PROCESS OF ENGLISH WORD FORMATION IN GOOGLE PLAY STORE APPLICATION

THESIS

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled **Process of English Word Formation in Google Play Store Application** is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who responsible for that.

Malang, 6 January 2021

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MOTTO

"Learn from the past, live for today, and plan for tomorrow"

DEDICATION

This thesis is dedicated to my late father Cipto, my mother Riana, and my two younger sisters Titis and Cici.

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Finally, I realize that this thesis is far from perfect. Therefore, I accept every suggestion and criticism that can make the quality of this thesis better. I hope this research can be useful in the field of morphology. I also hope that this thesis can provide a deeper understanding of the word-formation process research.

Malang, 6 January 2021

The Researcher

Dahril Anjas Triatmiko

ABSTRACT

Triatmiko, Dahril Anjas. (2020). *Process of English Word Formation in Google Play Store Application*. Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Hj. Syafiyah, M.A.

Keywords : Word Formation Process, Google Play Store

New word-formation is often formed in terms of technology because technology is a thing that can change quickly, and humans as the users have to adapt well. The use of technology can affect in many aspects. The most rapid technological development occurs in gadgets because gadgets are a technology which is often used by the public because of its functions that can help in everyday life. Furthermore, this research aims to analyze the word-formation terms found in the Google Play Store application. This research uses the theory of Delahaunty and Garvey (2010), which discusses the types and processes of word-formation.

This research uses a qualitative descriptive method which aims to provide systematic, factual, and accurate results. The data used in this research are word terms in the form of words or phrases found in the Google Play Store application. The data analyzed are the word terms found in the form of the name of the application, the description of the application, and various texts contained in the Google Play Store application. This research also used the Wordtracker website to provide a detailed report on search frequency for each term.

The results of this research indicate that there are thirty-five terms found in the Google Play Store application. Furthermore, only six of the seven types of word-formation processes are found in the Google Play Store app. The type of word formation process that was not found was the coining type. Then, the most dominant type of word formation process is the acronym found in fourteen words terms. Followed by the type of affixation and borrowing process found in six words terms, the blending process found in five words terms, and the clipping process found in one word term. In short, the Google Play Store application has many terms that are formed from a morphological process that has the aim of

making a term more specific or easy to pronounce and remember by the users. Hereafter, this research can be useful for Android phone users who are looking for a definition of a term on the Google Play Store or for people who are interested in studying the field of morphology or in the field of word-formation process.

مستخلص البحث

تريانميكو، دهر الأنجس. (2020). عملية تكوين الكلمة الإنجليزية في تطبيق *Google Play Store*. البحث الجامعي. قسم الآداب الإنجليزية، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

مشرفة : دكتورة. حاجة. شافية، الماجستير

الكلمات الرئيسية : عملية تكوين الكلمة، *Google Play Store*

تكوّنت الكلمة الجديدة غالبا في مجال التكنولوجيا لأنه شيء يمكن أن يتغيّر سريعا، ويلزم على الناس كمستخدميه أن يتكيفوا بطلاقة. يؤثّر استخدام التكنولوجيا عدّة المجالات. أكثر استخدام التكنولوجيا ازدهارا هي الأداة الذكية لأنها من إحدى التكنولوجيات التي يستخدمها الناس كثيرا بسبب وظيفتها التي تقدر على المساعدة في الحياة اليومية. وبالتالي يهدف هذا البحث إلى تحليل مصطلحات تكوين الكلمة الجديدة الموجودة في *Google Play Store*. يستخدم هذا البحث نظرية ديلاهونتي وجارفي (2010) التي تبحث في نوع تكوين الكلمة وعمليتها.

يستخدم هذا البحث الطريقة الوصفية الكيفية التي تهدف إلى إعطاء النتيجة المنهجية، الحقيقية، والمضبوطة. البيانات المستخدمة في هذا البحث هي المصطلحات مثل الكلمة أو العبارة الموجودة في تطبيق *Google Play Store*. البيانات المحلّلة هي مصطلحات الكلمة الموجودة في شكل اسم التطبيق، وصف التطبيق، وعدة الكتابات الموجودة في تطبيق *Google Play Store*. يستخدم هذا البحث أيضا موقع *Wordtracker* لإعطاء المعلومات التفصيلية عن تكرر البحث لكل مصطلح.

تدلّ نتيجة هذا البحث إلى ثلاثين مصطلحا الموجودة في تطبيق *Google Play Store*. وبجانب ذلك، توجد ستة أنواع فحسب من سبعة أنوع عملية تكوين الكلمة الموجودة في تطبيق *Google Play Store*. نوع عملية تكوين الكلمة التي لا توجد هي نوع العملة. ثم نوع عملية تكوين الكلمة الكثيرة هي الاختصار الموجودة في ثلاثة عشر مصطلح الكلمة. ويتبعه نوع المصالحة وعملية الاستعار الموجودة في مصطلح ست الكلمات، عملية الاختلاط الموجودة في مصطلح خمس الكلمات، وعملية الإقطاع الموجودة في مصطلح كلمه واحده. باختصار، يمتلك تطبيق *Google Play Store* مصطلحات كثيرة مكوّنة من عملية الصرق، حيث تهدف إلى كون المصطلح أكثر دقة أو سهل القول ويتذكره المستخدمون. وبالتالي، يمكن أن يفيد هذا البحث مستخدمي الهواتف

الأندرويد الذين يبحثون تعريف المصطلح في *Google Play Store* أو لمن يهتم بتعلم مجال الصرف أو مجال عملية تكوين الكلمة.

ABSTRAK

Triatmiko, Dahril Anjas. (2020). *Proses Pembentukan Kata Bahasa Inggris di Aplikasi Google Play Store*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Dr. Hj. Syafiyah, M.A.

Kata Kunci : Proses Pembentukan Kata, Google Play Store

Pembentukan kata baru sering kali terbentuk dalam bidang teknologi karena teknologi adalah sesuatu yang dapat berubah dengan cepat, dan manusia sebagai penggunanya harus beradaptasi dengan baik. Penggunaan teknologi dapat mempengaruhi banyak aspek. Perkembangan teknologi yang paling pesat terjadi pada gadget karena gadget merupakan salah satu teknologi yang sering digunakan oleh masyarakat karena fungsinya yang dapat membantu dalam kehidupan sehari-hari. Selanjutnya penelitian ini bertujuan untuk menganalisis istilah pembentukan kata yang terdapat pada aplikasi Google Play Store. Penelitian ini menggunakan teori Delahaunty dan Garvey (2010) yang membahas tentang jenis dan proses pembentukan kata.

Penelitian ini menggunakan metode deskriptif kualitatif yang bertujuan untuk memberikan hasil yang sistematis, faktual, dan akurat. Data yang digunakan dalam penelitian ini adalah istilah kata berupa kata atau frase yang terdapat pada aplikasi Google Play Store. Data yang dianalisis adalah istilah kata yang terdapat dalam bentuk nama aplikasi, deskripsi aplikasi, dan berbagai teks yang terdapat pada aplikasi Google Play Store. Penelitian ini juga menggunakan situs Wordtracker untuk memberikan laporan rinci tentang frekuensi pencarian untuk setiap istilah.

Hasil penelitian ini menunjukkan bahwa terdapat tiga puluh lima istilah yang ditemukan pada aplikasi Google Play Store. Selain itu, hanya enam dari tujuh jenis proses pembentukan kata yang ditemukan di aplikasi Google Play Store. Jenis proses pembentukan kata yang tidak ditemukan adalah jenis coining. Kemudian, jenis proses pembentukan kata yang paling dominan adalah akronim yang terdapat pada empat belas istilah kata. Diikuti dengan jenis afiksasi dan

proses peminjaman yang ditemukan pada istilah enam kata, proses pencampuran yang ditemukan pada istilah lima kata, dan proses pemotongan ditemukan pada satu istilah kata. Singkatnya, aplikasi Google Play Store memiliki banyak istilah yang terbentuk dari proses morfologi yang bertujuan agar suatu istilah lebih spesifik atau mudah diucapkan dan diingat oleh pengguna. Selanjutnya, penelitian ini dapat bermanfaat bagi pengguna ponsel Android yang sedang mencari definisi suatu istilah di Google Play Store atau bagi orang-orang yang tertarik mempelajari bidang morfologi atau dalam bidang proses pembentukan kata.

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CHAPTER I

INTRODUCTION

This chapter consists of the background of the research, research questions, research objectives, significances of the research, scope of the research, definition of key terms, previous studies & overview of the proposal.

A. Background of the Research

At present, the new words terms that refer to specific meanings have been widely used in daily life. Word-formation process or lexeme formation is a morphological study that studies the process of forming new words from the old version, changing the category of a word as well as adding important meanings, or just changing the category of words without adding or reducing the meanings of a word (Lieber, 2009). New words might be formed by borrowing, blending, compounding, coining, affixation, abbreviation, and idiomatic. According to Aitchison (2003), humans can say new words that have never been spoken before and used them freely, but these words can still be understood even in impossible circumstances. For example, it can be applied in daily life because word-formation has been embedded in the civilization of society in many aspects.

New words are often formed based on technological advancement since technology is a kind of social change that can change quickly. As stated by Max Weber (1922) that social changes occur in people's lives because of society or individual beings who are able to develop ideas or thoughts on their actions. This happens because humans or actors are creative, active, and think rationally when they take action. Therefore make humans as the users of technology have to adapt

well. The use of technology can affect many aspects, especially in the language field, where many changes are now happening. It happens because of the rapid development of technology that produces new technologies which have never been found before. Because of this reason, the developer or the creator must create new terms or words that can be understood by the users. In short, even though a new word is unfamiliar, the user can still understand the meaning of the word. Therefore, the development of language and technology are closely related.

The most rapid technological development occurs in gadgets. Gadgets, that is to say, are forms of technology which are often used by the public because of its functions that can help people in everyday life. It can be seen in the developments of smartphone usage that continue to increase. Laura Silver, a senior researcher at the Pew Research Center, stated that in 2018 there were more than 5 billion users of mobile devices and it was estimated that half of them have been using smartphones (Pewresearch.org, 2019). The highest number of users are those averagely under the age of 35. This increasing number of smartphone users occur because users want to access information from the internet and social media.

The development of smartphone usage is also accompanied by the development of the Android Operating System which has dominated the market share of the mobile operating system since 2013 (Statista, 2019). Therefore, many prospective users choose Android as the OS of their smartphones because Android offers many advantages compared to other operating systems. Android is an open-source operating system developed by Google and always offers innovations in every new version. Moreover, Android also supports various types

of applications that can be easily installed via the official digital service application, Play Store.

Google Play Store is an official Android application developed by the owner of Android; Google Inc. Google Play Store is a place to get various digital services, such as applications, games, e-books and films. These services always get constant development because developers are interested in the Android market share by making more and more innovations through plenty number of applications. New technologies and innovations certainly require a new word term to be easily understood by users. Therefore, many new terms can be found in a number of applications inside Google Play Store. Several of which are understood to have used some morphological processes such as acronym, blending, clipping.

There are some similar studies related to this research. Many researchers have observed word-formation processes in various contexts, such as in the Orhon Inscriptions (Kupayeva, 2015; Zubaidah, Kandasamy, & Yasin, 2015), web articles (Ariwibowo, Ma'ruf, & Baswara, 2019; Wijanarto, Adinugraha, & Pancarian, 2019). First, A. K. Kupayeva (2015) investigated the Word Formation Models and Semantic Features of Derived Words in Orhon Inscriptions (Derivations of Nouns and Adjectives). In this journal, the writers used the same topic (word-formation processes) but with different theories. The theory used in the research is Old Turkic word formation and grammar by Marcel Erdal, A.N. Kononov, & A.S. Amonzholov's. The research offers word-formation, morphemic and etymological analysis of the structure of the word, grouped according to word-formation models and the result of the research is the data describe phonological and semantic changes in words forming a morpheme.

Second, Zubaidah, Kandasamy & Subakir (2015) researched the Word Formation Process in Daily Communication on Facebook. This study aimed at finding the most common word formation process among Facebook users from Malaysia. The main objective of this research is to describe the general features of the process of forming words used by the participants. The results show that three word-formation processes occur which are commonly used by users; integrates, and uses emoticons on Facebook.

Third, Ariwibowo, Ma'ruf & Baswara (2019) researched the word-formation of ecology terms in a National Geographic article entitled "The Pacific Ocean, Explained". The aim of this research so that readers get a good understanding of word-formation in ecology and understand the meaning in the article. This study used qualitative methods and document-analysis data-gathering procedures to get the information needed. Meanwhile, the theory used is the theory proposed by Brinton & Brinton (2000). The results of this study are the discovery of compounding, derivational, and blending types.

The last, Wijanarto, Adinugraha, & Pancarian (2019) conducted the analysis of word-formation found in an article in Wonderful Indonesia entitled "15 Instagrammable Destinations You Must Visit in Bali". This study used a qualitative method to analyzed data and uses several theories proposed by Katamba (2007), Yule (2010), & Brinton and Brinton (2010). The results revealed that in this study, 26 words were found using adjective word-formation processes which consist of 21 nouns, 17 adverbs, and one verb word. This study also found that the reason for using word-formation processes on the Wonderful Indonesia

website is to promote tourist attractions in Bali because the function of an adjective is to provide information and describe Bali.

This study focused on word-formation processes proposed by Delahunty & Garvey (2010) and the main object is several applications in the Google Play Store. Moreover, the new terms in the Google Play Store are interesting topic to discuss because these terms are often used by Android OS users all around the world. The aim of this study is to extend the scope of word-formation processes study in a different context and media. The study of the word-formation processes still productive since it investigates various strategies in a different context in which words might be formed by borrowing, blending, compounding, coining, affixation, abbreviation, and idiomatic.

