more than one process in forming a new word. This process is called multiple processes. The example of multiple processes is *waspish* because it is involved in the acronym and derivation process. The acronym *WASP* (*white Anglo-Saxon Protestant)* has lost its capital letters and attached by suffix *–ish* in derivation process (Yule, 2010). In the expression *Can you FedEx the books to me today,* the coinage *FedEx* refers to a delivery services company, then the noun *FedEx* turns into a verb through conversion. Thus, the expression *can you FedEx the books to me today* means he/she asks someone to **deliver** the book to his/her today.

C. Register

In accordance with the focus of this research is investigating the English beauty terms, terms such as *baking, eyeshadow, powder,* and *foundation* are the examples of language register. In sociolinguistics, there are two kinds of language varieties, they are dialect and register. Dialect is language variation depends on users, while register is language variation depends on use (Halliday and Hasan, 1994). Basically, register is a variety of special languages used by certain social groups related to the profession or vocational. The words consist of technical words in the relevant field. Therefore, the language is only known and understood by the group of language users (Pateda, 1987).

Register is a variation of language based on its users (use), the register is not limited to choice of words, but also involves all other choices of linguistic aspects (Setiajid, 2011: 8). In addition, register is also related to the social context of the community. There are many kinds of register in this world, and one of them is register in beauty of world. Other examples of register include register in advertisements, register in teaching or school, register in messages, register in social media, register in online shopping, register among youth, and so on. There each of these activities has their own codes and rules.

The use of language registers can be found in the world of beauty. As mentioned above, there are some particular vocabularies used in the world of beauty. These words are often used by beauty influencers or beauty vloggers

to describe makeup products or to explain situations related to makeup. Some examples of special words in the world of beauty are *eyeshadow, holy grail, baking, double cleansing,* and so on. The appearance of special vocabulary like the examples above creates indirect interaction between the speaker and the reader. Not every particular term in the world of beauty can be understood by the reader. Therefore, this study aims to make readers understand the forms of registers found in the world of beauty.

D. Beauty Vloggers

The term 'beauty vlogger' is increasingly emerging where many people often spend time accessing their social media. In these times, social media is not only a place to interact with people out there, but social media can also be a valuable tool for supporting products, works, and including influencing many followers. Like the presence of beauty influencers who are trying to introduce beauty brands. According to Widodo and Mawardi (2017), beauty vlogger or beauty influencer is someone who makes and uploads videos about beauty. Beauty here is defined as what is used relating to skincare, makeup, or other beauty tools by vloggers.

One of the social media that is often used by beauty influencers is YouTube. According to Ficher (2014), one of the most popular types of videos on Youtube is the beauty vlog video. People who give beauty tutorials in videos are called beauty vloggers. Overall, in a beauty video tutorial, beauty vloggers will provide makeup tutorials that showcase their skills in applying a cosmetic product or beauty tool with the right techniques to produce charming

face makeup, in addition to that they often conduct reviews or provide product reviews cosmetics and share their skincare routines that they use and other beauty-related activities. In the video tutorial, beauty vlogger uses several types and cosmetic tools with prices ranging from cheap to expensive. The charming makeup results on every beauty vlogger's tutorial have aroused the desire of the beauty tutorial viewers to have the same cosmetic equipment and brands as those used by beauty vloggers.

In this modern era, being a beauty influencer can be said as a new profession. Because they have a lot of followers, beauty influencers will be looked at to promote a product from a certain brand. By giving a review and introducing the product to their followers, beauty influencers will get money which is quite to be large to support their income. Thus, they can make their own money from their passion and interest. Moreover, beauty vloggers now are considered as opinion leaders by women in cosmetics and beauty products. Beauty vloggers are often used as a reference by women when they are going to buy a makeup or skincare product. Therefore, the existence of beauty vlogger is very popular especially among women.

CHAPTER III

FINDINGS AND DISCUSSIONS

This chapter presents finding and discussion that are in accordance with the purpose of this study. In findings, it focusses on data obtained and analysis. While in discussions, it involves the result of the data analysis.

A. Findings

The researcher has investigated 13 videos, 7 videos from *Beauty Within* and 6 videos from *Nikkie Tutorials.* The researcher chooses videos which are uploaded by *Beauty Within* in January 2020. Yet, for *Nikkie Tutorials,* the videos chosen are videos that uploaded in February 2020, because *Nikkie* does not upload any tutorial makeup videos in January 2020.

After investigated the 13 videos of *Nikkie Tutorials* and *Beauty Within*, the researcher found 133 English beauty terms. There are 43 English beauty terms found in *Nikkie Tutorial*'s videos and 90 English beauty terms found in *Beauty Within*'s videos.

Table 3.1 English Beauty Terms used by Beauty Vloggers

No	Word Formation Process	Frequency
1	Coinage	0
2	Borrowing	6
3	Compounding	59
4	Blending	0
5	Clipping	6
6	Backformation	0
7	Conversion	10
8	Acronyms	7
9	Derivation	36
10	Multiple Processes	9
	Total	133

Based on the table above, it can be seen that from the 10 categories of word formation processes proposed by Yule (2010), the researcher finds

7 categories of word formation in English beauty terms. Those are mentioning borrowing, compounding, clipping, conversion, acronyms, derivation and multiple process. The data found are dominated by compounding process, and followed by derivation, conversion, multiple processes, clipping, acronyms and borrowing.

The Percentage of Word Formation Process of English Beauty Terms
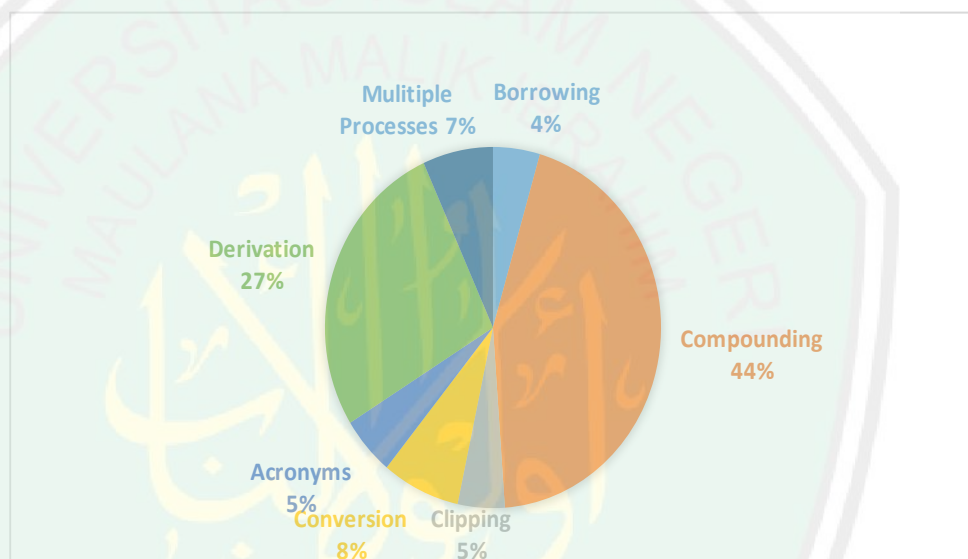
The diagram indicates that the most dominant word formation category is compounding which is contains 44% from 133 English beauty terms of word formation. The researcher found borrowing (4%), clipping (4%), conversion (8%), acronyms (5%), derivation (27%), and multiple processes (7%).

From the 133 data, the researcher takes 54 sample data to be analyzed. The sample data are presented using purposive sampling. In this process, the researcher takes sample data based on English words that are

quite popular in the world of beauty. Moreover, the selected data have the richness of information about the word formation process. The data selected are presented in the table below.

Table 3.2 Sample Data will be analyzed

No	Type of Word Formation	Data
1.	Borrowing	Mascara
		Kabuki
		Spa
		Peptide
		Palette
		Fragrance
		Jojoba
2.	Compounding	Skincare
		Sheet mask
		Sunscreen
		Dead skin
		Dark spot
		Skin barrier
		Breakout
		Blackhead and Whitehead
		Eye shadow
		Double cleansing
		Acne prone
		Oil free
		Sleeping mask
3.	Clipping	Fave
		Lips
		Dupe
		Brows
		Gloss
		Shadow
4.	Conversion	Bronze
		Contour
		Pop
		Haul
		Prime
5.	Acronyms	SPF
		AHA
		BHA
		PHA
		GRWM
		CICA

		Redness
		Concealer
		Dewy
6.	Derivation	Pigmented
		Inflammation
		Anti-aging
		Baking
7.	Multiple Processes	CC cream
		Holy grail
		Beauty blender

There are seven categories of word formation process of English beauty terms found in this study, each of them is explained bellow.

