

**Compounding Analysis as Word Formation Process on Food and  
Beverages Names in Fore Coffee**

By:

Gabriela Zalzabilla Putri Khozi

NIM 18320115



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

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**Compounding Analysis as Word Formation Process on  
Food and Beverages Names in Fore Coffee**

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By:

**Gabriela Zalzabilla Putri Khozi**

NIM 18320115

Advisor:

**Zainur Rofiq, M.A.**

NIP 19861018201802011180



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

**2024**

## STATEMENT OF AUTHORSHIP

I declare that my thesis entitled “Compounding Analysis as Word Formation Process on Food and Beverages Names in Fore Coffee” is my original work. I have not included any material that has been written or published by others, except those cited as references and listed in the bibliography. Hereby, if anyone has any objection or claim, I am the only person responsible for it.

Malang, 27 Desember 2024

The Researcher,



Gabriela Zalzabilla Putri Ghozi  
NIM. 18320115

## APPROVAL SHEET

This is to certify that Gabriela Zalzabilla Putri Ghozi's thesis entitled "Compounding Analysis as Word Formation Process on Food and Beverages Names in Fore Coffee" has been approved for thesis defense at the Faculty of Cultural Sciences, Maulana Malik Ibrahim State Islamic University Malang, as one of the requirements to obtain a Bachelor of Literature (S.S.) degree.

Malang, 27 Desember 2024

Approved by,

Advisor,  
English Literature



Zainur Rofiq, M.A.

NIP 19861018201802011180

Head of Department of



Ribut Wahyudi, M.Ed., Ph.D.

NIP 198112052011011007

Acknowledged by

Dean,



Dr. M. Faisol, M.Ag.  
NIP 197411012003121

## LEGITIMATION SHEET

This is to certify that thesis of Gabriela Zalzabilla Putri Ghozi's thesis entitled "Compounding Analysis as Word Formation Process on Food and Beverages Names in Fore Coffee" has been approved by the Board of Examiners as one of the requirements to obtain a Bachelor of Literature (S.S.) degree in the Department of English Literature.

Malang, 27 Desember 2024

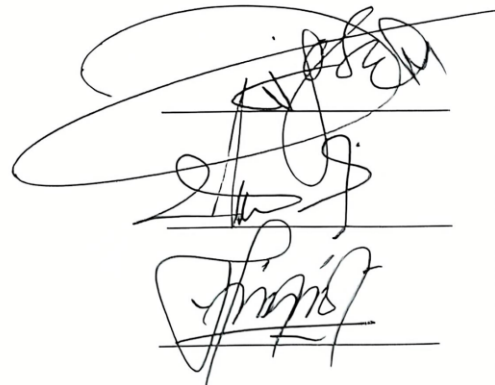
Board of Examiners

Signatures

1. Dr. Agus Eko Cahyono, M.Pd.  
NIP.198208112011011008

2. Zainur Rofiq, M.A.  
NIP.19861018201802011180

3. Ulil Fitriyah, M.Pd., M.Ed.  
NIP.198208232023212021



Approved by,

Dean of Faculty of Humanities



Dr. M. Faisol, M.Ag.

NIP.197411012003121004

## **MOTTO**

“If you don’t go after what you want, you’ll never have it. And if you don’t ask, the answer is no. Also, if you don’t step forward, you’re always in the same place.”

Nora Roberts

“There are two ways you can get through the pain. You can let it destroy you, or you can use it as fuel to drive you: to dream bigger, work harder.”

Taylor Swift

## **DEDICATION**

I proudly dedicate the thesis to my beloved family: Mrs. Enies Setiyo Rini, Mr. Abdul Khozi, Brother Sinarreza Firdaus Azzahra Khozi, Aunty Indah Kridandari, and the entire extended family who always pray and encourage and believe in me to complete this thesis. In addition, I also present this thesis to researchers who have struggled in the process of working on this thesis.

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The researcher also expressed his gratitude to his entire family, especially his



parents, Mr. Abdul Ghozi and Mrs. Enies Setiyo Rini who always prayed and provided funds to the researcher so that he could complete this final project research, as well as to his aunt Indah Kridandari, younger brother, Sinarreza Firdaus Azzahra Ghozi who also prayed for the smooth running of this thesis. The researcher would also like to thank all friends and companions who have provided support and assistance in the process of completing this thesis, as well as friends who always encourage researchers when researchers feel tired, which I cannot mention one by one.

In this thesis, the researcher realizes that there are still many shortcomings in its delivery due to the knowledge and experience of researchers who still need to be improved, so this research cannot be said to be perfect. Therefore, this research still requires constructive criticism and suggestions as input for researchers so that they can write better in the future. The researcher hopes that this research can provide benefits for readers, especially those interested in conducting research on the word formation process.

Malang, 27 Desember 2024

The researcher,



Gabriela Zalzabilla Putri Ghozi

NIM 18320115

## ABSTRACT

**Putri Ghozi, G. Z.** (2024) *Compounding Analysis as Word Formation Process on Food and Beverages Names in Fore Coffee*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Zainur Rofiq, M.A.

Keywords: Compound Word Formation, Endocentric Compounds, Food and Beverage Branding

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This study analyzes the process of compound word formation in the names of food and beverage menus at Fore Coffee, one of the leading coffee brands in Indonesia. This study examines how compounding is applied to create unique and interesting menu names. Compounding is one of the most productive word formation processes in English, involving the combination of two or more words to create a new lexical item. The research method used is a qualitative approach with descriptive analysis based on the theory of O'Grady and John (2015). After analyzing the process, the researcher found that sixty (60) menu names were analyzed to identify the process and classification of compound word formation. The findings show that endocentric compound words are the most dominant type, reaching 75% of the total data, because of their ability to convey meaning directly and effectively so that they are easily understood by consumers. In this case, endocentric is the most frequently used type, which is 28 data. There are noun plus noun compounds with a total of 35 data and adjective plus noun compounds with a total of 22 data. Then headed endocentric with a total of 22 data, exocentric with a total of 5 data, and copulative (coordinative) compound with a total of 3 data. Exocentric compound words are the least used because of their conversational nature and are less appropriate to the culinary context. Meanwhile, there are 8 data that cannot be found.

## مستخلص البحث

زلزايلا، غبريلة (٢٠٢٤) تحليل التركيب كعملية تكوين كلمة في أسماء الأطعمة والمشروبات في مقهى فور. أطروحة البكالوريوس. قسم الأدب الإنجليزي، كلية الأدب والعلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. مشرف: زينور رفيق، الماجستير.

الكلمات الأساسية: تشكيل الكلمة المرعبة، وعقبة الداخلية المرقدية، والعلامة التجارية

المأكولات والمشروبات  
تحلل هذه الدراسة عملية تكوين الكلمات المركبة في أسماء قوائم الأطعمة والمشروبات في الصدارة قهوة، إحدى العلامات التجارية الرائدة في مجال القهوة في إندونيسيا. تبحث هذه الدراسة في كيفية تطبيق المضاعفة لإنشاء أسماء قوائم فريدة وجذابة. يعد المضاعف أحد أكثر عمليات تشكيل الكلمات غزارة في اللغة الإنجليزية، حيث يتضمن الجمع بين كلمتين أو أكثر لإنشاء عنصر معجمي جديد. طريقة البحث المستخدمة هي منهج نوعي مع تحليل وصفي يعتمد على نظرية أوجرادي وجون (٢٠١٥). بعد تحليل العملية، وجد الباحث أنه تم تحليل ستين (٦٠) اسم قائمة لتحديد عملية وتصنيف تكوين الكلمات المركبة. تظهر النتائج أن الكلمات المركبة الداخلية المركزية هي النوع الأكثر انتشارا، حيث تمثل ٧٥٪ من إجمالي البيانات، نظرا لقدرتها على نقل المعنى بشكل مباشر وفعال بحيث يسهل على المستهلكين فهمها. في هذه الحالة، يعد المركز الداخلي هو النوع الأكثر استخداما، وهو ٣٨ بيانات. كان هناك اسم زائد اسم مركب إجمالي ٣٥ بيانات وصفة بالإضافة إلى اسم كومبوندا: إجمالي ٢٢ بيانات. ثم الرأس المركزي إجمالي ٢٢ بيانات، ومركزية خارجية إجمالي ٥ بيانات، والمركب التراكمي (التنسيقي) إجمالي ٣ بيانات. الكلمة المركبة الخارجية هي الأقل استخداما نظرا لطبيعتها المحادثة وهي أقل ملاءمة لسياق الطهي. وفي الوقت نفسه، هناك ٨ بيانات لا يمكن العثور عليها.

## ABSTRAK

**Putri Ghozi, G. Z.** (2024) Analisis Pemajemukan sebagai Proses Pembentukan Kata pada Nama Makanan dan Minuman di Fore Coffee. Skripsi Sarjana. Jurusan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Zainur Rofiq, M.A.

Kata Kunci: Pembentukan Kata Majemuk, Kata Majemuk Endosentris, Branding Makanan dan Minuman

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Penelitian ini menganalisis proses pembentukan kata majemuk pada nama menu makanan dan minuman di Fore Coffee, salah satu merek kopi terkemuka di Indonesia. Penelitian ini mengkaji bagaimana compounding diterapkan untuk menciptakan nama menu yang unik dan menarik. Compounding merupakan salah satu proses pembentukan kata yang paling produktif dalam bahasa Inggris, melibatkan penggabungan dua kata atau lebih untuk menciptakan item leksikal baru. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan analisis deskriptif berdasarkan teori O'Grady dan John (2015). Setelah menganalisis proses tersebut, peneliti menemukan bahwa enam puluh (60) nama menu dianalisis untuk mengidentifikasi proses dan klasifikasi pembentukan kata majemuk. Temuan menunjukkan bahwa kata majemuk endosentris merupakan jenis yang paling dominan, mencapai 75% dari total data, karena kemampuannya menyampaikan makna secara langsung dan efektif sehingga mudah dipahami oleh konsumen. Dalam hal ini, endosentris merupakan jenis yang paling sering digunakan, yaitu sebesar 28 data. Terdapat noun plus noun compound dengan total 35 data dan adjective plus noun compound dengan total 22 data. Kemudian headed endocentric dengan total 22 data, exocentric dengan total 5 data, dan copulative (coordinative) compound dengan total 3 data. kata majemuk eksosentris menjadi yang paling sedikit digunakan karena sifat percakapannya dan kurang sesuai dengan konteks kuliner. Sementara itu, terdapat 8 data yang tidak dapat ditemukan.

## TABLE OF CONTENTS

STATEMENT OF AUTHORSHIP .....	i
APPROVAL SHEET .....	ii
LEGITIMATION SHEET .....	iii
MOTTO .....	iv
DEDICATION.....	v
ACKNOWLEDGEMENT .....	vi
ABSTRACT .....	viii
مستخلص البحث.....	ix
ABSTRAK .....	x
TABLE OF CONTENTS.....	xi
CHAPTER I INTRODUCTION.....	1
A. Background .....	1
B. Research Question .....	11
C. Significance of Study .....	12
D. Scope and Limitation.....	12
E. Definition of Key Terms .....	12
CHAPTER II REVIEW OF RELATED LITERATURE.....	14
A. Word Formation .....	14
B. Compounding.....	18
CHAPTER III Research Method .....	26
A. Research Design .....	26
B. Data and Data Source.....	28
C. Data Collection.....	28
D. Data Analysis.....	28
CHAPTER IV FINDINGS AND DISCUSSION .....	30
A. Findings .....	30
b. Adjective + Noun.....	32
c. Verb + Noun .....	33

d.	Noun + Verb .....	34
2.	Classification of Compound Words Formation Types and The Frequency .....	38
1.	Endocentric Compound.....	38
2.	Exocentric Compound .....	39
4.	Appositional Compound.....	42
5.	Synthetic Compound .....	42
6.	Headed Endocentric Compound .....	43
7.	Headless Exocentric Compound.....	44
B.	Discussion .....	46
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>		<b>59</b>
A.	Conclusion .....	59
B.	Suggestion .....	61
<b>BIBLIOGRAPHY .....</b>		<b>63</b>
<b>CURRICULUM VITAE.....</b>		<b>67</b>
<b>APPENDIX.....</b>		<b>68</b>

# **CHAPTER I**

## **INTRODUCTION**

This chapter includes a discussion of the research background, which includes phenomena, earlier studies, the study's emphasis, and its goal. The research topics, the significance of the study, its scope and limitations, and a glossary of important words are then presented in this chapter.

### **A. Background**

Fore Coffee is a local coffee brand that has unique product naming, so that it can make consumers interested in buying the products they offer. In the era of rapid development of the digital world, many unique and interesting product names have emerged in order to attract consumer attention. Unique and interesting product names can use one type of word formation process. In addition, business owners can customize the type they want to use according to the products they sell to create the best brand name. This research focuses on compounding, which is a major morphological process in language. According to O'Grady and John (2015), compounding is an important part of the creation of new vocabulary, which plays an important role in enriching the linguistic system. This research examines its application in food and drink naming which shows how theoretical linguistics can be applied in practical

contexts, bridging the gap between the academic world and everyday language use.

The process of naming food and beverages often reflects cultural values, preferences and trends. As pointed out by Haspelmath (2002), word formation processes such as word combinations are shaped by social, cultural and pragmatic factors. Studying how these names are formed to offer insights into the cultural and linguistic identities embedded in consumer behaviour, especially in the growing food and beverage industry in Indonesia. In this case, Fore Coffee collaborated with perfume brand HMNS with the tagline “when a cup meets fragrance” to produce aromatic golden jasmine tea, aromatic pandan jasmine latte, and aromatic creamy rose. For non-coffee products, there is aromatic golden jasmine tea with a blend of jasmine tea combined with jasmine cream inspired by HMNS essence of the sun perfume and aromatic creamy rose which is a combination of rose, hibiscus, and cream rose aromas inspired by HMNS unrosed perfume. Meanwhile, for products containing coffee, there is aromatic pandan jasmine latte, a blend of pandan coffee and latte which is complemented by jasmine cream topping inspired by HMNS essence of the night perfume.

