

**THE FEATURES OF CYBER WORD FORMATION:
A SOCIO-MORPHOLOGICAL APPROACH**

THESIS

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**ENGLISH LETTERS DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2020**

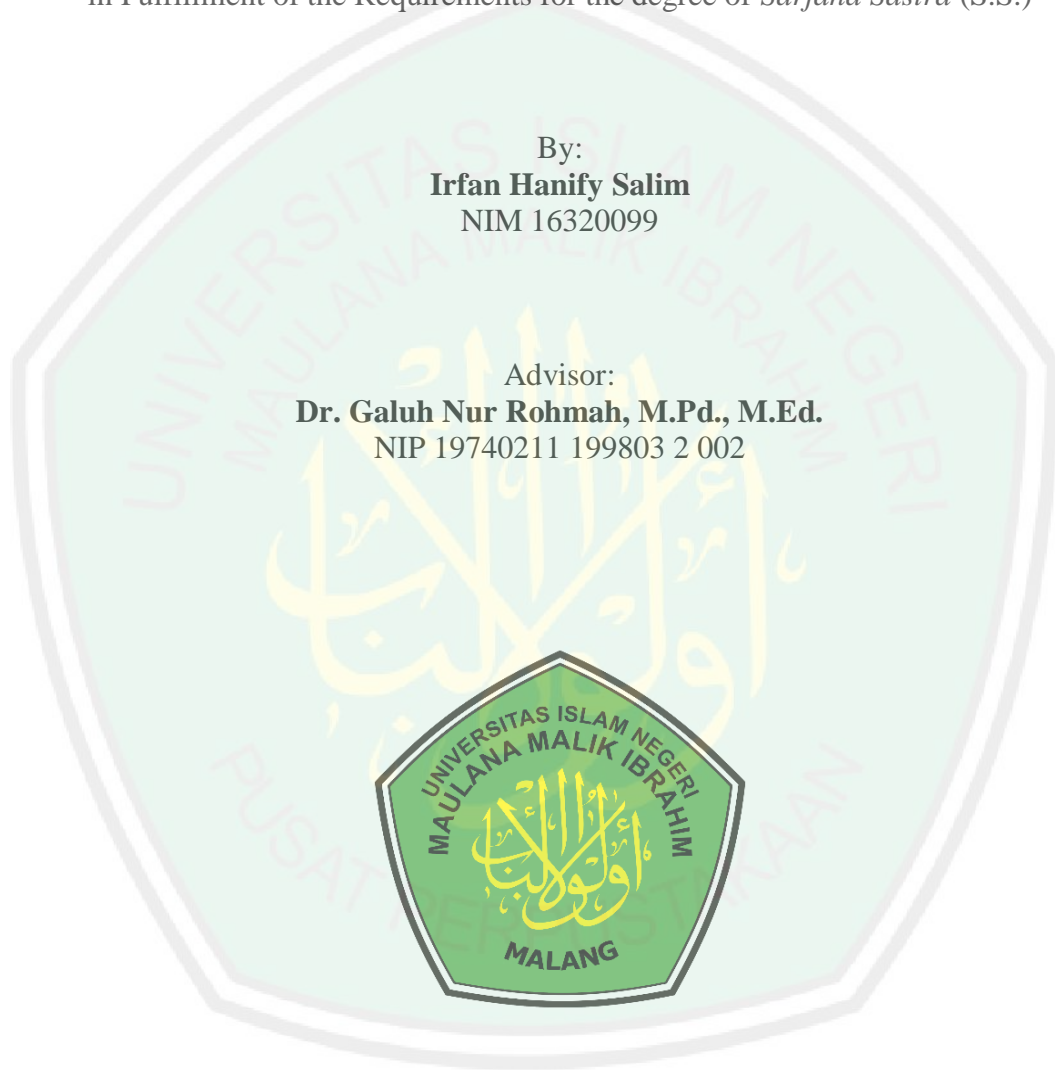
**THE FEATURES OF CYBER WORD FORMATION:
A SOCIO-MORPHOLOGICAL APPROACH**

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Fulfillment of the Requirements for the degree of *Sarjana Sastra* (S.S.)

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2020**

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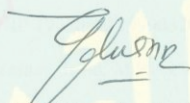
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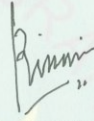
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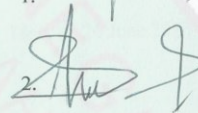
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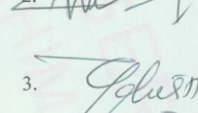
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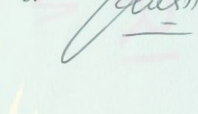
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STATEMENT OF AUTHENTICITY

I certify that the thesis entitled “The Features of Cyber Word Formation: A Socio-Morphological Approach” is genuinely the original work of mine. I do not copy the writings written and published by others. Besides, to avoid that, I use the citation technique to refer to arguments written by others. I also do not forget to write the reference list of all the quotations that I cited quoted. Due to this fact, I am the only person responsible for the thesis if there is somebody who objects and claims that I copied the writings.

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Irfan Hanify Salim

MOTTO

إِذَا صَدَقَ الْعَزْمُ وَضَحَ السَّبِيلُ

“When there is a will, there is a way.”



DEDICATION

I proudly dedicate this research to my parents (Mursalim & Busriyanti) and all of
the lecturers of English Letters Department



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Firstly, I would like to praise the greatness of Allah *Subhanahu Wa Ta'aala*, the Lord of the universe, who has given mercy and blessing in every second of my life. Secondly, I would like to convey my prayers and greetings to the prophet Muhammad *Sallallahu 'Alaihi Wa Sallam*, who has guided humanity towards Islam and noble civilization. Thirdly, I want to thank those who have supported me in the process of accomplishing this thesis, especially to Dr. Galuh Nur Rohmah, M.Pd., M.Ed., who has guided and directed me. Furthermore, I would like to present my gratitude to:

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5. My younger brother, Arif Namousy Salim, and my younger sister Athifa Salsabila Salim, who have always been motivation and inspiration to me so that I become a well-developed person, a role model, and an excellent example for both.

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Finally, I realize that the thesis I wrote has many shortcomings and is far from perfect. Therefore, I very much receive any suggestions and positive criticism to evaluate my thesis. Besides, I hope that this thesis can be useful for everyone who reads, especially for the students of the English Letters Department.

Malang, 26 June 2020

Irfan Hanify Salim

ABSTRACT

Salim, Irfan Hanify. 2020. *The Features of Cyber Word Formation: A Socio-Morphological Approach*. Thesis. English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Galuh Nur Rohmah, M.Pd., M.Ed.

Keywords: Word Formation Process, Video Titles, Pewdiepie's Youtube Channel

The latest trend and tendency in word-formation due to the massive and extensive use of social media Youtube by the world community is the point of interest in this research. Further, only a few new words that appear on social media as a result of the current popular communication trends can be found in the dictionary, while the rest are still under investigation. The object of this research is the video titles on Pewdiepie's Youtube channel.

This research used the descriptive qualitative method. This research used the qualitative method because it aimed to explore several qualitative points. First, the purpose of this research is to identify the types of word formation and to understand how the process of word-formation is found in the video titles of Pewdiepie's Youtube channel. Second, the data analyzed in this research is in the form of written words (video titles) found on Pewdiepie's Youtube channel. Besides, this research also used the descriptive method. This research is descriptive because it describes and illustrates the process of word-formation found on Pewdiepie's Youtube channel. Besides, this research used the theory of word formation process by Delahunty and Garvey (2010) to analyze the data.

The results of this research show that from seven types of word-formation processes, only six processes are found in the video titles of Pewdiepie's Youtube channel. One type of word-formation process that is not found is blending. Furthermore, the words formed from the processes of word-formation are considered as new words according to the etymological aspects of each word. Most of them are the words that appear along with the development of technology and social media (especially Youtube). Further, these words were popularized by Pewdiepie by using them to create video titles on his Youtube channel. Meanwhile, some others are pure new words created by Pewdiepie as a result of his creativity in creating varied video content on Youtube.

Further, the researcher provides suggestions for future researchers as follows. First, the researcher suggests further researchers deepen and extend the analysis of the new word-formation process, both in the field of social media or in other fields, such as technology, military, economics, politics, and others. The goal is that every new word formed can be booked and condensed. Second, the researcher suggests further researchers choose other new theories of the word-formation process so that they can elaborate on the study of a process of new word formation more deeply.

ABSTRAK

Salim, Irfan Hanify. 2020. *Fitur Pembentukan Kata di Internet: Pendekatan Sosial-Morfologis*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Galuh Nur Rohmah, M.Pd., M.Ed.

Kata kunci: Proses Pembentukan Kata, Judul Video, Saluran Youtube Pewdiepie

Tren dan kecenderungan terbaru dalam pembentukan kata karena penggunaan besar-besaran dan luasnya media sosial Youtube oleh komunitas dunia adalah hal yang menarik dalam penelitian ini. Lebih lanjut, hanya beberapa kata baru yang muncul di media sosial sebagai akibat dari tren komunikasi populer saat ini dapat ditemukan dalam kamus, sementara sisanya masih dalam penyelidikan. Objek penelitian ini adalah judul video di saluran Youtube Pewdiepie.

Penelitian ini menggunakan metode deskriptif kualitatif. Penelitian ini menggunakan metode kualitatif karena bertujuan untuk mengeksplorasi beberapa poin kualitatif. Pertama, tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis pembentukan kata dan untuk memahami bagaimana proses pembentukan kata ditemukan dalam judul video dari saluran Youtube Pewdiepie. Kedua, data yang dianalisis dalam penelitian ini adalah dalam bentuk kata-kata tertulis (judul video) yang ditemukan di saluran Youtube Pewdiepie. Selain itu, penelitian ini juga menggunakan metode deskriptif. Penelitian ini bersifat deskriptif karena menggambarkan dan mengilustrasikan proses pembentukan kata yang ditemukan di saluran Youtube Pewdiepie. Selain itu, penelitian ini menggunakan teori proses pembentukan kata oleh Delahunty dan Garvey (2010) untuk menganalisis data.

Hasil penelitian ini menunjukkan bahwa dari tujuh jenis proses pembentukan kata, hanya enam proses yang ditemukan dalam judul video saluran Youtube Pewdiepie. Salah satu jenis proses pembentukan kata yang tidak ditemukan adalah pencampuran. Selanjutnya, kata-kata yang terbentuk dari proses pembentukan kata dianggap sebagai kata-kata baru sesuai dengan aspek etimologis setiap kata. Kebanyakan dari mereka adalah kata-kata yang muncul seiring dengan perkembangan teknologi dan media sosial (terutama Youtube). Selanjutnya, kata-kata ini dipopulerkan oleh Pewdiepie dengan menggunakannya untuk membuat judul video di saluran Youtube-nya. Sementara itu, beberapa lainnya adalah kata-kata baru murni yang dibuat oleh Pewdiepie sebagai hasil dari kreativitasnya dalam membuat konten video yang bervariasi di Youtube.

Selanjutnya, peneliti memberikan saran untuk peneliti masa depan sebagai berikut. Pertama, peneliti menyarankan peneliti selanjutnya untuk memperdalam dan memperluas analisis proses pembentukan kata baru, baik di bidang media sosial atau di bidang lain, seperti teknologi, militer, ekonomi, politik, dan lainnya. Tujuannya adalah agar setiap kata baru yang terbentuk dapat dipesan dan dipadatkan. Kedua, peneliti menyarankan peneliti selanjutnya untuk memilih teori baru lainnya dari proses pembentukan kata sehingga mereka dapat menguraikan studi tentang proses pembentukan kata baru lebih dalam.

مستخلص البحث

سليم، عرفان حنيفي. (٢٠٢٠). ملامح تشكيل الكلمات السيبرانية: النهج الاجتماعي المورفولوجي. البحث العلمي. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: دكتور غالوه نور رحمة الماجستير.