1. **Borrowing**

Borrowing is the process of forming word by taking over of words from other languages. (Yule, 2010). Throughout its history, the English language has adopted a vast number of words from other languages, including *croissant* (French), *dope* (Dutch), *lilac* (Persian), *piano* (Italian), and *sofa* (Arabic). Here are the samples and the analysis of borrowing processes:

Table 3.3 Borrowing of English Beauty Terms

Process Of English Beauty Terms		
No.	English Beauty Terms	Word Formation Process
1.	Mascara	Borrowing
2.	Kabuki	Borrowing
3.	Spa	Borrowing
4.	Peptide	Borrowing
5.	Palette	Borrowing
6.	Fragrance	Borrowing
7.	Jojoba	Borrowing

a. **Mascara** (noun)

BW-7th video/12:23: "why do we open our mouth when we put on **mascara** and eyeliner".

Video: Effective Day + Night Skincare

The word *mascara* is originally from Spanish **mascara** which means a stain or a mask. Mascara is one of the most important make-up products for women whose function is to darken, strengthen, lengthen and or give volume on eyelashes.

b. **Word: Kabuki** (noun)

NT-1st video/12:28: "I would give this by using **kabuki** brush, it is like a setting powder but it has a sheen".

The word *kabuki* is originated from Japan which means traditional Japanese theater with singing and dancing performed in a highly stylized manner. However, in a the beauty of world, *kabuki* is a kind of makeup brushes that are usually used to blend powder or foundation. This brush is called *kabuki* because it was originally used by kabuki theater performers in Japan. So that, in this borrowing process still there is a related meaning.

c. **Spa** (noun)

BW-3rd video/06:13: "You feel like you're at a **spa**".

The word *spa* is derived from eastern Belgium **espa** that indicates a name of the health resort in eastern Belgium. *Spa* is a

place where people can go in order to become more health by offering massages and beauty treatments.

d. **Peptide (noun)**

BW-2nd video/13:28: "But I would suggest only for like people in their middle 20s to 30s and above is look for a serum that is a cooper **peptide** serum".

The word *peptide* is borrowed from German **pepton** + **-ide.** *Peptide* is a chemical compound that is made of a small chain of two or more amino acids.

e. **Palette (noun)**

NT-2nd video/16:09: "I feel like this is a very good quality **palette**".

The word *palette* is derived from Old French **palate** which means small shovel. In a beauty of world, *palette* refers to eyeshadow which often called as eyeshadow palette.

f. **Fragrance (noun)**

BW-3rd video/07:37: "So it's really safe. It's oil-free, **fragrance**-free and it's non-comedogenic".

The word *fragrance* is borrowed from French **fragrance** and it is originally from Latin **fragrare** which means sweet or pleasing smell. *Fragrance* is a smell that usually has sweet or pleasant smell. The perfume, cologne or mist are often called fragrance by people.

g. **Jojoba (noun)**

BW-7th videos/08:53: "there is also squalane, **jojoba** seed oil, chia seed extract, sodium hyaluronic and lots of fruit and plant extracts".

The word *jojoba* is originated from Mexican Spanish. Jojoba is a shrub that is grows in dry regions of northern Mexico and the southwestern US. This ingredient is often used in a skincare product because it is beneficial to treat skin problems such as acne, *psioriasis*, sunburn and chapped skin. *Jojoba* is often produced in the form of oil.

2. Compounding

Compounding is the process of forming word by combining two separate words to produce a single form. (Yule, 2010). Usually, the words that combined are free morpheme. However, bound roots and combining forms may also combine with a free morpheme (or with other combining forms) to form a new term. There are many English words constitute the process of compounding found in English beauty terms used by beauty vloggers. Below is the detailed analysis of compounding process of English beauty terms.

Table 3.4 Compounding of English Beauty Terms

Process Of English Beauty Terms		
No.	**English Beauty Terms**	**Word Formation Process**
1.	Skincare ← [skin (n) + care (n)]	Compounding
2.	Skin barrier ← [skin (n) + barrier (n)]	Compounding
3.	Sheet mask ← [sheet (n) + mask (n)]	Compounding
4.	Dead skin ← [dead (adj) + skin (n)]	Compounding
5.	Dark spot ← [dark (adj) + spot (n)]	Compounding
6.	Sleeping mask ← [sleeping (adj) + mask (n)]	Compounding

7.	Breakout ← [break (n) + out (n)]	Compounding
8.	Blackhead ← [black (adj) + head (n)]	Compounding
9.	Sunscreen ← [sun (n) + screen (n)	Compounding
10.	Eye shadow ← [eye (n) + shadow (n)]	Compounding
11.	Double cleansing ← [double (adj) + cleansing (n)]	Compounding
12.	Acne prone ← [acne (n) + prone (adj)]	Compounding
13.	Oil free ← [oil (n) + free (adj)]	Compounding

a. **Skincare (noun)**

BW-1st video/01:33: "… how generally the skin works in conjunction with **skincare"**.

The term *skincare* consists of two morphemes, they are *skin* and *care*. Both of *skin* and *care* are free morpheme that can stand alone and have meaning by themselves. The word *skincare* belongs to noun compound because the head of this compound word is a noun *care*. Compound word has a characteristic in which the head of this compound is usually in right part. This phenomenon is called as right-headed compound. As in the word *skincare*, the head is *care* not *skin*. In English, this beauty term has also been verified as an official word as it is listed in the English dictionary. The meaning of *skincare* is the things that people usually do and use to keep their skin stay health, clean, and attractive.

There is an interesting case due to the compound word *skincare*. When the researcher browsing the word *skincare*, it shows the two different way to write *skincare*. Some of them

contain two words *skin care* (with space), and the others contain only a word *skincare* (without space). The researcher can find the word *skincare* in English dictionaries such as Oxford and Cambridge online dictionary. Whereas *skin care* cannot be found because this is such a new term which created by certain people and it is used in beauty world.

After doing further investigation, the researcher found that both of them are compound word, but have different meanings and word classes. The word *skincare* is categorized as noun class. Whereas *skin care* is considered as adjective class. Moreover, the word *skin care* (with space) is always followed by another word such as *skin care products, skin care routine, skin care ingredients* and etc. The function of *skin care* here is modifying the word *product, routine* and *ingredients.*

b. **Skin barrier (noun)**

BW-2nd video/25:57: "and what it contains is white leaf water which is rich amino acids and then really strengthen the **skin barrier**."

The term *skin barrier* is categorized as compound word because it is formed by combining two free morphemes, *skin* and *barrier.* Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. This compound word belongs to noun compound as its head of this

word is *skin* which is considered as noun class. In English, *skin barrier* is indicated as a new word because it cannot be found in any English dictionary. The type of this compound word is endocentric compound. In a beauty world, *skin barrier* refers to the outer layer of skin that functions as a skin guard and prevents external factors that have the potential to damage the skin (*journal.sociolla.com)*.

c. **Sheet mask (noun)**

BW-1st video/04:03: "Make sure you are comfortable, slap on a **sheet mask**, get your hot cocoa tea, coffee, ..."

The term *sheet mask* is categorized as compound word because it is formed by combining two free morphemes, *sheet* and *mask*. Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. This compound word belongs to noun compound because the head of this word is *mask* which is considered as noun class. In English, this beauty term is a new word because it cannot be found in any English dictionary. However, the meaning of *sheet mask* can be identified from the two words that formed them. Thus, *sheet mask* is a sheet-shaped face mask that is usually made of paper or coconut pulp which contains of vitamins, serum, or minerals that are good for facial health (*Orgaid.com).*

d. Dead skin (noun)

BW-1st video/ 04:56: "so the **dead skin** is kind of crusting over our being"

       The term *dead skin* is categorized as compound word because it is formed by combining two free morphemes, *dead* and *skin.* Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. This compound word belongs to noun compound because the head of this word is *skin* which is considered as noun class. Compound word is not only formed of noun + noun as in the data *a,b,c* above, but also can be noun + adjective. In this case, *dead skin* is the combination between adjective *dead* + noun *skin.* However, it still belongs to noun compound because the head of this word is *skin,* not the *dead. Dead skin* is damaged skin that causes skin to become dull and not radiant

e. Dark spot (noun)

BW-1st video/26:42: "... because it really helps to illuminate and even out the appearance of any sort of **dark spot"**.