Food and beverage menu naming is an important part of the culinary industry as it affects consumer appeal as well as brand image. A good menu name should reflect the content, ingredients or concept that you want to convey to your customers. However, it should also be in line with linguistic and cultural conventions, as well as marketing strategies. Menu naming often uses



familiar linguistic structures, such as Almond Croissant which is a noun plus noun category based on the name of the language and type of food. Furthermore, there is an adjective plus noun, iced coffee, which is based on the nature or condition of the food or drink. The use of this structure is in accordance with the prevalence because it is easy to understand and can directly indicate the contents of the menu. This is in accordance with the morphological theory of Katamba (1993), which explains that word combinations in compound words reflect the logical relationship between components. The naming should ideally give a direct description of the main ingredient or flavour. For example, a menu like Matcha Latte directly describes that the drink contains matcha and is a latte. Menu naming should also be relevant to the cultural preferences and habits of the target consumers. For example, in Indonesia, a name like Kopi Aren is easy to understand because it uses local ingredients, while a menu like Pumpkin Spice Latte is more popular overseas because it follows a certain market trend. Clear and easy-to-read menu naming helps customers in choosing a menu. According to Crystal (2003), legibility and familiarity are important factors in naming because they affect effective communication.

Meanwhile, menu naming abroad has a similar pattern in terms of the use of common linguistic structures (e.g., noun + noun or adjective + noun). However, there are some differences based on cultural context and marketing strategies, namely the first is the influence of local culture. In Western countries, menu names often reflect specific ingredients or cooking styles, such

as New York Cheesecake or Italian Espresso. Whereas in Asia, menu names may reflect local traditions, such as Matcha Mochi in Japan. The second is to follow global trends as menu names abroad are often adapted to international trends, such as the worldwide Bubble Tea from Taiwan. This naming still uses linguistic conventions but is adapted to a more global style. Finally, the use of foreign languages to attract consumers' attention. In some cases, menu names use foreign languages to add an exclusive feel, such as Pain au Chocolat from France. This name is often left in its original language as it is considered to reflect authenticity.

Most menu names are created by the creative team of the food or beverage brand itself. These names often reflect a theme or brand identity, such as the menu at Starbucks that uses names like Caramel Macchiato or Frappuccino. Menu names can also be based on key ingredients, such as Salted Caramel Latte, or unique concepts, such as Red Velvet Cake. This strategy ensures that customers understand what they are ordering. However, brands also adapt menu naming to the local language and culture to make it more relevant. For example, international brands such as McDonald's customize menus such as the Rendang Burger in Indonesia. Thus, naming food and beverage menus should reflect linguistic prevalence, local culture, as well as appropriate marketing strategies. This naming can come from the brand itself, adapted to the main ingredients, menu concept, or popular trends. Overseas, similar naming patterns are applied, but with adaptations to local culture and global trends to appeal to different consumers.

In terms of branding, linguistic creativity is essential for market competitiveness. This is in line with Plag's (2003) observation that compound words are used to create concise and meaningful expressions that appeal to specific audiences. Examining word compounding in menu names helps illustrate how linguistic principles are innovatively applied in the real world. Although morphological studies on compounding are extensive, research on its application in the Indonesian context, especially in the food and beverage industry, is limited.

According to Maxwell (2012), exploring under-researched areas will enhance our understanding of how linguistic processes operate in different contexts, making this research a valuable contribution to theoretical and applied linguistics. This research shows how linguistic concepts such as compounding influence consumer perception and product differentiation. As Creswell (2014) says, applying linguistic theory to practical areas enriches both academic and professional perspectives. Understanding the structure and function of compound words in menu names can inform better practices in marketing, branding and product naming.

Fore coffee is a local Indonesian coffee startup brand that is currently popular among the general public to the alpha generation. The business was founded in 2018 and aspires to make the best specialty coffee for every customer. The name taken from the word “forest” has a philosophy of wanting to grow fast, strong, tall, and create life around it. With their network and experience, they use the latest technology for their equipment and coffee beans.

They source high-quality coffee beans directly from selected farmers, process and roast them to perfection, and teach their competent baristas, who have a passion for serving a cup of happiness just for their customers. The majority of menu names use some sort of word generation procedure. The author would like to explain how words are formed in the English menu names at Fore Coffee based on the following phenomenon.

The tools and techniques employed in this study set it apart from previous research. The titles of the English menu items in the Fore coffee app on the Appstore served as the study's objects of investigation. The methodology of word creation theory will be applied to understand the data.

Several studies on the process of compound word formation have been conducted in previous studies in various fields. The first is research conducted by Anggrisia, N. F., et al. (2019) "Word Formation Process on Best Seller Food Brand Name in Grab and Go-Jek Mobile Application" using qualitative methods in analyzing data and descriptive methods in presenting results, researchers use descriptive research. The data used are the best-selling food brands found on the Grab and Go-Jek mobile applications, which use theories from O'Grady and Guzman (1996) and Katamba, F. (1993). With the result that the best-selling food brand names on Grab and Go-Jek applications can be formed by applying word formation such as compounding, borrowing, reduplication, abbreviation, acronym, and clipping. In addition, a study by Andriyani, I. A. (2018) "Word Formation Process of English Menu Names in Several Hotels of Cepu". This study used descriptive qualitative method to

present the data. The data were taken from several hotels in Cepu, namely SAME Hotel, Mega Bintang Sweet Hotel, Top Star Hotel, Ronggolawe Hotel, and Home Stay Simpang 7. The results of this study show that there are many word formation processes used by several hotels in Cepu in naming English menus, namely inflection, derivation, compounding, initialism, conversion, borrowing, and multiple processes. In addition, there are four motivations for some hotels in Cepu to use English in menu naming.

Then, Astiandani, F. R. (2020) “Morphological Process of Compound Word on Food and Beverages Names in J.CO Donuts & Coffee”. This research uses a qualitative descriptive method. Then using Delahunty and Garvey (2010) and Lieber (2009) as the theory. Data collection in this study was through food and beverages at J.CO Donuts & Coffee. The results of this study show that food and beverages are formed from compound nouns, compound adjectives, and neoclassical compounds which are divided into three classifications: double morphemes, double compound words, and without double morphemes and double compounds. Based on the type and semantic meaning, endocentric compound with transparent meaning and exocentric compound with opaque meaning are found.

In a different scope, there is Adha, A. D., et al. (2020) “Morphological Analysis of Word Formation Found in VOA News Article”. This study uses a descriptive qualitative approach and uses theories from Katamba (1993) and Lieber (2009). The results showed that there were six types of word formation found in VOA News articles, namely derivation, word combination, acronym,

initialism, clipping/abbreviation, and conversion. Of these types, word combination is the most common word formation found in the articles because it is the basic division in word formation. In addition, Dewi, W. S. (2022) “An Analysis of Word-Formation Process Found in Educational Articles of The Jakarta Post Website”. This research uses the latest theory from George Yule and uses descriptive qualitative as its method. The results of this study are six types of word formation processes based on Yule's theory, namely borrowing, fusion, truncation, acronym, derivation, and double process. The researcher found 10 words categorized as borrowing with a percentage of 12%, 22 words categorized as fusion with a percentage of 26.5%, truncation was also found in 4 words with a percentage of 4.8% in 5 education articles on The Jakarta Post Website. 5 words are categorized as acronyms with a percentage of 6%, and 42 words are categorized as derivation processes with a percentage of 51%. It can be concluded that the most common type of word formation process found in 5 Educational Articles on The Jakarta Post Website is derivation with a total data of 42 words with a percentage of 51% and 2 words as a double process with a percentage of 2.4%.

Moreover, Luthfiyati, D. et al. (2017) “The Analysis of Word Formation Processes in The Jakarta Post Website.” This research uses qualitative method and Yule (2006) as the theory. Data were collected from only ten education article titles on the Jakarta Post Website from October 2015 to April 2016. The results show that the most used derivation words in the ten titles of education articles on the Jakarta Post Website from October 2015 to April 2016 are

nouns.

Then, there is Raodhatul, A. P., et al. (2019) “Word Formation of Slang Word in Song Albums Created by Indonesian Rapper, Young Lex.” This study uses a qualitative method with the theory of George Yule (2006). Data was collected by listening to 9 Young Lex songs and reading the lyrics. There are 27 slang variations, 6 slang blending, 11 slang clipping, 4 slang compounding, 4 slang coinage, 17 slang borrowing and 6 slang acronym. Meanwhile, Hidayat, T. M. (2020) “The Word Formation Process Of Slang Words In Rich Brian Song Titled Dat Stick.” This research uses descriptive methods and theories from Yule (2010) to analyze slang words. The result of this research is 10 types of word formation process consisting of coinage, borrowing, compounding, blending, clipping, and back-formation, conversion, acronym, derivation, and multiple process. Based on these 10 types, researchers found 5 types of word formation processes from 16 slang words. There are 9 from clipping process, 1 from multiple process, 3 from Acronym process, 1 from coinage process and 2 from blending process. Based on the above results, the most commonly formed word is the clipping process.

On the other hand, there is Auli, R. (2020) “An analysis of word formation in English translation of Holy Qur'an by Maulawi Sher 'Ali”. This study analyzes word formation in Surah Al-Qalam. The research method used is descriptive qualitative method. This research uses the theory of word formation proposed by O'Grady and Alchilbald (2016). The data in this study were taken from the English translation of the Qur'an by Maulawi Sher 'Ali.

The result of this study shows that there are 39 derivation processes, 34 inflection processes, 27 supplementation processes, 9 reduplication processes, 6 fusion processes, 5 conversion processes, 3 reshaping processes, and 2 internal change processes. Derivation is the most dominant process found in Surah Al-Qalam. There are 39 data out of a total of 125 data. Furthermore, Maulidah, N. (2022). "Compounding process on the Shotgun Boy Webtoon". This research uses descriptive qualitative with the theory used is the theory of O'Grady and John (2015). The data source in this study is a webtoon that can be downloaded through the Google Play Store. The results show that there are 20 types of endocentric compound words which are divided into three parts, namely 18 types of nominal compound words with patterns of noun plus noun, adjective plus noun, and adjective plus noun, and one type of adjectival compound words with patterns of noun plus adjective, and one type of verbal compound words with patterns of verb plus verb, and 2 types of exocentric compound words which have different meanings with word combinations with patterns of adjective plus verb, and noun plus noun.

Finally, Chulsum, I. P. H. (2020) "An Analysis Of Word Formation Processes Of Jargon Word In Online Shop To Improve Vocabulary". This research is based on Yule's theory using qualitative research. In collecting data, researchers took jargon words on Instagram, namely @E-fabric account captions. This research uses the Simak method for data collection and the Note technique for rewriting or recording to find the word formation process in the @E-fabric account caption. The result of this study shows that borrowing is



the most common way of word formation in jargon words used in @E-fabric account. There are 21 jargon terms with 50% of the total word formation process. Meanwhile, there are jargon terms that also include the formation of other types of words, namely compounding 19%, clipping 5%, Acronym 14%, prefixes, and suffixes 12%.

In this study, the research limitations are focused on discussing the correlation of word formation in English-language brand naming at Fore coffee and with the word formation process that makes researchers interested in knowing how word formation is used in making English menu names that are widely used by sellers, such as Fore Coffee as a local coffee brand that is currently famous and visited by various generations ranging from millennials to alpha generation.

Based on the discussion above, researchers are interested in knowing the formation of compound words used by food and beverage products at Fore Coffee. This research examines the process of compound word formation at Fore Coffee, with a special focus on how the word formation process is done.

## **B. Research Question**

1. What are the processes of compound word formation found in food and beverage names at *Fore Coffee*?
2. How is the classification of compound word formation types in food and beverages names at *Fore Coffee*?

### **C. Significance of Study**

This research is expected to provide practical contributions. Practically, this study serves as reading material and provides new insights to readers about the word formation process for students and those who wish to work as researchers in the same field. Lecturers and future researchers on the word formation process and the advancement of word formation process studies can refer to this work as a resource. Additionally, O'Grady and John's (2015) theory suggest that students may utilize this study to gain a greater understanding of the process of word development.

### **D. Scope and Limitation**

The scope of this study refers to the name of the food and beverage menu at Fore Coffee, precisely at Malang Town Square, which is used by researchers as a data source. All menus that become data sources are obtained from the official website of Fore Coffee which has been established since 2018. Then, the limitation is to only analyze the process of compound base on word classes and classification of compound word formation according to O'Grady and John (2015) as the basis of analysis.

### **E. Definition of Key Terms**

The following are a few of the key keywords utilized in this research:

- a. Word formation: a linguistic process that includes various ways of creating new words or increasing vocabulary in a language. In this study, word formation is the main framework for analyzing the menu names at Fore Coffee. The focus is on identifying the patterns of word formation used such as compounding, in creating linguistically interesting menu names.

- b. **Compounding:** One of the word formation processes in which two or more words are combined to form a new word that has a specific meaning. Compounding is the main focus of this research. This research aims to identify and classify the types of compound words used in food and beverage menu names at Fore Coffee.
- c. **Fore Coffee:** One of the local brands that is engaged in the food and beverage industry, particularly coffee and tea-based beverages. The brand is known for its modern and innovative approach in creating products, including in naming the menus offered. In this study, Fore Coffee is the research location or object being analyzed. These menu names not only describe the main ingredients or flavors of the product, but also become a branding tool that attracts consumer attention.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter provides explanations of the theory employed in this study, which comprises the morphological principles, word formation, forms of word formation, and types of compounding. In addition, this study also discusses previous studies that are used as reference materials by researchers.

#### **A. Word Formation**

Words are the smallest parts that appear in writing or speech; words fundamentally characterize language and serve as the primary means of communication among individuals. The process through which words are created is known as word formation. O'Grady and Guzman describe word formation as studying how new words are generated in English and other languages. This process involves the creation of new words, or lexemes, derived from one or more existing lexemes. Additionally, Yule (2006) defines *word formation* as a linguistic mechanism for generating new vocabulary. One simple method of word formation is the addition of the suffix -s to indicate plurality. Moreover, it can also involve incorporating words that originate from other languages. Word formation encompasses various types, which are categorized as follows, according to O'Grady and John (2015).

##### 1. Derivation

The act of creating new words via the addition of prefixes and suffixes is known as derivation. Derivation is the process of affixation that

creates words with categories and meanings (O'Grady & John, 2015). Through this process, terms like "iced coffee" might be created, in which the suffix "-ed" is added to indicate that the coffee is served with ice. Similarly, "flavored latte" is added to suggest that the latte has an added flavor. Derivation frequently contributes significantly to vocabulary growth by changing existing words to convey complex meanings or grammatical situations.