الكلمات المفتاحية: عملية تكوين الكلمات ، عنوان الفيديو ، قناة يوتيوب فيديوفيو

أحدث الاتجاهات في تشكيل الكلمات بسبب الاستخدام المكثف و الواسع النطاق لوسائل الإعلام الاجتماعية من قبل المجتمع العالمي مثير للاهتمام في هذه الدراسة. علاوة على ذلك ، يمكن العثور على عدد قليل من الكلمات الجديدة التي تظهر على وسائل التواصل الاجتماعي نتيجة لاتجاهات التواصل الشائعة الحالية في القاموس ، في حين لا يزال الباقي قيد التحقيق. هدف هذا البحث هو عنوان الفيديو على قناة يوتيوب فيديوفيو. في إنشاء مقاطع فيديو يوتيوب ، غالبًا ما يصنع يوتيوب فيديوفيو عناوين مقاطع فيديو غير معروفة ويستخدمها باستخدام مصطلحات تمر بعملية تكوين الكلمات. لذلك ، هذا البحث أساسي جدًا ل يتم إجراؤه كمحاولة لتطوير المناقشات في الدراسات المورفولوجية ، بهدف أن يفسر الجمهور الكلمات الجديدة التي تظهر على وسائل التواصل الاجتماعي ويفهمها بسهولة.

استخدمت هذه الدراسة المنهج الوصفي النوعي. تستخدم هذه الدراسة طريقة نوعية لأنها تهدف إلى استكشاف عدد من النقاط النوعية. أولاً ، الغرض من هذا البحث هو تحديد أنواع تكوين الكلمات وفهم كيفية العثور على عملية تكوين الكلمات في عناوين الفيديو لقناة يوتيوب فيديوفيو. ثانيًا ، البيانات التي تم تحليلها في هذه الدراسة هي في شكل كلمات مكتوبة (عناوين فيديو) موجودة على قناة يوتيوب فيديوفيو. بالإضافة إلى ذلك ، يستخدم هذا البحث أيضًا الأساليب الوصفية. هذا

البحث وصفي لأنه يوضح ويوضح عملية تكوين الكلمات الموجودة على قناة يوتيوب فيوديو. بالإضافة إلى ذلك ، تستخدم هذه الدراسة نظرية عمليات تشكيل الكلمات بواسطة ديلاهنتي و غارفي (٢٠١٠) لتحليل البيانات.

تشير نتائج هذه الدراسة إلى أنه من بين الأنواع السبعة لعمليات تكوين الكلمات ، تم العثور على ستة عمليات فقط في عناوين الفيديو لقناة يوتيوب فيوديو. نوع واحد من عملية تشكيل الكلمة التي لم يتم العثور عليها هو الاختلاط. علاوة على ذلك ، تعتبر الكلمات التي تتكون من عملية تكوين الكلمات كلمات جديدة وفقاً للجوانب الأصلية لكل كلمة. معظمها كلمات تظهر جنباً إلى جنب مع تطوير التكنولوجيا ووسائل التواصل الاجتماعي (خاصةً يوتيوب). علاوة على ذلك ، تم نشر هذه الكلمات بواسطة فيوديو باستخدامها لإنشاء عناوين الفيديو على قناتها على يوتيوب. وفي الوقت نفسه ، بعض الكلمات الأخرى عبارة عن كلمات جديدة خالصة أنشأها فيوديو نتيجة لإبداعه في إنشاء محتوى فيديو متنوع على يوتيوب.

علاوة على ذلك ، يقدم الباحثون اقتراحات للباحثين في المستقبل على النحو التالي. أولاً ، يقترح الباحثون المزيد من الباحثين لتعميق وتوسيع تحليل عملية تكوين كلمات جديدة ، سواء في مجال وسائل التواصل الاجتماعي أو في مجالات أخرى ، مثل التكنولوجيا والجيش والاقتصاد والسياسة وغيرها. الهدف هو أن يتم ترتيب كل كلمة جديدة وتكثيفها. ثانياً ، يقترح الباحث الباحث التالي لاختيار نظريات جديدة أخرى من عملية تكوين الكلمات حتى يتمكنوا من التوسع في دراسة عملية تكوين الكلمات الجديدة بشكل أعمق.

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CHAPTER I

INTRODUCTION

This chapter describes the research background, research questions, research objectives, research significances, the scope of the study, keyword definitions, previous studies, and research methods.

1.1 Research Background

The latest trend and tendency in word-formation due to the massive and extensive use of social media Youtube by the world community is the point of interest in this research. Word formation is one of the studies in the field of Morphology that discusses how new words are created and formed in the languages of the world (Lieber, 2009). Stefanovski (2006) described that the process of word creation and formation began 150 years ago, intending to free the language from internationalism, borrowed words, etc. Besides, the act of shortening words from existing words as a way of forming new words carried out by the public (especially the younger generation) in communication (including social media), is a popular way to attract the attention of speakers (Stefanovski, 2006). Moreover, such techniques and trends of forming new words are very popular with the public so that new words are easy to remember. However, the problem is that only a few of new words that appear on social media as a result of the current popular communication trends can be found in the dictionary, while the rest are still under investigation (Ljubotenska, 2018). Therefore, this research is fundamental to conduct as an effort to develop discussions in morphological

studies, with the aim that new words appear on social media Youtube can be explained and easily understood by the public.

Along with the times, the way people (especially the younger generation) communicate with each other has changed drastically and dramatically, especially on social media as a form of communication that is very popular today (Ljubotenska, 2018). Crystal (2008) showed that the phenomena of new word formation as a popular trend among young people (teenagers) in communication with social media often confuse people. It happens because, in this continually evolving and increasingly sophisticated era, teenagers play an essential role in the use and creation of language. Sumarsono (2012) explained that teenagers' age is very influential in their way of life and the language they use. Besides, curiosity and freedom of expression make teenagers not only remodel and change the structure of a language but they also creatively create new languages that sometimes can only be understood by them. This is in line with the opinion of Sumarsono (2012), who said that one of the characteristics of the teenager's language is creativity. However, the language created by teenagers is generally temporary, but of course, it will have a significant impact on the development of a language.

Moreover, the emergence of new vocabulary, the manipulation of language structure, the emergence of the number of active vocabularies that turn passive and vice versa, are a series of consequences when teenager's language dominates society, especially teenagers themselves (Utari et al., 2018). Therefore, in line with this ability, social media is indeed a suitable forum for teenagers to

accommodate their curiosity and creativity and to express their interests. Sawyer (2011) described that social media is a platform that provides a place where people around the world can connect, feel closer, and can be more connected despite the distance that separates them. Besides, at this time, the use of social media has spread rapidly and become the most popular way of communication among people throughout the world. One part of social media that gets individual attention from people in the world, especially teenagers, is Youtube.

Today, Youtube is well known and widely used by people in many countries following the development of smartphones. Susan Wojcicki, CEO of Youtube, said that Youtube users spend around 250 million hours every day to access and watch Youtube videos. Besides, the duration of Youtube streaming increased by about 39 percent from mid-2018, which means 180 million hours per day (Kompas.com). Another fact shows that in general, now, people can also make and upload their videos on Youtube (Tjanatjantia, 2013), which then makes Youtube the most popular, complete, and varied video database on the Internet. Due to this fact, Youtube users/Youtubers are competing to make interesting videos. Besides, exciting videos also requires engaging video titles so that the viewers feel more curious and increasingly interested in watching the videos. Finally, to be not mainstream, Youtubers (dominated by teenagers) create video titles in such a way, using new words and terms. In this case, the creation of new words in creating Youtube video titles by Youtubers undergo the process of word formation, and this is the point of interest in this research.

The object of this research is the video titles on Pewdiepie's Youtube channel. This channel is created and developed by Felix Arvid Ulf Kjellberg or better known as Pewdiepie. Pewdiepie is one of the famous young Youtubers who began his role and career in the world of social media Youtube in 2010. Here are some facts that become the reasons for this research to take the object in the form of video titles on the Pewdiepie's Youtube channel. First, this channel is the most-subscribed channel, and lasts for more than five years, from 2013 to 2019. Second, as of January 2020, this channel already has more than 103 million subscribers and 24 billion video views. Furthermore, this channel is ranked as the second channel with the highest number of subscribers and the thirteenth channel that was the most viewed on Youtube (Wikipedia).

In creating Youtube videos, Pewdiepie often creates and uses unfamiliar video titles using the terms that sometimes confused the viewers, especially his subscribers, all around the world. Sometimes, Pewdiepie creates a video title by combining two different words, or taking initial letters of several words, or shorten one word by mentioning the part that is considered to represent the word itself, or borrowing a word from another language, etc. In this case, the terms used by Pewdiepie in creating video titles undergo the process of word-formation. Furthermore, those terms are widely imitated, used, and became references for other Youtubers in creating video titles.

This research focuses on the study of word formation that uses Pewdiepie's Youtube channel as the main object. Specifically, this research aims to analyze the terms in the video title on Pewdiepie's Youtube channel, which undergo the process of word formation, using the theory of word-formation processes by Delahunty and Garvey (2010). Moreover, this research is essential to do so that the meaning of the terms that appear in the video titles of Pewdiepie's Youtube channel can be explained and easily understood by people, especially for the viewers and subscribers of this channel. Besides, this research also aims to provide fresh insight into the process of word-formation that occurs in the video title Pewdiepie's Youtube. Significantly, for Youtubers (both those who just started their careers or those who have been struggling in this field), who required to upload new videos using new words and terms in creating the video titles to make the viewers more curious to watch the videos.

1.2 Research Questions

The questions proposed in this research are:

1. What types of word-formation processes are found in video titles of Pewdiepie's Youtube channel?
2. How the words formed from the processes of word-formation considered as new words in terms of socio-morphological aspect?

1.3 Research Objectives

The purpose of this research is to achieve the following objectives:

1. To identify the types of word-formation processes found in video titles of Pewdiepie's Youtube channel.
2. To explain how the words formed from the processes of word-formation considered as new words in terms of socio-morphological aspect

1.4 Research Significances

This research makes a serious effort to deliver theoretical and practical contributions. Theoretically, this research is expected to make academic contributions, particularly in developing the theoretical framework of the word-formation process by Delahunty and Garvey (2010). Practically, this research aims to ease Youtube users to understand the terms created as the result of the word-formation process found in the current Youtube video titles. Specifically, through applying the theory of word formation process, this research could provide Youtubers (both beginners and those who are experienced on Youtube) with new and fresh insights so that they become more creative in creating engaging Youtube video titles. Furthermore, this research can also be beneficial for students majoring in English Letters Department, especially for those who concentrate in the field of linguistic studies. The benefit is that they can understand the process of word-formation found in social media Youtube.

Besides, they can also use the results of this research as a comprehensive reference to analyze the process of word formation in other different objects.

1.5 Scope of the Study

This research focuses on the study of morphology, specifically in the field of the word-formation process. This research limits the analysis on the terms that undergo the process of word formation in the video titles of the 20 most viewed videos from Pewdiepie's Youtube channel. Furthermore, this research uses the theory of word formation process by Delahunty and Garvey (2010), which consists of several types of word-formation processes.

1.6 Keyword Definitions

This section contains the descriptions of keywords related to this research so that readers can understand each keyword easily.

Word Formation: Word formation is the process or result of forming new words. This research will analyze the process of word-formation that occur on Youtube. In this case, this research needs to be conducted because the presence of social media like Youtube gives a new nuance to the way people communicate in the field of social relations, thus rapidly enabling the emergence of new words.

Youtube: Youtube is a website for sharing videos or watching videos. There are a lot of videos that can be accessed on

Youtube, such as daily Vlogs, video tutorials, entertainment videos, movie trailers, music videos, and many more. Youtube is founded in February 2005, based in San Bruno, California, United States.

Pewdiepie: Pewdiepie is a label used by Felix Arvid Ulf Kjellberg to name his Youtube channel. Kjellberg created this channel in 2010, and now he still exists uploading videos every day. Now, this channel already has more than 103 million subscribers and 24 billion video views.

Affixation: Affixation is the process of derivation by adding affixes into a particular word, for example, Unboxing, Review, Rewind, etc.

Compounding: Compounding is the process of combining two separate words so that it becomes a new single word that has a different meaning from the original words, for example, Gameplay, Playbutton, etc.