       The term *dark spot* is categorized as compound word. Both of the elements of compound word are free morpheme. The word *dark* and *spot* are considered as independent word and have a meaning by themselves. *dark* and *spot* are categorized as noun

class. *Dark spot* is a type of noun word because it has a noun *spot* as its head. In this case, the meaning of *dark spot* can be identified from its head because it is included in endocentric compound. *Dark spot* is scars caused by post-inflammatory hyperpigmentation.

f. **Sleeping mask (noun)**

BW-4th video/05:14 "and they also have a **sleeping mask"**.

The term *sleeping mask* is categorized as compound word because it is formed by combining two free morphemes, *sleeping* and *mask*. Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. *Sleeping mask* is formulated from *sleeping* (adjective) and *mask* (noun). The term *sleeping mask* is a kind of endocentric compound because it has *mask* which is noun class as its head. As it is a kind of endocentric compound, the core meaning of *sleeping mask* can be determined from its head.

Sleeping mask is a kind of mask. *Sleeping mask* is a kind of face masks that are commonly used as a step and last night skin care products. Sleeping masks generally have a gel or cream texture that can have active ingredients to improve skin condition. This mask is applied to the face and left overnight during sleep and the skin is cleaned again in the morning (*journal.sociolla.com*).

g. **Breakout (noun)**

BW-1st video/07:50: "and they treat the **breakout** on our skin a little bit differently, and we will break down the reasons why'.

The term *breakout* is a kind of exocentric compound word. An exocentric compound can be formed of two or more words. Each part of exocentric is not having the syntactic function in the sentence as any one of its immediate constituents. It can be understood that the word *break* is not explained *out* and vice versa. This word does not have the head word. Exocentric compound is different from endocentric compound especially in the case of determining the meaning. In exocentric compound, one of its parts does not provide the semantic functions as a whole word.

The term *breakout* is listed in the English dictionary. Oxford Dictionary defines *breakout* as an escape from prison that usually done by a group of prisoners. However, *breakout* has a different meaning in beauty context. *Breakout* is a rejection reaction due to the incompatibility of the skin with the product, which is characterized by the appearance of pimples and blackheads (*journal.sociolla.com)*.

h. **Sunscreen (noun)**

BW-1st video/06:58 "and then the **sunscreen,** because **sunscreen** is super important"

The term *sunscreen* is also the example of compound word. Both of the elements of compound word are free morpheme. The word *sun* and *screen* are considered as independent word and have a meaning by themselves. *Sun* and *screen* are categorized as noun class. *Sunscreen* is a type of noun word because it has noun as its head. In this case, the meaning of *sunscreen* cannot be identified from its head, then *sunscreen* is considered as exocentric compound. *Sunscreen* is not kind of screen, but it is a substance such as cream or liquid that we put on skin to prevent it from the damage of sun like sunburn, skin cancers, and other conditions caused by excessive exposure to the sun. In English, the word *sunscreen* has also been verified as an official word as it is listed in English dictionary.

i. **Blackhead and Whitehead (noun)**

BW-2nd video/06:32: "that's really great for **blackhead**, **whitehead** or any sort of texture".

The term *blackhead* is categorized as compound word because it is formed by combining two free morphemes, *black* and *head*. Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. The term *blackhead* is a kind of exocentric compound because *blackhead* does not denote a kind of head. The word *blackhead* is listed in English dictionary. Based on Oxford Dictionary, *blackhead* is a

small spot on the skin, often on the face, with a black top which caused by a blocked pore. As well as *blackhead, whitehead* is also categorized as exocentric compound word because it does not a kind of head.

In the world of beauty, the term *blackhead* and *whitehead* has a different characteristic. *Blackhead* is usually formed due to excess oil, dead skin cells, until the dirt that has accumulated and clogged the pores. It occurs on the surface of open pores. Because the pores are large and are still exposed to air, this dirt is then oxidized. This oxidation process causes the mixture of oil + dead skin cells + dirt to become black color. Whereas *whiteheads*, the formation process is the same as the black one, but what makes it different is the large pores. In *whitehead*, excess oil and dead skin cells enter the open pores. Because the pore holes are too small, this mixture of oil and dead skin cells is blocked inside and not oxidized. For this reason, if squeezed, blackheads of this type have a white color that often people say as "fat". *(journal.sociolla.com)*

j. **Eye shadow (noun)**

NT-2nd video/0:13: "and they have created a brand new **eye shadow** palette".

The term *eye shadow* consists of two elements and both of the elements are free morpheme. The word *eye* and *shadow* are considered as independent word and have a meaning by

themselves. *Eye* and *shadow* are categorized as noun class. *Eye shadow* is a type of noun word because it has noun as its head. In this case, the meaning of *eye shadow* cannot be identified from its head, then *eye shadow* is considered as exocentric compound. *Eye shadow* is not a kind of shadow, but it is a colored cream or powder that is applied around eye lid to make them look larger or more attractive.

k. Double cleansing (noun)

BW-7th video/16:05: "let's just go straight into **double cleansing** and starting with removing my makeup".

The term *double cleansing* is a kind of endocentric compound, it is classified into a noun phrase. This term is formed by the word *double* (adjective) and *cleansing* (noun) in which the word *cleansing* as a head and *double* as a modifier. The term *double cleansing* is constructed from the two free morphemes. Both of *double* and *cleansing* can stand alone and have a meaning by themselves.

In the beauty of world, the term *beauty cleansing* becomes a very common thing. *Double cleansing* is a cleansing method used by Korean women to clean their skin. As its name *double cleansing*, the process of cleansing or facial cleansing is involving two stages. First, cleansing uses a cleanser (can be a cleansing cream, balm or oil) to clean the face of makeup. Then, followed by

the second process, which is washing using a facial wash to clean the face that is free of makeup (*journal.sociolla.com)*. The first step aims to remove the remaining cosmetics, while the second step is done to clean skin pores, overcome blemishes, remove makeup residue, and remove dead skin (*allure.com)*.

l. **Acne prone (adjective)**

BW-2nd video/05:11: "And then for oily skin, ever for **acne prone**, it is very beneficial because it once again restores the hydration level".

The term *acne prone* is a kind of endocentric compound since it is constructed from the word *acne* and *prone*. Here, the term *acne prone* is formulated of two free morphemes which are stated as independent words. Most of the beauty terms analyzed above are noun compound. In this case, *acne prone* is a kind of adjectival compound which has adjective as its head. The word *prone* (adjective) has the function as a head and the word *acne* (noun) as a modifier. In a beauty of world, *acne prone* is a skin problem that is generally caused by bacteria (not just hormones) and is often experienced by sensitive skin types (*fimela.com)*.

m. **Oil free (adjective)**

BW-3rd video/07:37: "So it's really safe. It's **oil-free**, fragrance-free and it's non-comedogenic".

The term *oil free* consists of two elements. Both of the elements of this compound word are free morpheme. The word *oil* and *free* are considered as independent word and have a meaning by themselves. *oil* is categorized as a noun while *free* is an adjective. *Oil free* is a type of adjective word because it has adjective as its head. In this case, *oil free* is used to describe the makeup or skincare ingredients which is free from oil and it is safe for oily skin type.

3. Clipping

Clipping is the process of forming word that occurs when a word of more than one syllabic is reduced to shorter form (Yule, 2010). Clipping is the term for the formation of a new word-form, with the same meaning as the original lexical term, by lopping off a portion and reducing it to a monosyllabic or disyllabic rump. Clipping divided into two parts, first is Fore-clipping and the second is Back-clipping. The analysis of clipping process of English beauty terms is presented below.

Table 3.5 Clipping of English Beauty Terms

Process Of English Beauty Terms		
No.	English Beauty Terms	Word Formation Process
1.	Fave	Clipping
2.	FLips	Clipping
3.	Dupe	Clipping
4.	Brows	Clipping
5.	Gloss	Clipping
6.	Shadow	Clipping

a. **Fave**

BW-1st video/23:52: "and it's quickly become one of my ultimate product **fave**".