## 2. Clipping

The technique of creating shorter words by eliminating one or more consonants or syllables from their original form is known as "clipping." This technique creates shortened words that preserve the core idea of the original term (Katamba, 1993). For example, the word mocha originally referred to mocha coffee, while the word latte is clipped from the Italian *caffè latte*, meaning milk coffee. Additionally, clipping frequently happens in casual conversation and writing to improve communication and provide simpler or more everyday terminology.

## 3. Cliticization

According to O'Grady and John (2015), cliticization involves attaching clitics (words or morphemes that cannot stand alone but attach to the other words) to the main words, such as 'n' in cookies and cream, which is 'n' stands for 'and' as a clitic form.

#### 4. Acronym and initialism

An acronym is formed from the initial letters of a phrase and pronounced as a word (O'Grady and John, 2015). Acronyms such as ASAP (as soon as possible) are extensively used in technical, organizational, and daily contexts to offer a short and memorable title for a complicated item or system.

While an initialism is different from an acronym, initialism is taken from the first letter of a word and can be pronounced by letters like a common word, such as DIY (do it yourself).

#### 5. Inflection

According to Katamba (1993), words can be inflected to convey several grammatical categories, such as gender, case, number, or tense, without altering the word's fundamental meaning or function as a speech component. In English, for instance, a noun like "iced" adds "-ed" to indicate the state of being iced. While a verb like "drinks" adds "-s" to indicate plural. Without altering the fundamental meaning of the word itself, inflection aids in expressing the proper grammatical information in the sentence structure.

#### 6. Onomatopoeia

Onomatopoeia is the creation of words that imitate sounds in life around us, such as buzz, meow, and cuckoo, which give a name to the original sound it represents (O'Grady, 1997).

#### 7. Compounding

According to O'Grady and John (2015), compounding is creating a new term by combining two or more separate words. This process frequently produces compound words that reflect new ideas or entities, such as "iced coffee" (iced+coffee) and "matcha latte" (matcha+latte). Languages can compound words, which enables speakers to effectively communicate complicated concepts or describe novel objects by grouping related words into coherent wholes.

#### 8. Blending

According to Bauer (1983), blending combines portions of two or more words to create a new term with some original meanings. Examples include "frappuccino" (frozen + cappuccino) and "mocha" (chocolate + coffee), where the merged words provide compact terms for notions such as sub-genres, combining storylines, or combined cuisines. Blending works very well when it comes to capturing hybrid or transitory notions that arise from cultural or technical transitions.

#### 9. Back-formation

Backformation is the process of modifying a word's grammatical category or part of speech by removing an affix (Bauer,1983). For instance, "editor" becomes "edit" (a verb), and "teacher" becomes "teach" (a verb). Reformation enables language users to innovate by repurposing words to fit new linguistic functions or simplifying statements without sacrificing semantic clarity.

#### 10. Conversion

According to Yule (2014), conversion is the process of changing a word's grammatical category without altering its form. For instance, the verb "to run" is derived from the noun "a run," and the noun "eat" is derived from "food." Conversion is a productive process in English and other languages that makes it easier to create verbs from nouns or vice versa to adapt to changing linguistic needs and cultural contexts.

According to the previous reasoning, a language can have many distinct words that can be created or altered to express subtleties and varied meanings. These techniques include back-formation, coinage, reduplication, inflection, compounding, blending, clipping, acronyms, and abbreviations. Several methods are available for increasing vocabulary, expressing new ideas, improving language efficiency, and adjusting to cultural pressures. By adding affixes to already-existing words, combining words to form compound words, shortening words to make them brief, or coining entirely new terms, these processes demonstrate how language is dynamic and adaptable to meet the ever-changing needs of society in terms of communication demands.

## **B. Compounding**

Compound words are formed by the combination of two or more individual words that collectively convey a single meaning. Bauer characterizes compound words as combinations that serve as unified entities with distinct meanings. Lieber further elaborates that these words arise from amalgamating



two or more fundamental words, roots, or stems. O'Grady and John describe the compounding structure, indicating that the headword is positioned on the right, while the left side serves as a modifier. In this construction, the right side plays a crucial role in determining the grammatical category of the entire compound. This binary framework illustrates that compound words consist of two essential components that yield a new term with a meaning that cannot be entirely inferred from its parts.

According to O'Grady and John (2015), compounding can be categorized based on the word classes involved in forming the compound. These categories are based on the grammatical categories of the components (e.g., noun, verb, adjective) that combine to create the compound. The classification of compounds based on word classes is crucial in understanding their structure and semantic function. Here is a detailed explanation of the main types of compounding based on word classes:

a. Noun + Noun Compounds

Noun plus noun is a type of word composition in which two nouns are combined to form one new word. The first word usually serves as an attribute that modifies or gives additional information to the second word, which is the head of the compound. For example, banana cake (a type of cake made from bananas), bookstore is a store that sells books, and coffee table is a table designed for use in the living room, often associated with drinking coffee. In the study of linguistics, noun + noun compound words are very important because they show how a new noun is created through

the semantic relationship between two nominal elements.

b. Adjective + Noun Compounds

Adjective plus noun is the process of combining an adjective with a noun to form a new term. The adjective in this composition acts as a modifier that describes a characteristic or trait of the core noun (head). For instance, blueberry muffin is a muffin that has a blueberry flavor or main ingredient, blackboard is a board that is black, and red wine is wine that has a red color. This type is often found in product or entity descriptions that highlight certain attributes.

c. Verb + Noun Compounds

Verb plus noun is a type of composition where a verb is combined with a noun. The verb usually indicates an action or function, while the noun describes the object or purpose of the action. For example, toothpaste (tooth + paste) is a paste used to clean teeth and washing machine (wash + machine) is a machine used to wash clothes. This pattern often results in terms that describe tools, devices or technical terms.

d. Noun + Verb Compounds

Noun plus verb is the combination of a noun with a verb, where the verb often describes an action that is directly related to the noun. This type is usually less common than the other patterns. For example, rainfall is the phenomenon where rain falls, sunrise is the process where the sun rises, and heartbeat is the beat that comes from the heart. This pattern can result in unique descriptive terms.

The classification of compound words based on their form includes open compound (Haspelmath, 2002), hyphenated compound (Katamba, 1993), and closed compound (O'Grady and John):

a. Open Compound

Open compound is a type of compound word in which the two elements that make up it are written separately (without hyphenation or merging into one word). Although visually they appear as two separate words, semantically, the two elements form a single unit of meaning (Haspelmath, 2002). Its characteristics are that it is written in a separate form, forms a unity of meaning that cannot be interpreted literally, and is often used in formal or technical English contexts. For example, *ice cream* is not just ice and cream, but a specific type of food and *post office* refers to the post office, not “post” and “office” separately.

b. Hyphenated Compound

A hyphenated compound is a type of compound in which the two elements that make up it are connected by a hyphen. This hyphen is used to show a direct relationship between the two words being joined (Katamba, 1993). It usually uses hyphens to connect word elements, often used to avoid ambiguity in formal writing, also found in descriptive or adjectival forms which are part of its characteristics. For examples *mother-in-law* which refers to the mother of one's spouse, and *well-known* is usually used to express something famous or widely known.

c. Closed Compound

Closed compound is a type of compound word in which the two elements that make up it are combined into one whole word without spaces or hyphens. These words are usually already considered as a single word in the orthography system of the language (O'Grady and John, 2015). Closed compounds are characterized by being written as a whole word, which usually consists of elements that have been used together so often that they are considered a single unit of meaning, and are commonly found in modern English. For example, *notebook* refers to a notebook, not “note” and “book” separately and *sunflower* refers to a particular type of flower, not “sun” and “flower”.

Consequently, compound words represent a specific category of word formation, wherein the integration of these lexemes results in a cohesive unit that encapsulates a novel concept or idea. It can be concluded that compound words emerge from the fusion of two or more words to generate a new meaning. From a semantic perspective, O'Grady and John (2015) identify four types of compounds: endocentric and exocentric compounds. Additionally, O'Grady and John (2015) introduce coordinating, appositional, synthetic, headed endocentric, and headless exocentric compounds.

a. Endocentric Compound

Endocentric compounds have a structure in which the entire semantic meaning refers to one of the constituent words, the head element. In these endocentric, the head element determines the category or type of the overall word combination. These word combinations often contain a hierarchical

relationship, where the head element provides the core or head meaning. In contrast, the other elements act as modifiers or complements that can clarify the meaning. For example, a steamboat is a boat powered by a steam engine, a doghouse is a small house used by dogs and toothpaste is a paste used to clean teeth.

b. Exocentric Compound

An exocentric compound is a compound word whose meaning cannot be directly traced to one of its constituent elements. This is because there is no element that functions as the head when combining words. Thus, the full meaning does not refer literally to the constituent elements, but rather to a new meaning that often arises metaphorically or idiomatically. For example, *redhead* is a person with red hair, but does not mean “red head”, *pickpocket* is a thief, but does not refer directly to “pick” or “pocket”, and *Walkman* is a device for listening to music while walking, but its meaning is not limited to “walk” or “man”. This type is often used to metaphorically name objects or entities.

c. Coordinate Compound

Coordinate compound or copulative compound is a type of word combination consisting of two compound elements that have equal status and equal importance in forming the overall meaning. The two elements in a copulative compound stand parallel or equal, and the overall meaning results from combining the two meanings. For example, *bitter-sweet* is a combination of bitter and sweet, *singer-songwriter* is someone who has the

role of singer and songwriter, and producer-director is someone who has the role of producer and director. This compound word is additive, as the meaning comes from the combination of the two elements.

d. Appositional Compound

An appositional compound is a type of compound in which both elements explain the same meaning from different points of view. The elements reinforce each other without emphasizing one as the core. In this appositional compound, both elements have the same or equal position and do not have a head-modifier relationship. However, the meanings of the two elements support or relate to each other to give a compound meaning. this type reflects a relationship of equality or synonymity. this type reflects a relationship of equality or synonymity. For example, actor-director is someone who is both an actor and a director, student-worker is someone who is both a student and a worker, and secretary-treasurer is someone who is both a secretary and a treasurer.

e. Synthetic Compound

Synthetic compound words are a type of word combination formed through the process of derivation, where one word, usually the main element, is given a specific suffix to create a relationship between the doer and the action or result of the action such as a suffix or prefix. Verbs are often used as a base with the addition of a noun denoting its object. this type is often used in English to express function or activity. For example, truck driver is a person who drives a truck (truck), bread maker is a tool or person who makes bread (bread), and home

cleaning is the activity of cleaning the house (home).

f. Headed Endocentric

Headed endocentric compound is a subcategory of endocentric compound in which the word compound has a clear head element as the center of meaning (head), while the other elements only provide additional explanation. This head element indicates the category or type of the overall meaning of the compound. This compound is specific because the head element directs the overall meaning and is assisted by modifiers. For example, raincoat is a coat used to protect against rain, gold ring is a ring made of gold, and car engine is an engine used in cars.

g. Headless Exocentric

Headless exocentric compounds are a subcategory of exocentric compounds whose word combinations do not have a head element that directs the overall (explicit) meaning. These headless exocentrics have a conventionally arising meaning, and their meaning is derived from the combination of the elements metaphorically or idiomatically. This type is often found in names of things, professions, or informal terms. For example, scarecrow does not refer to “scare” or “crow” literally, but to an object used to scare crows, cutthroat does not directly refer to “cut” or “throat”, but to someone who is very competitive or ruthless, and loudmouth is someone who speaks too loudly or talks a lot, but not literally to “loud” or “mout

## **CHAPTER III**

### **Research Method**

This chapter discusses the research methods used in this study. These methods consist of several components: research design, data sources, data collection, and data analysis.

#### **A. Research Design**

The data in this study is in the form of naming the food and beverage menu at Fore Coffee, Malang Town Square. This includes various terms that use word formation processes, such as compounding. The data is taken directly from the Fore Coffee menu list available on the official website. Data collection was conducted using the documentation method, which identifies and records menu names that reflect certain morphological processes. The menu names were analyzed using a linguistic theoretical framework, specifically the compounding theory described by O'Grady and John (2015), to classify and categorize the types of word formation found. According to O'Grady and John (2015), compounding is one of the main word-formation processes that allow language to evolve through word combinations to create new terms. According to Plag (2003), new word formation is a response to the need to create memorable and unique terms in a commercial context. This research uses a qualitative descriptive approach to analyze the structure and meaning of the menu names. The qualitative descriptive approach was chosen because it allows the researcher to explore linguistic patterns in depth, as described by Creswell



(2014) in

qualitative studies that focus on the interpretation of textual data.

## **B. Data and Data Source**

In this research, the primary data source collected is screenshots of product menu photos on the Fore Coffee website in Malang Town Square. The screenshot images that the author took came from posts explaining the word development process. Secondary data is information and concepts from previous research used to complement and validate the primary data. To fully understand the word creation process, the researcher used relevant books, journals, or e-books in addition to the wealth of information on the internet and journals relevant to this topic as well as previous research to support this study

## **C. Data Collection**

Data collection is obtained through words, phrases, and sentences from the food and beverage menu taken from the Fore Coffee website in Malang Town Square is the data researched in this study. The data collection procedure consists of several steps. It starts with opening the official website of Fore Coffee. Then, searching and reading the food and beverage menu at Fore Coffee. After that, selecting food and beverage products that contain word formation processes so that they can be used as data sources. Furthermore, taking pictures in the form of screenshots of several food and beverage menus at Fore Coffee for further analysis.

## **D. Data Analysis**

The analysis begins by identifying compound words in the menu names at Fore Coffee based on their word classes, namely noun plus noun compounds, adjective plus noun compounds, verb plus noun, noun plus verb according to

O'Grady and John (2015). Furthermore, based on their form, they include open compounds (Haspelmath, 2002), hyphenated compounds (Katamba, 1993), and closed compounds (O'Grady and John). Then the compounds are classified into endocentric, exocentric, coordinative, appositional, synthetic, endocentric headness, and exocentric headless compounds using the classification made by O'Grady & John (2015). In this study, the method of writing data is based on Andriyani, I. A. (2018).

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

In this chapter, the researcher presents the results of her findings and the discussion obtained from this study by following the provisions of the two research questions contained in Chapter I, namely: "What are the processes of compound word formation found in food and beverages names at *Fore Coffee*?" and "How is the classification of compound words formation types in food and beverages at *Fore Coffee*?". The data of this study is a list of food and beverage menus from Fore Coffee. The findings section contains data analysis using theories from O'Grady and John (2015). Meanwhile, the discussion section includes an explanation of the results of the research that has been carried out.