Coining: Coining is the process of forming new words without reference to the morphological source of a particular language; for example, the word google, which then changes to the name of the organization (Google).

Abbreviation: The abbreviation is the process of shortening one word by mentioning the part that is considered to represent the

word itself, for example, Mil (Million), Subs (Subscriber), etc.

Acronyms: The acronym is the process of word-formation by taking initial letters of several words, for example, IRL (In Real Life), QnA (Questions and Answers), etc.

Blending: Blending is the process of combining the first few letters of one word and the last few letters of another word, for example, Vlog (Video + Blog).

Borrowing: Borrowing is the process of adopting a word or more from another language. The words that are borrowed are called borrowed words, for example, Montage, Challenge, etc.

1.7 Previous Studies

In an attempt to support the authenticity of the study, this research refers to several previous studies. The previous studies discussed the process of word-formation found in Internet-Based Media (Moehkardi, 2016); social media in general (Theresa and Rizky, 2018); and on various social media such as Facebook (Zubaidah, Kandasamy and Yasin, 2015), Instagram (Faradisa, Aziz and Yasin, 2019), (Elsi, Haryanto and Khairuni, 2017) and Twitter (Suparta, Qomariana, and Rahayuni, 2017). In conducting these studies, previous researchers used various theoretical frameworks such as morphological theory by Lieber (Suparta,

Qomariana, and Rahayuni, 2017), acronyms and compounds by Plag, clipping by Janet, and blending by Algeo (Moehkardi, 2016); word-formation process by Delahunty, Garvey, and Plag (Faradisa, Aziz and Yasin, 2019); the classification of word-formation by John Algeo (Theresa and Rizky, 2018); and the process of word-formation by Yule (Elsi, Haryanto and Khairuni, 2017).

The following is a detailed description of previous studies conducted by other researchers in the field of the word-formation process. First, Zubaidah, Kandasamy, and Yasin (2015) researched the word-formation process in everyday communication on Facebook. Their research aimed to find the word-formation process that most commonly appears among Facebook users in Malaysia. In more detail, the primary purpose of the research conducted by them is to describe the features and patterns that are common in the process of word-formation used by Facebook users there. The results of their research showed that, generally, Facebook users in Malaysia use three word-formation processes, they are; abbreviations (clippings, acronyms, and letter combinations), blending, and also the use of emoticons.

Second, Moehkardi (2016) researched the patterns and meanings of English words through word-formation processes of acronyms, clipping, compound, and blending found in Internet-based media. The research conducted by Moehkardi aimed to discover and explore the process of word formation in English, particularly new words found in Internet-based media in the form of acronyms, clippings, compounds, and blending, and also the meaning of each new word. Moehkardi used the theoretical framework of acronym and compound by

Plag (2002), clipping by Janet (2009) and blending by Algeo (1977). The results of Moehkardi's research showed that acronyms could also take lowercase letters as initial letters that represent a word. Besides, Moehkardi also found that back-clipping was the most dominant clipping used.

Third, Faradisa, Aziz, and Yasin (2019) researched the word-formation process found on Instagram. They used descriptive qualitative methods and documentation as instruments in their research. Besides, they applied the theoretical framework of the process of word-formation by Delahunty and Garvey (2010) and Plag (2003). The results of the study conducted by Faradisa et al. showed that there are 38 words in the form of acronyms, 17 borrowed words from other languages, 15 words in the form of abbreviations, five words in the form of blending, two coinage words, and one affixed word.

Fourth, Theresa and Rizky (2018) researched the Blending Words in social media (Twitter, Youtube, Instagram). Their research aimed to discuss the new terms that formed from the blending process found on social media, particularly Twitter, Youtube, and Instagram. They used the theory of word-formation classification by Algeo (1977) in conducting the research. The results of their study showed that there are many types of blends. Further, they explained each type of blends found and explain what forms of blends are mostly found in the new terms on the three social media mentioned above. Besides, Theresa and Rizky also showed that the blending process causes changes in word classes.

Fifth, Elsi, Haryanto, and Khairuni (2017) researched the word-formation of Indonesian slang words in comments on Instagram. They used qualitative methods in the study. Besides, they used the theory of word formation process by Yule (2006) as the reference to do the research. The results of the research conducted by Elsi et al. showed that there are six types of word-formation processes found from Indonesian slang words in comments on Instagram, they are coinage, borrowing, acronyms, clipping, compounding, and multiple processes.

Sixth, Suparta, Qomariana, and Rahayuni (2017) researched the word-formation on Twitter posts. Their research aimed to classify and explain the process of word-formation found in Twitter posts. They also explained the meaning of words that appear as a result of the process of word-formation. The data sources from their research are in the form of several Twitter posts. First, Suparta et al. collected and examined the data using the documentation method with the technique of recording. After the data is collected, they analyzed the data using a qualitative descriptive method. They used the morphological theory by Lieber (2009) and the theory of meaning by Chaer (2014) in conducting the research. The results of the study by Suparta et al. showed that there were eight word-formation processes found in the study. Besides, they also showed that there are five different meanings found; they are lexical meaning, grammatical meaning, contextual meaning, conceptual meaning, and associative meaning.

1.8 Research Method

This section sets out the explanation of research design, data and data source, research instrument, data collection, and data analysis.

1. Research Design

This research used the descriptive qualitative method. Sudaryanto (1993) explained that the qualitative method is used in the research that closely related to analyzing the data in the form of words or phrases, not in the form of numbers. This research used the qualitative method because it aimed to explore several qualitative points. First, the purpose of this research is to identify the types of word formation and to understand how the process of word-formation is found in the video titles of Pewdiepie's Youtube channel. Second, the data analyzed in this research is in the form of written words (video titles) found on Pewdiepie's Youtube channel.

Besides, this research also used the descriptive method. This research is descriptive because it describes and illustrates the process of word-formation found on Pewdiepie's Youtube channel. This is in line with the explanation of Sudaryanto (1993), who said that the descriptive method is the process of describing phenomena by using scientific procedures to answer the real problem. Moreover, the use of the descriptive method in this research is an effective way to analyze written texts through a linguistic approach. In short, this research needs to be conducted using qualitative descriptive methods.

1. Data and Data Source

The data in this research are 20 video titles from Pewdiepie's Youtube channel, which undergo the process of word-formation. The data are analyzed using the theoretical framework of the word-formation process by Delahunty and Garvey (2010). Besides, the data obtained from Youtube, a social media that has been widely used by society.

2. Research Instrument

Considering that this research is qualitative, the researcher becomes the main instrument in conducting this research. Besides, the researcher is also responsible for investigating, collecting, and analyzing the data. In this research, the researcher analyzed the process of word-formation found in Pewdiepie's Youtube channel by using the theory of word formation process by Delahunty and Garvey (2010).

3. Data Collection

The researcher uses several steps to collect data. First, the researcher reads the video titles taken from Pewdiepie's Youtube channel. Second, the researcher chooses the terms found in the titles of the videos, which undergo the process of word-formation. Third, the researcher analyzes these terms using the theory of word formation process by Delahunty and Garvey (2010). Besides, based on the explanation described in the scope of the study, the criteria of the video titles taken from the Pewdiepie's Youtube channel are the 20 most viewed video titles, which contain the terms that undergo the process

of word-formation. Furthermore, the researcher identifies and classifies these video titles according to their categories and how they are formed.

4. Data Analysis

The researcher uses several steps to analyze the data. First, the researcher identifies, classifies, and groups the terms found in the video titles of Pewdiepie's Youtube channel, which undergo the process of word formation based on the theory of word formation process by Delahunty and Garvey (2010). Second, the researcher describes and analyzes the morphological process (the process of word-formation) of these terms. Third, the researcher explains the context and the use of each type of word-formation processes, whether it is in the form of borrowing, compounding, blending, clipping, etc. (Specifically, the researcher uses a morphological approach in this step). Fourth, the researcher discusses the word-formation process found in the video titles of Pewdiepie's Youtube channel. Finally, the researcher concludes the analysis of the findings.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter describes the theories that potentially support this research. Matters to be discussed in this chapter are morphological concepts, word-formation process, and types of word-formation.

2.1 Morphology

The discussion about word-formation cannot be separated from the morphological approach, because morphology is a part of linguistics that discusses the structure and formation of words. This argument is in line with the definition of Morphology by Chaer (2008), who said that “Morphology is the science of the forms of words and their formation processes.” Besides, Kridalaksana (2008), in the linguistic dictionary, states that the definition of morphology is “The field of linguistics that studies morphemes and their combinations or the parts of language structures that study words and their morphemes.” Meanwhile, according to Nurhayati and Siti Mulyani (2006), “Morphology is the science that discusses words and the process of change.” Therefore, the discussion of morphology is closely related to the analysis of words because morphology is the study of words and their formation process.

In linguistic studies, morphology implies the knowledge of forms of the word and word formation (Chaer, 2008). It is necessary to understand the concepts discussed in morphology to know the components of word-formation. Delahunty and Garvey (2010) explained that there are some basic concepts addressed in English morphology. However, in the English morphological system,

the formation of the words generally undergoes two categories of morphological processes; they are the process of inflection and derivation. Inflection is the process of forming words that do not change the word class. Meanwhile, the derivation is the process of creating words that are separate but morphologically related.

Typically, but not always, the process of derivation involves one or more changes in the form (Delahunty and Garvey, 2010). The process derivation can change the structure of words (word classes). Delahunty and Garvey (2010) added that besides the process of derivation, other morphological processes could form new words such as affixation, compounding, coining, abbreviation, blending, and borrowing. These morphological process (word-formation process) is often found in social media because, at present, the development of technology, especially in the field of digital communication is very rapid. Coupled with the presence of social media that gives a new nuance to the way people communicate in the field of social relations.

2.2 Word Formation Process

Word formation is the process or result of forming new words. Basically, in linguistics, word formation is all kinds of attempts to create and form new words that are generally not found in the dictionary. The development of new words grows more rapidly following the times that are also influenced by social, economic, political, and cultural developments. Besides, the background of language speakers is also an essential factor in the formation of new words (Minkova and Stockwell, 2006). Moreover, the extensive and excessive use of

social media by the world community has become one part that needs special attention (in the case, the massive formation of new words as an output of social media).

The impact of this rapid formation of words is that many English vocabularies are not found in dictionaries, such as slang words and languages used in specialized fields. Therefore, a very suitable approach to be used as an effort to trace such phenomena of word-formation, especially on social media like Youtube, is the theory of word-formation process, which is one of the discussions of morphology. That is because morphology is a branch of linguistics that studies the process of word formation (Mel'cuk, 2006). By using a morphological approach, efforts to analyze the data in the form of words will become easier.

2.3 Types of Word Formation Process

DeLahunty and Garvey (2010) divide word-formation processes into six types, and these types become references to categorize the word-formation processes found in the video titles of Pewdiepie's Youtube channel. The detailed explanation is described below.

1. Affixation

Affixation is the process of adding affixes into a particular word (a root word/a basic form). The results of the process of forming words by adding affixes are called affixed words. Richards (1992) explained that affixation is an element that is embedded in the formation of words. Therefore, the linguists formulate that affixes are bound forms that can be

added at the beginning, middle, or end of words (Richards, 1992). Meanwhile, according to Delahunty dan Garvey (2010), there are two types of affixation; (1) Prefix, prefix the is the process of forming words by adding affixes in front of the root word/basic form. (2) Suffix, the suffix, is the process of forming words by adding or attaching affixes at the end of the basic form. Further, Dixon (2014) explained that English has about 200 additional derivatives, divided into 90 prefixes and 110 suffixes.

The process of forming new words in English mostly goes through the process of affixation. This process consists of derivation and inflection. The process of derivation functions to create new lexemes and can also change word classes, while the process of inflection cannot change word classes and does not produce new lexemes (Hatch and Brown, 1955). The inflection process does not change the word class but can improve the word function. Fromkin et al. (2003) state that in English, there are eight bound inflections, they are, -s, -ed, -ing, -en, -s, -er, and -est.