From the explanation above, it is clear that the researcher has found a gap with the previous studies. In the first gap, the researcher uses different word-formation theory with Google Play Store as the object as they are written in the data. In the second gap, while the most similar studies only discuss and identify the word-formation, this research, however, also examines the process of forming a new word-formation word using Delahunty & Garvey's (2010) theory. In conclusion, the current study focuses on extending some gaps that are already explained in the previous studies.

B. Research Questions

Based on the background of the study above, this study proposed to answer the two following questions below:

1. What types of word-formation processes are found in the Google Play Store applications?
2. How are the words used in the Google Play Store application formed?

C. Research Objective

Based on the two points of the research questions above, the research is conducted to answer the following objectives:

1. To identify the types of word-formation processes found in the Google Play Store application.
2. To describe the formation process of the words based on the types of word formation in the Google Play Store application.

D. The significances of the study

For the significances, the researcher provides theoretical and practical contributions to the enrichments of the literature within this field. The contribution of this research is to understand word-formation processes in the Google Play Store application within the interdisciplinary area of the Field of Morphology. The theoretical contribution in this research can extend the knowledge of readers about Word Formations theory by Delahunty & Garvey (2010). Theoretically, it is beneficial to the university students of Maulana Malik Ibrahim Malang, especially to the linguistic students of the English Letters

Department. The analysis provides them with more understandings about morphology, especially word-formation processes.

Then, the researcher also expects that this research can provide practical benefits for both the researchers and the readers. For the researcher's perspective, it can help the researcher to enrich more morphology knowledge after studying word-formation theory and develop researcher's writing skills. While for the readers, especially for those who are interested in morphology, it will help them to get more understandings about word formation theory.

E. Scope and Limitation

This research focuses on the use of morphological studies. This research only discusses the types and patterns of using word-formation processes in the form of words or phrases on the Android application, Google Play Store. Besides, the researcher also uses the word-formation processes theory proposed by Delahunty & Garvey (2010), which consists of abbreviation, acronym, affixation, blending, borrowing, clipping, and compounding.

F. Definition of Key Terms

This section is an explanation of the key terms related to this research and will help the reader to understand the topic.

Morphology: Morphology is a branch of linguistics that studies the formation of words and the function of changing word forms to get different meanings from a grammatical and semantic perspective.

Word formation processes: Word formation is a morphological study that focuses on the process of forming new types of words which consist of several types. Each type of word formation process has a different function and process.

Android: The mobile operating system developed by Android Inc. and based on the modified Linux operating system.

Google Play Store: Google Play Store is a digital product application service for the Android OS developed by Google Inc.

G. Previous Studies

There are some related previous studies discussed in this research. The researcher categorizes the review of the previous studies into seven parts. First, Ganadhi, Sianturi & Rachmaputri (2019) researched word-formation in DoggoLingo. This study aims to find the word-formation process in DoggoLingo as a linguistic phenomenon in recent years using a theory proposed by Brinton & Brinton (2010). Research results show that 78 words are using the word-formation process which consists of 19 words compounding, 18 words derivation, 14 words phonetic spelling, 12 words root formation, seven words conversion, four words inflection, and four words reduplication.

Second, Rizki & Marlina (2018) researched word-formation from the novel & movie of Alice's Adventures In Wonderland using the word-formation theory proposed by O'Grady (1997) & Yule (2010). The study uses descriptive qualitative methods to analyze data. The results revealed that the word-formation processes used in the novel and movie are different. The dominant word-

formation found in the novel is an internal change, cliticization, suppletion, multiple processes, compounding, and affixation. Meanwhile, the use of word-formation in the film Alice's Adventures In Wonderland is affixation, cliticization, supplementation, compounding, blending, onomatopoeia, and clipping.

Third, previous studies are found from the research of a journal that was written by Oktavia, Yulmiati, & Theresia (2017). They investigated the Word Formation Processes of Slang Words in "The Beginning" Album by Black Eyed Peas. The same topic on these studies but the research object is different. The research object that uses in these studies is the song lyrics. This study analyzes the process of forming slang words contained in the song lyrics on the album The Beginning by Black Eyed Peas. The theory used is the theory of O'Grady & Archibald (2016) & Yule (2006).

Fourth, Sari (2018) researched word-formation on social media. The purpose of this study is to analyze the process of forming words used on social media (Instagram and Twitter). This study uses descriptive qualitative methods, while the data are analyzed using the theory of word-formation processes by Katamba (1993), Hatch & Brown (1995), & O'Grady (1996). The results obtained from this study were the discovery of 8 types of word-formation processes found on social media consisting of borrowing, coins, compounding, initialization and acronyms, blending, clipping, inflection, and derivation. The most dominant types of word-formation processes are inflection, compounding, initialization and acronyms, borrowing, clippings, coins, blending, and derivation.

Fifth, Nanda, Rosa, & Ardi (2012) analyzed the Twilight novel & movie script. This study aims to find the types of word-formation used in novels and movie scripts "Twilight". This research uses the theory of 'Grady (1997) and uses descriptive research methods. The results of this study indicate that there are 6572 data in the novel consisting of cliticization, coinage, acronym, backformation, internal change, conversion, clipping, blending, and suppletion. Meanwhile, 796 data were found on film scripts consisting of cliticization, clipping, internal change, suppletion, conversion, onomatopoeia, and blending.

Sixth, Zefanya, Sanusi & Lesmana (2019) researched the use of word formation in Subreddit. Subreddit is the largest community site in the world & has many users who share & access various types of information every day. This research focuses on the use of word formation in several gaming community Subreddits using Yartseva's theory (1999). The method used in this research is the qualitative research method. The results show that there are eight new type words, nine compounding words, seven blending type words, eight clipping type words, five acronym type words, ten initialism type words, six new meaning type words in an existing word.

Seventh, Oktaviani, Prajnandhari & Kristianti (2019) analyzed The Handmaid's Tale Season 1 to find out the words that represent the female characters. To analyze the data, the researchers used a morphological approach. The result of the research found 13 words that represent female characters consisting of derivation and compounding. This study also found 11 types of morphemes which begin with derivational morphemes consisting of - un and -of and derivational suffixes consisting of -ed, -ion, -ship, -y, and -ful. Whereas

nominal compounds found four words namely "birthmobile", "pinhead", "handmaid", and "taskmistress". This study also found several functions of English derivative morpheme as negation, like nouns, as verbs, and as adjectives, and changes of the meaning of words are not necessary to be identified by the meaning of each word alone.

From the previous studies above, it can be concluded that the various studies above use the same topic, word-formation and also various objects (social media, web articles, song lyrics, novels, or films) and different theories. This research, however, chooses to use the theory of Delahunty & Garvey (2010) and the Google Play Store application as research objects to be differentiate from the previous studies.

H. Research Methods

This chapter consists of research design, data source, research instrument, data collection, and data analysis.

1. Research Design

In this research, the researcher used qualitative research methods. Qualitative research is a method that aims to provide a systematic, factual, and accurate description of something about the reality in the data source. This method is used to answer research questions that are demanded to provide a depth of understanding of word-formation processes used in the Google Play Store application. The qualitative research method is used to describe the word-formation processes phenomenon found in the subject of the *Google Play Store*

application. This method also becomes an effective way to analyze the written text through a linguistics approach. Also, this study uses qualitative methods because the data form of the research is the text collected from the *Google Play Store application.*

2. Data and Data Source

The data source is taken from the Google Play Store application which consists of 35 words or phrases formed from the word-formation process. Researcher took data from the internet to search for new terms using formation words in the Google Play Store application. The forms of data which will be analyzed are the name of the application, the description of the application, and various texts contained in the Google Play Store application. Researchers also took data from the Wordtracker website to provide detailed reports on the frequency of searches for each of the terms. In this case, the researcher searches for the terms using a database from Google with global territories.

3. Research Instrument

In this research, the researcher becomes the only one instrument. So, it is mean that the research instrument is the researcher himself (Sugiono, 2009). Qualitative researchers as human instruments function to determine the focus of research, choose informants as data sources, collect data, assess the quality of data, analyze data, interpret data and make conclusions on their findings (Sugiono, 2009). Researchers as instruments are based on the ability of researchers from the research plan to the stage of processing research data.

4. Data Collection

In this research, the researcher have several data collection techniques. First, the researcher collects various terms in the Google Play Store application that used a word-formation process. Second, the researcher selected 35 popular terms found on the Google Play Store. The number was chosen to provide readers with sufficient understanding of the word-formation process found in the Google Play Store application. The term chosen is a popular term and this study also provides statistical data about the search rate for each word term. This research also avoids word terms that are too general because these terms are already understood by the people, such as Google, Facebook, Android, and others. Third, researcher downloaded the frequency data of the searches of each term selected from the Wordtracker website in November 2020. Then the researchers analyzed the data that had been collected using Delahunty & Garvey's (2010) theory.

5. Data Analysis

The data analysis is done based on Delahunty & Garvey's (2010) classifications of word-formation processes. In word-formation processes, there are seven subcategories: abbreviation, acronym, affixation, blending, borrowing, clipping, and compounding. In conducting data analysis, several ways must be done by the researcher. First, the researcher read all the terms in the notes that have been collected. In the second step, the researcher examines all the terms that have been collected in the category of word-formation processes. Furthermore, the researcher classifies all the terms that have been collected in seven subcategories of word-formation processes. In the final step,

researchers will analyze data that has been classified using Delahunty and Garvey's theory.

I. Outline of the Research

This research consists of four chapters; Introduction, Review of Related Literature, Findings and Discussion, and Conclusion and Suggestion. These four sections are carried out systematically, so they are related and interconnected to each other. Moreover, the four sections are carried out in the order specified so that this research becomes coherent. Following is the elaboration of each chapter of the research to be conducted:

1. Chapter I: Introduction

This chapter explains the background of the research, which generally covers the phenomenon of the word-formation process that occurs in the Google Play Store application, which frequently uses new terms as the results of new words formation. Furthermore, this chapter formulates the research questions and objectives of the research, explains the theoretical and practical significances of this research, describes research methods and writing organizations. In this case, the research method explains what approach is used as a research methodology, what kind of research, and where the research method is focused.

2. Chapter II: Review of Related Literature

This chapter provides theories to support the title and topic which are being discussed in this research. The theory covered in this section is

the theory of the word-formation process proposed by Delahunty and Garvey (2010), which consists of several parts that are explained in detail.

3. **Chapter III: Findings and Discussion**

This chapter is a forum of findings and discussion where the researcher will conduct the research, present the data that has been collected, examine the data one by one, and discuss it to answer the research questions and objectives of the research to complete academic curiosity and confusion.

4. **Chapter IV: Conclusion**

This chapter outlines the conclusions of the research that have been completed using the method of qualitative research. This chapter also provides suggestions based on the results of this research as a reference for future researchers to be better in conducting similar research. The last part of this research is the references that are used to ease the readers to find more complete references.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses theories that potentially support this research, which consists of morphological concepts, morphological processes and word formation, types of word formation, and Google Play Store Application.

A. Morphology

Rochelle Lieber (2009) explained that morphology is the study of word formation, new ways words are created in language, and how they have formed variation of words (depends on the conditions of use). For example, a person who is a language native speaker will have innate knowledge about how to create new words, and they will recognize it or understand new words that have never been heard before every day. According to Aronoff & Fudeman, linguistic morphology refers to the mental system involved in word formation, which is closely connected to words, internal structure, and the process of formulation. Morphology in the context of morphology refers to the mental system involved in word-formation that is closely related to words, internal structure, and the formation process (Aronoff & Fudeman, 2011).

Morphology is an important concept to learn because of many basic concepts required to learn about word formation such as allomorphs, words, and morphemes root, derivational, morphemes, morphs, words, compounding, inflectional morphemes, and other sources of words (Delahunty & Garvey, 2010). This basic concept can help to understand the concept of word-formation more deeply. Based on the data above, it can be concluded that morphology is a branch

of linguistics that studies word forms and functions of changes in word forms (into the smallest unit), both grammatical functions, and semantic functions.

1. Morphemes

The morpheme is the smallest form in a language that has meaning or function in grammar. However, a morpheme is not the smallest unit of meaning (Delahunty & Garvey, 2010). For example, the word "Cat" is containing one word that consists of one morpheme, cat. In contrast, the word "Cats" is one word that has two morphemes, cat and -s. According to Aronoff and Fudeman, a morpheme is the smallest language with a grammatical function. It is a common definition and applies to almost all morphemes. Generally, morphemes can consist of a word that cannot be divided into smaller meaningful parts. For example, the words "hand" and "-ed" in the word "looked". The morpheme is also defined as a pair between sound and meaning. However, this definition is inaccurate because in some cases, morphemes have no form and meaning (Aronoff and Fudeman, 2011).

2. Types of Word Formation

Based on the word-formation theory developed by Delahunty & Garvey (2010). Word formation consists of 6 types such as acronyms, affixation, blending, borrowing, clipping, and compounding.

2.1 Compounding

Compound words are two or more lexemes combine to become a new word where the compound words can be written as one word or more combined with a hyphen. According to Delahunty & Garvey (2010), compounding contains

two or more words. In common, one of the words is a compounds head and the other modifiers. Generally in English spelling, compound words are sometimes spelled as a single word, for example, as in the word "*notebook*". Sometimes there are also parts which are connected by dashes, for example, as in the word "*stir-fry*". Sometimes a word is also spelled as two words, for example, as in the word "*oil well*". Furthermore, Delahunty & Garvey (2010) divide compound words into several types.

First, compounding words generally have different stress patterns with the stress patterns in similar words that have the same order. In compounding the main stress is in the first word, and while for phrases, the main stress is in the last word. For example, the words blackbird (compound) and black 'bird (phrase) look the same but have different meanings. Meanwhile, in the Google Play Store application, many words use the compounding process (mainly in an application name). For Example, Hitmasters (compound) and Hit ‘masters (phrase).