#### **A. Findings**

The study findings are presented in this section. In response to the answer to the research question in Chapter I, the researcher explained the process of forming compound words using the theory of O'Grady and John (2015). Next, the researcher classified the process of forming compound words in Fore Coffee's menu to answer the second research question. Next, to answer the second question, the researcher analyzed the types of compound word formation.

Furthermore, forming compound words while analyzing the data includes the following.

## 1. Processes of Compound Words Formation Found in Menu Fore Coffee

Compounding is a morphological process in which two or more words are combined to form a new lexical unit (O'Grady and John, 2015). The compound words formed have meanings that are sometimes predictable from the components, but in some cases, the meanings can be more complex and idiomatic. On the Fore Coffee menu, the compound word formation process functions as a means to convey the product's identity, basic ingredients, and characteristics to consumers. The process of compound word formation is based on the theory of O'Grady and John (2015) in the form of a table and then elaboration, as follows.

### a. Noun + Noun

One of the most common processes in compound word formation in food and beverage menus is combining two nouns (noun + noun). This process will result in an endocentric compound word, where one-word functions as the core that can provide the main meaning. In contrast, the other word has a complementary role that provides additional information. In Fore Coffee menus, this type indicates the product's main component or basic ingredient, followed by an extra component. For example:

- “Banana chocolate cake” — For this example, the word “cake” is the core of the description of the food type, while “banana and chocolate” adds the information that the cake has

been mixed with banana and chocolate. Thus, the meaning of this compound word centers on the main composition, which is cake, with the addition of banana and cake. This formation process emphasizes the main ingredient in the product combined with complementary components, as in other products such as “cempedak cake” and “Almond croissant.” This compound word provides a direct understanding of the basic ingredients of the product that consumers easily understand.

**b. Adjective + Noun**

The formation of compound words through the combination of adjectives and nouns is a process that aims to provide additional descriptions or characteristics to the main noun. In this type, the adjective serves as an attribute that will add specific information regarding the product. Compound words that are formed are usually endocentric, with nouns as the core and adjectives as complements, for example:

- “Aromatic Creamy Rose” — “aromatic” Aromatic is an adjective that means "aromatic" or "having a pleasant smell." It provides information about the main characteristic of the noun "rose." Creamy is an adjective that means "soft-textured" or "creamy." It provides additional information about the texture or quality associated with "rose." Meanwhile, rose is a

noun that refers to a type of drink or flavor (based on the context of the menu names at Fore Coffee). In this phrase, "rose" is the core of the compound word (head). In the compound "aromatic creamy rose," the adjectives "aromatic" and "creamy" provide descriptive information about "rose," which is the center of meaning. Therefore, this compound can be categorized as an adjective + noun compound because the adjective elements ("aromatic" and "creamy") precede and clarify the head noun ("rose"). "Aromatic creamy rose" falls into the category of an adjective + noun compound because it consists of two adjectives ("aromatic" and "creamy") that directly modify the head noun "rose." This compound follows the common pattern in English of using adjectives to modify nouns. This pattern is consistent with the explanation in Plag (2003), which states that in adjective + noun compounds, the adjective precedes the noun to provide additional information.

**c. Verb + Noun**

In forming compound words by combining verbs and nouns, meanings usually relate to the method or way of making products. According to O'Grady and John (2015), this combination is often idiomatic, giving meaning that is more than just a literal combination of the words that make up it. For instance, "tarik" — In this example, "tarik" is a verb that refers to the technique of

serving coffee by repeatedly pouring coffee from one container to another to create a distinctive foam texture. In the Fore Coffee menu, this type of compound word is not found in the list of food or drink menus.

**d. Noun + Verb**

Although rare, the combination of nouns and verbs in compound words sometimes indicates activities or processes related to the noun. This process is rarely used in the Fore Coffee menu, but it is still one of the potential forms in product name development, such as milk shake. Milk is a noun and Shake is a verb. In this example, milk is the main ingredient, while shake describes how the milk is processed. This naming indicates that the milk is shaken to create a frothy and creamy drink. As a noun plus verb compound, shake provides information about the action on milk. In this study, noun plus verb was not found.

Based on the analysis of the compound word formation process above, it can be seen that the types of Noun + Noun and Adjective + Noun is common and most often used in food and beverage names, especially in the Fore Coffee menu to describe the ingredients, taste, or characteristics of the product. The Verb + Noun process is not found in Fore Coffee products, as it uses a specific technique. The frequency of various processes of forming these compound words shows that Fore Coffee emphasizes ingredient descriptions and product characteristics,



primarily focusing on the basic ingredients.

The classification of compound words based on their form includes open compound (Haspelmath, 2002), hyphenated compound (Katamba, 1993), and closed compound (O'Grady and John):

a. Open Compound

According to Haspelmath (2002), open compounds are phrases consisting of two or more words that combine to form a new meaning, but are written separately without hyphenation or merging into one word. The words in an open compound retain their original morphological and spelling independence, but semantically they work as a single unit of meaning. For example:

- Lady (noun) is a noun that refers to a woman. In the context of “Lady Grey,” it is used as an identity element, possibly referring to a fictional character or a symbolic concept. Meanwhile, grey (adjective) is an adjective that describes the color gray. It provides further description attached to “Lady” as an additional attribute. This noun + adjective combination works together to form a semantic whole. “Lady” and ‘Grey’ individually have separate meanings, but when combined, they create a new term that refers to a specific tea name (Lady Grey tea). In “Lady Grey,” the combined meaning creates a specific new referent, which is a well-known brand of tea.

Based on the definition and criteria described by Haspelmath (2002), “Lady Grey” belongs to the open compound category. The term is written separately without a hyphen, consists of two words with different morphological functions (noun and adjective), but functions semantically as a single unit to refer to a specific tea name.

b. Hyphenated Compound

According to Katamba (1993), hyphenated compounds are a type of word composition (compound) whose elements are combined using a hyphen. The hyphen functions as a visual connector that shows that the two elements work together to form a new unit of meaning. These elements can be nouns, verbs, or adjectives, which independently have meaning, but when combined create a new term. For example:

- The word "Kouign" is a noun in Breton which means cake or bread. The word "Amann" comes from Breton, meaning butter. "Kouign-Amann" explicitly uses a hyphen to combine the two elements (kouign and amann). The combination of these two words creates a new term that refers to a traditional cake from Brittany, France, which is made from a combination of dough and butter. Semantically, its meaning is the result of the combination of the two elements that form it (butter cake). In Breton, hyphens are often used to connect

elements in traditional food names or other cultural terms. "Kouign-Amann" is a traditional example where hyphens are used to clarify the combined meaning and unique identity of the term. Based on the definition of hyphenated compound by Katamba (1993), "Kouign-Amann" falls into this category. The use of a hyphen to join the two words (kouign and amann) makes it a hyphenated compound that semantically and morphologically creates a new term with a specific meaning, namely a typical Brittany butter cake.

c. Close Compound

According to Katamba (1993), closed compounds are compound words in which two or more words are combined into a single unit without using spaces or hyphens. In a closed compound, the elements are visually unified, making it look like one whole word. However, the meaning of the compound word is still a combination of its elements. Closed compounds are usually formed from various combinations of word classes, including noun + noun, adjective + noun, or others, depending on the context of the word formation. The elements are joined together directly, forming a single word, for example football → foot + ball (soccer) and Snowball → snow + ball (snowball). In this research, closed compound was not found.

## **2. Classification of Compound Words Formation Types and The Frequency**

### **a. Classification of Compound Words Formation Types**

According to O'Grady and John (2015), compound words result from combining two or more words that will produce new meanings directly related to the word that forms them and those whose meanings are conceptually different. In food and beverage menus, compound words provide a brief overview of product characteristics regarding ingredients, how it is presented, or the impression they want to convey. Based on O'Grady and John's theory, compound words can be classified into several types that are often used in product naming at Fore Coffee, as follows:

#### **1. Endocentric Compound**

According to O'Grady and John (2015), endocentric compound is a type of compound word where one element in the compound functions as a "head", which determines the overall semantic and syntactic category. In other words, the meaning of an endocentric compound can be explained as the type of "head", for example:

- "Cempedak Cake" consists of two words, namely cempedak (noun), referring to a type of tropical fruit. While cake (noun),

refers to a food product in the form of a cake. In "Cempedak Cake," the head element is cake, which determines the semantic category and meaning of this compound. Cake is a noun that indicates a type of food, and the word cempedak functions as a modifier to explain that this is a cake that contains or is made from cempedak. The overall meaning of "Cempedak Cake" is a type of cake related to cempedak. This is in accordance with the definition of an endocentric compound where the head element (cake) can stand alone to describe the main semantic category. Because the head of the compound is cake, the entire phrase cempedak cake remains classified as a noun. Based on the theory of O'Grady and John (2015), "Cempedak Cake" is included in the category of endocentric compound. This is because the head element (cake) determines the meaning and overall grammatical category. Then, the word cempedak functions as a modifier that provides additional information about the type of cake. Furthermore, the meaning of the compound can be explained as the type of head element, namely cake.

## **2. Exocentric Compound**

According to O'Grady and John (2015), exocentric compounds are compound words whose overall meaning cannot be directly determined from their constituent elements. In this type,

no element acts as a head or determines the main semantic meaning. Instead, the overall meaning of the word is usually idiomatic or metaphorical, for example:

- “Lady Grey” is the name of a famous tea variant, which is derived from “Earl Grey,” a tea named after an English nobleman. Literally, “Lady” refers to a noblewoman, while “Grey” is a family name. The name “Lady Grey” historically does not refer to the nature of the product (tea) directly, but rather as a brand name taken from a certain figure or representation. Semantically, this name does not explain the characteristics of the product itself, such as taste or aroma. In exocentric compounds, the overall meaning does not come from the constituent elements. In "Lady Grey," the overall meaning of the name (as tea) is not directly related to the literal meanings of "Lady" and "Grey." This makes it conceptually closer to exocentric compounds. "Lady Grey" does not refer to a type of product (like green tea which is endocentric), but as a unique name that Refers to a particular brand of tea. Based on the analysis, "Lady Grey" can be classified as an exocentric compound according to the definition of O'Grady and John (2015) because its overall meaning cannot be explained directly from the elements "Lady" and "Grey", there is no head element that functions to

determine the main category or meaning, and this name is idiomatic because it is used to Refer to a particular tea, not literally to a noblewoman named Grey.

### **3. Copulative (Coordinative) Compound**

Copulative compound, often referred to as coordinative compound, is a type of word combination that consists of two equally important elements and combines meanings. The two elements in a copulative compound stand parallel or equivalent, and the overall meaning results from the merger of the two meanings, for example:

- Tropical Manuka Hibiscus consists of several elements, namely tropical which refers to something related to a tropical climate or an area that has hot and humid weather, describing a fresh and exotic taste or aroma. Manuka refers to the Manuka plant, especially honey produced by the Manuka flower, which has a distinctive taste and is considered to have health benefits. Hibiscus refers to the hibiscus flower, which is often used in drinks or products to provide a refreshing and sour aroma or taste. Tropical Manuka Hibiscus is included in the copulative (coordinate) compound, because the three elements in this name function equally and complement each other in describing the product. Tropical describes the exotic and fresh nature, Manuka gives the impression of a natural and

distinctive taste, and Hibiscus describes a refreshing sour  
aroma or taste.

#### **4. Appositional Compound**

An appositional compound is a type of compound in which both elements explain the same meaning from different points of view. The elements reinforce each other without emphasizing one as the core. In this appositional compound, both elements have the same or equal position and do not have a head-modifier relationship. However, the meanings of the two elements support or relate to each other to give a compound meaning. this type reflects a relationship of equality or synonymy. this type reflects a relationship of equality or synonymy. For example, actor-director is someone who is both an actor and a director, student-worker is someone who is both a student and a worker, and secretary-treasurer is someone who is both a secretary and a treasurer. In this research, appositional compound was not found.

#### **5. Synthetic Compound**

Synthetic compound words are a type of word combination formed through the process of derivation, where one word, usually the main element, is given a specific suffix to create a relationship between the doer and the action or result of the action such as a suffix or prefix. Verbs are often used as a base with the addition of a noun denoting its object. this type is often used in English to



express function or activity. For example, truck driver is a person who drives a truck (truck), bread maker is a tool or person who makes bread (bread), and home cleaning is the activity of cleaning the house (home). In this research, synthetic compound was not found.

## **6. Headed Endocentric Compound**

The headed endocentric compound is a subcategory of the endocentric compound where the word combination has a clear head element as the center of meaning. This head element indicates the category or type of the overall combined meaning of the word. This combination of words is specific because the head element directs the overall meaning and is assisted by the modifier element.

- Café is a noun meaning "coffee" in Italian, used to describe the main ingredient. Latte is a noun meaning "milk" in Italian, used to describe the main accompaniment in a drink. In café latte, the main element or head is latte (milk). This is because latte defines the category of the drink as a type of coffee-based milk. Café is a complementary element (modifier) that describes the supporting ingredients used to make this drink. Semantically, café latte has the literal meaning of "milk with coffee". This name provides a direct description of the main components of the drink. This relationship is in accordance with the characteristics of endocentric compounds, where the

combination of words has a meaning that is centered on the head. In this name, the modifier + head structure follows a common pattern in Italian and is borrowed into English while maintaining the semantic hierarchy. This pattern is consistent with the characteristics of headed endocentric compounds, where the head element dominates the meaning.

### **7. Headless Exocentric Compound**

A headless exocentric compound is a subcategory of the exocentric compound where the word combination does not have a head element that directs the overall meaning. This headless exocentric has a sense that appears conventionally, and its meaning cannot be explained or taken through its constituent words.

- Lady Grey refers to a type of flavored tea named after a person, possibly related to Earl Grey. Structurally, lady refers to a woman with a noble title. Grey is a name or description, often associated with Earl Grey, an aristocratic family name. Lady Grey does not simply refer to "a woman named Grey" but to a distinctive flavored tea. The meaning is not literal but idiomatic, namely the name of a particular tea product. Lady and Grey do not indicate a hierarchical relationship where one is more important than the other. As a result, the name does not have a head, which is the characteristic of headless.