2. Compounding

Compounding is the process of combining two separate words so that it becomes a new single word that has a different meaning from the original words. The new words formed from the compounding process can retain the meaning of the words that make it up (composition) or have meanings that are far different from the original words (non-composition). In English, compound words consist of three types, and they are open compound words,

closed compound words, and hyphenated compound words. The difference between these three types lies in the way of writing the combination of words.

1. The open compound word, this type of writing the compound word, is conducted by separating the constituent words, for example, high school, human rights, etc.;
2. The closed compound word, this type of writing the compound word, is conducted by combining words written together (not separate like the open compound word), for example, gameplay, playbutton, etc.; and
3. The hyphenated compound word, this type of writing compound word is conducted putting a hyphen “-” to combine two different words, for example, warm-up, one-way, etc.

In general, one part of a compound word is the head, while the other part is the modifier. For example, in the word *gameplay*, *play* is the head, and the *game* is the modifier. Besides, there is a significant difference in the order of words in the compound words, for example, “*gameplay*” and “*play game*.” These two words are different in their order of words because basically, the modifier comes before the head (Delahunty and Garvey, 2010). Furthermore, there are several ways to find out how to classify compound words, and the most effective way is to classify compound words according to their parts of speech, examples are as follows: (1) Noun + Noun: *Minecraft*; (2) Noun + Verb: *Bottleflip*, *Gameplay*, *Eyetrack*; (3) Verb + Noun: *Jumpscare*,

Playbutton; (4) Verb + Adverb: Walkthrough, Playthrough; (5) Noun + Adverb: Gameover.

3. Coining

Coining is the process of forming new words without reference to the morphological source of a particular language. Generally, in English, the creation and use of this word-formation process are very rarely found (Delahunty and Garvey, 2010). The primary source of process coining is trading terms for business products, which later become a term that is commonly used by the public, for example, aspirin, vaseline, xerox, and others. Technically and linguistically, these words are not as clear as the origin. But after they undergo the process of coining, these words turn into the words that are commonly used in everyday conversation. Another example of a contemporary word that undergoes the process of coining is the word google. The word google is a noun, which then changes to a verb which means “to do searching on the Internet” (Yule, 2016).

4. Abbreviation

The abbreviation is the process of shortening one word by mentioning the part that is considered to represent the word itself. According to Delahunty and Garvey (2010), the process of abbreviation involves a shortening of existing words to make other words (usually an informal version of the original). There are several ways to do abbreviation in a word; (1) Shortening abbreviation, this process of abbreviation is conducted by omitting the beginning or end of a word, for instance, mil (million), subs (subscriber), ad

(advertisement), etc. Usually, the remaining syllables are enough to give the reader information so that they can identify words that are abbreviated (Delahunty and Garvey, 2010). (2) Initialism abbreviation, this process of abbreviation is conducted by taking the initial letters of each word and their pronunciation individually. Besides, the words are written in lowercase letters (unlike acronyms which are written in uppercase), for instance, cd (compact disk), etc.

5. Acronym

The acronym is the process of word-formation by taking initial letters of several words, for example, IRL (In Real Life), QnA (Questions and Answers), etc. Moeliono (1988) explained that acronyms are abbreviations in the form of initial letter combinations of a series of words. However, unlike the common abbreviations, such as initialism abbreviations, which are written with lowercase letters, acronyms are usually written in uppercase. On Youtube, acronyms can be in any form, for example, QnA (Question and Answer), DIY (Do It Yourself), IRL (In Real Life), etc., where the pronunciation of the word consists of the pronunciation of each letter separately. In different cases, for example, UNICEF (United Nations International Children's Emergency Fund), the acronyms from this word can be pronounced as familiar English words. Therefore, advertisers use acronyms productively to make them expressed as ordinary words (Delahunty and Garvey, 2010).

6. Blending

Blending is the process of combining the first few letters of one word and the last few letters of another word. Delahunty and Garvey (2010) described that blending includes at least two words, erases part of each word, and combines the rest of the two words to make another word. Besides, Yule (2016) argued that blending is a procedure of combining two separate structures to produce new terms. For example, to combine two different words such as video and blog, people can use the word vlog. Besides, in certain words, people can also combine the beginning of two words, such as telex (teleprinter and exchange).

Forming words with blending is almost the same as compounding. What distinguishes blending and compounding words is that the original word elements from compounding results can still be recognized. In contrast, for blending results, words are somewhat difficult to recognize the original form. This phenomenon happens because, in the blending process, it usually also involves the process of clipping or cutting words. In contrast, in compounding, it does not go through that process.

7. Borrowing

Borrowing is the process of adopting a word or more from another language. The words that are borrowed are called borrowed words. Delahunty and Garvey (2010) explained that to do borrowing; it needs to replicate words that were initially being owned in one language to another. For example, in typical Mexican foods such as tacos and burritos, which have become everyday vocabularies in American English and other English dialects. Besides, to do borrowing, it also needs to master several source languages to make it possible to borrow different languages.

Moreover, Yule (2016) illustrated that the source of the most widely known new words in English comes from borrowed words. Throughout history, English has adopted many words from various languages, such as piano (Italian), tattoo (Tahitian), sofa (Arabic), and so on. The borrowed words never remain the ideal duplicate of the original. In other words, they are made to fit the phonological, morphological, and syntactic schemes of their new language.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter describes the analysis of terms in the video titles of Pewdiepie's Youtube channel, which undergoes the process of word-formation. Besides, the data analysis is divided into two parts, research findings and discussion. Further, the findings of this research are addressed to achieve the following objectives of the research; (1) To identify the types of word-formation found in video titles of Pewdiepie's Youtube channel; and (2) To explain how are the words that are formed from these processes of word-formation considered as new words.

3.1 Findings

In this subchapter, the researcher presents the data in the form of words in video titles of Pewdiepie's Youtube channel, which undergo the process of word-formation. Further, the researcher analyzes the data using the theory of word formation process by Delahunty and Garvey (2010). Besides, the researcher found 20 data to be analyzed, elaborated as follows.

Datum 1: IRL

This word is found in a video titled "LEVEL 7 | I'M NOT CRAZY (OUTLAST IRL GAMEPLAY)", which is uploaded on 10 February 2016 with a total of 116.610.622 views.

Etymologically, the word IRL appears along with the development of the Internet, particularly when someone wants to distinguish the reality from things that happen in digital life. Further, this word is used on social media to distinguish

between online activities and the real world. This word entered the Oxford English Dictionary in 2000 and began to be widely used (especially in social media) in recent years. Besides, Pewdiepie is one of the people who has popularized this word on social media (particularly on Youtube). In short, the word IRL used by Pewdiepie in his video entitled “LEVEL 7 | I’M NOT CRAZY (OUTLAST IRL GAMEPLAY)” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “IRL” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “IRL” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The category of the word IRL is the initial acronym letter because this word is pronounced by mentioning each letter separately and written with capital letters. This word is created by taking initial letters from a set of several words and then formed to become a new word form. The word IRL is the result of the process of taking some initial letters from “In Real Life.” In detail, the letter I is taken from In, the letter R is taken from Real, and the letter L is taken from Life.

Datum 2: Gameplay

This word is found in a video titled “LEVEL 7 | I’M NOT CRAZY (OUTLAST IRL GAMEPLAY)”, which is uploaded on 10 February 2016 with a total of 116.610.622 views.

Etymologically, the word *gameplay* appears along with the development of video games in the 1980s to the present. However, if it is traced, the use frequency of this word has spread widely in the early 21st century. Furthermore, this word rapidly spreads and is widely used in social media (including Youtube). However, this word is still new and unfamiliar to the viewers. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. The following is a mapping of the use of the word “*gameplay*” over time.



Source: Oxford

Meanwhile, in the term of sociolinguistic perspective, the word “*gameplay*” first appeared on the video games and social media. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “*gameplay*” appears based on the language style of the community,

which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Furthermore, this word is very familiar and is frequently used by young people/teenagers, because the majority of them like playing video games and showing off their games through social media, such as Youtube. Furthermore, along with the spread of the word on the Internet, the use of this word has become an everyday language that is understood and used by netizens.

The category of the word *gameplay* is closed-form of compound words because it is written with two words but not separated. The word *gameplay* is formed with two separate words, *game* and *play*. Both words have different categories of part of speech, *game* (noun), and *play* (verb). Technically, the two words are then combined to form one new word, *gameplay*.

Furthermore, the new word “*gameplay*” has a different part of speech. After undergoing the process of compounding and becoming one word, the part of speech from this word becomes a noun. Besides, this word also has a different meaning from the two previous words. Therefore, the formation of a new word “*gameplay*” as a result of the compounding process not only produces a new word but also produces a new meaning and has a new part of speech.

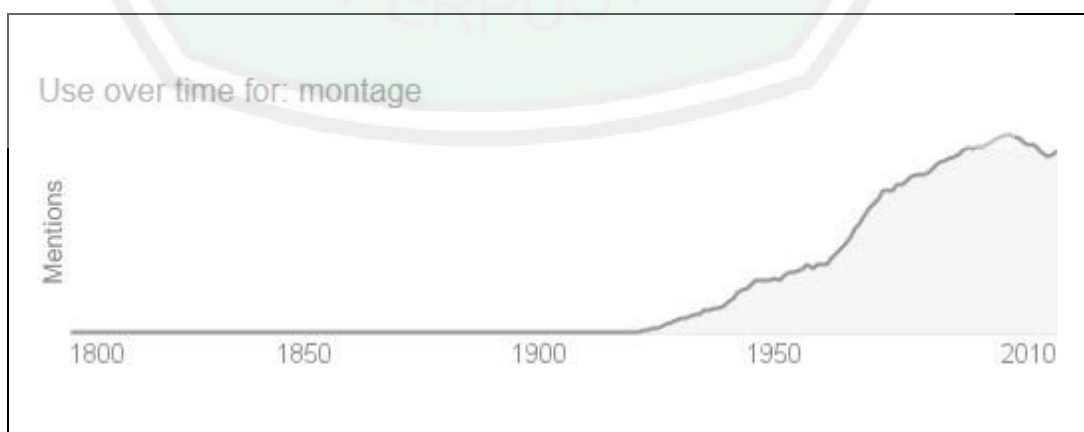
The word *gameplay* means the process of player interaction with the game. This word is usually used in digital games, yet it can be used for traditional games as well. Besides, *gameplay* can be considered as the whole game playing

experience, excluding factors such as graphics and sound. Pewdiepie frequently uses this word in videos of gaming he uploaded on Youtube (considering that Pewdiepie is also a gamer Youtuber). In short, the word gameplay used by Pewdiepie in his video entitled “LEVEL 7 | I’M NOT CRAZY (OUTLAST IRL GAMEPLAY)” can be considered as a new word that is formed from the process of word-formation.

Datum 3: Montage

This word is found in a video titled “A Funny Montage,” uploaded on 4 June 2013 with a total of 89.189.381 views.

This word frequently appears in some of Pewdiepie’s Youtube videos, like, for example, in a video titled “A Funny Montage.” Although this word appeared since the 20th century, it began to be widely used in the 21st century. However, this word is still new and unfamiliar to the viewers. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. The following is a mapping of the use of the word “montage” over time.



Source: Oxford

Meanwhile, in the term of sociolinguistic perspective, the word “montage” is widely spread and used by the Internet community (netizens) around the world. In this case, the word “montage” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

Etymologically, according to the Oxford Dictionary, around the beginning of the 20th century, the word montage was adopted from the French language “monter,” which means to mount. Therefore, it can be concluded that the word montage is a borrowed word from French.



Source: Oxford

The word montage means the process or technique of selecting, editing, and uniting separated images, photos, or even film sections. Generally, the term montage is used by graphic design practitioners in manipulating images and

photos or filmmakers in manipulating film sections so that they look more attractive, interesting, meaningful, and even increase the value of the photo art. In short, the word montage used by Pewdiepie in his video entitled “A Funny Montage” can be considered as a new word that is formed from the process of word-formation.

Datum 4: Playbutton

This word is found in a video titled “THE RUBY PLAYBUTTON/Youtube 50 Mil Sub Reward Unboxing”, which is uploaded on 18 December 2016 with a total of 76.279.565 views.