Second, the meaning of the compounding may be different to a greater or lesser degree than the corresponding phrase. Blackbird is a kind of bird species and regardless of the color of these birds. In comparison, the black bird is a bird in black color and without regard to the species of the bird. A trotting-horse is a kind of horse and regardless of the horse's activity. Meanwhile, a trotting horse is a horse that is running and without regard to the horse species. It can be concluded that the meaning of compounding cannot always be predicted from the meaning of its constituents. Compounding does not do this for phrases unless the meaning of the phrase is idiomatic and therefore cannot be derived from the meaning of its parts and the process of forming together, as in *raining cats and dogs*. In general,

the meaning of a phrase can be predicted from the meaning of its constituents, so the phrases do not need to be listed individually.

Furthermore, the composition of the constituent words differs from that in corresponding phrases which are found in many compound words. For example, sawmill (compound) and mill for sawing (phrase). The last type is compound nouns that cannot modify the first element. This type is very different from the noun phrases that allow modification to modifiers. For instance, there are differences in meaning in terms of *a really-blackbird* and *a really black bird*.

2.2 Blending

Blending generally involves two or more words, deleting several parts of each, and combining the rest to create a new word whose form and meaning are taken from the source words (Delahunty & Garvey, 2010). While according to Yule (2016), blending is the process of forming a new term that is created from a combination of two separate forms. Moreover, general mixing is done by taking the beginning of one word and combining it with the end of another word (Yule, 2016). For instance, some of the blending terms that can be found in the Google Play Store application are *emoticon* (emotion and icon), *hi-tech* (high and technology), *animatic* (animation and animatronic), *Froyo* (frozen and yoghurt), *freemium* (free and premium). Moreover, sometimes some blending terms use a combination at the beginning of two words. Examples such as the word *modem* (modulator and demodulator).

2.3 Clipping

Clipping is a significant reduction in a word and is shorter than the blending process (Yule, 2016). Clipping happens when too long words, and having more than one syllable will be reduced to shorter forms (Delahunty & Garvey, 2010). Words that have undergone a clipping process sometimes become the informal version of the original word. For instance, the word "facsimile" will be truncated to "fax" to make it a shorter word. Other examples that related to Google Play Store are *apps* (application), *movie* (moving pictures), *pro* (professional), *photo* (photograph), and *phone* (telephone).

Clipping has become a natural thing in English speakers. This phenomenon can be seen in clip someone's name to make it easier to say, for instance, such as Liz, Mike, Ron, Sam, Sue, Ed, or Al. It happens because of the educational environment that seems to encourage the clipping process that makes some words can be shorter for some reason, as in *prof, exam, gym, phys-ed, math, typo,* or lab (Yule, 2016).

2.4 Borrowing

According to Yule (2016), the borrowing process is a process that only takes over words from other languages to be used in the target language, and the borrowing process is one of the sources of the new words that are often used in English. Although terminally referred to as the borrowing process, but this is more than borrowing words from other languages because English does not return the word to the borrowed language. Until now, many words have been borrowed from other languages and used in common English. For example, tycoon (Japanese), piano (Italian), dope (Dutch), tattoo (Tahitian), and others.

Generally, borrowing involves borrowing words that originally belonged in one language then was adopted in another language. Borrowing requires the borrowing language and the source language that must be related to one another. Borrowing language speakers need some requirements, such as having to understand a few words from the source language so that borrowing can take place. For Example, American English has borrowed many words from the Mexican language (especially for food terms) such as tacos and burritos. This borrowing process has become natural in American English life and has become a term known in various other English dialects (Delahunty & Garvey, 2010).

Furthermore, English, in its long history, has borrowed from various languages from all over the world. However, English often borrows language terms mainly from Italian, German, Latin, Greek, French, Scandinavian, and Spanish. Although the borrowing word is adopted from another language, the borrowing word is never the same as the word from the original language. The purpose is to make the borrowing word matches with the phonological, morphological, and syntactic patterns of his new language. For instance, the pronunciation of the word *"burrito"* in English compared to Spanish is very different, because the two languages use different pronunciation / r / s and / t / s, and the plural markers {-s} in English and Spanish are different because in English is voiced while in Spanish voiceless (Delahunty and Garvey, 2010).

2.5 Acronym

New expressions are made from the first letters of each word in a phrase. Acronyms are part of abbreviations, and generally, the result of the acronym process is an informal version of the original word (Delahunty & Garvey, 2010).

Meanwhile, Yule (2016) explained that an acronym is the formation of a new word from the initial letters of one or more words. Examples are in words *CD* (Compact Disk), *OMG* (Oh My God), or *ABS* (Anti-lock Braking System) where the words combine and only use the initial letters of each word. Furthermore, acronym words can be found easily in the Google Play Store application, such as *LTE* (Long Term Evolution), *VPN* (Virtual Private Network), *PDF* (Portable Document Format), and *GPS* (Global Positioning System).

Additionally, organizations often use names that are designed the acronym to represents the name of the organization appropriately, as in EA (Electronic Arts), and NASA (National Aeronautics and Space Administration). Usually, some of the new acronyms terms, or names will spread very quickly in the general public that makes many speakers do not know the original meaning of the name or term. Whereas in the field of innovation and technology, several words are usually used in the same context, as in words ATM (Automatic Teller Machine) and PIN (Personal Identification Number) which are usually used in banking and finance areas (Yule, 2016). In other words, advertisers use acronyms to become common words because they are used productively and make them easy to pronounce it (Delahunty and Garvey, 2010).

2.6 Affixation

Affixation is a morphological process that is added before, after, or in the root or stem to produce a new word. Some examples such as *anti-*, *dis-*, *mis-*, *un-*, *-ity*, *-or*, *-tion* are usually in words *anti*body, *dis*obey, *mis*take, *un*happy, un*ity*, act*or*, educa*tion*. Affixation is classified in the location where they are attached before or after in a word. In this case, affixation consists of three main parts,

namely prefixes, suffixes, and infixes. The first is prefixes which the attached position is at the beginning of a word, as in *anti*-, and *dis*-. The second is suffixes where the attached position is the opposite of prefixes (at the end of a word), examples like *-or*, and *-tion*. The last is infixes which are incorporated with another word. This type is rarely used in English but is found in other languages, for example, as in the word Halle*bloody*lujah (Yule, 2016).

2.7 Coining

Coining is the process of forming words that are formed from words that are formed without referring to morphological references (Delahunty & Garvey, 2010). This process is a process of forming new types of words that are classified as uncommon. Generally, the coining process is used on the trademarks of a brand (Yule, 2016). For instance, Pepsodent, Xerox, Google, or Nylon are the brand's names that are formed from the coining process.

Finally, the process of forming words is divided into several different types, as has been explained in this chapter. Delahunty & Garvey (2010) divide the word-formation process into seven types: compounding, blending, clipping, borrowing, acronym, affixation, and coining. Each type of word-formation process has a different formation process and function. The word-formation process can be found in everyday life which serves to provide a specific definition of an object, including the Google Play Store application which uses the process of forming words in various terms which are the main object of current research. In this case, it can be concluded that the theory of the word-formation process

proposed by Delahunty & Garvey (2010) has relevance for researcher in conducting this research.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter consists of findings and discussion. The first is the presentation and analysis of the data based on Delahunty & Garvey's word-formation analysis (2010). Second, the results of the analysis are described in the discussion.

A. Findings

This study aims at analyzing word-formation terms found in the Google Play Store application based on Delahaunty & Garvey's word-formation theory (2010) that is used as the main theory in this study. The analysis of this research is based on the two research questions formulated in Chapter I. The first research question aims at classifying the types of word-formation used in the Google Play Store application. Then, the second research question aims at answering the word-formation process used in the Google Play Store application.

The Words	Types	Total	Percentage
Benchmark, PayPal, Screenshot	Compounding	3	9%
Camcorder, Edutainment, Emoticon, Newscast, Webinar.	Blending	5	14%
Ad	Clipping	1	3%
Avatar, Emoji, Glitch, Parallax, Proximity, Trivia	Borrowing	6	17%

AI, AR, DLC, GPS, ID, NTC, PDF, PvP, QR, SU, UI, UX, VPN, VR	Acronym	14	40%
Bloatware, Cleaner, Emulator, Greenify, Sticker, Tethering	Affixation	6	17%
-	Coining	-	-
		35	**100%**

Table 1: Word Formation Processes

1. Compounding

Compound words are two or more combined lexemes to form a new single word which can either be written as one or with hyphen (-). Compounding contains two or more words. Commonly, one word functions as the head while the other as modifiers. (Delahunty & Garvey, 2010)

Datum 1:

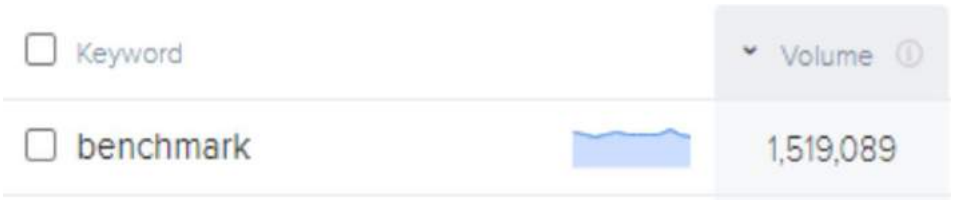
Benchmark

Analysis:

The part of speech of *benchmark* is a noun. The morphological process of benchmark is bench (N) + mark (N) = benchmark (N). Based on the data above, it can be concluded that the term of *benchmark* has a different meaning from the original word. However, it still has a connection with the original word because the term of *benchmark* is formed from combining two original words. Moreover, the term *benchmark* consists of two components in the form of free morpheme, bench, and mark. The process that occurs in

benchmark terms is the compounding process. Furthermore, this term is categorized as endocentric compounds because this term has the head of the compound which is found in the second word of the compound. In this case, the term *benchmark* is formed from combining two morphemes, *bench*, and *mark*. This term refers to a specific term because when the two morphemes of these terms are separated, it will refer to different meanings.

Benchmark is a technology used to test the performance of certain devices. These devices can be laptops, computers, or smartphones. The testing process uses a special program that will perform several tests to find out the overall value of a device. On the Google Play Store, *benchmark* terms can be found in the category books and applications. In the book category, this term is found in ebooks that discuss topics related to *benchmark*s. Whereas in the applications category, the term *benchmark* refers to *benchmark* applications that are used to find out the overall score of a smartphone. The testing process for each application uses a different system. Generally, the testing process involves the software and hardware of a device to produce a final score. Then, the *benchmark* application uses a performance comparison system between devices to find out the specific performance of a device.



Source: wordtracker.com

The statistical data above is the average number of *Benchmark* word searched for the last 12 months. Based on these data, the term *Benchmark* is categorized in a high search rate because it has an average search rate of around 1.5 million search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 2:

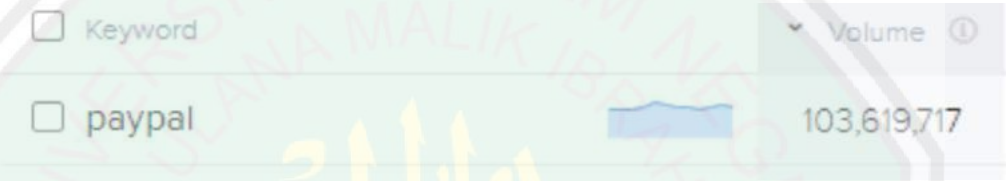
PayPal

Analysis:

The part of speech of *PayPal* is a noun. The morphological process of *PayPal* is pay (V) + pal (N) = PayPal (N). Based on the data above, it can be concluded that the term of *PayPal* has a different meaning from the original word. Also, this term has no relation to the original word even though it is formed from combining two original words because the meaning of *PayPal* refers to an online payment method. *PayPal* is a word that consists of two morphemes, *pay,* and *pal*. The word *pay* and *pal* are categorized as kind of words that have their meaning, and it can stand alone. Both of them are included in the free morpheme category. The process of forming this word occurs when two free morphemes join and produce a new word-formation process, compounding. Moreover, the term of PayPal is categorized as exocentric compounds. Exocentric compounds are a type of compound that does not have a head of the compound and are built from the same linguistic function or not a hyponym. In this case, the formation process that occurs in the word *PayPal* is two free morphemes (*Pay* and

Pal) that merge into one without removing or replacing components in the original word.

PayPal is a financial application that offers safe and easy to send and receive money online. This application supports payments in various e-commerce sites worldwide and has more than 277 million active users. *PayPal* has been downloaded more than 100 million times since it was released on the Play Store since 2016.



Source: wordtracker.com

The statistical data above is the average number of *PayPal* word searched for the last 12 months. Based on these data, the term *PayPal* is categorized in a high search rate because it has an average search rate of around 103 million search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 3:

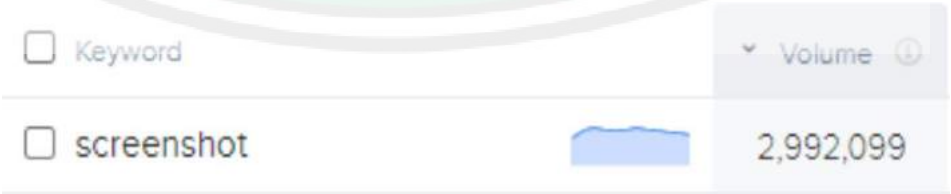
Screenshot

Analysis:

Part of speech in the term Screenshot is a noun. The morphological process that occurs in *Screenshot* is screen (N) + shot (N) = Screenshot (N). Based on the data above, it can be concluded that the term Screenshot has a

different meaning from the two original words but this term still has a relationship in meaning because it is formed from the combination of the two original words. The word *screenshot* is a combination between two morphemes, *screen,* and *shot*. Both morphemes are included in the type of free morphemes because they can stand alone. This word is having a compounding process, where the two morphemes combined into one. More precisely, it is categorized as endocentric compounds because the word *Screenshot* has the head of the compound (shot) as the core in the compound and this term also has the same word class (N + N). In this case, *screen* and *shot* are two free morphemes that can stand alone. After combined, the two morphemes will become new words that have different meanings than the original two morphemes.