Based on the analysis of the compound word formation process above, it can be seen that endocentric compound and headed endocentric types are the most frequently used processes in food and beverage names, especially in Fore Coffee menus. Meanwhile, headless exocentric, copulative (coordinative) compound, appositional, and synthetic compounds are the least commonly found in Fore Coffee's menu names. The frequency of these various classifications of compound word formation processes shows that the names of food and beverages at Fore Coffee tend to emphasize the description of the ingredients and characteristics of the product with the main focus on the basic ingredients.

## **B. Discussion**

This discussion section describes the findings of the data found and analyzed by the researcher in the findings section above. The discussion in this chapter is conducted by referring to the two research questions that have been explained in the first chapter. The first is, "How is the process of forming compound words found in the names of food and drinks at Fore Coffee?" To answer the first research question based on the findings above, the researcher found the types of compounding processes based on word classes in the names of food and drink menus at Fore Coffee, namely noun + noun, adjective + noun, verb + noun, and noun + verb. Based on the analysis of the word formation process, the types of noun + noun and adjective + noun are the types that are common and most often used in the names of food and drink menus, especially on the Fore Coffee menu, to describe the ingredients, taste, or characteristics of the product. Then, the classification based on their form is open compound, hyphenated compound, and close compound. Thus, the process of forming words of the noun plus noun type will appear more often because this type tends to use a structure that is centered on one main meaning, namely based on existing grammatical patterns. Then, to answer the second research question, "How is the classification of types of compound word formation?". Based on O'Grady and John's (2015) theory, the researchers analyzed that the first types are endocentric compound, exocentric compound, copulative

(coordinative) compound, appositive compound, syntactic compound, headed compound, and headless exocentric compound. Based on this analysis, the most commonly used word formation process is endocentric compound, especially in food and beverage menu names at Fore Coffee. If the research data comes from foodmenus or colloquial terms, then endocentric compound words that are easily understood and functional will be used more often.

Types of compounding process based on word classes, there are noun plus noun compound, adjective plus noun, verb plus noun, and noun plus verb. such as banana chocolate cake, the name banana chocolate cake consists of three words, namely banana (noun) which means banana. Chocolate (noun) which means chocolate, another main ingredient. Cake (noun) which means cake, the main noun that describes the type of food. In naming banana chocolate cake, there are two main nouns, namely banana and chocolate. The last noun, cake, is the main core that describes the type of product. In this case, banana and chocolate provide additional information that describes the type of cake in question. That is, banana indicates that the cake has banana ingredients, and chocolate indicates that the cake contains chocolate as the main ingredient or flavor. Banana and chocolate function to provide additional characteristics to the cake. That is, cake is the main core, while banana and chocolate are modifiers that describe the type or flavor of the cake. Overall, banana chocolate cake functions as a name for a type of cake, where the last noun (cake) is the core, while the previous nouns

(banana and chocolate) provide additional information about the main ingredients or flavor of the cake. Naming banana chocolate cake is included in the category of noun plus noun compound, because it consists of two nouns, banana and chocolate, which describe the type of cake. The first noun (banana and chocolate) provides additional information that details the type or taste of the second noun (cake). This combination forms a unit that refers to the name of the object, namely the type of cake with the main ingredients of banana and chocolate. Thus, this structure is in accordance with the characteristics of a noun plus noun compound.

Second is the second is an adjective plus noun, such as the name aromatic creamy rose consists of three words, namely aromatic (adjective) which means fragrant or fragrant. Creamy (adjective) means soft or thick texture. Rose (noun) refers to roses or the taste/variation of roses. These three elements combine to form a menu name that has a certain idiomatic meaning, namely a type of drink or dish with a rose aroma and a soft/rich texture. Aromatic and creamy are adjectives that each describe the aroma (fragrant) and texture (soft/thick). Rose is a noun that is the main core of the combination. Aromatic provides information that the product has a distinctive aroma. Creamy provides additional information about texture or taste. Rose is the main core referred to (can be the main ingredient, taste, or theme of the product). This combination indicates a drink or food that has a rose aroma (aromatic), a rich texture (creamy), and is made from or tastes of roses (rose). Overall, aromatic creamy rose functions as a name for an object

or menu in this context. The naming of aromatic creamy rose is included in the category of adjective plus noun compound, because it consists of two adjectives (aromatic and creamy) that describe the main noun (rose). The relationship between the elements shows that the adjectives provide additional descriptions to the main noun. This combination functions as a noun name, in accordance with the characteristics of an adjective plus noun compound. From the explanation above, in the word formation process based on word classes, only noun plus noun and adjective plus noun can be found, noun plus verb and verb plus noun are not found.

Next, classification based on their form is open compound, hyphenated compound, and close compound. The first is an open compound such as Lady Grey. Lady is a noun that refers to a woman, especially one of high or respectable social status. Grey is an adjective that refers to the color grey, or it can refer to a name, as in the context of tea, which is called Lady Grey. In this context, Lady Grey is the name of a type of tea, known as a variant of Earl Grey tea, but with additional elements that distinguish it. The words in Lady Grey are written separately, which is typical of an open compound. Although conventionally combined in everyday use, they are still written separately. Although Lady and Grey are two different words, when combined they form a compound meaning that refers to a type of tea known as Lady Grey. Therefore, the meaning of this compound does not only refer to individual words, but refers to a more specific product. In Lady Grey, Lady serves to provide a certain nuance or image (luxurious,

respectable), while Grey serves to identify the type of tea, namely a variant of Earl Grey tea that contains additional ingredients such as orange peel. Based on the analysis above, it can be concluded that the naming of Lady Grey is included in the open compound category because the two words are written separately, but form a combined meaning as a whole, where the writing of Lady and Grey remains separate, but the meaning is not separate either; both together form one identity, namely the type of tea known as Lady Grey. As an open compound, although both function as separate words orthographically, they collaborate to provide a certain meaning in the context of the product.

Then, there are hyphenated compounds such as kouign-amann. Kouign is a Breton word (a language in the Brittany region of France), which means "cake" or "pastry". Amann is Breton, which means "butter" or "butter", which refers to butter in Indonesian. Kouign-amann is the name of a typical cake originating from Brittany, France, which is famous for its layers of butter and sugar, which are baked until caramelized. The word kouign-amann is clearly written with a hyphen that unites the two words, namely kouign and amann. This meets one of the main criteria to be called a hyphenated compound. Although kouign and amann are each words that have meanings in Breton, when combined into kouign-amann, the word refers to a type of cake that is typical of Brittany. This combination creates a specific meaning that only refers to the product. In English or Indonesian, the writing of kouign-amann still maintains the hyphen, which shows that



the combination of words is used as a single entity that has a specific meaning. Therefore, the use of hyphens in this name indicates that kouign-amann is a hyphenated compound. Based on the analysis above, it can be concluded that the naming of kouign-amann is included in the category of hyphenated compounds because it meets the main criteria, namely hyphens, the writing of the word kouign-amann uses a hyphen that unites the two words. The combination of the two words forms one entity with a specific meaning, namely a type of traditional cake from Brittany, France. Thus, the naming of kouign-amann can be categorized as a hyphenated compound because it uses a hyphen between two words that form one specific meaning, namely a type of cake. This analysis is in line with the principles in linguistic studies regarding word structure in naming food and beverage products

Classification of word formation types based on the theory of O'Grady and John (2015), the first is an endocentric compound, namely cempedak cake. Cempedak refers to a type of tropical fruit that is similar to durian, but smaller and has a distinctive taste. Cake refers to a food category, namely a cake made from ingredients such as flour, sugar, eggs, and others. In this combination of words, Cake is the larger word and provides the main information about the food category, namely a cake. Cempedak functions to provide additional information about the ingredients or distinctive taste of the cake, namely a cake made from or flavored with cempedak. In Cempedak Cake, the word Cake functions as the head or core of this compound. The word Cake is a word that determines the category or type of food. The word

Cempedak provides additional information about the types of ingredients or flavors used in the cake. In other words, Cempedak provides further details about the type of cake, but does not change the category of the cake itself. Therefore, Cempedak provides specifications for Cake. The combination of the words Cempedak Cake as a whole refers to a type of cake made from or flavored with cempedak. This shows that Cake is the head and Cempedak provides further information about the characteristics of the cake, without changing its basic category. Therefore, this naming meets the criteria as an endocentric compound.

On the other hand, there are exocentric compounds with examples such as lady grey. Lady refers to a title or title for a woman, often indicating social status or honor. Grey refers to the color grey or in some contexts can refer to a person's name (such as a family name or brand). In this combination of words, Lady Grey does not directly describe the combined meaning of the two words explicitly. This combination refers to the name of a particular tea, namely black tea with a citrus aroma or tea known by that name in the market. Although the word Lady refers to a woman and Grey refers to a color, this combination of words refers more to the identity or name of a particular product, which in this case is Lady Grey tea. Although Lady and Grey are two words that have certain meanings separately, the combination of words Lady Grey refers more to a brand or tea product, and this meaning is not directly connected to its constituent elements. This means that the overall meaning of Lady Grey cannot be predicted just by looking

at the words Lady or Grey separately. In Lady Grey, there is no single element that functions as a head or core that determines the semantic category of the combination of words. Although Lady functions as a name or title, and Grey refers to a color, this combination is more about the identity of the product, which does not solely refer to the meaning possessed by Lady or Grey individually. The meaning of Lady Grey refers to a particular type of tea, and is independent of the literal meaning of the two constituent elements. This shows that this combination of words is an exocentric compound.

Then, copulative (coordinate) compounds, for example, hibiscus lychee peach yakult. These four words are combined to form the name of a drink that combines several fruit flavors and probiotic products. This combination does not refer to one element that is more dominant or functions as a head, but rather combines several equal elements, each of which functions to provide certain characteristics to the drink. Each element (Hibiscus, Lychee, Peach, Yakult) has an equal position in the name. No one element is more important or dominant than the others, and all of these elements function to convey the characteristics of the taste contained in the drink. Although each word refers to a specific ingredient or flavor, the meaning of this combination cannot be predicted by simply combining the meanings of each word separately. This combination of words creates a new identity for the drink product, and these elements function to convey the taste components that form the unity of the product. There is no single word that

functions as a head or core that determines the semantic category of this combination. Each word in this combination has an equal position, which shows that this combination is a copulative or coordinate compound. Based on the explanation above, it can be concluded that the naming of Hibiscus Lychee Peach Yakult is included in the copulative (coordinate) compound category. This naming consists of several elements combined with equal positions, each contributing to the meaning of the beverage product. There is no single element that dominates or becomes the head in this combination, but rather the four elements function together to convey the characteristics of the taste offered in the product.

There is a headed endocentric compound with the example of cafe latte. Café is a noun meaning "coffee" in Italian, used to describe the main ingredient. Latte is a noun meaning "milk" in Italian, used to describe the main complementary ingredient in a drink. In café latte, the main element or main ingredient is latte (milk). In Cafe Latte, the word Latte is the more dominant component in meaning, referring to a certain type of drink (coffee milk), while Cafe functions to provide context or additional information about the place or style of serving. Thus, Latte acts as the head, because this word determines the meaning category of this word combination, namely coffee milk drinks. In naming Cafe Latte, the word Latte functions as the word that determines the main meaning of this combination. Although Cafe adds details related to the context of serving the drink, the word Latte is the core and determines its semantic category, namely coffee milk drinks. This

shows that this combination is endocentric. The word Latte is the more dominant component in forming the meaning of the drink. Cafe only provides additional information, such as the place or method of serving. Therefore, Latte is the head in this combination. The meaning of this combination is a coffee milk drink.

Headless exocentric compound, for example lady grey. Lady refers to a woman or figure associated with elegance, nobility, or a certain social status. Grey refers to the color grey or can also refer to a taste, which in the context of tea is often associated with a type of black tea with a citrus aroma. The name Lady Grey refers to a type of tea (often called Earl Grey with added floral or spice aromas), and has connotations related to the taste or characteristics of the tea. This combination of words, although not directly characterizing a particular type of tea as in other tea names (e.g. Earl Grey), still suggests an association with a specific category of tea. The combination of words Lady Grey does not have a single word that determines the main meaning of the combination. The word Lady does not directly explain what type of tea is meant, and neither does Grey. Therefore, this name can be considered exocentric because this combination of words does not have a single word that clearly determines the category of meaning of the product. There is no word that is the head in the name Lady Grey. The word Lady gives connotations about character or status, while Grey refers more to the color or taste of the tea. There is no single word that dominates or explicitly explains the type or category of this tea. This shows that this compound has

no head, which means that this word is included in the category of headless exocentric compound. The compound Lady Grey forms a name that refers to a type of tea, but there is no direct connection that connects the word Lady or Grey to the specific meaning of the tea. The meaning of Lady Grey is apart from its individual components, more on the identity of the product or category of tea that is named. This indicates that this compound is headless and exocentric.

However, when observing previous research, the less relevant research is the research that examines word formation processes on the Jakarta Post website, which analyzes the type of derivation word formation process with Haspelmath and Sims (2010) as the theory. However, there is a previous study that uses O'Grady and John's theory and examines the word formation process, namely the word formation process in a webtoon entitled Shotgun Boy. The research was conducted by Maulidah, N. (2022), with data in the form of webtoons downloaded through the Google Play Store. In the word formation process, the researcher found that the type that appears most often in the Shotgun webtoon is the compounding type with the combination of noun plus noun, which is included in endocentric compound words. In addition, a relevant previous study examines the word formation process, the data of which is also taken from similar online applications, only different brands. The research was conducted by Anggrisia et al. (2020) with data in the form of best-selling food brand names in the Grab and Go-Jek applications. This previous study found that the most frequently used type

of word formation is the endocentric compound, and the word formation process is noun plus noun.

The results of the two previous studies above are similar to this study, which found that the endocentric compound is the most common type in news text writing. Although the object of study is different from the two previous studies, namely in the context of food and webtoon, the dominance of endocentric compounds and the type of noun plus noun word formation can be caused by the tendency to use words that dominate in language structures that function to facilitate understanding.

Previous studies have analyzed the word formation using data sources other than food and beverage names. Some of them are news articles published by VOA by Adha, A. D., et al. (2020), the process of English slang word formation in Rich Bryan's 1999 album by Aditya, A. et al. (2023), and the process of word formation in jargon in online shops by Chulsum, I. P. H. (2020). These previous studies also found that the endocentric compound is the most frequently used type of word formation. Thus, it can be proven that endocentric compounds are more widely used not only in articles, song albums, and jargon used by online shopping application users, even though the objects analyzed are different. This is due to the functional or semantic similarity of the type. In addition, the endocentric compound type is easier to understand and functionally more common in everyday usage.