The term *fave* is a kind of clipping word. The formation of this clipping word happens when the *favorite* word is reduced to become *fave*. This clipping is a type of back-clipping because it uses a first syllabic as a word. Sometimes, the term *fave* is added by –s and becomes *faves* to make it in plural form. *Favorite* is a word that describes something that is preferred over other general things, admired, or treated specifically.

b. **Lips**

NT-1st video 12:56: "I don't have any **lips**, just give me life lesson here".

The next clipping found in English beauty terms is *lips*. The process of clipping here occurs when the word *lipstick* is reduced to become *lips*. Similar to the term *fave*, the changing of *lipstick* becomes *lips* is a kind of back-clipping. *Lips* that refers to lipstick is one of the makeup products used by women to provide lip color, moisturizer and protection.

c. **Dupe (noun)**

BW-4th video/03:24: "What is your number one **dupe** for this?"

The term *dupe* is a kind of clipping word as well. The formation of this clipping word happens when the *duplicate* word

is reduced to become *dupe*. The changing of *duplicate* become *dupe* is included in back-clipping word. In a world of beauty, *dupe* refers to products that are quite similar to the original but cheaper in price. If there are people say product A is 'dupe' from product B, that means product A is a duplicate of product B, which usually costs a lot cheaper with almost the same quality or color.

d. **Brow (noun)**

NT-5th video/05:18 "okay, I quickly went off camera to do my **brow**".

The term *brow* is a kind of clipping word as well. The formation of this clipping word happens when the *eyebrow* word is reduced to become *brows*. The changing of *eyebrow* becomes *brow* is included in fore-clipping. *Brow* that refers to eyebrow is a part of human body that functions as a protection of eye that is sensitive to sweat drops that fall from the forehead, rain water, or excessive sunlight.

e. **Gloss**

NT-2nd video/15:26: "And for **gloss** I'm using the Jeffrey Star gloss in the color …"

The next clipping found in English beauty terms is *gloss*. The process of clipping here occurred when the word *lip gloss* is reduced to become *gloss*. Different with four clippings words above, the term *gloss* is a kind of back-clipping, because it is used

the second syllabic. *Gloss* that refers to lip gloss is one of the cosmetic products that functions to moisture the lips and make it look more shiny.

f. Shadow

NT-6th video/03:50: "it is a very nicely pigmented **shadow**".

The last clipping found in English beauty terms is *shadow*. The process of clipping here occurs when the term *eyeshadow* is reduced become *shadow*. Similar with the term *gloss* above, *shadow* is a kind of back-clipping, because it is used the second syllabic. *shadow* that refers to eyeshadow is a colored cream or powder that is applied around eye lid to make them look larger or more attractive.

4. Conversion

Conversion is also called as zero-derivation because it has similarity with process of derivation in which it changes the part of speech or category of a word. However, conversion does not involve any suffix. The new word is in the same form but different in part of speech. The researcher found some processes of conversion in English beauty terms found in some videos of beauty influencers. Here are the samples and the analysis of this word formation process,

Table 3.6 Conversion of English Beauty Terms

Process Of English Beauty Terms		
No.	English Beauty Terms	Word Formation Process
1.	Bronze (n) ↔ Bronze (v)	Conversion

2.	Contour (n) ↔ Contour (v)	Conversion
3.	Pop (n) ↔ Pop (v)	Conversion
4.	Haul (v) ↔ Haul (n)	Conversion
5.	Prime (adj) ↔ Prime (v)	Conversion

a. **Bronze**

NT-1st video/11:43: "okay, no we're gonna bronze, it's time for the face."

The first data of conversion process in English beauty terms is *bronze*. In that utterance, *bronze* is functions as a verb, she uses the noun *bronze* to create a new verb. When creating a new verb from a noun, the meaning of that verb will be different. *Bronze* as a noun has the meaning as an alloy of copper with little or no tin. While the meaning of *bronze* as a verb is to give the appearance of bronze to our face. Although the result of conversion process is a different meaning, but it still predictable. Lieber (2009) states, "when we change a verb into a noun, the result usually means something like 'an instance of X-ing', where X is the denotation of the verb. So for example, *a throw* is 'an instance of throwing'" (p. 50).

b. **Contour**

NT-2nd video/11:03: "so I'm gonna **contour** and bronze a little bit to get that done".

The term *contour* is a kind of conversion process in English beauty terms. In her utterance, *contour* is functions as a verb, she uses the noun *contour* to create new verb. *Contour* as a noun has

the meaning as the shape of a mass of land or another object, especially its surface or the shape formed by its outer edge. While the meaning of *contour* as a verb especially in beauty world is using a product that is darker than the complexion (powder or foundation) to define areas of your face such as cheekbones, nose, forehead, and jawline (*journal.sociolla.com).*

c. **Pop**

NT-3rd video/02:32: 'I'm gonna **pop** a base on, I'm using my P Lewis base, …'

The term *pop* is a kind of conversion process in English beauty terms. In her utterance, *pop* is functions as a verb, she uses the noun *pop* to create new verb. *Pop* as a noun that is often used to describe the music genre. While the meaning of *pop* as a verb refers to apply eyeshadow on the eye lid to make the appearance of it is more stunning.

d. **Haul**

NT-4th video/02:20 "do you think that in the long **haul,** then I want you guys to not to trust me?"

The term *haul* is a kind of conversion process in English beauty terms. In this process, the term *haul* is changing from a verb becomes a noun. *Haul* as a verb means draw or pull something slowly or heavily. While *haul* as a noun, especially in this context means shopping or buy a large amount of products in the same

time. For example, *haul video* is the content about recording and reviewing the products bought.

e. **Prime (verb)**

NT-5th videos/02:58: "and I was like if it **primes** an eyelid, it can **prime** my oily nose, right?"

The term *prime* is kind of conversion process in English beauty terms. In this utterance, *prime* is functions as a verb, she uses the adjective *prime* to create a new verb. *Prime* as an adjective means first in rank or degree. While the meaning of *prime* as a verb especially in beauty world is applying or covering a primer product on face.

5. Acronym

Acronym is a type of word formation process that creating a new word derived from the initial of several words. The word may be pronounced as spelling like *Unicef* or just initial word like USA. However, some linguists called this process (like USA) as initialization, in which a word is pronounced by initializing its first letter. The detailed analysis of this type of word formation is presented below.

Table 3.7 Acronyms of English Beauty Terms

Process Of English Beauty Terms		
No.	**English Beauty Terms**	**Word Formation Process**
1.	SPF ← Sun Protection Factor	Acronym (initialism)
2.	AHA ← Alpha Hydroxy Acids	Acronym (initialism)
	BHA ← Beta Hydroxy Acids	Acronym (initialism)
4.	PHA ← Polyhydroxy Acids	Acronym (initialism)
5.	GRWM ← Get Ready With Me	Acronym (initialism)

6.	CICA ← Centella Asiatica	Acronym

a. SPF 50 (noun)

BW-1st video/07:06: " it's non greasy, it's **SPF** 50"

  The term of *SPF* is a kind of initials acronym formation. It is formed by three morphemes. They are *sun, protect,* and *factor*. The process acronym is occurred when the long word consists of some morphemes shortened by taking some of the first letter to represent the word. In this case, the initialism *SPF* is shortened from the *Sun Protection Factor*. The first letter S represents *Sun*, the letter P represents *Protection*, and the F letter represents *Factor*. Since it is an initialism, it should be pronounced by each letter in the abbreviation. *SPF* is a number that tells us how much protection a particular cream or liquid gives you from the harmful effects of the sun (*oxford.dictionary.com*). SPF determines how long we can deal with sunlight without experiencing sunburn. The SPF value contained in a product, determines how many times it takes to protect the skin. In short, the higher the value of SPF, the longer it can protect a skin from the sunlight. SPF which is often contained in a sunscreen product are SPF 15, SPF 25, SPF 30 and SPF 50.

b. AHA and BHA

BW-1st video/11:33: "if you curious about chemical exfoliants, one to try is the **AHA BHA** peeling solution"

AHA is a kind of initials acronyms as well. It is formed by initial letters of a set of other words, *Alpha Hydroxy Acids.* Similar with AHA, BHA is also formed by initial letters of other words, *Beta Hydroxy Acids.* Both of them should be pronounced by each letter in the abbreviation since they are initialism.