Etymologically, the word playbutton appears along with the development of the Youtube platform in recent years. Playbutton is a present given by Youtube to Youtube channel owners who already have 100,000 subscribers and so on. If anybody visits Youtube, they will find many videos uploaded by Youtubers showcasing playbutton that they get from Youtube. For example, Pewdiepie, a famous Youtuber who always showcases playbutton on his Youtube videos. However, this word is still new and unfamiliar to the viewers. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. In short, the word playbutton used by Pewdiepie in his video entitled “THE RUBY PLAYBUTTON/Youtube 50 Mil Sub Reward Unboxing” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “playbutton” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “playbutton” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

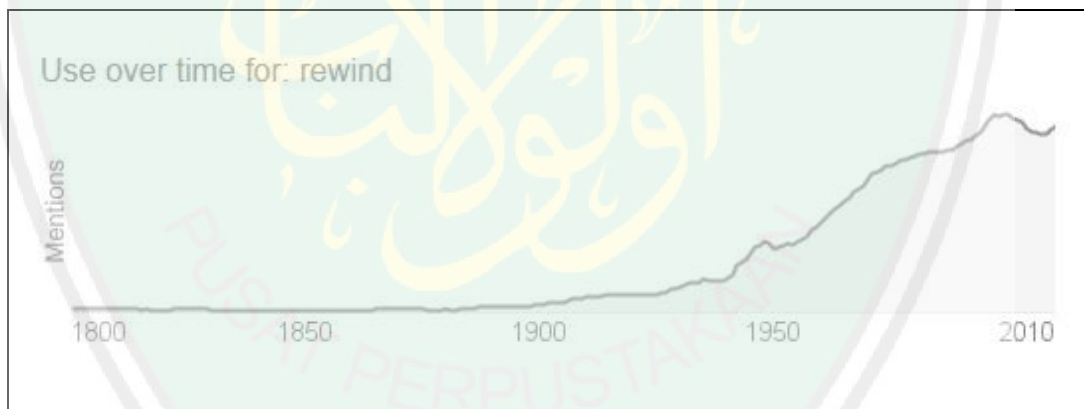
The category of the word playbutton is closed-form of compound words because it is written with two words but not separated. The word playbutton is formed with two separate words, play, and button. Both words have different categories of part of speech, play (verb), and button (noun). Technically, the two words are then combined to form one new word, playbutton.

Furthermore, the new word “playbutton” has a different part of speech. After undergoing the process of compounding and becoming one word, the part of speech from the word “playbutton” becomes a noun. Besides, this word also has a different meaning from the two previous words. Therefore, the formation of a new word “playbutton” as a result of the compounding process not only produces a new word but also produces a new meaning and has a new part of speech.

Datum 5: Rewind

This word is found in a video titled “Youtube Rewind 2018, but it’s actually good”, which is uploaded on 27 December 2018, with a total of 72,327,791 views.

Etymologically, this word appeared at the beginning of the 20th century. However, the word “rewind” began to be widely known in the 21st century (along with the development of social media). For instance, on social media Youtube, many Youtubers uploaded rewind videos, the aim is to remember their series of videos from the beginning. However, this word is still new and unfamiliar to the viewers. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. The following is a mapping of the use of the word “rewind” over time.



Source: Oxford

Meanwhile, in the term of sociolinguistic perspective, the word “rewind” is widely spread and used by the Internet community (netizens) around the world. In this case, the word “rewind” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect.

Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word also has another sociolinguistic aspect, that is the aspect of stylistic. In more detail, the use of this word has become an everyday language that is understood and used by netizens.

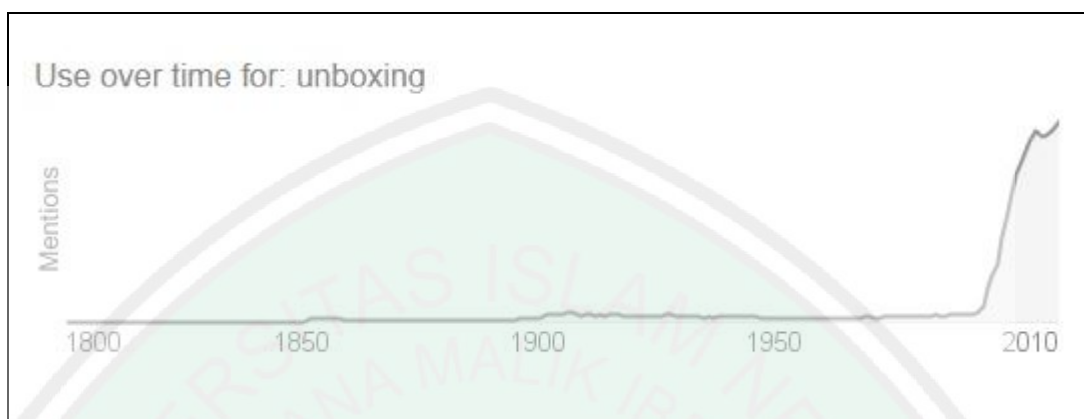
The root word of rewind is “wind” (noun), which is the root word and a free morpheme. In this case, the word rewind undergoes an affixation process, because it contains the prefix (-re) at the beginning of the root word (wind). Further, because the free morpheme “wind” add a prefix (-re) at the beginning, it will have a new meaning or even a new part of speech. The part of speech of the word “wind,” after adding the prefix (-re), will become “rewind,” which is a verb. Besides, the new meaning that appears from the word rewind is the process of playing back series of videos from the beginning.

Datum 6: Unboxing

This word is found in a video titled “Unboxing 100 MIL Youtube AWARD!!” which is uploaded on 10 September 2019 with a total of 48.049.022 views.

Etymologically, this word appeared at the beginning of the 20th century. Furthermore, the word “unboxing” began to be widely known around 2010 until now (along with the development of social media). For instance, on social media, Youtube, Instagram, Twitter, etc., there are a lot of influencers uploaded unboxing videos, whether in the form of gifts, giveaway, toys, boxes containing food, etc. The purpose of making the unboxing videos is to tell the audience what the contents of the item or box are. However, this word is still new and unfamiliar to

the viewers. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. The following is a mapping of the use of the word “unboxing” over time.



Source: Oxford

Meanwhile, in the term of sociolinguistic perspective, the word “unboxing” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “unboxing” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The root word of unboxing is “box” (noun), which is the root word and a free morpheme. In this case, the word unboxing undergoes an affixation process, because it contains the prefix (-un) at the beginning of the root word (box) and suffix (-ing) at the end of that. Further, because the free morpheme “box” adds affixes, both in front (prefix) and behind (suffix), it will have a new meaning or even a new part of speech.

The part of speech of the word “box,” after adding the prefix (-un) will become “unbox,” which is a verb. Furthermore, this word, after adding the suffix (-ing), it will become “unboxing” and returns to be a noun. Besides, the new meaning from the word unboxing is the process of unpacking a package of a product for inspection and checking. Usually, this activity will be recorded and then shared on social media, such as Youtube.

Datum 7: Eyetrack

This word is found in a video titled “TESTING OUT EYETRACKING,” which is uploaded on 12 May 2018 with a total of 27.046.780 views.

Technically, the word eyetrack appears around the 19th century, particularly along with findings developed by Edmund Huey in the form of a device that was used to track eye movements in reading, which he called eye-tracking technology. Further, eyetrack is a technology that tracks the movements of a person’s eyes when reading something or staring on a computer screen (or other media that displays an object) using a special camera that can “read” and record the movements of the human eye with a high degree of accuracy. Even so,

the word eyetrack is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. In other words, the word eyetrack used by Pewdiepie in his video titled “TESTING OUT EYETRACKING,” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “eyetrack” is widely spread and used by the Internet community (netizens) around the world. In this case, the word “eyetrack” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word also has another sociolinguistic aspect, that is the aspect of stylistic. In more detail, the use of this word has become an everyday language that is understood and used by netizens.

The category of the word eyetrack is closed-form of compound words because it is written with two words but not separated. The word eyetrack is formed with two separate words, eye, and track. Both words have different categories of parts of speech, eye (noun), and track (verb). Technically, the two words are then combined to form one new word, eyetrack.

Furthermore, the new word “eyetrack” has a different part of speech. After undergoing the process of compounding and becoming one word, the part of speech from the word “eyetrack” becomes a verb. Besides, this word also has a

different meaning from the two previous words. Therefore, the formation of a new word “eyetrack” as a result of the compounding process not only produces a new word but also produces a new meaning and has a new part of speech.

Datum 8: Bottleflip

This word is found in a video titled “BOTTLEFLIP CHALLENGE!” which is uploaded on 14 December 2016 with a total of 25.516.429 views.

Etymologically, the word bottleflip appears in the summer of 2016, especially when bottleflip has become a global trend. This trend then invited Youtubers (including Pewdiepie) to post such bottleflip challenge videos. Further, bottleflip is a trend and a social media challenge that involves throwing plastic water bottles, usually half-full, so that they can spin in the air and land at the base or tip. The people were competed to upload bottleflip videos and posted them online, so this trend has become viral on various social media, including Youtube. Even so, this word is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. In short, the word bottleflip used by Pewdiepie in his video entitled “BOTTLEFLIP CHALLENGE!” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “bottleflip” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “bottleflip” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears

influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The category of the word bottleflip is closed-form of compound words because it is written with two words but not separated. The word bottleflip is formed with two separate words, bottle, and flip. Both words have different categories of parts of speech, bottle (noun), and flip (verb). Technically, the two words are then combined to form one new word, bottleflip.

Furthermore, the new word “bottleflip” has a different part of speech. After undergoing the process of compounding and becoming one word, the part of speech from the word “bottleflip” becomes a noun. Besides, this word also has a different meaning from the two previous words. Therefore, the formation of a new word “bottleflip” as a result of the compounding process not only produces a new word but also produces a new meaning and has a new part of speech.

Datum 9: Google

This word is found in a video titled “I Google Myself...” which is uploaded on 27 June 2014 with a total of 25.333.543 views.

Etymologically, Google is a web search engine provided by Google Inc. and is the most widely used search engine on the Internet. The primary purpose of Google is to provide various kinds of information needed by the community.

However, in recent years the use of the word google is not just to refer to a company but can be used as a verb. For example, in Pewdiepie's Youtube video titled "I Google Myself ...". Even so, the function of the word google, which changed from the name of a company to a verb (which means to search using the Google search engine), is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. In short, the word "Google" that has changed its function to become a verb can be considered as a new word formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word "google" first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word "google" appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is "language change," the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The word google undergoes the process of coining because this word is converted from the noun "google," which means search engine, into the verb "google," which means looking for information on the Internet (in the form of information about someone, something or other) using a search engine called

Google. In this case, it is familiar if someone uses the word google in a sentence like “I google myself” (as Pewdiepie did) or (in another case) someone uses the word google with the suffix “-ing” as in “googling.” In short, it is natural that people use the word google (as a result of the coining process from noun to verb) in everyday communication.

Datum 10: Meme

This word is found in a video titled “Will Smith host Meme Review w/ Elon Musk,” which is uploaded on 22 February 2019 with a total of 25.162.470 views.

Etymologically, Merriam Webster’s dictionary defines memes as “an idea, behavior, or style that spreads from a person to another person in a culture.” The word “meme” itself was not found in the dictionary until 1998, in the Tenth Edition of this dictionary. However, the word meme is a word known by society, along with the development of technology and social media. Besides, the word is better known as Internet memes, which can be found in various social media today. In 2015 the Merriam-Webster dictionary redefined the definition of “memes” as follows “funny or interesting things (such as pictures or video titles) that are widely used online, especially through social media.”

Further, memes are expressions of emotions (whether happy, sad, angry) or are intentions, which expressed in written form. Currently, memes are included in social media, such as images that are considered to represent those feelings and intentions. Memes were created and popularized by Richard Dawkins, which represents cultural ideas that are spread from one person to another. In short, the word “meme” used by Pewdiepie in his video entitled “Will Smith host Meme

Review w/ Elon Musk,” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “meme” is widely spread and used by the Internet community (netizens) around the world. In this case, the word “meme” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

Furthermore, around the 1970s, the word meme was adopted from the Greek “mimēma,” which means “that which is imitated” (Oxford Dictionary). Then it can be said that the word meme is a borrowed word from Greek.