Food and beverage product names must be eye-catching so consumers are interested in buying the products offered. If food and beverage

products have names that are eye-catching and familiar to consumers, it will become a trend among people of various generations to try them. Thus, there is consumer desire and lure to buy it. The food and beverage product names analyzed in this study are unique in consumers' ears. In addition, the Fore Coffee brand is the latest coffee brand on the market that can compete with other coffee brands.



## CHAPTER V

### CONCLUSION AND SUGGESTION

In this chapter, the researcher presents conclusions from the findings discussed in the previous chapter and provides suggestions for further research.

#### **A. Conclusion**

For the purpose of this study, conclusions were obtained from the analysis process that has been explained in Chapter IV, namely the process of word formation based on word classes there are noun plus noun compounds and adjective plus nouns. Based on the form there are open compounds and hyphenated compounds. Classification of word formation types based on the theory of O'Grady and John (2015) there are endocentric compounds, exocentric compounds, copulative (coordinate) compounds, headed endocentric compounds, and headless exocentric compounds. Meanwhile, verb plus noun compounds, noun plus verb compounds, appositional compounds, and synthetic compounds were not found in this study.

Based on the analysis above, the types of word formation that most often appear in the data of this study are endocentric compounds and noun plus noun compounds. This dominance is due to the characteristics of endocentric compounds that directly refer to the core meaning or head of the word. In the context of the data analyzed, namely the names of food and beverage menus, this type of word formation allows consumers to more easily and more directly understand the meaning. This is because one of the words in the compound

functions as a "head" that will determine the main category of the word. This makes endocentric compounds more effective in providing concise and clear information, so they are used more often.

Meanwhile, the headless exocentric compound is the least common type found in the data of this study. The limited use of headless exocentric compounds is due to their less direct nature in conveying meaning. Exocentric compound does not have a head element that directs the meaning, so its use tends to be limited to situations where interpretation of idiomatic meaning is required. In the context of food and beverage menu names that are informative and practical, exocentric compounds are less suitable because they can cause ambiguity for consumers. The conclusion of this study is expected to answer the research gap that has been identified, namely the need for more research specifically on exploring the frequency of use of various types of word formation in the context of food and beverage menu names and the reasons behind the frequency.

The findings of this study are similar to several previous studies. The data studied show that endocentric compounds are most often found in the naming of food and beverages, articles, song albums, and jargon in online stores. Thus, endocentric compounds dominate the data analyzed because of their ability to convey meaning directly and effectively. In contrast, exocentric compounds without heads are less suitable for this context because of their more idiomatic nature. This finding enriches the understanding of the effectiveness of using certain types of word formation in certain contexts. The

weakness of this study is that it only focuses on compounding without analyzing other types of word formation.

## **B. Suggestion**

After analyzing the word formation process of naming food and drinks at Fore Coffee, the researcher realizes that this research still needs to be improved. There are still many things that could be improved in this study, such as only analyzing data from the name of the food and beverage menu at one cafe, so the results may not fully represent the type of word formation in a broader context. The method used in this research is limited to qualitative analysis, which does not cover the scope of statistical analysis that can provide a more complex picture of the frequency of occurrence of word formation types.

In this section, the researcher also provides suggestions for future research to expand the scope of data from different types of cafes or restaurants. That way, the findings related to variations in word formation types that may differ in various contexts can be enriched. Thus, the research results will be more representative and can provide a deeper understanding of word formation trends in a broader culinary context. It is also expected that future research can develop by examining the application of word formation types in different contexts. Thus, the results of this study can be further confirmed and strengthened with data from a wider context. With this, the research still needs criticism and suggestions from readers to

improve its quality. The researcher hopes that there will be further research that can conduct the same type of research better.

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## **CURRICULUM VITAE**



Gabriela Zalzabilla Putri Ghozi was born in Surabaya on 01, 2000. She graduated from Ar-Rohmah Kindergarten in 2006, KEDURUS V Elementary School in 2012, Surabaya Junior High School 14 in 2015, and Surabaya Senior High school 12 in 2018. While studying in elementary and junior high school, she participated in extracurricular swimming, dancing, and taekwondo. While studying in high school, she actively participated in extracurricular activities related to Islamic cultural history and drama. After graduating high school, she started her higher education 2018 at the Department of English Language and Literature at UIN Maulana Malik Ibrahim Malang and finished in 2024. During her college period, she actively participated in all the courses she took and joined the student cooperative until she did his final project to get a Bachelor of English Literature (S.S.).

## APPENDIX

### A. The Processes of Compound Words Formation Found in Menu Fore Coffee

Food Brand	Process	Types
Banana Chocolate Cake	Based on the analysis, "Banana Chocolate Cake" in the menu name at Fore Coffee is included in the noun plus noun compound category according to O'Grady and John's theory (2015). In this compound, "Cake" functions as the main word or head, while "Banana" and "Chocolate" act as modifications that explain the type of flavor or ingredients contained in the cake.	Noun plus Noun Compound
Kouign-Amann	Based on the analysis of the morphological structure of "Kouign-Amann", it can be concluded that the name is included in the category of noun plus noun compound, as defined by O'Grady and John (2015). The two nouns, "Kouign" (cake) and "Amann" (butter), are combined to form a new term that refers to a type of cake that uses butter as the main ingredient.	Noun plus Noun Compound
Pain Au Chocolat	Based on the analysis of the morphological structure of "Pain au Chocolat", it can be concluded that the name is included in the category of noun plus noun compound, although it is connected with the preposition "au". The two nouns "Pain" (bread) and "Chocolat" (chocolate) are combined to form a new term that refers to a type of pastry filled with chocolate.	Noun plus Noun Compound
Butter Croissant	Based on the analysis of the morphological structure of "Butter Croissant", it can be concluded that the name is included in the category	Noun plus Noun Compound

	of noun plus noun compound. The two nouns "butter" and "croissant" are combined to form a term that refers to a type of croissant bread that is topped with butter.	
Cempedak Cake	Based on the analysis of the morphological structure of "Cempedak Cake", it can be concluded that the name is included in the category of noun plus noun compound. The two nouns "cempedak" and "cake" are combined to form a term that refers to a cake made using cempedak as the main ingredient.	Noun plus Noun Compound
Creamy Mentai Beef Sandwich	Based on the analysis of the morphological structure of "Creamy Mentai Beef Sandwich", it can be concluded that the name belongs to several categories, but cannot be completely classified into a single category. "Creamy Mentai" can be considered as an adjective plus noun compound. "Beef Sandwich" belongs to a noun plus noun compound. The name "Creamy Mentai Beef Sandwich" as a whole cannot be strictly categorized into one type of compound because there are different elements (adjectives and nouns) that are combined to form a more complete meaning about the product.	fall into several categories (noun plus noun compound and adjective plus noun compound) but cannot be completely classified into a single category.
Almond Croissant	Based on the analysis of the morphological structure of "Almond Croissant", it can be concluded that this name is included in the category of noun plus noun compound. This is due to the fact that "Almond" (noun) provides further information about "Croissant" (noun), which is a type of croissant made from almonds. This combination forms a new, specific meaning, namely a food product that is a type of croissant with almond ingredients.	Noun plus Noun Compound
Triple Cheese	Based on the analysis of the	Adjective plus Noun

Danish	morphological structure of "Triple Cheese Danish", it can be concluded that this name is included in the category of adjective plus noun compound. This is due to the fact that "Triple" (adjective) describes the amount of "Cheese" (noun), which then becomes part of "Danish". This combination forms a new specific meaning, namely a type of Danish containing three layers of cheese.	Compound
Smoked Beef & Cheese Croissant	Based on the analysis of morphological structure, "Smoked Beef & Cheese Croissant" is included in the category of adjective plus noun compound. This is due to the presence of the element "Smoked", which is an adjective, which functions to explain the quality of "Beef", while "Beef & Cheese" explains the type of "Croissant". This combination forms a descriptive name to indicate the ingredients and characteristics of the menu.	Adjective plus Noun Compound
Choco Melt Muffin	The naming of Choco Melt Muffin is categorized as a noun plus noun compound, because the elements Choco (chocolate) and Muffin are two nouns that collaborate to describe the final product (a muffin filled with melted chocolate). The Melt element functions more as a modifier that describes the condition of Choco (chocolate) in the muffin.	Noun plus Noun Compound
Blueberry Cheese Muffin	Based on the analysis, "Choco Melt Muffin" is included in the noun plus verb compound category. The element "Choco" is a noun that refers to the main ingredient (chocolate), while "Melt" is a verb that describes the condition or process related to the muffin, which is melted chocolate. This combination creates an interesting menu name and describes the characteristics of the product specifically.	Noun plus Noun Compound

Smoked Beef & Cheese Sandwich	The name "Smoked Beef & Cheese Sandwich" as a whole is a noun plus noun compound, because the combination of nouns (beef, cheese, and sandwich) describes the components of the food. However, certain parts such as "smoked beef" are adjective plus noun compounds, because the adjective smoked describes the process that has been done to the beef. This structure reflects a specific description of the type of food, namely a sandwich containing smoked beef and cheese.	"Smoked Beef & Cheese Sandwich" as a whole fall under (noun plus noun compound). Meanwhile, certain parts such as "smoked beef" are included in (adjective plus noun compound).
Chicken Teriyaki Sandwich	Nama "Chicken Teriyaki Sandwich" termasuk dalam noun plus noun compound, karena kombinasi tiga kata benda (chicken, teriyaki, dan sandwich) secara bersama-sama membentuk nama makanan yang deskriptif. Struktur ini bersifat endosentrik, karena makna inti dari frasa tetap mengacu pada sandwich sebagai makanan utama, dengan deskripsi tambahan tentang bahan dan gaya masakan.	Noun plus Noun Compound
Cheesy Tuna Sandwich	The name "Cheesy Tuna Sandwich" is included in the category of adjective plus noun compound because the element cheesy is an adjective that describes the characteristics of the main ingredient, namely tuna, and overall refers to the type of food, namely sandwich. This structure shows a descriptive relationship between the components of the name.	Adjective plus Noun Compound
Mushroom Truffle Sandwich	The name "Mushroom Truffle Sandwich" is included in the category of noun plus noun compound because all of its constituent elements are nouns. This combination is used to indicate the main ingredients (mushroom and truffle) and the type of food (sandwich). This structure shows a hierarchical relationship,	Noun plus Noun Compound

	where sandwich is the head word modified by mushroom and truffle.	
Matcha Strawberry Cake	The name "Matcha Strawberry Cake" falls into the category of noun plus noun compound. The components matcha and strawberry function as modifiers that provide additional information about the ingredients of the cake. This pattern is often found in naming food menus, where the main ingredient or flavor is highlighted through a combination of nouns.	Noun plus Noun Compound
Pain Au Tiramisu	The name "Pain au Tiramisu" is not included in the category of compound words (noun plus noun, adjective plus noun, or noun plus verb) because its structure involves a preposition (au) that connects two nouns. Linguistically, this structure is more appropriately considered a prepositional phrase than a compound word. This name describes the relationship between two elements of the food, where "pain" is the bread, and "tiramisu" is the filling or additional flavor.	-
Cakalang Quiche	The name "Cakalang Quiche" is included in the category of noun plus noun compound. This is due to the combination of two nouns, where "Cakalang" functions as an explanatory word that indicates the main ingredient of "Quiche", the type of food itself. This structure is in line with the morphological theory explained by O'Grady and John (2015), where the first element in a noun plus noun compound provides additional specifications to the second element.	Noun plus Noun Compound
Beef Mentai Sandwich	The name "Beef Mentai Sandwich" is included in the category of noun plus noun compound. This combination of three nouns describes a type of food (sandwich) with an explanation of its	Noun plus Noun Compound

	<p>main ingredients, namely beef and mentai (a typical Japanese fish egg sauce). This structure is in accordance with the morphological theory explained by O'Grady and John (2015), where the first and second nouns provide additional information to the third noun.</p>	
Aromatic Golden Jasmine Tea	<p>The menu name "Aromatic Golden Jasmine Tea" is included in the category of adjective plus noun compound. The combination of adjectives (Aromatic and Golden) provides additional attributes to the main noun, namely Jasmine Tea. This structure follows the theory of O'Grady and John (2015) which explains that the combination of adjectives and nouns is often used to provide detailed descriptions of the main entity.</p>	Adjective plus Noun Compound
Aromatic Pandan Jasmine Latte	<p>The menu name "Aromatic Pandan Jasmine Latte" is included in the category of adjective plus noun compound. The adjective Aromatic provides additional attributes to the main noun, namely Pandan Jasmine Latte. This structure is in accordance with the theory of O'Grady and John (2015) which explains how adjectives are used to provide descriptions of nouns.</p>	Adjective plus Noun Compound
Aromatic Creamy Rose	<p>The menu name "Aromatic Creamy Rose" is included in the category of adjective plus noun compound. Two adjectives, Aromatic and Creamy, provide additional descriptions to the main noun, Rose. This structure is in accordance with the theory of O'Grady and John (2015), where adjectives can be used to clarify or add attributes to nouns in a compound.</p>	Adjective plus Noun Compound
Cappuccino Caramelo	<p>The menu name "Cappuccino Caramelo" is included in the category of noun plus noun compound. Both</p>	Noun plus Noun Compound

	words in this phrase are nouns that are combined to create a new meaning that refers to a type of cappuccino that has a caramel flavor. This structure is in accordance with the theory of O'Grady and John (2015) regarding the composition of nouns that form a compound word.	
Butterscotch Sea Salt Latte	The menu name "Butterscotch Sea Salt Latte" can be analyzed as a noun plus noun compound in the Butterscotch Sea Salt part. Although the whole phrase refers to a type of coffee drink, the Butterscotch Sea Salt part is a combination of two nouns that form a new, more specific meaning, namely the taste of latte containing butterscotch and sea salt. While the word Latte stands as a separate noun that refers to the type of coffee drink.	Noun plus Noun Compound
Buttercream Latte	The menu name "Buttercream Latte" can be analyzed as a noun plus noun compound. The word buttercream functions as an explanatory or modifier that provides additional information about the type of latte in question. Therefore, this phrase is a combination of two complementary nouns to form a more specific meaning about the type of coffee drink.	Noun plus Noun Compound
Aren Latte	The menu name "Aren Latte" can be analyzed as a noun plus noun compound. The word aren provides additional information about the ingredients used in the latte, namely palm sugar. In this case, aren functions as a modifier that further explains the latte, which is the core of this composition structure.	Noun plus Noun Compound
Pandan Latte	The menu name "Aren Latte" can be analyzed as a noun plus a compound noun. The word aren provides additional information about the ingredients used in the latte, namely	Noun plus Noun Compound