AHA and BHA are not listed in the English dictionary. However, AHA and BHA are common enough in the beauty of world since they are important ingredients in a skincare product. AHA and BHA are acidic compounds that are effective for exfoliating or exfoliating dead skin cells (*journal.sociolla.com).* Sometimes dead skin cells cannot be separated completely and are still attached to the skin. This is why skin needs to be exfoliated using certain chemicals to help exfoliate, and AHA BHA are acidic compounds that have a function to exfoliate skin.

c. **PHA**

BW-2nd video/03:15 "It's like this tea cleanser that also has **PHA**."

The term of *PHA* is a kind of initials acronym formation. In this process, the initialism *PHA* is shortened from the *Poly Hydroxy Acids*. Since it is an initialism, it should be pronounced by each letter in the abbreviation. As well as AHA and BHA, PHA is also common in the beauty of world because it such an important ingredient in a skincare product. *PHA* or so-called polyhydroxy

acid is a new generation that functions to exfoliate the skin, but its content is milder than AHA and BHA (*journal.sociolla.com*).

d. **GRWM**

BW-7th video/0:28: "I thought I'd share with you guys my off-duty skincare routine as well as how I did a little **GRWM** tutorial to get this look".

The terms *GRWM* is a kind of initials acronyms. The process of this initialism is shortened from other words, *Get Ready With Me*. As well as other initials acronyms, *GRWM* should also be pronounced by each letter in the abbreviation. The beauty term *GRWM* is very popular in a beauty of makeup. *GRWM* is a YouTube video format in which a beauty vlogger prepares for an event. Most often, *GRWM* is a situation where a YouTuber or beauty vlogger films herself/himself putting on makeup or combing her/his hair before going out. *GRWM* videos usually include a presentation of the products, accessories or clothing used in an event.

e. **CICA**

BW-6th video/16:21 "and **CICA** actually became popular in Korea because they're fighting the yellow dust."

The term *CICA* is a kind of acronym process. The process of this acronyms is shortened from Centella Asiatica. Different from the initialism process, the way to pronounce this acronym is should

be pronounced as a word. The way to pronounce *CICA* is /sIkʌ/. *CICA* or Centella Asiatica is one popular ingredient in Korean skincare. This extract plan is very beneficial to cure any skin problem.

6. Derivation

Derivation is a process of English word formation that shapes the new words. Derivation process is the most common word formation that forms new words by attached bound morpheme to a free morpheme (Yule, 2010). These bound morpheme are attached to the root or stem through prefixes or suffixes. Most of prefixes and suffixes change the category from the base of these words. However, derivation does not always change the part of speech of new words. Here are the samples and the analysis of derivation process:

Table 3.8 Derivation of English Beauty Terms

No.	English Beauty Terms	Word Formation Process
	Process Of English Beauty Terms	
1.	Redness	Derivation
2.	Concealer	Derivation
3.	Dewy	Derivation
4.	Pigmented	Derivation
5.	Inflammation	Derivation
6.	Anti-aging	Derivation
7.	Baking	Derivation

a. Redness (noun)

BW-1st video/06:16: "and what I love about the toner is that centella is very soothing and calming, it helps with **redness**"

The word *redness* is considered as a word which has more than one morpheme, since it can be divided into smaller units that

are *red ₊ ness. Red* is the root of the word *redness* which is also kind of free morpheme. While suffix *–ness* is a kind of bound morpheme that is attached to free morpheme *red* to create new lexeme.

Suffix *–ness* can also be called derivational morpheme because when an affix attach to the root or word, it changes the meaning and the part of speech. *Redness* belongs to noun, whereas *red* is an adjective and it is followed by the suffix *–ness* to form new word and new meaning. In this case, bound morpheme *–ness* changes a noun becomes adjective. I also found another beauty terms which have the same pattern such as *dullness* which is derived from *dull* (adjective) ₊ *ness* and *flakiness* that is derived from *flaky* (adjective) + *ness.* Thus, it can be said that suffix *–ness* changes an adjective to be noun.

b. **Concealer (noun)**

NT-1ˢᵗ video/02:30: "oh this is **conceale**r?"

The English beauty term *concealer* is considered as a word which has more than one morpheme, since it can be divided into smaller units that are *conceal ₊ er. Conceal* is the root of the word *concealer* which is also kind of free morpheme. While suffix *–er* is a kind of bound morpheme that is attached to free morpheme *red* to create new lexeme. Suffix *–er* can also be called derivational morpheme because when an affix attach to the root or word, it

changes the meaning and the part of speech. *Concealer* belongs to noun, whereas *conceal* is a verb and it is followed by the suffix *–er* to form new word and new meaning.

In this case, bound morpheme *–er* changes a verb becomes a noun. Suffix *–er* here changes the meaning from 'a verb' becomes 'a thing that does verb'. *Conceal* means to prevent something from being seen or hide something. Whereas *concealer* a kind of makeup products that is used to **hide** dark spots or redness on the skin. The suffix *–er* here changes a verb to be something that does that verb. I also found another beauty terms which have the same pattern such as *highlighter* which is derived from *highlight* (verb) + *er, primer* that is consisted of *prime* + *-er, cleanser,* and *toner*. Thus, it can be said that suffix *–er* changes a verb to be a noun.

c. **Dewy** (adjective)

NT-1st video/1:53 "I Just spread so much and it looks like **dewy** but it's there".

The term *dewy* is considered as a word which has more than one morpheme, since it can be divided into smaller units that are *dew* + *-y*. *Dew* is the root of the word *dewy* which is also kind of free morpheme. While suffix *–y* is a kind of bound morpheme that is attached to free morpheme *dew* to create new lexeme. Suffix *–y* can also be called derivational morpheme because when an affix

attach to the root or word, it changes the meaning and the part of speech.

Dewy belongs to adjective, whereas *dew* is a verb and it is followed by the suffix –*y* to form new word and new meaning. In a beauty of world, *dewy* is commonly used to describe makeup or skin condition that looks sparkling healthy and fresh. Usually this condition is the opposite of the matte appearance. Another beauty terms which have the same pattern are also found. The term *shimmery* (adj) is derived from [*shimmer* (n) + -*y*], *patchy* (adj) is derived from [*patch* (n) + -*y*] and *smoky* [*smog* + -*y*]. Therefore, if suffix –*y* is attached to a noun, it could change the part of speech becomes an adjective.

d. **Pigmented (adjective)**

NT-6th videos/03:50: "it is a very nicely **pigmented** shadow".

The term *pigmented* is considered as a word which has more than one morpheme, since it can be divided into smaller units that are *pigment* ₊ -*ed*. *Pigment* is the root of the word *pigmented* which is also kind of free morpheme. While suffix -*ed* is a kind of bound morpheme that is attached to free morpheme *pigment* to create new lexeme.

Suffix –*ed* can also be called derivational morpheme because when an affix attach to the root or word, it changes the meaning and the part of speech. *Pigmented* belongs to adjective,

whereas *pigment* is a noun and it is followed by the suffix *–ed* to form new word (adjective) and new meaning. *Pigmented* is commonly used to describe makeup products. If beauty influencers say that *this makeup is highly pigmented,* it means that it has more concentrated color in it. *Pigmented* is commonly used to describe eyeshadow makeup or lipstick

Basically, the suffix *–ed* not always changes the part of speech, it sometimes indicates the grammatical function on a word. Suffix *–ed* is also used to form pass participle of a verb. For example, [*look+-ed*], [*smile+-ed*] and [*stop+ped*]. Here, the suffix *–ed* does not change the category of root word, it just adds the grammatical meaning. Thus, this kind of suffix is called as inflectional suffix.

e. **Inflammation (noun)**

BW-1st video/06:23: "It's a plant extract which similar to mugwort is very beneficial for the skin if you have like **inflammation**, irritation, …"

The term *inflammation* is considered as a word which has more than one morpheme, since it can be divided into smaller units that are *inflame+ -tion. Inflame* is the root of the word *inflammation* which is also kind of free morpheme. While suffix *-tion* is a kind of bound morpheme that is attached to free morpheme *inflame* to create new lexeme. Suffix *–tion* can also be called derivational

morpheme because when an affix attach to the root or word, it changes the meaning and the part of speech. *inflammation* belongs to noun, whereas *inflame* is a verb and it is followed by the suffix *–tion* to form a new noun and new meaning. Another term I found that has the same process is *irritation* (adjective). It is derived from [*irritate* (verb) + *-tion*].