Source: Oxford

Datum 11: Jumpscare

This word is found in a video titled “[FUNNY] TOP SCARIEST MOMENTS OF GAMING! (JUMPSCARES) episode 8”, which is uploaded on 5 May 2012 with a total of 24.958.749 views.

Etymologically, the word jumpscare appears along with the development of techniques in making horror films. More precisely, since the 1980s, the “jumpscare” is referred to as one of the essential parts of a horror film. Even so, not many people like horror films, so the word jumpscare still become unfamiliar. Therefore, within the use of the word “jumpscare” by Pewdiepie on Youtube (considering that Youtube is a platform that presents a variety of contents, including horror), this word then becomes more familiar.

Meanwhile, in the term of sociolinguistic perspective, the word “jumpscare” appeared based on the terms of a film technique. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “jumpscare” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word also has another sociolinguistic aspect, that is the aspect of stylistic. In more detail, the use of this word has become an everyday language that is understood and used by netizens.

The category of the word jumpscare is closed-form of compound words because it is written with two words but not separated. The word jumpscare is formed with two separate words, jump and scare. Both words have different categories of parts of speech, jump (verb), and scare (verb). Technically, the two words are then combined to form one new word, jumpscare. This word has a different meaning from the two previous words. Therefore, the formation of a new word “jumpscare” as a result of the compounding process not only produces a new word but also produces a new meaning.

Furthermore, jumpscare is a technique that is often used in horror films, haunted houses, and videos of gaming. This technique aims to scare the audience by surprising them through sudden changes in pictures and events, usually also occur together with scary sounds, which generally are screams. In short, the word jumpscare used by Pewdiepie in his video entitled “[FUNNY] TOP SCARIEST MOMENTS OF GAMING! (JUMPSCARES) episode 8” can be considered as a new word that is formed from the process of word-formation.

Datum 12: LWIAY

This word is found in a video titled “It’s been real, but I’m out! - LWIAY #00106”, which is uploaded on 15 January 2020 with a total of 24.220.539 views.

Etymologically, the word LWIAY appears and began to be widely known by Youtube users in the mid of 2017. LWIAY is an abbreviation used by Pewdiepie and is a series of videos on Pewdiepie’s Youtube channel. In this series, Pewdiepie usually asks his subscribers to create funny memes/images from a topic related to himself. This series is designed to replace other content such as

Friday with Pewdiepie, which is officially discontinued in July 2017; this is because Pewdiepie is bored with such a set of videos. Besides, this series starts on 22 June 2017. In short, the word LWIAY used by Pewdiepie in his video entitled “It’s been real, but I’m out! - LWIAY #00106” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “LWIAY” first appeared on Pewdiepie’s Youtube channel. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “LWIAY” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

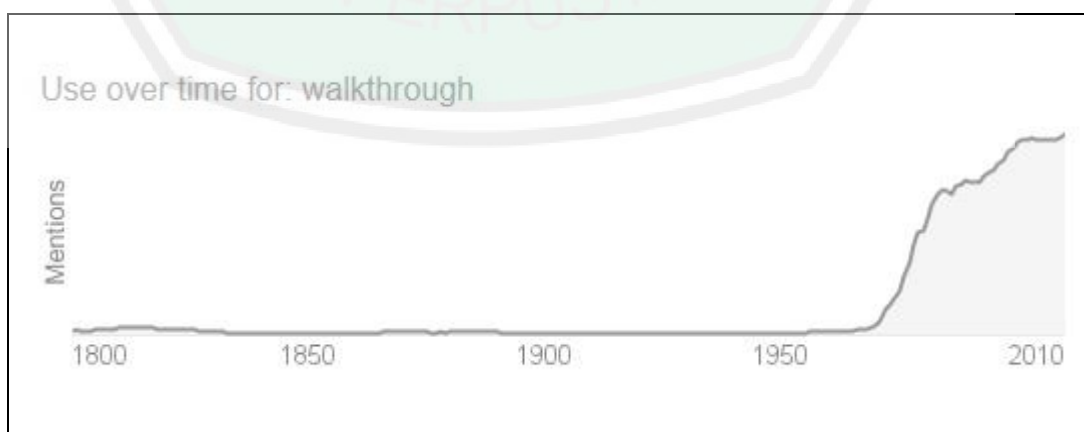
The category of the word LWIAY is an acronym within initial letters because this word is pronounced by mentioning each letter separately and written with capital letters. This word is created by taking initial letters from a set of several words and then formed to become a new word form. The word LWIAY is the result of the process of taking some initial letters from “Last Week I Asked You.” In detail, the letter L is taken from Last, the letter W is taken from Week,

the letter I is taken from me, the letter A is taken from Asked, and the letter Y is taken from You.

Datum 13: Walkthrough

This word is found in a video titled “Deadpool Gameplay - Part 1 - Walkthrough Playthrough Let’s Play | Pewdiepie”, which is uploaded on 5 July 2013 with a total of 23.300.016 views.

Etymologically, this word appears along with the development of video games. The word walkthrough means a guide in a game, task, etc. Considering that Pewdiepie is a Youtuber gamer, he often uploads a few videos whose content is the guide in playing games. These videos are usually given titles such as “a video walkthrough in the game...”, etc. Even so, this word is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. Besides, that indeed, the use of the word “walkthrough” began to bloom in the early 21st century. The following is a mapping of the use of the word “walkthrough” over time.



Source: Oxford

Meanwhile, in the term of sociolinguistic perspective, the word “walkthrough” first appeared on video games and social media. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “walkthrough” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Furthermore, this word is very familiar and is frequently used by young people/teenagers, because the majority of them like playing video games and showing off their games through social media, such as Youtube. Furthermore, along with the spread of the word on the Internet, the use of this word has become an everyday language that is understood and used by netizens.

The category of the word walkthrough is closed-form of compound words because it is written with two words but not separated. The word walkthrough is formed with two separate words, walk and through. Both words have the same category as part of speech, walk (verb), and through (adverb). Technically, the two words are then combined to form one new word, walkthrough.

Furthermore, the new word “walkthrough” has a different part of speech. After undergoing the process of compounding and becoming one word, the part of speech from this word becomes a noun. Besides, this word also has a different meaning from the two previous words. Therefore, the formation of a new word

“walkthrough” as a result of the compounding process not only produces a new word but also produces a new meaning and has a new part of speech.

Furthermore, the walkthrough is needed as a guide to play the game from the beginning to the end. In a game, it is undeniable that many people confused by such frequently asked questions (FAQ); “Where to go after this?”, “What is this tool used for?” “How difficult is the boss at this level?”, etc. Therefore people need a walkthrough in a game. How to get a walkthrough? Now people can access it on gaming videos on Youtube, where professional gamers share their gaming experiences through gaming videos (including walkthrough videos). In short, the word walkthrough used by Pewdiepie in his video entitled “Deadpool Gameplay - Part 1 - Walkthrough Playthrough Let’s Play | Pewdiepie” can be considered as a new word that is formed from the process of word-formation.

Datum 14: YLYL

The word YLYL is found in a video titled “YOU LAUGH? YOU LOSE! CHALLENGE - YLYL #0001”, which is uploaded on 12 January 2017, with a total of 20,485,634 views.

Etymologically, the word YLYL appears and began to be widely known by Youtube users in early 2017. YLYL is an abbreviation used by Pewdiepie and is a series of videos on Pewdiepie’s Youtube channel. In this series, Pewdiepie reacts to funny videos found randomly on the Internet and challenges the viewers not to laugh. The rule is that only Pewdiepie can laugh while watching the funny videos that he played, and if the viewers laugh, they are considered to lose the challenge. In short, the word YLYL used by Pewdiepie in his video entitled

“YOU LAUGH? YOU LOSE! CHALLENGE - YLYL #0001”, can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “YLYL” first appeared on Pewdiepie’s Youtube channel. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “YLYL” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The category of the word YLYL is an acronym within the initial letters because this word is pronounced by mentioning each letter separately and written with capital letters. This word is created by taking initial letters from a set of several words and then formed to become a new word form. The word YLYL is the result of the process of taking some initial letters from “You Laugh You Lose.” In detail, Y is taken from You, L is taken from Laugh, Y is taken from You, and L is taken from Lose.

Datum 15: VR

This word is found in a video titled “KILL YOURSELF IN VR?! - (HTC Vive - Part 03)”, which is uploaded on 14 April 2016, with a total of 17,807,342 views.

Etymologically, this word appears along with the development of technology. In detail, the use of the word “Virtual Reality” was first used in the mid-1980s. At that time, Jaron Lanier, founder of VPL research, was developing equipment (glasses and gloves), which would later be referred to as “Virtual Reality.” Even so, the use of the word “Virtual Reality” by using the acronym “VR” is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word.

Meanwhile, in the term of sociolinguistic perspective, the word “VR” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “VR” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The category of the word VR is an acronym within initial letters because this word is pronounced by mentioning each letter separately and written with capital letters. This word is created by taking initial letters from a set of several words and then formed to become a new word form. The word VR is the result of the process of taking some initial letters from “Virtual Reality.” In detail, V represents virtual, and R represents reality.

Furthermore, Virtual Reality is the latest technology developed with the aim that people can interact and adapt in a particular area or environment in the virtual world until they can feel that they stand in that area or environment. This technology has been widely applied in several industrial sectors such as medicine, aviation, education, architects, military, entertainment, and so on. Besides, Virtual Reality is beneficial in simulating something difficult to present directly in the real world. In short, the word VR used by Pewdiepie in his video entitled “KILL YOURSELF IN VR?! - (HTC Vive - Part 03)”, can be considered as a new word that is formed from the process of word-formation.

Datum 16: Subs

This word is found in a video titled “I’M LOSING SUBS!!!!”, which is uploaded on 29 June 2016, with a total of 16,623,980 views.

Etymologically, this word appears along with the development of Youtube and the increasing number of Youtube users over time. Subs/Subscribers are people who want to subscribe to exclusive videos on individual Youtube accounts. After all, the use of the word “Subscriber” has been known and used by most people in the world. Even so, the use of the word “Subs,” which is abbreviated

from the word “Subscriber,” is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. In other words, the word Subs used by Pewdiepie in his video entitled “I’M LOSING SUBS!!!!”, can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “sub/subs” first appeared on Pewdiepie’s Youtube channel. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “sub/subs” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The category of the word “sub/subs” is an abbreviation word because it undergoes the process of reduction. The word subs created and formed from the word subscribers, which has three syllables. Afterward, this word is reduced until it becomes a shorter word with only one syllable, subs. The purpose of reducing the word subscribers to subs is to make the pronunciation of this word simpler with a shorter form. In short, this word experiences a process of shortening words or abbreviations.

Datum 17: QnA

This word is found in a video titled “QnA with future Wifey,” which is uploaded on 3 March 2019, with a total of 15,791,571 views.

Etymologically, in usual, the word “QnA” (from Question and Answer) is written “Q&A” (the word “and” is changed with the symbol “&”). However, Pewdiepie wrote the word Question and Answer using the acronym “QnA” by taking the middle letter of the word “and.” The use of the acronym from the word Question and Answer to “QnA” tends to be a new phenomenon. Therefore, Pewdiepie is one of the people who has popularized this word on social media (particularly on Youtube). In short, the word IRL used by Pewdiepie in his video entitled “QnA with future Wifey,” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “QnA” first appeared on Pewdiepie’s Youtube channel. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “QnA” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word has been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects.

The category of the word QnA is an acronym within initial letters because this word is pronounced by mentioning each letter separately and written with capital letters. This word is created by taking initial letters from a set of several words and then formed to become a new word form. The word QnA is the result of the process of taking some initial letters from “Question and Answer.” In detail, Q represents Question, n represents “and,” and A represents Answer.

Furthermore, the term QnA found on websites that are deliberately created as a question and answer forum between one visitor and another visitor. This term also found in sessions after a meeting or lecture, where participants invited to ask the questions. Besides, the term QnA is also commonly found on social media, especially Youtube, where a Youtuber opens a question and answer session and asks the audience to ask questions. Afterward, the Youtuber chooses the questions to be answered. After choosing the questions, the Youtuber makes an exclusive video (usually titled QnA Videos) to answer questions that have been asked by the viewers one by one.