	palm sugar. In this case, aren functions as a modifier which further explains the latte which is the core of this composition structure.	
Buttercream Tiramisu Latte	The menu name "Buttercream Tiramisu Latte" is included in the noun plus noun compound category for the buttercream part, while tiramisu and latte are each nouns that function as additional elements to describe the taste and type of drink. Overall, this menu name combines three nouns, with the main structure being a combination of noun plus noun compound for the buttercream component.	Noun plus Noun Compound
Caramel Praline Macchiato	The menu name "Caramel Praline Macchiato" falls into the noun plus noun compound category for the caramel praline part, because both words are nouns combined to describe the flavor in the drink. While macchiato is a noun that refers to a type of coffee drink. Overall, although there are three components used in this menu name, the main structure is a noun plus noun compound on caramel praline, with macchiato functioning as a noun that refers to a type of drink.	Noun plus Noun Compound
Café Malt Latte	The overall menu name "Cafe Malt Latte" shows a combination of noun plus noun compound, namely "cafe malt" and "malt latte." This structure reflects the basic elements that represent the concept of taste and place represented by these components. In this naming, cafe and malt describe the place and taste together, while latte serves as the core that gives the drink its identity.	Noun plus Noun Compound
Classic Latte	The menu name "Classic Latte" is an example of an adjective plus noun compound, where classic functions as an adjective that gives characteristics to the latte. This structure reflects the	Adjective plus Noun Compound

	naming of a product that describes the style or character of the drink.	
Cappuccino	The name "Cappuccino" can be categorized as a noun plus noun compound in the context of English word formation, although its origins are more closely related to the Italian noun. In the formation of the word, cappuccio provides a visual or descriptive context regarding the color or appearance of the drink, and -ino turns it into the name of a type of drink.	Noun plus Noun Compound
Double Ice Shaken Latte	The name "Double Iced Shaken Latte" is better understood as a descriptive phrase that combines several adjectives to provide more details about the type of latte. Based on the analysis, this is not an example of a noun plus noun compound or a noun plus verb compound, but rather a compound consisting of an adjective + noun (for words like "Double" + "Latte") and several adjective modifiers (such as "Iced" and "Shaken"). However, even though this is not an example of a compound word in the strictest sense, we can see it as a more complex form of adjective + noun combination in the composition of food or beverage product names.	categorized as a compound consisting of adjective + noun (for words like "Double" + "Latte") and some adjective modifiers (like "Iced" and "Shaken").
Café Latte	The name "Cafe Latte" is an example of a noun plus noun compound, where the two nouns are used together to form a new term that refers to a type of coffee drink made with espresso and hot milk.	Noun plus Noun Compound
Espresso	Kata "Espresso" bukan merupakan contoh dari compound word yang terbentuk dari gabungan dua kata, melainkan merupakan sebuah kata benda tunggal yang merujuk pada jenis kopi yang dibuat dengan metode espresso. Oleh karena itu, "Espresso" tidak termasuk dalam kategori noun	-

	plus noun compound, adjective plus noun compound, atau noun plus verb compound.	
Salted Caramel Mocha	The menu name "Salted Caramel Mocha" is more accurately categorized as an adjective + noun compound, where salted caramel serves as a descriptive form of mocha. In this case, salted serves as an adjective that describes caramel, and together the two describe mocha, which is a noun.	Adjective plus Noun Compound
Nutty Oat Latte	The menu name "Nutty Oat Latte" can be categorized as an adjective + noun compound, where nutty is an adjective that describes oats, and oats itself is a noun that describes the type of latte. This structure follows the pattern where the adjective provides additional description of the noun that follows, in this case latte.	Adjective plus Noun Compound
Americano	The menu name "Americano" is more accurately categorized as a noun plus noun compound. Although in Italian there is no explicit separation between the words America and coffee, in the context of English and in the culture of coffee drinking, this name can be understood as a combination of two elements (America and coffee) that create a new identity for the type of drink. This structure shows that even though the word has become one word, it is still influenced by the basic idea of the combination of two nouns.	Noun plus Noun Compound
Manuka Americano	The menu name "Manuka Americano" can be categorized as a noun plus noun compound. This structure shows that the words Manuka (Manuka honey) and Americano (Americano coffee) are combined to create a new term that refers to a variation of the Americano coffee drink enriched with Manuka honey.	Noun plus Noun Compound

Triple Peach Americano	The menu name "Triple Peach Americano" is included in the category of adjective plus noun compound. This structure describes the modification of the noun Peach by the adjective Triple, which describes the level of peach ingredient used in the Americano drink.	Adjective plus Noun Compound
Berry Manuka Americano	The menu name "Berry Manuka Americano" is included in the noun plus noun compound category. In this case, two nouns (Berry and Manuka) serve to describe the flavors or additional ingredients in the Americano drink.	Noun plus Noun Compound
Matcha Green Tea	The menu name "Matcha Green Tea" is included in the category of adjective plus noun compound, because Green (adjective) describes the type of tea in question, which is green tea that comes from Matcha. In this case, the adjective Green describes the noun Tea, providing additional information about the color or nature of the tea.	Adjective plus Noun Compound
Classic Milo	The menu name "Classic Milo" is included in the category of adjective plus noun compound, because Classic (adjective) describes the characteristics or types of Milo (noun). In this case, the adjective Classic describes a variant of Milo drink, providing additional information about the nature or traditionality of the drink.	Adjective plus Noun Compound
Dark Chocolate	Dark (adjective) provides information or description about chocolate (noun). The adjective dark explains that the chocolate is a type of chocolate with a higher cocoa content or a stronger flavor, which is usually called dark chocolate. Because Dark is an adjective that functions to describe Chocolate, Dark Chocolate can be categorized as an adjective plus noun compound.	Adjective plus Noun Compound

Almond Choco	Almond (noun) refers to the type of nut used in the product, while Choco (noun) refers to the flavor or ingredient of the chocolate. In this case, the word Almond describes the main ingredient or flavor characteristic of the product that contains chocolate. This combination is a noun plus noun compound because both the words combined, almond and choco, are both nouns, and almond provides further information about the type of chocolate used, namely chocolate combined with almonds.	Noun Plus Noun Compound
Butterscotch Milk Crumble	The main components of the name (Butterscotch, Milk, and Crumble) are all nouns that describe each other hierarchically. "Milk" serves as a complement to explain the additional ingredients in "Crumble". "Butterscotch" serves to provide the main taste or identity of this menu. This naming uses a noun plus noun compound structure, which is commonly used in the culinary industry to provide customers with a direct and clear description of the menu contents.	Noun plus Noun Compound
Vanilla O'Crums	The naming of the Vanilla O'Crums menu can be classified as a noun plus noun compound, because both main words are nouns that have complementary functions. "Vanilla" describes the type or taste that is the main identity of this menu. "O'Crums" provides a description of the shape or element of the food, which strengthens the identity of the menu.	Noun plus Noun Compound
Choco Caramel Cloud	Choco Caramel Cloud can be categorized as a noun plus noun compound. This is because all the words in the structure are nouns. "Choco" describes the main flavor used. "Caramel" functions as a	Noun plus Noun Compound

	complementary flavor that supports the main flavor. "Cloud" provides a description of the shape or visual characteristics of the menu. This combination of words complements each other without any syntactic relationship in the form of a verb or adjective.	
Hibiscus Lychee Peach Yakult	"Hibiscus," "Lychee," and "Peach" serve to describe the main flavor or ingredient. "Yakult" features additional ingredients that provide distinctive value to the menu.	Noun plus Noun Compound
Sunny Citrus Jasmine	Sunny is an adjective that means bright or related to the sun. Citrus is a noun that refers to citrus fruits, such as lemons, limes, or sweet oranges. Jasmine is a noun that refers to jasmine flowers, which are also used as aromas or flavors in food and drinks. Sunny + Citrus is a combination consisting of an adjective (Sunny) followed by a noun (Citrus). Sunny's function is as an adjective that describes the characteristics of Citrus. This pattern is included in the category of adjective plus noun compound	Adjective plus Noun Compound
Tropical Manuka Hibiscus	Tropical is an adjective that means something related to tropical areas. Manuka is a noun that refers to the plant or honey from the Manuka flower, famous for its aroma. Hibiscus is a noun that refers to the hibiscus flower, often used as an ingredient or aroma in food and drinks. The name "Tropical Manuka Hibiscus" as a whole is categorized as an adjective plus noun compound, because the main element (head) of this phrase is Hibiscus, and the adjective Tropical provides the initial description.	Adjective plus Noun Compound
Caramel Praline Coffee	Caramel (noun), refers to caramel sugar. Praline (noun), refers to caramelized peanut candy. Coffee	Noun plus Verb Compound

Blended	(noun), refers to coffee bean-based drinks. Blended (verb participle), comes from the verb blend (to mix). The naming of "Caramel Praline Coffee Blended" falls into the category of noun plus verb compound, especially in the part "Coffee Blended", where Coffee (noun) is combined with Blended (verb participle).	
Matcha Ice Blended	Consisting of two nouns (matcha and ice) and one verb in the past participle form (blended). The word blended functions more as a modifier or explanation of the process, rather than as a verb that gives action to the noun. This structure is more appropriately categorized as a noun phrase that describes the ingredients and the process, rather than a verb plus noun compound.	-
Strawberry Ice Blended	Consisting of two nouns (strawberry and ice) and one verb in the past participle form (blended). The word blended functions more as a modifier or explanation of the process, rather than as a verb that gives action to the noun. This structure is more appropriately categorized as a noun phrase that describes the material and the process, rather than a verb plus noun compound.	-
Chocolate Ice Blended	Consisting of two nouns (chocolat and ice) and one verb in the past participle form (blended). The word blended functions more as a modifier or explanation of the process, rather than as a verb that gives action to the noun. This structure is more appropriately categorized as a noun phrase that describes the ingredients and the process, rather than a verb plus noun compound.	-
English Breakfast	English (adjective), indicates the geographical or cultural origin of a particular type of breakfast. Breakfast	Adjective plus Noun Compound

	(noun), refers to the first meal consumed in the morning. "English" acts as a descriptor or modifier for "Breakfast", providing additional information about the type of breakfast. This naming does not fall into the noun plus noun category because English is not a noun; nor does it fall into the verb plus noun or noun plus verb category because there is no action or process element involved.	
Green Tea Jasmine	The word green is an adjective that modifies the word tea as the main noun. Although there is an additional word jasmine, the basic structure remains an adjective plus noun, with jasmine providing additional information. This combination does not meet the criteria for a noun plus noun compound because the core structure is based on the relationship between adjective and noun.	Adjective plus Noun Compound
Pure Chamomile	Pure (adjective) which means "pure", provides additional information about the quality or nature of chamomile. Chamomile (noun) which refers to the type of herbal plant used as the main ingredient of the drink. The word pure acts as a descriptor for the word chamomile. In other words, pure explains that the chamomile is in its original or natural form, without the addition of other ingredients. This combination shows the relationship between adjective and noun, where the adjective functions to modify the noun.	Adjective plus Noun Compound
Green Tea Mint	Green functions as an adjective that modifies the word tea, explaining that the tea is green tea. Mint functions as an addition to clarify the taste or aroma produced by the tea, adding a fresh impression to the drink. Although there are two nouns, namely tea and mint, the relationship	Adjective plus Noun Compound



	between the two is more directed at the description of the additional ingredient (mint) in the composition of tea.	
Lady Grey	<p>Lady functions as a noun that gives identity to the type of tea, more related to the character or style of the tea.</p> <p>Grey is a noun that refers to the name of the type of tea, which is basically the famous Earl Grey category.</p> <p>Both are combined to form a new term that does not result in a change in the word structure but rather a combination of the two concepts (elegant woman and stylish tea) to describe the character of the tea. The naming of "Lady Grey" can be categorized as a Noun Plus Noun Compound, because both are nouns that combine to form the identity or name of the type of tea</p>	Noun plus Noun Compound

## B. The Classification of Compound Words Formation Types and The Frequency

### a. The Classification of Compound Words Formation Types

Food Brand	Processes	Types
Banana Chocolate Cake	The word "cake" is the head that indicates the main food category (cake), while "banana" and "chocolate" are modifiers that describe the taste of the cake.	Endocentric
Kouign-Amann	Although it comprises two words, kouign means "cake" while Amann means "butter" in Breton. The meaning of this word cannot be understood directly from the two words, this is because it is the name of a typical French pastry.	Exocentric
Pain Au Chocolat	It means "brown bread" in French, but the word refers to a special type of pastry that is famous in France other than Croissant and not a literal combination of bread and chocolate.	Exocentric
Butter Croissant	Here, "croissant" is the head that determines the type of food, while "butter" is a modifier that provides additional information about the main ingredient or flavor.	Endocentric
Cempedak Cake	The word "cake" is a head, which can indicate the main category, while "cempedak" is a modifier that describes the type of ingredients in the cake.	Endocentric

Creamy Mentai Beef Sandwich	"Creamy Mentai Beef Sandwich" falls into the category of headed endocentric compound. The word sandwich serves as the head word that specifies the type or category of the food, and other words such as creamy, mentai, and beef provide additional details that describe the type or ingredients of the sandwich. Therefore, this naming follows the structure of an endocentric compound with sandwich as the head word, making it a headed endocentric compound.	Headed Endocentric Compounds
Almond Croissant	The word "croissant" acts as a head, indicating the type of food, while "almond" is a modifier.	Headed (Endocentric)
Triple Cheese Danish	The name "Triple Cheese Danish" falls into the category of headed endocentric compound. The word Danish functions as the head word that defines the type of food, which is a pastry or cake, while the words Triple and Cheese provide additional information about the type or composition of the Danish. Therefore, "Triple Cheese Danish" is an example of a headed endocentric compound, where Danish functions as the head word that determines the overall meaning.	Headed Endocentric Compounds
Smoked Beef & Cheese Croissant	The name "Smoked Beef & Cheese Croissant" falls into the category of headed endocentric compound. Croissant functions as the head word that defines the type of food, which is pastry. The words Smoked, Beef, and Cheese provide additional information about the characteristics and main ingredients in Croissant. Therefore, "Smoked Beef & Cheese Croissant" is an example of a headed endocentric compound, where Croissant is the head that defines the overall meaning of the combination of words.	Headed Endocentric Compound
Choco Melt Muffin	The word "muffin" has the role of a head that defines the food category, and "choco melt" is a modifier that describes the taste or feature of the muffin.	Endocentric
Blueberry Cheese Muffin	The word "muffin" is the head, while "blueberry" and "cheese" are modifiers that provide additional information about the flavor.	Endocentric