Actually, the suffix *–tion* is derived from suffix *–ion.* They have the same function to change a root from verb to a noun. Another suffixes such as *–sion, -cian* are also the same. Here, there is a rule of the use of suffixes *–tion, -sion* and *–cion* and *–cian* according to the final sound or the final letters of root words. Thus, if *–tion, -sion, -cion* or *-cian* is attached to a verb, it changes the part of speech becomes a noun.

f. **Anti-aging (adjective)**

BW-2nd video/0:23: "So "**anti-aging**" is essentially for everyone."

The term *anti-aging* is considered as a word which has more than one morpheme, since it can be divided into smaller units that are *anti-* + *aging. Aging* is the root of the word *anti-aging* which is also kind of free morpheme. While prefix *anti-* is a kind of bound morpheme that is attached to free morpheme *aging* to create new lexeme. Prefix *anti-* can also be called derivational morpheme because when an affix attach to the root or word, it changes the meaning and the part of speech. *Anti-aging* belongs to

adjective, whereas *aging* is a noun and it is followed by the prefix *anti-* to form new adjective and also affects the meaning.

A prefix *anti-* is attached to a root word noun. The meanings of prefix *anti-* are the opposite, being against something or prevention. For examples, prefix *anti-* in *anticlimax* has the meaning as the opposite of climax. While prefix *anti-* in *antisocial* has the meaning 'against being social. The last, prefix *anti-* in **anti-aging** has the meaning as preventing an aging. Thus, *anti-aging* is commonly used to describe the skincare products that contains *anti-aging* ingredients to prevent an aging.

g. **Baking (verb)**

NT-1st videos/11:54 "now we're going for **baking** your nose contour".

The term *baking* is considered as a word which has more than one morpheme, since it can be divided into smaller units that are *bake* + *-ing*. *Bake* is the root of the word *baking* which is also kind of free morpheme. While suffix *-ing* is a kind of bound morpheme that is attached to free morpheme *bake* to create new form of lexemes. Different with suffixes in the data number 1-6, suffix *–ing* here does not change the word class, but it changes the grammatical form of lexemes to fit into different grammatical contexts. This kind of bound morpheme is called as inflectional morpheme that expresses grammatical distinctions such as singular

and plural, tenses (present or pass), person (first or third), and case (subject, object or possessive). Thus, suffix *–ing* in *baking* here indicates present participle or gerund.

Moreover, the term *baking* has a different meaning from *baking* in literal meaning. Baking refers to cook inside an oven that involved cookies or bread. However, baking in beauty world means putting a thick layer of loose translucent powder on face for several minutes before dusting off to get a matte finish (*journal.sociolla.com).* This is totally new terms in English words and it is called as non-formal words or slang words. Slang words are usually used in informal situation, such as in a daily speaking. Besides, slang words are also used in certain group of people. The slang word is created by the users, thus it most likely to change with time. As well as *baking,* it is used by group of people who are beauty influencers to describe a kind of techniques in doing makeup.

7. **Multiple Process**

English particular word may involve more than one process in forming a new word. This process is called as multiple process. In the expression *Can you FedEx the books to me today,* the coinage *FedEx* refers to delivery services company, then the noun *FedEx* turns into a verb through conversion. I found some beauty terms which are indicated as multiple process. Here are the data and the analysis of multiple processes:

Table 3.9 Multiple Process of English Beauty Terms

Process Of English Beauty Terms		
No.	**English Beauty Terms**	**Word Formation Process**
1.	CC cream	Acronyms + Compounding
2.	Holy grail	Compounding + Conversion
3.	Beauty blender	Compounding + Derivation

a. **CC cream** (**noun**)

NT-1st video/1:47: "So you brought cosmetics **CC cream**"

The beauty terms *CC cream* is multiple process from acronyms CC in which the abbreviation of 'Color Correcting'. Then, it is combined with *cream* to form *CC cream*. In beauty world, *CC cream* is commonly known as a kind of creams that made only to correct skin color such as reddish facial skin color to brighten dull skin.

b. **Holy grail** (**adjective**)

BW-3rd video/04:52: "I love my **holy grail** mask or moisturizer because it is multi-use".

The term *holy grail* is multiple process from compounding in which *holy* and *grail* are combined to form new word *holy grail*. Then, *holy grail* which is commonly known as a noun has a function as an adjective. The part of speech of *holy grail* changes from noun becomes adjective. Moreover, the meaning of *holy grail* here is different. Oxford Dictionary defines *holy grail* (noun) as the cup or bowl that believed to have been used by Jesus Christ before he died. While in beauty of world, *holy grail* is used to describe

our favorite thing or describe something that really essential and you cannot live without (*urban.dictionarry.com)*. This is totally new terms in English words and it is called as non-formal words or slang words. Slang words are usually used in informal situation, such as in a daily speaking. Besides, slang words are also used in certain group of people. The slang word is created by the users, thus it most likely to change with time.

c. **Beauty blender (noun)**

NT-6th videos/05:37 "and then what I do is I take a dry **beauty blender** and my face powder".

The beauty term *beauty blender* is multiple process from compounding in which *beauty* and *blend* are combined to form new word *beauty blend*. Then, it is added by suffix *–er* as derivation. *Beauty blender* is an applicator sponge for applying concealer, foundation, and powder on the face that can provide the perfect finishing touch. This product is made of latex-free sponge and can give a flawless appearance. Usually, some people use this sponge because the results created are better than the applicator brush.

B. Discussions

From the findings and the analysis of the data above, it is shown that from the ten categories of word formation proposed by Yule (2010), there are seven categories of word formation processes found in English beauty terms.

They are borrowing, compounding, clipping, conversion acronyms, derivation and multiple processes.

Firstly, word formation processes found in English beauty terms used by beauty vloggers is borrowing. From the analysis of borrowing words above, the English beauty terms found in *Nikkie Tutorials* and *Beauty Within* have borrowed words from other languages such as from Spain, Japan, Belgium, German, French, and Mexico. Most of borrowing words in English beauty terms are loanword. A loanword is a word adopted from one language. In this case, the speaker not only borrows the word, but also the meaning. Furthermore, the meaning of borrowing words here is still related and equivalent.

Secondly, word formation found in English beauty terms is compounding. From the analysis of compound words above, it can be stated that there are three types of compounding, namely noun compound, verb compound and adjective compound. And the process of compounding found in English beauty terms is dominated by noun compound. Moreover, the compound words are mostly right-headed in which the position of compound head is on the right side. Furthermore, there are two types of compounding process found, endocentric and exocentric. And compound words which are found in English beauty terms are dominated by endocentric compound. Thus, the meaning of the endocentric compound word can be guessed by the elements that constructed them.

Thirdly, word formation found in English beauty terms is clipping. It can be seen from the analysis above that from the six data of clipping words found in English beauty terms, three of them are back-clipping and three of them are fore-clipping. The number of two kinds of clipping here shows the same total. Furthermore, although the syllable in the clipping word is reduced, the meaning of the clipping word does not change because that clipping word still refers to the same thing.

Fourthly, word formation found in English beauty terms is conversion. There are three types of conversion found in English beauty terms. They are noun to become verb, verb to become noun, and adjective to become verb. The terms *bronze, contour* and *pop* change from noun becomes verb. While the word *haul* comes first as a verb and then it is converted into a noun. Last, the term *prime* is converted from an adjective to verb. Thus, the dominant conversion in English beaty terms is from a noun become a verb.

Fifthly, word formation found in English beauty terms is acronym. There are two types of acronym found, initialism and acronym. And the dominant data are initialism process. The term *SPF, AHA, BHA, PHA* and *GRWM* are included initialism. While the term *CICA* is a kind of acronym.

Sixthly, word formation process found in English beauty terms is derivation. There are some derivational processes found in English beauty terms used by beauty vloggers. For example, suffix *–ness* changes an adjective *red* into a noun *redness*; suffix *–er* which denotes an agent of "X" process, derives a verb *conceal* into a noun *concealer;* suffix *–y* derives a noun *dew*

into an adjective *dewy*; suffix *–ed* forms a noun *pigment* into an adjective *pigmented*; suffix *–ion* changes a verb *inflame* into a noun *inflammation*. Besides, there is also found prefix *anti-* which means against or opposite such as *anti-oxidants.* Inflectional morphemes are also found such as *–ing* which indicates grammatical functions.