Generally, a *screenshot* is a feature in an electronic device that can capture images on the screen, and the formatted result is in the form of a graphic file. This feature has been a long time set as the default Android system (starting with Android ICS 4.0), but with limited features. This weakness makes many application developers make a *screenshot* application that offers more features and easier to use.



Source: wordtracker.com

The statistical data above is the average number of *Screenshot* word searches for the last 12 months. Based on these data, the term *Screenshot* is

categorized in a high search rate because it has an average search rate of around 2.9 million search times. Therefore this term was chosen to answer the research questions in this present research.

2. Blending

Blending generally involves two or more words, deleting several parts of each, and combining the rest to create a new word whose form and meaning are taken from the source words (Delahunty & Garvey, 2010).

Datum 4:

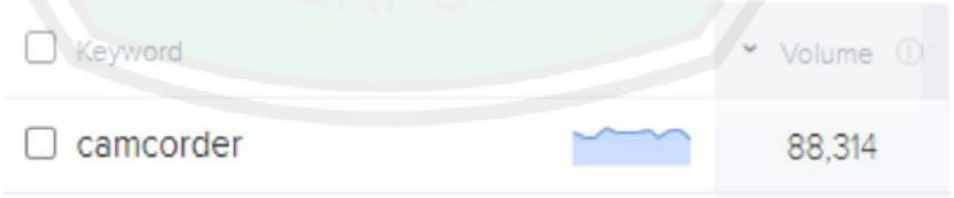
Camcorder

Analysis:

The part of speech of *Camcorder* is a noun. The morphological process of *Camcorder* is camera (N) + recorder (N) = Camcorder (N). Based on the data above, it can be concluded that the term of *Camcorder* has a different meaning from the original word, but still has a related meaning because the term of *Camcorder* is a tool that combines two functions from two original words. In this case, the *camcorder* has two main components. The first components are two free morpheme words, a *camera,* and *record*. The two words are types of words that can stand alone. Meanwhile, the other component is one bound morpheme *-er*. This word is the word that is associated with the word *record* because it refers to the function of an instrument. The process of word formation that occurs in a *camcorder* is the blending process. The blending process is the process of forming a new

word by combining two words and taking the initial components in each words. Furthermore, this term is categorized as a blending with the clipping process which cuts the first word by taking the beginning piece of the word and cuts the second word by taking the last piece of the word. Then the two pieces are combined into one to form a new term. In this case, the *camcorder* is formed from two words, *camera*, and *recorder*. Merging these two words occurs because the *camcorder* is a device that combines the functions of the two devices.

A *camcorder* is a device that combines the functions of 2 different devices. *Camcorder* combines the functions of a videocassette recorder and video camera to record videos stored in videotapes. However, in 2006, storage models began to be abandoned and replaced with storage such as flash memory, SD memory, and similar storage. Whereas in the Google Play Store, the word "*camcorder*" generally appears in the category of books and applications. However, most of the term "*camcorder*" appears in the name of a camera application that offers the same features and appearance (UI) as an old *camcorder*.



Source: wordtracker.com

The statistical data above is the average number of *Camcorder* word searched for the last 12 months. Based on these data, the term *Camcorder* is categorized in a high search rate because it has an average search rate of

around 88.000 search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 5:

Edutainment

Analysis:

The part of speech of *Edutainment* is a noun. The morphological process of *Edutainment* is education (N) + entertainment (N) = Edutainment (N). Based on the data above, it can be concluded that the term of *Edutainment* has a different meaning from the original word, but still has a related meaning because the term of *Edutainment* is a kind of process or program that combines two functions from two original words. *Edutainment* consists of two morphemes, *education*, and *entertainment*. Both words are free morpheme types which means that they can stand independently. *Edutainment* is a term that is categorized into the blending category. The word *edutainment* is a word that comes from two words combined. Moreover, it is formed by cutting the first word by taking the beginning piece of the word and cuts the second word by taking the last piece of the word. Then the two pieces are combined into one to form a new term. This process is categorized as a blending with the clipping process. In this case, the word education is cut off and partially taken (*-edu*) and then combined with the second word. While the second word is *entertainment*, it goes through the same process as the first word, and only the *-tainment* part is used.

Edutainment is entertainment combined with education. The purpose of *edutainment* is to create a program that can provide education but can be enjoyed. *Edutainment* programs take many forms, including games, films, or shows. Generally, in the Google Play Store, *edutainment* can be found in the games category. Several types of *edutainment* games vary widely, such as jigsaw, chess, or word games.

Source: wordtracker.com

The statistical data above is the average number of *Edutainment* word searched for the last 12 months. Based on these data, the term *Edutainment* is categorized in a high search rate because it has an average search rate of around 25.000 search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 6:

Emoticon

Analysis:

The part of speech of Emoticon is a noun. The morphological process of Emoticon is emotion (N) + icon (N) = Emoticon (N). Based on the data above, it can be concluded that the term of Emoticon has a different meaning from the original word, but still has a related meaning because the term of Emoticon is combined two functions from two original words. In

the word *emoticon*, there are two morphemes. The first morpheme is *emotion*, it is a type of free morpheme and is categorized as a noun. The second morpheme is an *icon*. The emoticon is a type of free morpheme and is categorized as a noun. Furthermore, *emotion* serves as a modifier for another word *icon*. The process that occurs in this word formation is the blending process. Moreover, this term is categorized as a blending with the clipping process which keeping the second word and cutting the first word by taking the beginning piece of the word. Then the two pieces are combined into one to form a new term. In this case, the word emotion changes in the form of cutting the word into -*emo*. Then this word is combined with other words to become a new word, in this case, the word -*emo* is combined with another word *icon* and then becomes a new word with a different meaning, *emoticon*.

Emoticons are typographic writing that represents various human expressions (smiling, angry, crying, laughing, or sad). Generally, *emoticons* consist of a combination of letters, punctuation marks, and numbers. Its use is only in a text-based message exchange platform. The *emoticon* has a long history, first appeared in 1979. However, the first valid use of *emoticons* was by US computer scientist Scott E. Fahlman who sent an email to a computer bulletin board in 1982. He suggested using *emoticon* to categorize. A post becomes two parts, serious posts, and humorous posts. *Emoticons* :-(to indicate serious posts and :-) indicate humorous posts. Since that use, *emoticon* has continued to grow until now. However, the use of emoji is starting to lose competitiveness with emoji, which offers more

convenience and attractive appearance than emoji. Generally, an *emoticon* can be found in the form of a keyboard application or *emoticon* generator combined with emoji in the application category on the Google Play Store.

Source: wordtracker.com

The statistical data above is the average number of *Emoticon* word searched for the last 12 months. Based on these data, the term *Emoticon* is categorized in a high search rate because it has an average search rate of around 431.000 search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 7:

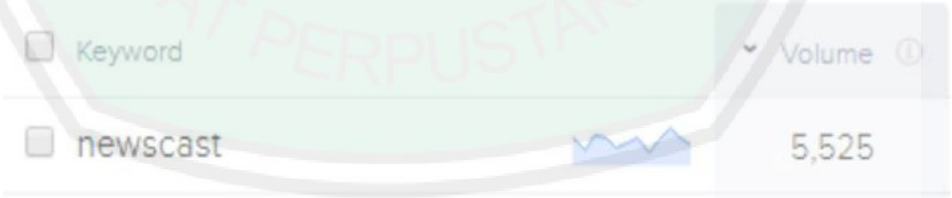
Newscast

Analysis:

The part of speech of *Newscast* is a noun. The morphological process of *Newscast* is news (N) + broadcast (N) = Newscast (N). Based on the data above, it can be concluded that the term of *Newscast* has a different meaning from the original word, but still has a related meaning because the term of *Newscast* is combined two functions from two original words. The word *newscast* is a word formed from two morphemes, *news*, and *cast*. Both are types of a free morpheme that can stand alone. The word-formation process that occurs in the word *newscast* is a blending process. Moreover,

this term is categorized as a blending with the clipping process which keeping the first word and cutting the second word by taking the last piece of the word. Then the two pieces are combined into one to form a new term. In this case, the word *newscast* is a term that is formed from two words, *news* and *broadcast*. The formation of these two words has a word that shortened into the smaller components. The word *broadcast* is shortened, and only the end of the component is taken *(-cast)*.

A *newscast* is a television or radio news program that presents the latest news by providing headlines, analysis, and responses to the news. The term of the *newscast* was first used on a radio news program in North America in the 1930s. Within the Google Play Store application, the term *newscast* can be found in the application category. The *newscast* application offers the latest news that is faster and easier to access than news from TV or radio. The *newscast* application also offers several media such as written, audio, and video. These features make the users easy to choose the preferred media.



Source: wordtracker.com

The statistical data above is the average number of *Newscast* word searched for the last 12 months. Based on these data, the term *Newscast* is categorized in a decent search rate because it has an average search rate of

around 5500 search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 8:

Webinar

Analysis:

The part of speech of *Webinar* is a noun. The morphological process of *Webinar* is web (N) + seminar (N) = Webinar (N). Based on the data above, it can be concluded that the term of *Webinar* has a different meaning from the original word, but still has a related meaning because the term of *Webinar* is combined two functions from two original words. The term *webinar* consists of two main components in the form of free morpheme, *web*, and *seminar*. The word-formation process that occurs in the term *webinar* is a blending process. Moreover, this term is categorized as a blending with the clipping process which keeping the first word and cutting the second word by taking the last piece of the word. Then the two pieces are combined into one to form a new term. In this case, this term is formed by combining two original words, *web* and *seminar*. The purpose of this process is to shorten the original term.

A *webinar* is a seminar conducted through a website or internet-based application. The format of the *webinar* program can be conducted in various forms, it can be in the form of a seminar, talkshow, workshop, or discussion. *A webinar* is a new method in seminars, *webinar* marketers and participants are facilitated by this method because they only need to prepare an internet connection and their devices (such as laptops and smartphones). In the

Google Play Store, the term *webinar* can be found in the categories of books and games. In the books category, the term of the *webinar* is found in several books that discuss matters related to the *webinar*. While in the application category, the term *webinar* is used by many applications that offer various features related to the *webinar*. Generally, most of the applications are provided online seminar or presentation for the users.

Source: wordtracker.com

The statistical data above is the average number of *Webinar* word searched for the last 12 months. Based on these data, the term *Webinar* is categorized in a high search rate because it has an average search rate of around 421.000 search times. Therefore, this term was chosen to answer the research questions in this present research.

3. Clipping

Clipping is a significant reduction in a word and is shorter than the blending process (Yule, 2016). Clipping happens when a word is too long and has more than one syllable. To simplify it, reduction is therefore needed (Delahunty & Garvey, 2010).

Datum 9:

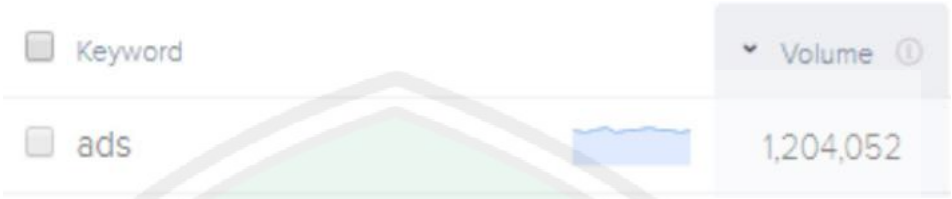
Ad

Analysis:

The part of speech of *Ad* is a noun. The morphological process of *Ad* is derived from the word advertisement (N). Based on the data above, it can be concluded that the term of *Ad* has the same meaning as the original word and it is related to each other because the term of *Ad* is the shorter version of the original word. *Ad* is a word that consists of one free morpheme. The word *ad* is not a completely new word because it is an abbreviation of the word *advertisements*. The formation process that occurs in the word *ad* is a type of clipping. Moreover, this term is categorized as a back clipping process that only taking the first piece of the word. The word *ad* is an abbreviation of the word *advertisement*. The word *ad* is an informal version that can be used in informal situations and vice versa. The word *advertisement* are a standard version that can be used in formal and informal situations.

Ad are a message that contains interesting information in the form of video or images to increase sales of a product or service. In this case, *ad* are a label that usually appears in the description of an application to make the users understand an application that contains *ad* or not. *Ad* in an application have become commonplace nowadays. For application developers to include *ad* in their applications is important because *ad* will be their main source of income. It happens because most developers make a free

application to attract the attention of potential users. Another reason is that most Android users are not interested in buying a premium application and also avoid pirating applications from third parties.



Source: wordtracker.com

The statistical data above is the average number of *Ad* word searched for the last 12 months. Based on these data, the term *Ad* is categorized in a high search rate because it has an average search rate of around 1.2 million search times. Therefore, this term was chosen to answer the research questions in this present research.

4. Borrrowing

The borrowing process is a process that only takes over words from other languages to be used in the target language, and the borrowing process is one of the sources of the new words that are often used in English. Although terminally referred to as the borrowing process, but this is more than borrowing words from other languages because English does not return the word to the borrowed language (Yule, 2016).

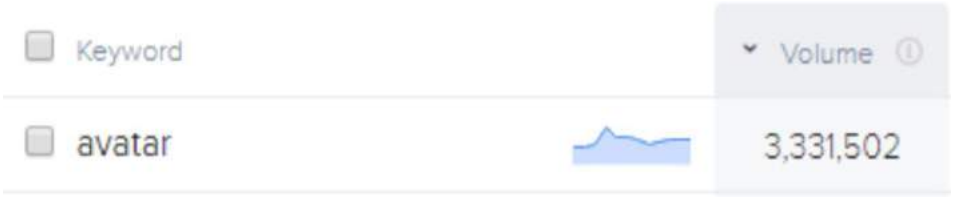
Datum 10:

Avatar

Analysis:

The part of speech of *Avatar* is a noun and consists of one free morpheme which can stand alone or be independent. The process that occurs in the word *avatar* is a borrowing process. The word *avatar* derives from the Sanskrit language, which means "descent". This word became appeared in English in the 18th century. Initially, this word meant the descent of Gods to earth or the incarnation of Lord Vishnu or other gods in Hinduism. However, later this word underwent several changes such as referring to the incarnation of humans. Later, it changed to referring to incarnation in any form.