Datum 18: Mil

This word is found in a video titled “My 100 Mil Award BROKE! - LWIAY #0091”, which is uploaded on 12 September 2019, with a total of 15,169,510 views.

Etymologically, a mil is equal to 1,000,000 (a million), a unit of amount commonly used in the world, especially in the field of calculation. After all, the use of the word “million” has been known and used by most people in the world. Even so, the use of the word “mil,” which is shortened from the word “million” is

still not widely known by society. Besides, the word “mil” is also a slang language of the word “million.” Pewdiepie often uses this word every time the number of subscribers on his Youtube channel increases by one million. In other words, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. Therefore, the word “mil” used by Pewdiepie in his video entitled “My 100 Mil Award BROKE! - LWIAY #0091”, can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “mil” is widely spread and used by the Internet community (netizens) around the world. In this case, the word “mil” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word also has another sociolinguistic aspect, that is the aspect of stylistic. In more detail, the use of this word has become an everyday language that is understood and used by netizens.

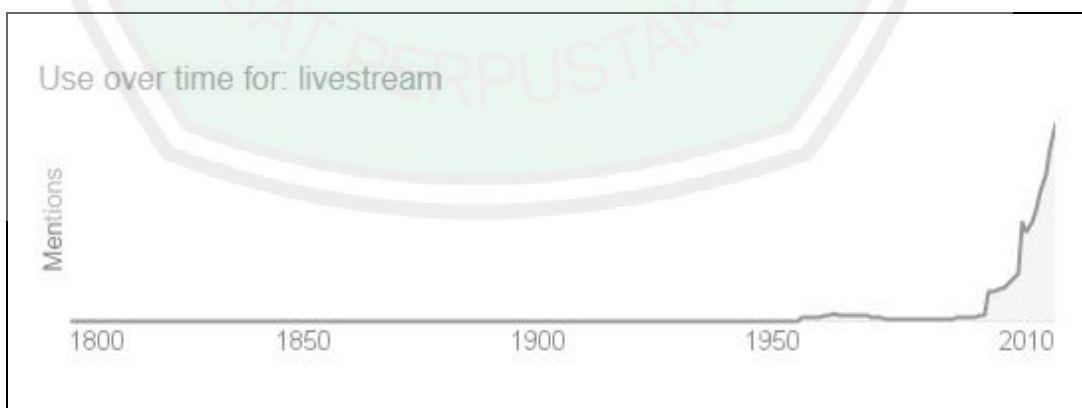
The category of the word mil is an abbreviation word because it undergoes the process of reduction. The word mil created and formed from the word million, which has three syllables. Afterward, this word is reduced until it becomes a shorter word with only one syllable, mil. The purpose of reducing the word million to mil is to make the pronunciation of this word simpler with a shorter

form. In short, this word experiences a process of shortening words or abbreviations.

Datum 19: Livestream

This word is found in a video titled “Livestream FAILS,” which is uploaded on 16 March 2020, with a total of 10,443,167 views.

Etymologically, this word appears along with the development of technology and social media. In 2005, Youtube was born and immediately shifted television’s position as a live broadcast media. Even though Youtube is not a platform that carries the idea of live video streaming, Youtube contributes significantly to online video streaming widely. Since then, Youtube has become the largest live video streaming platform in the world. Along with that, the word “Livestream” began to spread and be used by the public. Besides, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. The following is a mapping of the use of the word “Livestream” over time.



Source: Oxford

It can be seen that the word “Livestream” is widely spread from 2010 onwards, even today. In detail, the spread of the word “Livestream” follows the development of Youtube as a live video streaming platform that is widely used by the public. In short, the word “Livestream” used by Pewdiepie in his video entitled “Livestream FAILS,” can be considered as a new word that is formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “Livestream” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “Livestream” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word also has another sociolinguistic aspect, that is the aspect of stylistic. In more detail, the use of this word has become an everyday language that is understood and used by netizens.

The category of the word Livestream is closed-form of compound words because it is written with two words but not separated. The word Livestream is formed with two separate words, live and stream. Both words have different categories of parts of speech, live (verb), and stream (verb). Technically, the two words are then combined to form one new word, Livestream. Further, this word has a different meaning from the two previous words. Therefore, the formation of

a new word “Livestream” as a result of the compounding process not only produces a new word but also produces a new meaning.

Datum 20: Tiktok

This word is found in a video titled “Tik Tok: Unleashed Tik Tok part 15”, which is uploaded on 14 April 2019, with a total of 10,044,418 views.

Etymologically, the word “tiktok” (which then changes the function to a noun) comes from the name of an application, Tiktok. Tiktok is a short social video platform that was launched in September 2016. Since then, this application has begun to be downloaded and used widely by many people around the world. The factor that makes this application overgrow is because its users are allowed to imagine and express their expressions freely and can later be shared with friends or to the whole world. Eventually, the trend of making videos using Tiktok is now developing and becoming very popular among the people of the world.

From here then, the word “tiktok,” which was previously known as the name of an application, has now become a new vocabulary. For instance, in Pewdiepie’s Youtube video titled “Tik Tok: Unleashed Tik Tok part 15”. The word “tiktok” in that title tends to be colloquial. Even so, the function of the word “tiktok,” which changed its function from the name of an application to a noun, is still not widely known by society. Therefore, Pewdiepie (who uses this word in the title of the videos on his Youtube channel), is one who popularized this word. In short, the word “tiktok” that has changed its function to become a verb can be considered as a new word formed from the process of word-formation.

Meanwhile, in the term of sociolinguistic perspective, the word “Tiktok” first appeared on the Internet. Its use is widely spread and used by the Internet community (netizens) around the world. In this case, the word “Tiktok” appears based on the language style of the community, which continues to develop, following the trends in a particular era. In other words, this word appears influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society. Further, this word also has another sociolinguistic aspect, that is the aspect of stylistic. In more detail, the use of this word has become an everyday language that is understood and used by netizens.

In this case, the word Tiktok undergoes the process of coining because this word is converted from the name of an application “tiktok” into a noun “tiktok,” e.g., “This morning I will do some tiktoks.” This sentence means that “I want to make some videos using tiktok this morning.” Besides, the process of coining the word tiktok is dominantly caused by the use of words that are frequent by many people, so this word then becomes the new vocabulary used by people.

3.2 Discussion

In this subchapter, the researcher presents the discussion of the data analysis described in the subchapter findings above. The purpose of the data analysis discussion is to categorize and describe the results of findings based on; (1) The types of word-formation found in the video titles of Pewdiepie's Youtube channel; and (2) How are the words that are formed from these processes of word-formation considered as new words. Firstly, the process of categorizing findings based on types of word-formation refers to the theory of word-formation by Delahunty and Garvey (2010), which consists of seven types of word-formation, they are affixation, compounding, coining, abbreviation, acronym, blending, and borrowing. However, from these seven types of word formation, only six processes are found in the video titles of the Pewdiepie Youtube channel. The only process of word-formation not found in the video titles of Pewdiepie's Youtube channel is the process of blending. A more detailed explanation as follows.

First, the process of affixation is found in several terms, such as "Rewind and Unboxing." According to Delahunty and Garvey (2010), there are two types of affixation; Prefix & Suffix. Firstly, the researcher found that the word "Rewind" had the prefix "re" located before its root word "wind." The part of speech of the word "wind," after adding the prefix (-re), will become "Rewind," which is a verb. Meanwhile, the researcher found that the word "Unboxing" had both of prefix "un" and suffix "ing." The part of speech of the word "box," after adding the prefix (-un) will become "unbox," which is a verb. Furthermore, this

word, after adding the suffix (-ing), it will become “unboxing” and returns to be a noun.

Second, the process of compounding is found in several terms, such as “Gameplay, Playbutton, Eyetrack, Bottleflip, Jumpscare, Walkthrough, and Livestream.” There are three types of compounding; (1) open compound word, (2) closed compound word, and (3) hyphenated compound word. The difference between these three types lies in the way of writing the combination of words. However, the whole compounding words above have the same pattern, which is closed compound words. In detail, these compounding words are written by combining two words without any space or hyphen.

Third, the process of coining is found in several terms, such as “Google and Tiktok.” According to Delahunty and Garvey (2010), “The primary source of process coining is trading terms for business products, which later become a term that is commonly used by the public.” The two words refer to the name of a company (Google) and an application (Tiktok), which are then widely used and its function changes. First, the word Google has changed its function to become a verb, e.g., I google myself. Second, the word Tiktok changed its function to a noun, e.g., I made some Tiktoks today.

Fourth, the process of abbreviation is found in several terms, such as “Subs and Mil.” One way to do abbreviation in a word is to use the shortening abbreviation, this process of abbreviation is conducted by omitting the beginning or end of a word, for instance, ad (advertisement), etc. These two words, “Subs and Mil,” are shortened and omitted at the beginning. In detail, the word “Subs” is

shortened from the word “Subscribe.” While the word “Mil” is shortened from the word “Million.” Therefore, both words belong to words formed as a result of the abbreviation.

Fifth, the process of the acronym is found in several terms, such as “IRL, LWIAY, YLYL, VR, and QnA.” According to Delahunty and Garvey (2010), “The acronym is the process of word-formation by taking initial letters of several words.” Besides, the advertisers (including Youtube) use acronyms productively to make them expressed as ordinary words. Pewdiepie uses these acronym letters in the video titles on his Youtube channel repeatedly. The aim is that these words become more familiar to the viewers and can be expressed as everyday vocabulary.

Sixth, the process of borrowing is found in several terms, such as “Montage, and Meme.” Delahunty and Garvey (2010) explained that to do borrowing; it needs to replicate words that were originally being owned in one language to another. These two words, “Montage, and Meme,” are borrowed words from other languages. In detail, the word “Montage” is a borrowed word from the French language “monter,” which means to mount. Meanwhile, the word “Meme” is a borrowed word from the Greek “mimēma,” which means “that which is imitated” (Oxford Dictionary).

Furthermore, to obtain answers to the second research objectives (How are the words that are formed from these processes of word-formation considered as new words), the researcher presents the explanation and description of the data within the etymological aspects of each word, notably, on when the word appears

and what new meaning is created from these processes of word-formation. The researcher found that every word analyzed in the sub-chapter findings were new words that emerged as a result of the word-formation processes. Most of them are words that appear along with the development of technology and social media (especially Youtube), e.g., Rewind, Unboxing, Gameplay, Playbutton, Eyetrack, Bottleflip, Jumpscare, Walkthrough, Livestream, Google, Tiktok, IRL, VR, Montage, and Meme. Further, these words were popularized by Pewdiepie by using them to create video titles on his Youtube channel. Meanwhile, some others are pure new words created by Pewdiepie as a result of his creativity in creating varied video contents on Youtube, e.g., Subs, Mil, QnA, LWIAY, and YLYL.

Moreover, the researcher found that there is a correlation between the etymological aspects of the words and the sociolinguistic perspective. This is based on the argument of Crystal (2008), which states that “The phenomena of new word formation as a popular trend among young people (teenagers) in communication with social media often confuse people. It happens because, in this continually evolving and increasingly sophisticated era, teenagers play an essential role in the use and creation of language”.* Besides, the reason why sociolinguistic perspective correlate with etymological aspects is that the sociolinguistic perspective is one of the main perspectives used to investigate Internet linguistics (Crystal, 2005). (Here the researcher also present the discussion of Internet linguistics features found in the video titles of Pewdiepie’s Youtube channel, explained below). Further, Thurlow (2001) explained that this perspective is closely related to the way people see the impact of the Internet development on language. The perspective of sociolinguistics on the Internet can

be studied with several interconnected aspects; some of these aspects are language change and stylistic aspect (Thurlow, 2001).