Last but not least, the word formation found in English beauty terms is multiple processes. In this process, there are three multiple processes. First is the multiple processes of acronym + compounding. Second is compounding + conversion, and the last is multiple processes of compounding + derivation.

From the findings and discussion that have been explained, the researcher found that seven categories of word formation can be found in English beauty terms. They are borrowing, compounding, clipping, conversion, acronyms, derivation and multiple processes. The researcher did not find three categories of word formation including coinage, blending, and backformation. Coinage cannot be found in English beauty terms because the beauty vloggers did not use the trade or brand names to point out the product. They tend to mention the product name instead of the brand name. Then, blending process is also rarely used in beauty terms because to define makeup products or skincare ingredients tend to apply compounding process. They are formed by combining two words without reduces any syllables in order to make the terms are understandable. As explained that compounding and blending are similar, but blending is only taking parts of the word to create new word. While compounding, directly combines the two words without

reduce any parts of words. Moreover, backformation process is also rarely used in beauty world because the beauty vloggers tend to apply conversion process. It can be seen that the beauty vloggers often change a noun becomes verb without change any parts of words. For example, the terms *bronze, contour, wing* and so on. As mentioned that conversion and backformation are similar, but backformation is the process of creating new words by changing the type of words with changing the parts of word such as emotion becomes *emote*.

Furthermore, this study also shows that the most dominant categories of word formation found in English beauty terms are compounding process. There are fifty nine compounding words which included nominal compound, verbal compound and adjective compound. The majority of compounding processes is nominal compound which are the names of makeup or skincare prduct. This study shows the different result from the previous study. A research conducted by Anggrid (2017) found that the most dominant type of word formation process on technological terms is affixation. Besides, this study also shows the different result from a research conducted by Hanif (2015) in which used the same theory with this present study which is using structural morphology. However, the result of the data shows differently. The difference shows that coinage cannot be found in beauty terms, while it can be found in soccer terms. Thus, it can be concluded that using the same theory does not make the result of the study becomes same because the data analyzed are different.

In addition, not all the words related to beauty terms are listed in English dictionaries. The terms such as *kabuki, dupe, fave,* and *cica* are not listed in English dictionaries and it can be stated that those word are totally new in English. Furthermore, some of English beauty terms have different meaning from their literal meaning. The terms such as *baking, holy grail,* and *breakout* have different meaning in beauty context. The meanings of those words are not similar or related to their literal meanings, they are totally different and having a new meaning.

CHAPTER IV
CONCLUSION AND SUGGESTION

This chapter discusses about the conclusion based on the discussion and finding of the research, and the suggestion for other further researchers to conduct better research.

A. Conclusion

From the analysis of English beauty terms that have been done by the researcher, it concludes that there are 133 English beauty terms used by beauty vloggers in 13 selected videos uploaded by *Nikkie Tutorials* and *Beauty Within.* Those English beauty terms consist of single words or phrases. Moreover, the researcher found some terms that categorized as new words because they are not listed in the English dictionary.

From the 133 English beauty terms found, they can be categorized into 7 categories of word formation processes which are borrowing, compounding, clipping, conversion, acronyms, derivation and multiple processes. The detailed number of each of them are 6 items for borrowing, 59 items for compounding, 6 items for clipping, 10 items for conversion, 7 items for acronyms, 36 items for derivation and 9 items for multiple processes. From the number of English beauty terms found, it can be concluded that the process of word formation in English beauty terms are dominated by compounding process. In contrast, the English word formation process such as coinage, blending, clipping and backformation process cannot be found in English beauty terms used by beauty vloggers.

Furthermore, there are some English beauty terms which categorized as new words because they have not listed in English dictionary. The terms such as *GRWM* and *cica* are totally new and it is used in the beauty of world. Moreover, there are some English beauty terms which have different meaning from its literal meaning. In this case, terms such as *baking* and *holy grail* have different meaning in beauty world. It depends on where and who the words are used. Sometimes, those terms only can be understood by a group of people, it is beauty vloggers.

B. Suggestion

The researcher proposes some suggestions dealing with the topic and the results of this study. Firstly, for the linguistic learners, she hopes that this study can be useful for those who want to enrich their knowledge in morphology. Hopefully, this research can be used by lecturers, teachers or students to support the theory of register in beauty world.

Secondly, the researcher hopes that this study is beneficial for other researchers who are interested in conducting the same topic which is word formation or language register. For further research, it can conduct a research of word formation on other fields. Lastly, the researcher pointed out for the viewers of beauty vlog who want to find any references of register used in the beauty world, especially for women, hopefully this research can help as much as possible for them.

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APPENDIX I

	WORD FORMATION PROCESS OF ENGLISH BEAUTY TERMS FOUND IN *NIKKIE TUTORIAL'S* VIDEOS	
No	English Beauty Terms	Word Formation Process
1.	CC cream (n) ← [CC → (Colour Correcting) + cream (n)]	Multiple Process ← [Acronyms + Compounding]
2.	Dewy (adj) ← [dew (n) + -y]	Derivation
	Concealer (n) ← [conceal (v) + -er]	Derivation
4.	Powder (n) ↔ Powder (v)	Conversion
5.	Brow is from *eyebrow*	Clipping
6.	Bronze (n) ↔ Bronze (v)	Conversion
7.	Bake	
8.	Highlighter ← [highlight (v) + er]	Derivation
9.	Setting Powder ← [setting (adj) + powder (n)	Compounding
10.	Lips is from *lipstick*	Clipping
11.	Liquid powder ← [liquid (n) + powder (n)	Derivation
12.	Lash line ← [lash (n) + line (n)	Compounding
13.	Contour (n) ↔ Contour (v)	Conversion
14.	Lip pencil ← [lip (n) + pencil (n)	Compounding
15.	Lip cream ← [lip (n) + cream (n)]	Compounding
16.	Gloss is from *lip gloss*	Clipping
17.	Eyeshadow palette ← [eyeshadow (n) + palette (n)]	Compounding

18.	Fallout ← [fall (v) + out (adv)]	Compounding
19.	GRWM ← Get Ready With Me	Acronyms
20.	Pop (n) ↔ Pop (v)	Conversion
21.	Palette	Borrowing
22.	Eyeliner ← [eye (n) + liner (n)]	Compounding
23.	Smokey ← [smoke (v) + -ey]	Derivation
24.	Haul (v) ↔ Haul (v)	Conversion
25.	Blending ← [blend (v) + -ing]	Derivation
26.	Inner corner ← [inner (adj) + corner (adj)	Compounding
27.	Prime (n) ↔ Prime (v)	Conversion
28.	Outer corner ← [outer (adj) + corner (n)	Compounding
29.	Shimmery← [shimmer (v) + -y]	Derivation
30.	Eyelid ← [eye (n) + lid (n)	Compounding
31.	T-zone ← [T (adj) + zone (n)]	Compounding
32.	Coverage ← [cover (v) + -age]	Derivation
33.	Bronzer ← [bronze (v) + -er]	Derivation
34.	Eyeshadow ← [eye (n) + shadow (n)]	Compounding
35.	Lipstick ← [lip (n) + stick (n)]	Compounding
36.	Lip gloss ← [lip (n) + gloss (n)]	Compounding
37.	Loose powder ← [loose (adj) + powder (n)]	Compounding
38.	Glass skin ← [glass (n) + skin (n)]	Compounding
39.	Pigmented ← [pigment (n) + -ed]	Derivation

40.	Shadow is from *eyeshadow*	Clipping
41.	Fluffy brush ← [(fluff (n) + -y) + brush (n)]	Multiple process ← Derivation + Compounding
42.	Blush (v) ↔ Blush (n)	Conversion
43.	Beauty blender (n) ← [beauty (n) + blend (v) + -er]	Multiple Process ← Compounding + Derivation

Total Word Formation

No.	Word Formation Process	Frequency
1.	Coinage	0
2.	Borrowing	2
3.	Compounding	16
4.	Blending	0
5.	Clipping	3
6.	Backformation	0
7.	Conversion	6
8.	Acronyms	2
9.	Derivation	12
10.	Multiple Process	2
	Total	43