Avatar has several meanings, it can refer to the incarnation of God in the Hindu religious concept. The term *avatar* became popular in 2009 when James Cameron's science fiction film *Avatar* was released. In this film, the word *avatar* refers to a symbol of someone's identity in the virtual world. However, in this case, an *avatar* is a word that refers to a static or moving image used to describe someone in digital technology such as cyberspace. Generally, the use of an *avatar* is contained in a digital account as a symbol of the identity of the account owner.



Source: wordtracker.com

The statistical data above is the average number of *Avatar* word searches for the last 12 months. Based on these data, the term *Avatar* is categorized in a high search rate because it has an average search rate of around 3.3 million search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 11:

Emoji

Analysis:

The part of speech of *Emoji* is a noun and only consists of one component in the form of a free morpheme. *Emoji* is a term taken from Japanese. *Emoji* in Japanese means picture character. Then this term was borrowed in English when *emoji* became known around the world. In conclusion, the term *emoji* is a term formed through the Borrowing process.

As stated above that *emoji* is a colored image or icon that represents an object (pictograph) used on mobile platforms (especially on social media). *Emoji* is not a term that comes from English, but it derives from Japanese, which means a picture character. *Emoji* were originally used in electronic pages or text messages in Japan. However, *emoji* have grown worldwide since Shigetaka Kurita created it in 1998-1999. On the Google Play Store,

the term *emoji* can be found in all categories (applications, games, books, and movies). However, the Applications category is the category that most dominantly uses the term *emoji* compared to other categories. *Emoji* related applications offer a wide variety of features like generators, keyboards, lock screens, or wallpapers. While in the category of games, the term *emoji* is found in the form of quizzes, or puzzles. Furthermore, there are several books related to *emoji* in the book category such as novels, recipe books, or quiz books. The last, the term *emoji* in the movie category is only found in the movie The *Emoji* Movie, which tells about the life of *emoji* on a smartphone.

Source: wordtracker.com

The statistical data above is the average number of *Emoji* word searches for the last 12 months. Based on these data, the term *Emoji* is categorized in a high search rate because it has an average search rate of around 6.1 million search times. Therefore this term was chosen to answer the research questions in this present research.

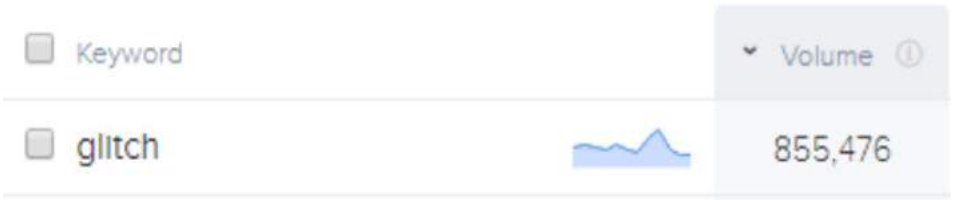
Datum 12:

Glitch

Analysis:

The part of speech of *Glitch* is a noun and consists of one component in the form of a free morpheme that can stand alone. The word *glitch* is a term formed from the borrowing process. In this case, the word *glitch* is taken from another language and then used in English. *Glitch* is a word that comes from Yiddish. This language is German combined with Hebrew. This language comes from the Jews who created a new language while living in Germany and its surroundings.

The word *glitch* refers to a sudden malfunction but on a brief or unpredicted time. Glitches can occur on electronic devices that encounter several errors. These devices can be in the form of hardware or software. Meanwhile, on the Google Play Store, the word *Glitch* refers to *glitch* art. *Glitch* art is an art style that displays a digital error effect to produce an artistic visual art. In this case, it can be seen in the application category on the Google Play Store, many *glitch* art applications that offer *glitch* effects for videos or images.



Source: wordtracker.com

The statistical data above is the average number of *Glitch* word searches for the last 12 months. Based on these data, the term *Glitch* is categorized in a high search rate because it has an average search rate of around 855.000 search times. Therefore this term was chosen to answer the research questions in this present research.

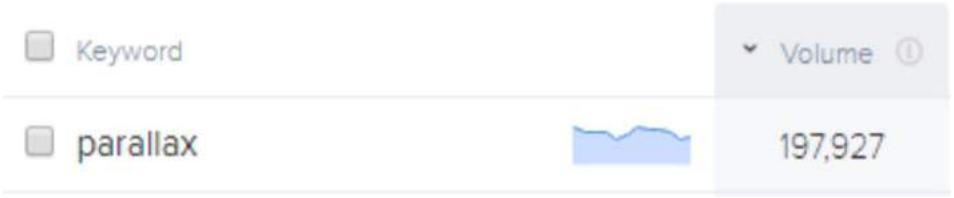
Datum 13:

Parallax

Analysis:

The part of speech of *Parallax* is a noun and consists of one type of component, one free morpheme. The term *parallax* is formed from the borrowing process. The word *parallax* is a word taken from another language which is then used in English. In this case, *parallax* comes from the word parallax*e* from Middle French.

Parallax is a real displacement of the object being observed caused by changes in the position of the observer. In the field of technology, *parallax* is used as an effect when there is movement from a perspective in a 3D room. In the field of technology, *parallax* is used as an effect when there is movement from a perspective in a 3D room. The website is one of the fields of technology that uses *parallax* to make a website more attractive and has more value visually. Likewise, in the smartphone sector, *parallax* is used as an effect in an image to make it look realistic. In the Google Play Store, the term *parallax* can be found in the application category. Various applications offer *parallax* effects as wallpapers or videos.



Source: wordtracker.com

The statistical data above is the average number of *Parallax* word searches for the last 12 months. Based on these data, the term *Parallax* is categorized in a high search rate because it has an average search rate of around 197.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 14:

Proximity Sensor

Analysis:

The part of speech of *Proximity* is a noun and consists of one free morpheme. The word-formation process that occurs in this term is a borrowing process. The word *proximity* is a word that comes from another language. This word comes from the word *proximus*, which means "nearest" from Middle French.

Proximity is an electronic device that functions to detect changes in the distance of an object with a limited distance with touchless features. This sensor is widely used in various fields such as the military, health, automotive, and various other fields. Generally, this sensor is used in machines and electronic devices. After all, it can provide convenience for a device because it increases the productivity of a device automatically.

Proximity sensors are also used in phone devices that use this sensor for phone call features, with this sensor the smartphone will automatically turn off the touch screen to avoid accidental touches that can result in the disconnection of phone calls. In the Google Play Store, the *proximity* sensor can be found in the application category. These applications offer features such as turning off & on and checking the condition of the *proximity* sensor.

Source: wordtracker.com

The statistical data above is the average number of *Proximity* word searches for the last 12 months. Based on these data, the term *Proximity* is categorized in a high search rate because it has an average search rate of around 82.000 search times. Therefore this term was chosen to answer the research questions in this present research.

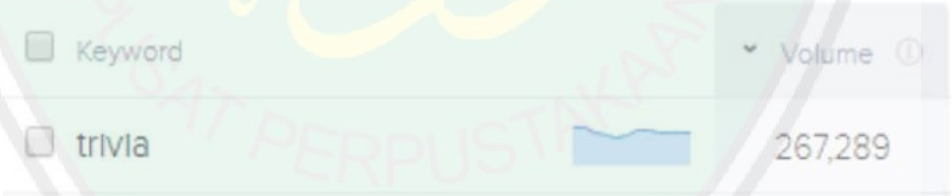
Datum 15:

Trivia

Analysis:

The part of speech of *Trivia* is a noun and consists of one component in the form of a free morpheme. The word-formation process that occurs in this term is the borrowing process. This term is taken from Latin and then used in English. The term *trivia* is a term derived from the word trivial, which means commonplace.

In general, the term *trivia* refers to two meanings. The first refers to something that is not important. Second, the term refers to the game category in the form of quizzes which involve facts that are general or not very important. This term was introduced in the early 20th century and borrowed from Latin. In the Google Play Store, this term refers to the second meaning, which refers to the game category in the form of quizzes. The term *trivia* can be found in the games subcategory. *Trivia* has its subcategory because trivia games are popular. *Trivia* games offer quizzes on a variety of specific topics such as general knowledge covering science, geography, or culture. *Trivia* games are educational games that can provide interesting games and also providing new knowledge for players. Some games offer a PvP feature that allows players to face players directly, which can provide a different experience. Each game also has a different graphic and system appearance. This matter gives users the freedom to choose a suitable *trivia* game.



Source: wordtracker.com

The statistical data above is the average number of *Trivia* word searches for the last 12 months. Based on these data, the term *Trivia* is categorized in a high search rate because it has an average search rate of around 267.000 search times. Therefore this term was chosen to answer the research questions in this present research.

5. Acronym

New expressions are made from the first letters of each word in a phrase. Acronyms are part of abbreviations, and generally, the result of the acronym process is an informal version of the original word (Delahunty & Garvey, 2010). An acronym is the formation of a new word from the initial letters of one or more words (Yule, 2016).

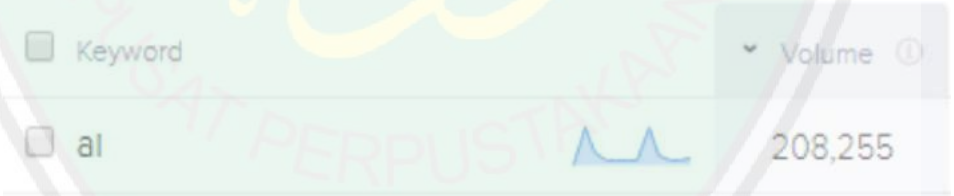
Datum 16:

AI

Analysis:

The part of speech of *AI* is a noun. The morphological process of *AI* is artificial (Adj) + intelligence (N) = AI (N). Based on the data above, it can be concluded that the term of AI has a different meaning compared to the original word, but it is related to the original word because the term of *AI* is formed from combining the original word. The term *AI* consists of four components in the form of two free morphemes and two bound morphemes. Free morpheme in *AI* terms is *Artifice* and *Intelligent*. Meanwhile, the bound morphemes are affix *-ial* and *-gence*. The term *AI* is formed from the process of the acronym. This term has a pattern of formation by taking the initial letters in each original word which are then combined into one. *AI* is an abbreviated version of the word *Artificial Intelligence*. In this case, it can be seen that the word-formation process in this term is formed by taking the initial letters of each word and then combining them to form a new term. The goal is to make it easier for users to remember and pronounce the term.

AI is a simulation of human intelligence which is modelled in the form of a machine and programmed to be able to think like a human. Generally, *AI* technology is divided into two categories, weak *AI* and strong *AI*. Weak *AI* is an Artificial Intelligence system designed and trained to execute specific tasks. The task given is an easy task and requires human intervention. Meanwhile, Strong *AI* is an Artificial Intelligence system with general human cognitive abilities that can work independently. This feature allows Strong *AI* to work alone when presented with an unknown task. The strong *AI* system will be able to find solutions without human intervention. *AI* technology can be found in various devices in everyday life, such as in the automotive sector, electronic devices, and others. In the Google Play Store, the term *AI* technology can be found in various types of applications. For example, in e-commerce applications, social media, games, and virtual assistants. All of these applications use *AI* technology to make it easier for users to use the application.



Source: wordtracker.com

The statistical data above is the average number of *AI* word searches for the last 12 months. Based on these data, the term *AI* is categorized in a high search rate because it has an average search rate of around 208.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 17:

AR

Analysis:

The part of speech of *AR* is a noun. The morphological process of *AR* is augmented (Adj) + reality (N) = AR (N). Based on the data above, it can be concluded that the term of *AR* has a different meaning compared to the original word, but it is related to the original word because the term of *AR* is formed from combining the original word. This term consists of two free morphemes and two bound morphemes. The free morpheme contained in this term is *Augment* and *Real*. Meanwhile, the bound morpheme is affix *-ed* and *-ity*. *AR* is a word term that is formed from an acronym process. An acronym is a process of forming a new word from the initials of letters of one or more words. Moreover, this term has a pattern of formation by taking the initial letters in each original word which are then combined into one. In this case, *AR* stands for *Augmented Reality*. This process takes the initial letters of each original word and combines them to form a new term.

Augmented Reality is a digital technology that combines 2D or 3D objects with the real world. This technology uses the real world in real-time and combines it with digital information on it. *AR* is a new technology that is useful in everyday life; various fields can use this technology, including smartphones. In smartphones, *AR* uses screen-based technology that relies on smartphone screens and cameras. The *AR* system is to take the appearance of the surrounding environment using the camera then overwrite

it with a 2D or 3D digital object. Then the *AR* results will be displayed on the smartphone screen. In the Google Play Store, the term *AR* can be found in the application and game category. Many types of applications offer *AR* technology, such as games, social media, or navigation.

Source: wordtracker.com

The statistical data above is the average number of *AR* word searches for the last 12 months. Based on these data, the term *AR* is categorized in a high search rate because it has an average search rate of around 348.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 18:

DLC

Analysis:

The part of speech of *DLC* is a noun. The morphological process of *DLC* is downloadable (Adj) + content (N) = DLC (N). Based on the data above, it can be concluded that the term of *DLC* has a different meaning compared to the original word, but it is related to the original word because the term of *DLC* is formed from combining the original word. The term *DLC* consists of three morphemes. The first morpheme is a type of free morpheme *download*. The second is a bound morpheme that is attached to

the free morpheme *download*. Lastly is a free morpheme *content*. All of the components above are components that cannot be separated because the term *DLC* is formed from all of these components. The term *DLC* is formed through an acronym process. This word is formed from shortening the original word and only takes the initial letter of each original word. In this case, *DLC* stands for *downloadable content*. This word also contains an affix as in the word *download* + *-able*. The use of this suffix indicates the ability to do something. The game can download new content.