First, as an effort to explain how this research is able to answer the problem as expressed by Crystal above*, the researcher found that within the etymological aspects of the words, the public could understand; 1) where the words used by Pewdiepie in video titles of his Youtube channel originate; 2) how these words are formed and 3) what the meaning of these words are. The main reason why the researcher needs to do such analysis is, as fellow youths, the researcher feels responsible for participating in illustrating and describing to the people that the formation of these words is based on the language style of the community which continues to develop, following the trends in a particular era. In this case, the words used by Pewdiepie in video titles of his Youtube channel are influenced by the sociolinguistic aspect. Because one of the sociolinguistic aspects is “language change,” the point is that the language always develops following the social development of a society (Thurlow, 2001). Therefore, the languages (the new words) that develop in a society needs to be explained to the public massively, so that it can be understood where they came from, how they were formed, what they mean, and how is the use of these words.

Second, the researcher found that the words used by Pewdiepie in video titles of his Youtube channel have the aspect of stylistic. The point here is that these words are words that spread widely on the internet, which are then followed by people in their use (Thurlow, 2001). The researcher takes the example of the following words, “Unboxing” and “Meme.” Etymologically, these words are

words that appear along with the development of social media, which is then widely used by the public on social media. In other words, the role of the etymological aspects of these words is closely related to the social condition of the community (in this case, the sociolinguistic aspect). In detail, first, the word “Unboxing,” there is a lot of Youtube video titles that use this word in the case of making a video containing a review of a particular item. Besides, the word “Meme” seems familiar to the public because memes are viral and are widespread on social media. Further, these words have been transformed into Internet jargon that is commonly used by people. In short, these words are influenced by the aspect of stylistic, which is one of the sociolinguistic aspects (Thurlow, 2001).

Furthermore, the researcher argues that to explore the Internet linguistic features contained in the video titles of Pewdiepie’s Youtube channel is an exciting discussion to do. Initially, this discussion is based on the main object of this research, which is Youtube. Therefore, indirectly, the researcher is responsible for presenting the discussion about Internet linguistic features. In this case, the researcher found that the video title of Pewdiepie’s Youtube channel contains several elements of Internet linguistic features. The detailed explanation is as follows.

First, capital letters, the researcher found that there are a lot of video titles on Pewdiepie’s Youtube channel that used capital letters. For example, in datum 8: “BOTTLEFLIP CHALLENGE!” and datum 14: “YOU LAUGH? YOU LOSE! CHALLENGE - YLYL # 0001”. According to Nishimura (2007), the users choose to use capitals letters most probably because they are visually more

prominent as compared to the lower case. Besides, the use of capital letters can also attract the attention of the viewers. (The complete data can be seen in table 2)

Second, clipping, the researcher found that there are several video titles on Pewdiepie's Youtube channel that used clipping. For example, in datum 4, "...Youtube 50 Mil Sub Reward Unboxing" and datum 6 "Unboxing 100 MIL Youtube AWARD!!". From the above data, the researcher found that Pewdiepie used the word "Sub" by clipping it from the word "subscribe." Meanwhile, the word "Mil" is a clipping of the word "million." (The complete data can be seen in table 3)

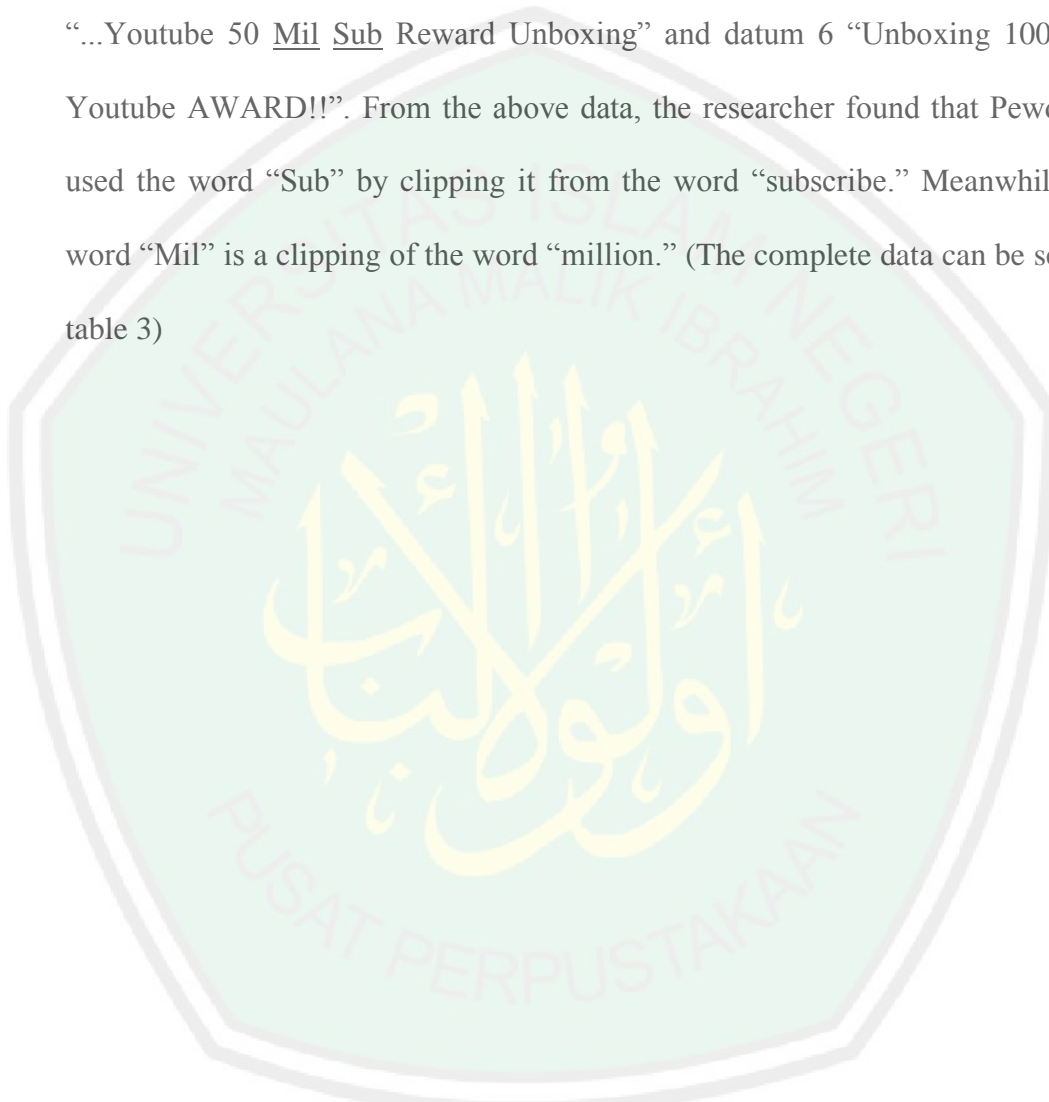


TABLE OF DATA

Table 1: Word Formation Processes

Types	The Words
Affixation:	Rewind, Unboxing
Compounding:	Gameplay, Playbutton, Eyetrack, Bottleflip, Jumpscare, Walkthrough, Livestream
Coining:	Google, Tiktok
Abbreviation:	Subs, Mil
Acronyms:	IRL, LWIAY, YLYL, VR, QnA
Blending:	-
Borrowing:	Montage, Meme

TABLE OF DATA

Table 2: Internet Linguistic Feature: Capital Letters

DATA	TITLE
Datum 1	LEVEL 7 I'M NOT CRAZY (OUTLAST IRL GAMEPLAY)
Datum 4	THE RUBY PLAYBUTTON...
Datum 7	TESTING OUT EYETRACKING
Datum 8	BOTTLEFLIP CHALLENGE!
Datum 11	[FUNNY] TOP SCARIEST MOMENTS OF GAMING! (JUMPSCARES)...
Datum 14	YOU LAUGH? YOU LOSE! CHALLENGE - YLYL #0001
Datum 15	KILL YOURSELF IN VR?!
Datum 16	I'M LOSING SUBS!!!!

TABLE OF DATA

Table 3: Internet Linguistic Feature: Abbreviation

DATA	TITLE
Datum 4	...Youtube 50 <u>Mil</u> <u>Sub</u> Reward Unboxing
Datum 6	Unboxing 100 <u>MIL</u> Youtube AWARD!!
Datum 16	I'M LOSING <u>SUBS</u> !!!!
Datum 18	My 100 <u>Mil</u> Award BROKE!

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter consists of two parts. First, the conclusion of the research about word formation processes occurs in the video titles of Pewdiepie's Youtube Channel. Second, the suggestions for the readers who are interested in becoming further researchers in the field of morphology, especially in the area of morphological analysis or word-formation process analysis.

4.1 Conclusion

This research is conducted with efforts to find and explore the information about the word-formation processes that occur in the video titles of Pewdiepie's Youtube channel. To conduct this research, the researcher relies on a theory in the field of morphology, especially the word-formation process by Delahunty & Garvey (2010). The theory contains the explanation of seven types of word-formation processes, and they are affixation, compounding, coining, abbreviation, acronyms, blending, and borrowing. Meanwhile, only six processes are found in the video titles of Pewdiepie's Youtube channel. One type of word-formation process that is not found is blending.

Furthermore, the words formed from the processes of word-formation are considered as new words according to the etymological aspects of each word. Most of them are the words that appear along with the development of technology and social media (especially Youtube). Further, these words were popularized by Pewdiepie by using them to create video titles on his Youtube channel.

Meanwhile, some others are pure new words created by Pewdiepie as a result of his creativity in creating varied video content on Youtube.

Hereafter, this research becomes a new alternative for people, especially Youtube users, to know and understand terms and words that cannot be found in a dictionary. Along with the existence of this alternative, people can also learn about how the process of word-formation. Besides, the people (as actors who form new words) will be responsible for explaining the meaning of these new words and how they are formed. So, people who do not know the meaning of these new words can understand and participate in using these words in daily communication. Moreover, the development of new words also develops, along with the development of social media. Therefore, it is essential to know the new words that are formed not to miss the development of social media.

Furthermore, the researcher receives many lessons and benefits from this study. First, the researcher learns a lesson about how to analyze a new word formed as a result of daily communication on social media. Besides, the researcher also knows what the categories of these new words are, so the researcher does not mistake to place them in a particular sentence. Second, the researcher benefits from the experience of researching new word-formation on social media such as Youtube (in this case, Pewdiepie's Youtube channel), so that the researcher can explain the results of the analysis to the people.

4.2 Suggestion

There are a lot of words formed along with human needs in the use of certain words in specific fields. For example, the words formed in the field of social media as a result of daily communication and individual creativity. The new words may be unfamiliar and cannot be found in dictionaries. So, many people cannot understand what the meaning and category of the word are. This problem then makes awkwardness in communicating, (in this case) if there is someone who uses a word that is still unfamiliar while others do not understand it. Such a situation will lead to miscommunication between people. To overcome this kind of phenomenon, it needs to conduct researches to analyze the process of new word formation and its meaning. Furthermore, these studies will be an alternative (as a substitute for the dictionary) for people to learn and understand the formation of a new word.

Therefore, the researcher provides suggestions for future researchers as follows. First, the researcher suggests further researchers deepen and extend the analysis of the new word-formation process, both in the field of social media or in other fields, such as technology, military, economics, politics, and others. The goal is that every new word formed can be booked and condensed. Second, the researcher suggests further researchers choose other new theories of the word-formation process so that they can elaborate on the study of a process of new word formation more deeply.

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CURRICULUM VITAE

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APPENDIX

Table of The Processes of Word Formation

No	Data	The Processes of Word Formation						
		Affixation	Compounding	Coining	Abbreviation	Acronyms	Blending	Borrowing
1.	IRL					✓		
2.	Gameplay		✓					
3.	Montage							✓
4.	Playbutton		✓					
5.	Rewind	✓						
6.	Unboxing	✓						

7.	Eyetrack		✓				
8.	Bottleflip		✓				
9.	Google			✓			
10.	Meme						✓
11.	Jumpscare		✓				
12.	LWIAY					✓	
13.	Walkthrough		✓				
14.	YLYL					✓	
15.	VR					✓	
16.	Subs				✓		

17.	QnA					✓		
18.	App					✓		
19.	Livestream		✓					
20.	Tiktok			✓				