APPENDIX II

WORD FORMATION PROCESS OF ENGLISH BEAUTY TERMS FOUND IN *BEAUTY WITHIN'S* VIDEOS		
No	**English Beauty Terms**	**Word Formation Process**
1.	Chemical exfoliant (n) ← [chemical (adj) + exfoliant (n)]	Compounding
2.	Skincare (n) ← [skin (n) + care (n)]	Compounding
3.	Facial (n/adj) ← [face (n) + -ial]	Derivation
4.	Sheet mask (n) ← [sheet (n) + mask (n)]	Compounding
5.	Concentrated essence (n) ← [concentrate (v) + -ed → (adj) + essence (n)]	Multiple process ← Compounding + Derivation
6.	Dull skin (n) ← [dull (adj) + skin (n)	Compounding
7.	Ashy (adj) ← [ash (n) + -y]	Derivation
8.	Dead skin ← [dead (adj) + skin (n)]	Compounding
9.	Dullness ← [dull (adj) + -ness]	Derivation
10.	Rehydrate ← [re- + hydrate (v)]	Derivation
11.	Sunscreen ← [sun (n) + screen (n)	Compounding
12.	Toner ← [tone (n) + -er]	Derivation
13.	Redness ← [red (adj) + -ness]	Derivation
14.	Inflammation (n) ← [inflame (v) + -tion]	Derivation
15.	Irritation (n) ← [irritate (v) + -tion]	Derivation
16.	SPF 50 (n) ← Sun Protection Factor	Acronym
17.	Blemish balm (n) ← [blemish (n) + balm (n)]	Compounding
18.	Breakout (v) ← [break (v) + out (adv)]	Compounding
19.	Oily skin (n) ← [oily (adj) + skin (n)]	Compounding

20.	Cleanser (n) ← [cleanse (v) + -er]	Derivation
21.	Waterproof (adj) ← [water (n) + proof (adj)]	Compounding
22.	Concealer (n) ← [conceal (v) + -er]	Derivation
23.	AHA (n) ← Alpha Hydroxy Acids BHA (n) ← Beta Hydroxy Acids	Acronym
24.	Bumpiness (n) ← [bumpy (adj) + -ness]	Derivation
25.	Acne scar (n) ← [acne (n) + scar (n)	Compounding
26.	Hydrate (n) ↔ Hydrate (v)	Conversion
27.	Skincare routine (n) ← [skincare (n) + routine (n)	Compounding
28.	Flaky (adj) ← [flake (n) + -y]	Derivation
29.	Skin tone (n) ← [skin (n) + tone (n)]	Compounding
30.	Skin barrier (n) ← [skin (n) + barrier (n)]	Compounding
31.	Booster (n) ← [boost (v) + -er]	Derivation
32.	Moisturizer ← [moisture (v) + -er]	Derivation
33.	Hyperpigmentation (n) ← [hyper- + pigment (n) + -ion]	Derivation
34.	Fave (adj) is from *Favorite*	Clipping
35.	Anti-oxidant (adj) ← [anti- + oxidant (n)]	Derivation
36.	Anti-inflammatory (adj) ← [anti- + inflammatory (n)]	Derivation
37.	Dark spot ← [dark (adj) + spot (n)]	Compounding
38.	Face oil (n) ← [face (n) + oil (n)]	Derivation

39.	Cleansing balm (n) ← [cleansing (adj) + balm (n	Derivation
40.	Anti-aging (adj) ← [pigment (n) + -ed]	Derivation
41.	Foaming cleanser (n) ← [foam (n) + -ing (adj) + cleanse (v) + er]	Multiple Process ← Compounding + Derivation
42.	PHA (n) ← Polyhydroxy Acids	Acronyms
43.	Acne prone (adj) ← [acne (n) + prone (adj)]	Compounding
44.	Exfoliate toner (n) ← [exfoliate (n) + toner (n)]	Compounding
45.	Blackhead (n) ← [black (adj) + head (n)]	Compounding
46.	Whitehead (n) ← [white (adj) + head (n)]	Compounding
47.	Eye cream (n) ← [eye (n) + cream (n)]	Compounding
48.	Darkness (n) ← [dark (adj) + -ness]	Derivation
49.	Peptide (n)	Borrowing
50.	Makeup (n) ← [make (v) + up (prep)]	Compounding
51.	Skincare product (n) ← [skincare (n) + product (n)]	Compounding
52.	Holy grail (n) ← [holy (adj) + grail (n)] Holy grail (n) ↔ Holy grail (adj)	Multiple process ← Compounding + Conversion
53.	Spa (n)	Borrowing
54.	Body wash (n) ← [body (n) + wash (n)]	Compounding
55.	Body routine (n) ← [body (n) + routine (n)]	Compounding
56.	Oil free (adj) ← [oil (n) + free (adj)]	Compounding

57.	Fragrance free (adj) ← [fragrance (n) + free (adj)]	Compounding
58.	Non-comedogenic (adj) ← [non- + comedo (n) + -genic]	Derivation
59.	Peeling (n) ← [peel (verb) + -ing]	Derivation
60.	Patchy (adj) ← [patch (n) + -y]	Derivation
61.	Water cream (n) ← [water (n) + cream (n)]	Compounding
62.	Combo skin (n) ← [combo (adj) + skin (n)	Compounding
63.	Dupe (n) is from *duplicate*	Clipping
64.	Flakiness (n) ← [flaky (adj) + -ness]	Derivation
65.	Sleeping mask (n) ← [sleeping (adj) + mask (n)]	Compounding
66.	Pimple patch (n) ← [pimple (n) + patch (n)]	Compounding
67.	Pimple sticker (n) ← [pimple (n) + sticker (n)]	Compounding
68.	Customized skincare (n) ← [custom (n) + -ize + -ed + skincare (n)]	Multiple process ← Derivation + Compounding
69.	CICA (n) ← Centella Asiatica	Acronym
70.	GRWM (n) ← Get Ready With Me	Acronym (initialization)
71.	T-zone (n) ← [T (adj) + zone (n)]	Compounding
72.	Skin lotion (n) ← [skin (n) + lotion (n)]	Compounding
73.	Jojoba (n)	Borrowing
74.	CC (n) ← Color Correcting	Acronym (initialization)

75.	Eyebrow powder (n) ← [eyebrow (n) + powder (n)]	Compounding
76.	Palette	Borrowing
77.	Eyeliner (n) ← [eye (n) + line (n) + -er]	Multiple process ← Compounding + derivation
78.	Wing (n) ↔ Wing (v)	Conversion
79.	Mascara (n)	Borrowing
80.	Primer (n) ← [prime (v) + -er]	Derivation
81.	Blush (v) ↔ Blush (n)	Conversion
82.	Highlighter (n) ← [high (adj) + light (n) + -er]	Multiple Process ← Compounding + Derivation
83.	Eyeshadow (n) ← [eye (n) + shadow (n)]	Compounding
84.	Waterline (n) ← [water (n) + line (n)]	Compounding
85.	Double cleansing (n) ← [double (adj) + cleansing (n)]	Compounding
86.	Makeup remover (n) ← [makeup (n) + remove (v) + -er]	Multiple process ← Compounding + Derivation
87.	Tone (n) ↔ Tone (v)	Conversion
88.	Moisture gel (n) ← [moisture (v) + gel (n)]	Compounding
89.	Body lotion (n) ← [body (n) + lotion (n)]	Compounding
90.	Lip cream (n) ← [lip (n) + cream (n)]	Compounding

Total Word Formation

No.	Word Formation Process	Frequency
1.	Coinage	0
2.	Borrowing	7
3.	Compounding	40
4.	Blending	0
5.	Clipping	2
6.	Backformation	0
7.	Conversion	4
8.	Acronyms	6
9.	Derivation	24
10.	Multiple Process	7
	Total	90

CURRICULUM VITAE

Krista Anisa Kodi or commonly known as Tita or Krista, was born in Malang, East Java on March 4, 1998. She is the first child from the couple Sues Kodi and Suntiani. She graduated from SMKN 1 Malang in 2016. While studying at Vocational High School, she took office administration department and did a practical work at Politeknik Negeri Malang for about four months. In 2016, she started her higher education at Department of English Literature, Faculty of Humanities of Universitas Islam Negeri Maulana Malik Ibrahim Malang. She became a volunteer at Festival Budaya Humaniora 2019 UIN Malang. Her motto of life is "Don't forget to always give thanks to Allah. Don't worry because what's coming is better than what is gone ".