DLC refers to the additional content found in a game that offers different gameplay compared to the original game. *DLC* content refers to the characters, weapons, costumes, or additional story missions. In the Google Play Store, the word *DLC* can be found in the game category. Many games (both for the paid and free versions) offer a game that includes a new *DLC*. This method is used to attract the user's attention because the *DLC* modifies the gameplay drastically.

Source: wordtracker.com

The statistical data above is the average number of *DLC* word searches for the last 12 months. Based on these data, the term *DLC* is categorized in a high search rate because it has an average search rate of around 338.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 19:

GPS

Analysis:

The part of speech of *GPS* is a noun. The morphological process of *GPS* is global (Adj) + positioning (N) + system (N) = GPS (N). Based on the data above, it can be concluded that the term of *GPS* has a different meaning compared to the original word, but it is related to the original word because the term of *GPS* is formed from combining the original word by taking the first letter of each word. The term *GPS* consists of three free morphemes and one bound morpheme. The free morpheme is *Global*, *Position*, and *System*. Meanwhile, the bound morpheme is affix *-ing*, which is attached to the word position. *GPS* is a kind of acronym that stands for the original word Global Positioning System. The term *GPS* is formed from the letters at the beginning of each word in the original word, which are then combined to form a new term.

GPS is a satellite-based navigation system developed by the US Department of Defense (USDOD). This system was originally used for military purposes but became available for civilian purposes in the 1980s. *GPS* is an accurate navigation system and can be used in various geographic conditions because it is based on more than 24 satellites that circle the earth twice a day in precise orbits that allow *GPS* users to get accurate navigation. Therefore, nowadays, various devices have *GPS* built-in in the system for easy navigation such as vehicles, telephones, wearables, and other devices.

On the Google Play Store, the term *GPS* can be found in the application category. Various applications offer various features related to *GPS*, such as fake GPS, offline GPS, GPS locker, and others. The following is the average number of searches of the word *GPS* over the past 12 months.

Source: wordtracker.com

The statistical data above is the average number of *GPS* word searches for the last 12 months. Based on these data, the term *GPS* is categorized in a high search rate because it has an average search rate of around 2.4 million search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 20:

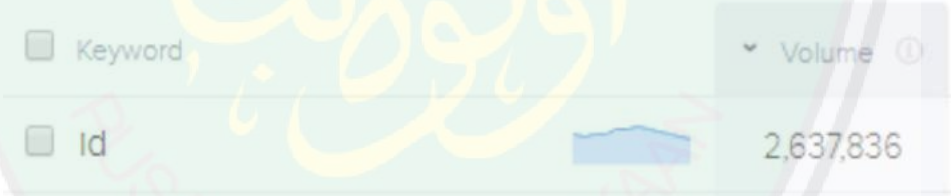
ID

Analysis:

The part of speech of *ID* is a noun. The morphological process of *ID* is identity (N) + document (N) = ID (N). Based on the data above, it can be concluded that the term of *ID* has a different meaning compared to the original word, but it is related to the original word because the term of *ID* is formed from combining the original word by taking the first letter of each word. The term *ID* word consists of two main component in the form of free morpheme, *identity* and *document*. The term *ID* is formed from the acronym

process. This term is formed by shortening the original word by taking each letter of the original word. In this case, the term *ID* is formed by taking the beginning of each letter from the original word (identity and document). This process aims to make the new term shorter than the original word.

ID is a term that comes from the word *identity* and *document*. The term *ID* is identifying information that contains personal data or numbers and letters that refer to the user's identity. This term can be found in the application and games category of the Google Play Store. These applications and games offer various features such as an application that can load the user's device *ID*, an application that can load *ID* telephone numbers, photo filter applications for *ID* cards, or games that carry *ID* topics. In short, Google Play Store provides various third-party applications and games that offer various *ID* related features.



Source: wordtracker.com

The statistical data above is the average number of *ID* word searched for the last 12 months. Based on these data, the term *ID* is categorized in a high search rate because it has an average search rate of around 2.6 million search times. Therefore, this term was chosen to answer the research questions in this present research.

Datum 21:

NTC

Analysis:

The part of speech of *NTC* is a noun. The morphological process of *NTC* is Nike (N) + training (N) + club (N) = NTC (N). Based on the data above, it can be concluded that the term of *NTC* has a different meaning compared to the original word and there is no relation between *NTC* and the original word because *NTC* refers to the application name or brand. The word *NTC* is containing three free morphemes and one bound morpheme. The three free morphemes are *Nike, Training,* and *Club*. At the same time, the bound morpheme is an inflectional affix in the form of "*-ing"* that is connected to the word *play*. The word *playing* are having an inflectional process between the original word *play* and affix *-ing* that generates different meaning from the original word. The word-formation process that occurs in *NTC* words is a type of acronym. Moreover, this term has a pattern of formation by taking the initial letters in each original word which are then combined into one.In this case, the formation of the word *NTC* has no notable change because the *NTC* comes from the word *Nike Training Club* and then is shortened by taking the initial letters of each word.

NTC is a personal training exercise application developed by sports apparel from the United States, Nike Inc. Various features make this application like a personal sports trainer. For instance, this application offers exclusive features for users to exercise, like yoga classes, running,

workouts, and more. These exclusive features make this application has been downloaded more than 10 million since it was released on the Google Play Store in 2012.

Source: wordtracker.com

The statistical data above is the average number of *NTC* word searches for the last 12 months. Based on these data, the term *NTC* is categorized in a high search rate because it has an average search rate of around 229.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 22:

PDF

Analysis:

The part of speech of *PDF* is a noun. The morphological process of *PDF* is portable (Adj) + document (N) + format (N) = PDF (N). Based on the data above, it can be concluded that the term of *PDF* has a different meaning compared to the original word, but it is related to the original word because the term of *PDF* is formed from combining the original word by taking the first letter of each word. The word *PDF* is categorized as a free morpheme word and consists of 3 free morphemes because *PDF* is an

abbreviation of *Portable Document Format*. The word-formation process that occurs in the *PDF* word is an acronym type. Moreover, this term has a pattern of formation by taking the initial letters in each original word which are then combined into one. It can be seen from the shortening of the original words that are only taken from each initial letter to make it easier to read and pronounce. In this case, the original word of *PDF* is *Portable Document Format*.

PDF is a file format that is independent and can be opened in a variety of applications, devices, or different operating systems. *PDF* can be combined with various elements such as links, text, images, graphics, and others. This file format has been developed by Adobe since 1991, starting with the idea of Adobe's co-founder Dr. John Warnock who wanted to create a flexible and independent file format that could make it easier for any users. In 1992, *PDF* began to be developed and became a popular and trusted file format throughout the world.

Source: wordtracker.com

The statistical data above is the average number of *PDF* word searches for the last 12 months. Based on these data, the term *PDF* is categorized in a high search rate because it has an average search rate of around 5.5 million search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 23:

PvP

Analysis:

The part of speech of *PvP* is a noun. The morphological process of *PvP* is player (N) + versus (Prep) + player (N) = PvP (N). Based on the data above, it can be concluded that the term of *PvP* has a different meaning compared to the original word, but it is related to the original word because the term of *PvP* is formed from combining the original word by taking the first letter of each word. The term *PvP* consists of five components, three free morphemes, and two bound morphemes. Free morpheme in this term is *play*, *versus*, and *play*. Meanwhile, the bound morpheme in this term is two affix *-er* attached to the two free morpheme *play*. The word-formation process in *PvP* terms is an acronym process. This term has a pattern of formation by taking the initial letters in each original word which are then combined into one. In this case, the term *PvP* is formed by taking the initial letter of each original word. Then combined into one to become a new term.

The term *PvP* is a multiplayer game genre that allows players to fight with other players in real-time. Generally, games with the *PvP* genre require a wireless connection to connect to the game server or other player's device. This game genre continues to develop, and some of the contributing factors are the increase in the number of internet and smartphone users. In the Google Play Store, the term *PvP* is in the category of books and games. In the category of books, the term *PvP* is found in several ebooks regarding

guides, novels, tips, and several other topics. Meanwhile, the term *PvP* in the games category contains many *PvP* genre games with different features and graphics. This genre is a popular genre on Android smartphones, the development of the internet, which is increasingly advanced is one of the factors causing many *PvP* games to appear on the Google Play Store.

Source: wordtracker.com

The statistical data above is the average number of *PvP* word searches for the last 12 months. Based on these data, the term *PvP* is categorized in a high search rate because it has an average search rate of around 284.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 24:

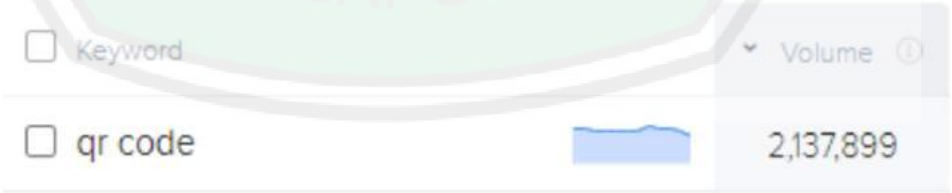
QR Code

Analysis:

The part of speech of *QR* is a noun. The morphological process of *QR* is quick (Adj) + response (N) = QR (N). Based on the data above, it can be concluded that the term of *QR* has a different meaning compared to the original word, but it is related to the original word because the term of *QR* is formed from combining the original word by taking the first letter of each word. *QR* Code is a two-dimensional barcode that can be deciphered

quickly and precisely. The process that occurs in the term *QR* Code is an acronym process. *QR* is a term for shortening the word *Quick Response*. It can be seen that the abbreviations of these terms are taken from the beginning of the letters of each original word. Then the two words are combined to make a new word term that is easier to remember and pronounce.

The *QR* Code was a barcode whose purpose was to be used for the automotive industry in Japan. *QR* Code has continued to develop until now since it was discovered by Denso Wave (a Toyota subsidiary) in 1994. Generally, the *QR* Code is used as an identification tool or a tracker that will lead to a website or application. The way *QR* codes work is to use black boxes arranged in squares on a white background, which can be read by imaging devices such as cameras. In the Google Play Store, these terms can be found in the application category. *QR* Code applications usually offer a function as a *QR* Code scanner or generator. With this application, users can read the *QR* Code using an image or take a photo of the code and users can also create their *QR* Code by writing a link that will be used as a *QR* Code.



Source: wordtracker.com

The statistical data above is the average number of *QR Code* word searches for the last 12 months. Based on these data, the term *QR Code* is categorized in a high search rate because it has an average search rate of

around 2.1 million search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 25:

SU

Analysis:

The part of speech of *SU* is a noun. The morphological process of *SU* is super (Adj) + user (N) = SU (N). Based on the data above, it can be concluded that the term of *SU* has a different meaning compared to the original word, but it is related to the original word because the term of *SU* is formed from combining the original word by taking the first letter of each word. The term *SU* consists of two free morphemes and one bound morpheme. The first free morpheme is the word *super*. The second free morpheme is the word *use* followed by an affix *-er*. The term *SU* is a term that comes from the word *Super User*. *SU* is a term derived from the word *Super User*. In this case, the word-formation process that occurs in this term is an acronym process. This process is formed by taking each initial letter in the original word and then combining it to form a new term.

This term is commonly used on the Linux operating system (including Android). This term refers to a special user account used for system administration which allows the user to control the system. Users can fully control the system, such as accessing system files, deleting or adding applications to the system, and even adjusting the speed of hardware (such as processor and RAM) with the help of third-party applications. In

the Google Play Store, the term *SU* refers to applications that offer several features such as the root checker application which functions to check the root function of a device, and the *SuperUser* application which functions to activate the root feature and various features that can give the user complete control over a device.

Source: wordtracker.com

The statistical data above is the average number of *SU* word searches for the last 12 months. Based on these data, the term *SU* is categorized in a high search rate because it has an average search rate of around 18.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 26:

UI

Analysis:

The part of speech of UI is a noun. The morphological process of *UI* is user (N) + interface (N) = UI (N). Based on the data above, it can be concluded that the term of *UI* has a different meaning compared to the original word, but it is related to the original word because the term of *UI* is formed from combining the original word by taking the first letter of each word. The term *UI* consists of two free morpheme components. The two

components are *User* and *Interface*. The term *UI* is formed from the acronym process. *UI* is formed by shortening the original words by taking the initial letters of each word. In this case, the original word of *UI* is the User Interface. The term *UI* is formed from User dan Interface, which is taken the initial letters of each word and then combines them into one.

UI is an interface design for machines and software. The focus of the *UI* is on the aesthetic and a stunning view for the user. Some of the *UI* components include buttons, typography icons, themes, and more. Generally, *UI* designs are used in applications and websites which allow users to interact using various devices such as screens, mouse, or keyboards. In the Google Play Store, the term *UI* can be found in the books and applications category. In the book category, the term *UI* is found in ebooks which contains *UI* design and *UI* designers. Meanwhile, in the application category, some applications offer various features and functions such as launchers, icon packs, tools related to *UI* design, and more.

Source: wordtracker.com

The statistical data above is the average number of *UI* word searches for the last 12 months. Based on these data, the term *UI* is categorized in a high search rate because it has an average search rate of around 108.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 27:

UX

Analysis:

The part of speech of *UX* is a noun. The morphological process of *UX* is user (N) + experience (N) = UX (N). Based on the data above, it can be concluded that the term of *UX* has a different meaning compared to the original word, but it is related to the original word because the term of *UX* is formed from combining the original word by taking the letter of each word. The term *UX* consists of two main components. The first component is two free morphemes, *use*, and *experience*. The second is a component of type bound morpheme, an affix *-er* attached to the word use. The term *UX* is formed from the same process as the previous term. *UX* stands for User Experience. It can be seen that the acronym process in this term takes two letters from the two original words which are then combined to form a new special term.