Smoked Beef & Cheese Sandwich	The naming of "Smoked Beef & Cheese Croissant" falls into the category of headed endocentric compound. Croissant functions as the head that defines the type of food. The words Smoked, Beef, and Cheese provide additional information about the processing method and the main ingredients in Croissant. This word combination clearly follows an endocentric structure, where the noun Croissant becomes the center or head that defines the overall meaning of the phrase.	Headed Endocentric Compounds
Chicken Teriyaki Sandwich	"Chicken" (Noun) indicates the main ingredient is chicken meat. "Teriyaki" (Noun) refers to teriyaki sauce used as a complement or seasoning. "Sandwich" (Noun) refers to the type of food that is the main category of this menu. The head (core) of the name is at the end, namely "Sandwich". The components "Chicken" and "Teriyaki" explain or modify the core.	Endocentric Compound
Cheesy Tuna Sandwich	"Cheesy" (Adjective) describes the characteristic taste that contains cheese. "Tuna" (Noun) indicates the main ingredient which is tuna fish. "Sandwich" (Noun) refers to the main food category. Cheesy Tuna Sandwich is classified as an endocentric compound with headed endocentric. The core of this compound word is "Sandwich", while the other words serve as modifiers to describe the type of sandwich offered, namely tuna and cheese.	Headed Endocentric Compounds
Mushroom Truffle Sandwich	In Mushroom Truffle Sandwich, the word "Sandwich" becomes the core or head, while "Mushroom" and "Truffle" provide additional details about the type of sandwich. Mushroom Truffle Sandwich is classified as an endocentric compound with an endocentric head.	Headed Endocentric Compounds
Matcha Strawberry Cake	The word "cake" is the head, while "matcha" and "strawberry" act as modifiers that add information about the ingredients or flavor.	Endocentric
Pain Au Tiramisu	In Pain au Tiramisu, the word "Pain" becomes the core or head, while "au Tiramisu" provides an additional description of the type of bread, namely bread with tiramisu flavor or ingredients. Pain au Tiramisu is classified as an endocentric compound with endocentric headed.	Headed Endocentric Compound

Cakalang Quiche	Cakalang Quiche is categorized as an endocentric compound with a headed endocentric. The essence of the name is "Quiche," which is the main food category, while "Cakalang Tuna" acts as a modifier that describes the type of quiche.	Headed Endocentric
Beef Mentai Sandwich	In this phrase, the word "sandwich" is the core that determines the main meaning of the phrase, namely the type of food. Meanwhile, the word "beef mentai" functions as a modifier that provides additional information regarding the filling or main ingredients of the sandwich, namely beef and mentai sauce. Thus, this phrase refers to a sandwich containing beef mentai, and its main meaning is "sandwich".	Endocentric Compound
Aromatic Golden Jasmine Tea	This phrase has the word "tea" as the core or head, which describes the main category of the drink. Meanwhile, "aromatic golden jasmine" serves as a modifier that provides additional information about the characteristics of the flower (aroma and type of flower). Thus, this phrase is an endocentric compound because the main meaning remains in the word "tea."	Endocentric
Aromatic Pandan Jasmine Latte	In this phrase, the latte is the main word that determines the category of the drink. At the same time, "aromatic pandan jasmine" is a modifier that provides additional information regarding the aroma and ingredients used. Therefore, it is included in the endocentric compound because its meaning centers on the "latte."	Endocentric
Aromatic Creamy Rose	This phrase refers to a drink with a rose aroma that has a creamy characteristic. The main word or head is "rose", while "aromatic creamy" serves as a modifier that provides additional captions. So, it is included in the compound.	Endocentric

Cappuccino Caramelo	The word "cappuccino" is the core or head in this phrase, which refers to the type of drink, while "caramel" adds flavor or variety to the cappuccino. Therefore, it is an endocentric compound.	Endocentric
Butterscotch Sea Salt Latte	"Latte" is the main word that indicates the type of drink, while "butterscotch sea salt" is a modifier that describes the latte's taste variation. Thus, it is an endocentric compound.	Endocentric
Buttercream Latte	In this phrase, the main word is "latte", while "buttercream" adds information about the variation or flavor in the latte. Because the word head is "latte", therefore, it is classified as an endocentric compound.	Endocentric
Aren Latte	This phrase has "latte" as the main word and "palm" as a modifier referring to the type of sugar used in the latte. Thus, it is included in the endocentric compound.	Endocentric
Pandan Latte	This phrase consists of the word "latte" as the head, while "pandan" is a modifier that adds flavor information	Endocentric
Buttercream Tiramisu Latte	"latte" serves as the head or core, while "buttercream tiramisu" provides additional information about the flavor.	Endocentric
Caramel Praline Macchiato	In Caramel Praline Macchiato, Macchiato is the head because it is the type of coffee drink that is the main focus of the name. The elements Caramel and Praline serve as modifiers that describe the additional ingredients in the drink. Macchiato is located at the end and serves as the head of this compound. Therefore, Caramel Praline Macchiato is included in the headed endocentric compound	Headed Endocentric Compound

	because the head is at the end of the structure.	
Cafè Malt Latte	"Latte" is the head that determines the type of drink, while "Cafè Malt" is a modifier that describes the flavor or additives.	Endocentric
Classic Latte	The word "Latte" is the head that indicates the category of the drink, while "classic" is the modifier that indicates the latte's serving style or original flavor.	Endocentric
Cappuccino	Cappuccino is included in the exocentric compound and more precisely the headless exocentric compound, because its meaning does not directly refer to its constituent elements and the overall meaning comes from the culture or tradition in which the term originates.	Exocentric
Double Iced Shaken Latte	Double iced shaken latte can be categorized as a headed endocentric compound, where "latte" is the head that determines the type of drink, and the other elements serve as modifiers that provide additional information about the presentation or intensity of the flavor.	Headed Endocentric
Cafè Latte	<i>café latte</i> dapat dikategorikan sebagai headed endocentric compound, di mana <i>latte</i> adalah <i>head</i> yang menentukan bahwa ini adalah jenis minuman kopi berbasis susu, sementara <i>café</i> bertindak sebagai modifikator yang memberikan informasi tambahan mengenai konteks penyajian atau asal dari minuman tersebut.	Headed Endocentric

Espresso	Espresso is a single word that refers to a type of coffee drink. Because espresso is not a combination of two words or elements, it is not included in the compound category according to more general word structure analysis. Espresso is a basic word that has a clear meaning without having to be combined with other elements.	-
Salted Caramel Mocha	Salted caramel mocha, it can be concluded that this name is included in the endocentric compound category, with the subcategory of headness endocentric compound. The word mocha functions as a head that determines the type of drink, while the words salted and caramel function as modifiers that provide further explanation about the taste or characteristics of the drink.	Headed Endocentric
Nutty Oat Latte	The word "latte" is the head that determines the category of the drink, and "nutty oats" serves as a modifier that describes the flavors and additives in the latte.	Endocentric (Headed)
Americano	"Americano" is not included in the category of synthetic compound. This word does not fulfill the main characteristics of synthetic compound, which is the combination of verb with noun followed by derivational affix to produce a new meaning related to action. On the contrary, Americano is a derivative form of the word America with the addition of adjective suffix (-ano) in its native language. Thus, "Americano" is more appropriately categorized as a lexical derivative form rather than a compound word, or synthetic compound.	-



Manuka Americano	Manuka Americano termasuk dalam headed endocentric compound. Inti ( <i>head</i> ) dari nama ini adalah <i>americano</i> , yang mengacu pada jenis minuman kopi, sedangkan <i>manuka</i> berfungsi sebagai penjelas yang memberikan informasi tambahan mengenai bahan tambahan yang menjadi ciri khasnya (madu Manuka).	Headed Endocentric Compound
Triple Peach Americano	Triple Peach Americano is a headed endocentric compound. The head of the name is americano, while triple and peach serve as additional qualifiers that describe the intensity and flavor of the drink.	Headed Endocentric Compound
Berry Manuka Americano	Berry Manuka Americano falls into the category of headed endocentric compounds. The core (head) of this name is americano, which defines the type of drink as an americano coffee. The berry and manuka components act as complements that provide additional information about the flavors and ingredients in the coffee.	Headed Endocentric Compound
Matcha Green Tea	In this phrase, "tea" is the head, with "matcha green" as a modifier that adds information about the type of tea.	Endocentric
Classic Milo	"Milo" functions as a head that refers to the type of drink, while "Classic" is a modifier that indicates a variant. So, it is included in the endocentric	Endocentric
Dark Chocolate	In this phrase, the head is "chocolate," while "dark" adds information about the chocolate variant.	Endocentric

Almond Choco	"Choco" is the main word or head that refers to a type of chocolate- based drink, while "almond" is a modifier that adds additional information.	Endocentric
Butterscotch Milk Crumble	"crumble" is a head that refers to a type of food or drink (a type of dish with a crispy texture), while "butterscotch milk" serves as a modifier that adds information about the taste.	Endocentric Compound
Vanilla O'Crumbs	This phrase has a head that refers to a type of food with a crumb or oreo grain flavor called "o'crumbs", while "vanilla" is a modifier that indicates the taste.	Endocentric
Choco Caramel Cloud	The word "cloud" is the core meaning or head that indicates the type of drink or dish (in this context it could be a drink that has a soft or frothy texture), while "choco caramel" serves as a modifier that provides information about the taste.	Endocentric
Hibiscus Lychee Peach Yakult	Hibiscus Lychee Peach Yakult is a copulative compound because all of its constituent element's function equally to express the components of taste in this drink. The four ingredients (Hibiscus, Lychee, Peach, and Yakult) play an equal role in forming the overall meaning of the drink. This combination of words relies on the balance between components where none is more dominant.	Coordinative (copulative)
Sunny Citrus Jasmine	<i>Sunny Citrus Jasmine</i> termasuk dalam kategori copulative (coordinate) compound. Ketiga elemen— <i>Sunny</i> , <i>Citrus</i> , dan <i>Jasmine</i> —berfungsi secara setara untuk memberikan gambaran yang lebih lengkap tentang karakteristik produk tersebut. Setiap elemen memberikan kontribusi yang signifikan dalam menciptakan gambaran rasa atau aroma yang cerah, segar, dan harum.	Coordinative (copulative)

Tropical Manuka Hibiscus	Tropical Manuka Hibiscus falls into the category of copulative (coordinate) compounds. The three elements in the name—Tropical, Manuka, and Hibiscus—work together to describe a product that has a fresh, exotic, and natural taste or aroma. Each element makes a significant contribution to shaping the overall image of the product, describing its diverse and unique taste and aroma characteristics.	Coordinative (copulative)
Caramel Praline Coffee Ice Blended	The word "blended" comes from the verb "blend," which implies the blending process. In this case, "caramel praline coffee" is the main object or ingredient blended, so the phrase is a synthetic compound. The word "blend" is also enacted as a head, so it is classified as a headed compound.	Headed Compound
Matcha Ice Blended	"Ice blended" is a process applied to the main ingredient "matcha." The word "blended" indicates that the drink the results of the mixing process. Because it is classified as a synthetic compound, it is also "blended" as a head, which is included in the head compound.	Headed Compound
Strawberry Ice Blended	In this naming, the word Blended is in the final position and serves as the core that determines the main characteristics of the drink. The previous elements (Strawberry and Ice) act as explanations. Therefore, this term is included in the headed endocentric compound.	Headed Endocentric Compound
Chocolate Ice Blended	In this naming, the word Blended is at the end and acts as the core (head), while the elements Chocolate and Ice provide additional information about the ingredients and texture. Therefore, this term meets the criteria as a headed endocentric compound.	Headed Endocentric Compound

English Breakfast	The phrase does not have a head that defines the overall meaning, and its meaning is less intelligible than the words "English" and "breakfast," which usually refer to a particular style of breakfast, so they belong to the exocentric compound.	Exocentric
Green Tea Jasmine	"Tea" is the head that indicates the type of drink, while "Green Jasmine" provides additional information about the kind and aroma.	Endocentric
Pure Chamomile	Literally, "pure" and "chamomile" can be interpreted as "pure chamomile," the word in the context of the drink refers to the chamomile that is not mixed with other ingredients. The meaning of "pure chamomile" not only includes the meaning of these two words literally but also refers to a special form or type of presentation of chamomile. Therefore, this phrase can be considered exocentric; this is indicated by the presence of a meaning that leads to the whole product, which indirectly reflects the meaning of each word.	Exocentric
Green Tea Mint	The word "mint" acts as a head that refers to the type of drink, while "green tea" serves as a modifier that indicates the flavor or main ingredient of "mint." In this case, the main meaning (head) is in the word mint as the core of the taste, so it is classified as an endocentric compound. Since the word "mint" is the head, it belongs to the headed compound.	Endocentric

Lady Grey	<p>This phrase does not have a head that indicates the direct meaning of the words "lady" and "grey." In this context, "lady grey" is a well-known name for the type, but its meaning cannot be understood only from the literal combination of the words "lady" and "grey." Therefore, "lady grey" is an example of an exocentric compound because the resulting meaning differs from the word's element. It is also included in the headless compound, as it acts as a head in the structure of this phrase.</p> <p>This phrase does not have a head that indicates the direct meaning of the words "lady" and "grey." In this context, "lady grey" is a well-known name for the type, but its meaning cannot be understood only from the literal combination of the words "lady" and "grey." Therefore, "lady grey" is an example of an exocentric compound because the resulting meaning differs from the word's element. It is also included in the headless compound, as it acts as a head in the structure of this phrase.</p>	Exocentric
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