UX is a term related to UI, both of which are interface designs for machines and software. However, the focus of *UX* is different from UI. *UX* focuses on optimizing the user experience and aims to make users have a better experience when using a product or service. The components in *UX* consist of features provided on products such as design structure, navigation, visual design aspects, and all aspects of interaction that can increase user comfort. *UX* also includes content and copywriting to suit the target audience. In the Google Play Store, the term *UX* can be found in the

categories of books and applications. In the book category, there are many books related to *UX*. This ebook is focused on users who learn more about *UX* design. Meanwhile, in the application category, there are various applications including tester, benchmark, and icon pack of *UX* applications.

Source: wordtracker.com

The statistical data above is the average number of *UX* word searches for the last 12 months. Based on these data, the term *UX* is categorized in a high search rate because it has an average search rate of around 202.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 28:

VPN

Analysis:

The part of speech of *VPN* is a noun. The morphological process of *VPN* is virtual (Adj) + private (Adj) + network (N) = VPN (N). Based on the data above, it can be concluded that the term of *VPN* has a different meaning compared to the original word, but it is related to the original word because the term of *VPN* is formed from combining the original word by taking the first letter of each word. The word *VPN* is a type of free morpheme. The word *VPN* refers to the abbreviations of *Virtual Private Network*, it can be stated that there

are three free morphemes that for each word it can stand alone. The process of word formation that occurs in the word *VPN* is an acronym process. In this case, there is an abbreviated word by taking the first letter of each word. The aim is to make easier the pronunciation of a term that is initially too long.

VPN (Virtual Private Network) is a digital technology that allows users to connect to public networks and use them as private networks to access the public internet safely. *VPNs* have become a solution for internet users to access the internet safely because the *VPN* application provides encryption of personal data with a local network (the *VPN* server) to access various internet sites freely and avoid hacking data from third parties (hackers).

Source: wordtracker.com

The statistical data above is the average number of *VPN* word searches for the last 12 months. Based on these data, the term *VPN* is categorized in a high search rate because it has an average search rate of around 7.4 million search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 29:

VR

Analysis:

The part of speech of *VR* is a noun. The morphological process of *VR* is virtual (Adj) + reality (N) = VR (N). Based on the data above, it can be concluded that the term of *VR* has a different meaning compared to the original word, but it is related to the original word because the term of *VR* is formed from combining the original word by taking the first letter of each word. The term *VR* consists of two free morphemes and one bound morpheme. Free morpheme in this term is *Virtual* and *Real*. At the same time, the bound morpheme is *-ity*, which is a kind of affix in the form of a suffix that is attached to the word Real. VR stands for Virtual Reality. The process of word formation that occurs in these terms is an acronym process. The acronym process is a word-formation process that takes the initial letters of each original word. In this case, the term VR is formed from taking the letter V from the word Virtual and the letter R from the word Reality, then combined into one to become a new term.

As stated above, *VR* stands for Virtual Reality. This technology is a technology that has a system similar to AR but has a significant difference and role. *VR* is a technology that allows users to interact with virtual 3D environments in 360 degrees. The *VR* requires a special device to run. The device is a *VR* headset and the main device such as a smartphone, PC, or game console. Within the Google Play Store, the term *VR* can be found in

the categories of applications and games. All of these applications offer *VR* technology for various purposes, such as entertainment, education, and more. However, *VR* requires a special device called a *VR* headset to run it on a smartphone.

Source: wordtracker.com

The statistical data above is the average number of *VR* word searches for the last 12 months. Based on these data, the term *VR* is categorized in a high search rate because it has an average search rate of around 367.000 search times. Therefore this term was chosen to answer the research questions in this present research.

6. Affixation

Affixation is a morphological process that is added before, after, or in the root or stem to produce a new word. Affixation is classified in the location where they are attached before or after in a word (Yule, 2016).

Datum 30:

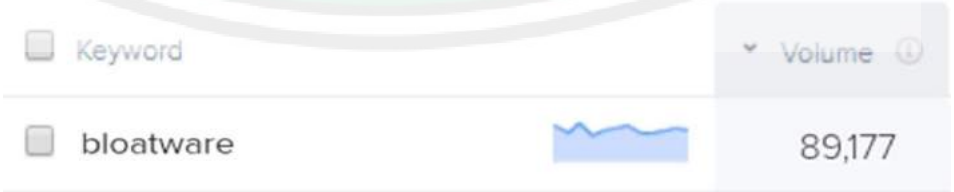
Bloatware

Analysis:

The part of speech of *Bloatware* is a noun and consists of two morphemes. The first morpheme is the word *bloat*, which is categorized as a

free morpheme. The second morpheme is *-ware* which is categorized as the bound morpheme that is attached to the free morpheme *bloat*. *Bloatware* undergoes the affixation process. Moreover, these terms are classified as suffixes because of the process of forming words which are carried out by adding or attaching an affix at the end of the basic form. It can be seen in the word *bloat* and the affix *-ware*. The function of adding an affix in this term is to categorize a word that describes a particular item. In this case, the affix *-ware* is attached to the word *bloat*, and the function is categorized as the *bloatware* as an item (software) that has less useful functionality.

Bloatware is a built-in application that is embedded in an operating system which is of no use and makes memory space and internal storage wasted. Generally, *bloatware* applications can be found on non-stock Android phones. Smartphone vendors install several *bloatware* applications in the system, which makes most *bloatware* not able to be removed by the user. In the Google Play Store, the term *bloatware* can be found in the application category. Third-party developers created a solution for users who want to remove *bloatware*. The solution is in the form of a *bloatware* remover application that can remove *bloatware* on the system.



Source: wordtracker.com

The statistical data above is the average number of *Bloatware* word searches for the last 12 months. Based on these data, the term *Bloatware* is

categorized in a high search rate because it has an average search rate of around 89.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 31:

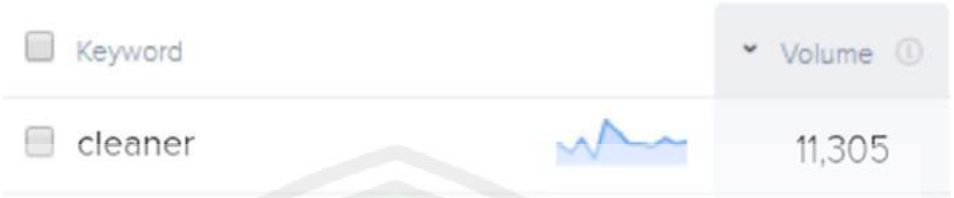
Cleaner Application

Analysis:

The part of speech of *Cleaner* is a noun and consists of one free morpheme and one bound morpheme. The free morpheme in this term is *clean*, and the bound morpheme is an affix in the form of a suffix *-er* that is attached to the free morpheme. The term *cleaner* is formed from the affixation process. Moreover, these terms are classified as suffixes because of the process of forming words which are carried out by adding or attaching an affix at the end of the basic form. Same as the term bloatware, the term *cleaner* is formed from two components, *clean* and affix *-er*. The affix *-er* function attached to the word clean is to assign a function to an item. In this case, the term *cleaner* has a different meaning compared to the word *clean*.

A cleaner application is a type of application that functions to clean junk such as cache on an operating system. Generally, the *cleaner* application also has other features, such as anti-virus, CPU cooler, RAM *cleaner*, and other features. The *cleaner* application can be found on a smartphone or desktop. On the Google Play Store, the term *cleaner* can be found in the application category. As stated above, the *cleaner* applications

offer various features. In this case, the user is given the convenience of choosing a *cleaner* application with the appropriate features.



Source: wordtracker.com

The statistical data above is the average number of *Cleaner* word searches for the last 12 months. Based on these data, the term *Cleaner* is categorized in a high search rate because it has an average search rate of around 11.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 32:

Emulator

Analysis:

The part of speech of *Emulator* is a noun and consists of two components, *emulation,* and affix *-or*. The word emulator consists of two components (one free morpheme and one bound morpheme). *Emulation* is a kind of free morpheme because this word can stand alone. Meanwhile, affix *-or* is a kind of bound morpheme because it cannot stand alone and requires the word *emulation* to stand up. The process that occurs in the emulator is affixation. The affixation process is the process of adding components at the beginning, middle, or end of a word to make a word that has a new meaning. Moreover, these terms are classified as suffixes because of the

process of forming words which are carried out by adding or attaching an affix at the end of the basic form. In the words of the emulator, the use of suffix *-or* functions to explain that the function of the emulator is to make the user emulate a program from a particular program that can run on different devices.

An emulator is a term that refers to a program or software that functions to emulate a program from a particular system or device that can run on devices with different systems. In the Google Play Store, emulator applications are generally more directed at the emulator's ability to run a game console device, such as Sony Play Station, or Nintendo. With these features, Android devices can run games from various console gaming devices smoothly.

Source: wordtracker.com

The statistical data above is the average number of *Emulator* word searches for the last 12 months. Based on these data, the term *Emulator* is categorized in a high search rate because it has an average search rate of around 340.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 33:

Greenify

Analysis:

The part of speech of *Greenify* is a noun and consists of two types of morphemes. The first morpheme is *green*, which is a type of free morpheme, and the second is affix *-ify*, which is a bound morpheme that is attached to the free morpheme. The term Greenify is formed from the affixation process. Moreover, these terms are classified as suffixes because of the process of forming words which are carried out by adding or attaching an affix at the end of the basic form. Greenify is a term derived from the words *green* and affix *-ify*. The use of affix *-ify* in this term means "to make". The term Greenify means "to make green" which implies to make the device better than before (more stable performance and lower power usage).

Greenify is an application that increases battery life and device performance by placing applications that are detected as draining the battery into hibernation mode. Greenify also closes applications that are not in use to make the device can run smoothly. This tool application has been downloaded more than 10 million times since it was first released in 2013.

Source: wordtracker.com

The statistical data above is the average number of *Greenify* word searches for the last 12 months. Based on these data, the term *Greenify* is categorized in a high search rate because it has an average search rate of around 20.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 34:

Sticker

Analysis:

The part of speech of *Sticker* is a noun and consists of two components in the form of a free morpheme and a bound morpheme. The morphemes are *stick* and affix *-er*. The word-formation process that occurs in the term of the *sticker* is an affixation process. Moreover, these terms are classified as suffixes because of the process of forming words which are carried out by adding or attaching an affix at the end of the basic form. It can be seen in the original word for the term *sticker*, which is formed from the combination of *stick* and affix *-er*. Furthermore, the function of using affix *-er* is to show objects that have certain characteristics. In this case, the use of affix *-er* in the term *sticker* gives a different meaning compared to the word *stick*.

Sticker is a term that refers to an illustration that is used to illustrate feelings or actions that users can use in social media to be more expressive. *Sticker*s are a new version of emoticons and emojis because *sticker*s have more interesting and varied illustrations. The history of *sticker*s began when Line (Japanese social media) introduced their *sticker*s in 2012. Since then,

the *sticker* function has become known, other social media applications have also introduced *sticker*s to their applications as an additional option of emoticons and emojis. Furthermore, *sticker*s can be found on the Google Play Store in the applications category. Applications related to *sticker*s generally offer several features, such as *sticker* pack applications and *sticker* maker applications.

Source: wordtracker.com

The statistical data above is the average number of *Sticker* word searches for the last 12 months. Based on these data, the term *Sticker* is categorized in a high search rate because it has an average search rate of around 551.000 search times. Therefore this term was chosen to answer the research questions in this present research.

Datum 35:

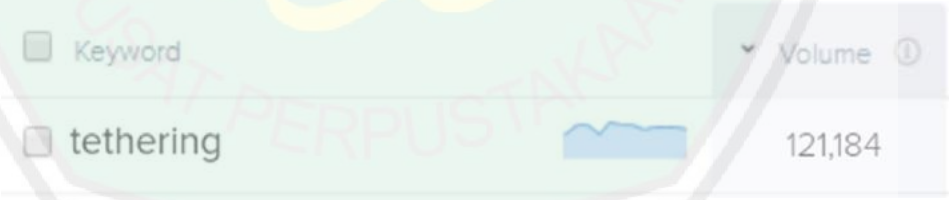
Tethering

Analysis:

The part of speech of *Tethering* is a noun and consists of two morphemes. The first component is tether which is a type of free morpheme. Meanwhile, the second component is affix -ing, a bound morpheme that is attached to the first component (free morpheme). The word-formation process that occurs in word *tethering* is the affixation process. Moreover,

these terms are classified as suffixes because of the process of forming words which are carried out by adding or attaching an affix at the end of the basic form. This process is formed by joining the affix -ing attached to the word tether and forming a new word that has a different meaning than the original word tether.

The word *tethering* refers to accessing the internet through another device. In other words, one device borrows another device's internet connection. *Tethering* is a feature in Android that provides features such as a Wifi router, but with a smaller range. This feature offers several internet access media, such as cable connections, Wifi, or Bluetooth. Generally, Android devices have been equipped with a built-in *tethering* feature. However, most of the built-in *tethering* features are very limited. Therefore, many *tethering* applications can be found on the Google Play Store that offers richer features than the built-in *tethering* feature of the Android system.



Source: wordtracker.com

The statistical data above is the average number of *Tethering* word searches for the last 12 months. Based on these data, the term *Tethering* is categorized in a high search rate because it has an average search rate of around 121.000 search times. Therefore, this term was chosen to answer the research questions in this present research.

B. Discussion

This section describes the findings that have been found in the previous section. This study discusses the results of the research that focuses on the word-formation process theory proposed by Delahunty & Garvey (2010). Delahunty & Garvey (2010) divides word-formation processes into seven types: *compounding, blending, clipping, borrowing, acronym, affixation*, and *coining*.

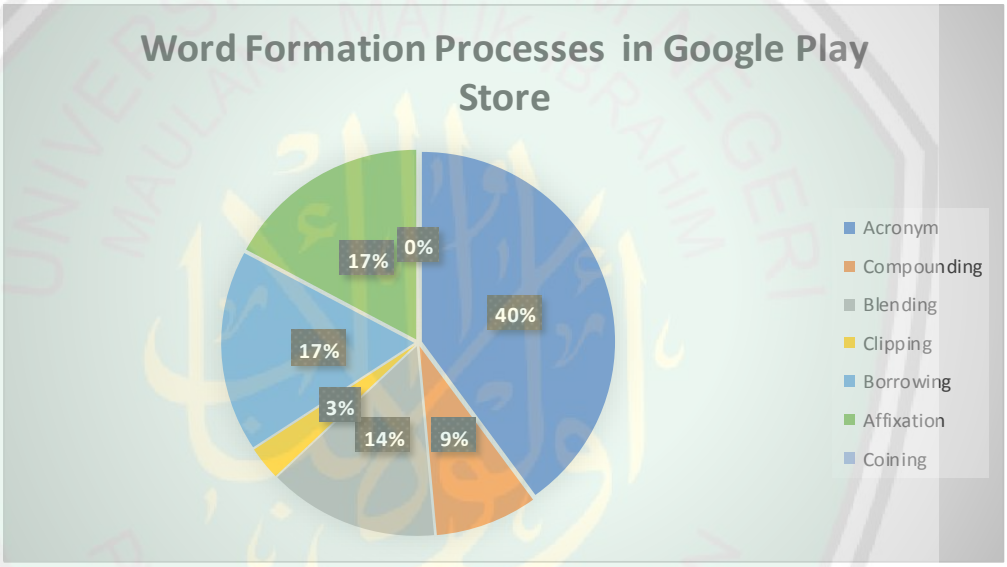


Figure 1. Word Formation Processes in Google Play Store

The percentage data above is the percentage of the type of word formation process from the 35 words terms found in the Google Play Store application. The data above is presented as a result of the present study that has been analyzed in the findings chapter. Based on the data above, it can be concluded that the most dominant process is the acronym process which has a percentage of 40%. The reason is that acronym type is a process that takes the form of significant cuts. Developers or inventors of new technology use this type to form a new word term that is shorter and easier for users to remember.

Then followed by affixation and borrowing process which has the same percentage of 17%. In this study, word terms that use the affixation type use suffixes to create new terms. This process is used because the affixation process is a simple process and the use of an affix in a word will change the meaning of a word significantly. Meanwhile, the borrowing process has the same percentage as the affixation type. With this process, new technology developers or inventors use terms from other languages to be used in English instead of having to create new terms.

Next is the blending process which has a percentage of 14%. This process is used because this process cutting and joining the original word to make it shorter. Therefore, developers use this term to make a term more concise. Then followed by the compounding process (9%) and the clipping process (3%). The compounding process is used by developers and inventors of new technology because this process is almost the same as the blending process which is formed by combining original words. The difference is that this type of compounding doesn't cut the words as like in the blending process. The next type is the clipping process. This process is used to create concise word terms because the clipping process is formed by shortening words.

Meanwhile, the type of coining could not be found in the current study. Based on Delahunty & Garvey (2010), coining is a type that is rarely found because this process does not have a formation pattern like other processes. As the result, this present study could not find any terms for the coining process.

Furthermore, the results of this study highlight the research questions that consist of (1) What types of word-formation processes are found in the

Google Play Store application; and (2) How are the words used in the Google Play Store application formed.

Firstly, the results of this study found six types of word-formation processes; they are *compounding*, *blending*, *clipping*, *borrowing*, *acronym*, and *affixation*. However, the *coining process* cannot be found in the analysis of this research.

Moreover, to answers the second research question (How are the words used in the Google Play Store application formed?), the researcher provides the data analyzed in the previous subchapter. The researchers found that each type of word formation process has a different formation process. A more detailed explanation is described as follows.

First, the compounding processes are formed when two or more lexemes are combined to become a new term where the compound words can be written as one or with a hyphen (-). According to Delahunty & Garvey (2010), compounding contains two or more words. Commonly, one word functions as head and the other as modifiers. Moreover, all of the terms are formed by combining two original words. This type is represented in three words terms such as *Benchmark*, *PayPal*, and *Screenshot*.

Second, the blending process involves two or more words, deleting several parts of each, and combining the rest to create a new word whose forms and meanings are taken from the source words. All of these terms refer to specific meanings. In short, all of the terms use the blending process by taking some parts of the original word which are then combined to make the term shorter (Delahunty & Garvey, 2010). The blending processes are found in five

words terms, for instance, *Camcorder, Edutainment, Emoticon, Newscast,* and *Webinar*.

Third, the clipping process is a significant reduction in a word and is shorter than the blending process (Yule, 2016). According to Delahunty & Garvey (2010), the process of clipping happens when a word is too long and has more than one syllable. Words that have undergone a clipping process become the informal version of the original word. There is one term that is found using the clipping process, *Ad.* In this case, the term *ad* is formed from shortening the word *advertisement.*

Fourth, the borrowing process. According to Delahunty & Garvey (2010), the borrowing process involves words that originally belong to one language which was then adopted in another language. The borrowing process is a process that only takes over words from other languages to be used in the target language, and the borrowing process is one of the sources of the new words that are often used in English (Yule, 2016). In this case, some of the terms found are terms that come from various languages, such as *Sanskrit, Japanese, Yiddish, French,* and *Latin*. Several terms are found using the borrowing process, such as *Avatar, Emoji, Glitch, Parallax, Proximity*, and *Trivia*.

Fifth, the acronym process is part of abbreviations, and generally, the result of the acronym process is an informal version of the original word (Delahunty & Garvey, 2010). Moreover, the acronym is the formation of a new word from the initial letters of one or more words (Yule, 2016). Moreover, the purpose of using the acronym process is to make terms shorter than the original

version, which easy to pronounce and remember because generally, the terms above consist of two or more words. There are 14 terms found in this type, such as *AI, AR, DLC, GPS, ID, NTC, PDF, PvP, QR, SU, UI, UX, VPN,* and *VR.*

Sixth, the affixation process is a morphological process that is added before, after, or in the root or stem to produce a new word. The affixation process is divided into two main types: prefix and suffix (Delahunty & Garvey, 2010). In this case, all of the terms (six terms) that were found only used the suffix type. There are several terms found using the affixation process, such as *Bloatware, Cleaner, Emulator, Greenify, Sticker,* and *Tethering.*

Furthermore, this present study has several differences compared to several previous studies. There are significant differences in the form of the findings. First, the research proposed by Rizki & Marlina (2018) entitled *"Word Formation Process In Novel Alice's Adventures In Wonderland By Lewis Carroll And Movie Alice In Wonderland By Walt Disney"* found that the novel *Alice's Adventures In Wonderland* uses the process of forming words in the type of *affixation, compounding, cliticization, internal change, suppletion,* and *multiple processes*. The affixation process is the most dominant type with a frequency of 286 (49%) of 584 data. Whereas for the film *Alice In Wonderland* uses the process of forming words of the type of *affixation, compounding, cliticization, blending, clipping, onomatopoeia,* and *suppletion*. In this case, cliticization is the most dominant type with a frequency use of 16 (32.65%) from 49 data. Meanwhile, the present study finds out several types of word-formation processes such as *compounding, blending, clipping, borrowing,*

acronym, and *affixation*. The acronym process is the dominant type and is found in 13 of 35 data. In short, it can be concluded that the previous study had different findings compared to the present study.

Second, the research proposed by Nanda, Rosa, & Marlina (2012) entitled *"An Analysis of Word Formation Used In Twilight Novel By Stephenie Meyer And Twilight Movie Script Written By Melissa Rosenberg"*. This previous study identified several types of word-formation processes both for the novel and the movie script. In the *Twilight* novel, there are types of *cliticization, internal change, supply, conversion, clipping, blending, backformation, acronym,* and *coinage*. Suppletion is the dominant type with frequency use of 3589 (54.6%) from 6572 data. Whereas in the *Twilight* movie script, there are several types of word-formation processes. Such as *cliticization, internal change, supply, conversion, clipping, blending,* and *onomatopoeia*. The cliticization process is the most dominant type with frequency use of 465 (58.42%) of 796 data. Meanwhile, the present study finds out that the acronym process is the dominant type and found in 13 of 35 data. In this case, it can be concluded that the previous study had contrasting differences compared to the present study.

Third, the research developed by Ganadhi, Sianturi, & Rachmaputri (2019) is entitled *"Doing Me an Educate: Word Formation Processes In Doggolingo"*. This previous study found several types of word-formation processes in memes related to Doggolingo. Such as *compounds, derivations, phonetic spelling, root formation, conversion, inflection, and reduplication.* Compounds became the dominant type of word formation process, with a 21%

percentage found in 19 out of 78 data. Meanwhile, the present study has different findings compared to the previous study. The current research found several types of word-formation processes such as *compounding, blending, clipping, borrowing, acronym,* and *affixation*. The acronym type is the dominant type with a percentage of 37% consisting of 13 of 35 terms.

Fourth, research developed by Oktavia, Yulmiati, & Theresia (2017) entitled *"An Analysis of Word Formation Processes Of Slang Words In" The Beginning "Album By Black Eyed Peas"* which found 7 out of 16 types of word-formation processes using O'Grady & Archibald (2016) & Yule (2006) theory. The types of word-formation processes found were *clipping, multiple processes, internal change, coinage, borrowing,* and *acronym*. The clipping type is the dominant type, with 44 out of 61 words. It can be seen that the previous study had a significant difference on the finding's results. The current research found that 6 out of 7 types of word-formation processes using the theory of Delahunty & Garvey (2010), and the most dominant type is the type of acronym. Meanwhile, the previous study found that clipping is the most dominant type as listed above.

Fifth, the research developed by Sari (2018) entitled *"An Analysis of Word-Formation Processes used in Social Media"* found eight types of word-formation processes, such as *borrowing, coinage, compounding, initialization, acronym, blending, clipping, inflection,* and *derivation*. The most dominant word-formation process is the type of inflection found in 14 (28%) of the 50 data analyzed. In this case, it can be seen that the previous study has some similarities compared to the present study in the form of several types of word-

formation processes, such as *borrowing, compounding, acronym, blending* and *clipping*. However, the significant difference between both studies is the most dominant type. In the previous study, the most dominant process is inflection. Meanwhile, in the present study, the most dominant process is the acronym.

Sixth, the next previous study is research entitled *"Word Formation Of Neologism Found In Various Gaming Communities On Subreddit"* proposed by Zefanya, Sanusi, & Lesmana (2019). The results of this previous study indicate that there are three types of classes: a completely new word, a new combination of existing words *(compounding, blending, clipping, acronym,* and *initialism*), and meaning in the existing word class. A new combination of existing words became the most dominant class, with 39 out of 53 data. In this regard, there are many differences between the previous study and the present study. One of the factors is the theory that makes the finding of the two studies different. In conclusion, the present study does not support this previous study.

Finally, the last previous study is research entitled *"Word Formation Process In Words That Represent Female Characters n The Handmaid's Tale Season 1"* proposed by Oktaviani, Prajnandhari, & Kristianti (2019). This research only focuses on compounding and derivations. The results of this study indicate that there are nine words for compounding types and 11 words for derivation types. Therefore, this previous study has a difference from the present study because it has different findings results. In short, the present study does not support all previous studies because it has different findings. Therefore, the present study can be new research that provides new

understanding for readers because it provides different findings compared to previous studies.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

This chapter consists of a conclusion and suggestions. The first is the conclusion of the research based on the Google Play Store application. The second is suggestions for further research related to the process of word-formation.

A. Conclusion

This study has examined the use of the word-formation process in the Google Play Store application. In conducting this research, the researcher used qualitative research models and used word-formation process theory as proposed by Delahunty & Garvey (2010). The theory consists of seven terms; *compounding, blending, clipping, borrowing, acronym, affixation,* and *coining*. Based on the data from the findings and discussions, 35 words terms that contain word-formation processes were found on the Google Play Store application and are divided into six types of word-formation processes such as *compounding, blending, clipping, borrowing, acronym,* and *affixation*. In more detail, (1) types of compounding are found in three words terms, (2) types of blending are found in five words terms, (3) types of clipping are found in one word term, (4) types of borrowing are found in six words terms, (5) acronym types are found in fourteen words terms, (6) affixation types are found in six words terms. Meanwhile, the results found out that the type of acronym is very dominant in the Google Play Store application with 13 words terms. Meanwhile, the coining type cannot be found in the Google Play Store application.

Moreover, the process that occurs in each word term in the Google Play Store application is diverse. Each type of word formation process has different formation processes and functions. In short, the Google Play Store application has many terms that are formed from morphological processes that are purposed to make terms more specific or makes users easy to pronounce and to remember. Hereafter, this research can be useful for Android phone users who are looking for a definition of a term on the Google Play Store or for people who are interested in studying the field of morphology, or more specifically in the field of word-formation process.

B. Suggestions

After examining the data on the use of the word-formation process on the Google Play Store application, this study found six out of seven types of word-formation processes such as *compounding, blending, clipping, borrowing, acronym,* and *affixation*. However, this research is far from perfect and requires further research.

Therefore, the researcher recommends that further researchers conduct further research in the Google Play Store application to find all types of word-formation processes because this study only found six of the seven types of word-formation processes. Also, the researcher expects that future researchers can use newer theories to research other fields such as applications or in other fields such as military, technology, economics, and others. The aim is to enrich the word-formation process in the Field of Morphology.

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