

**WORDPLAY IN SOMETHINC BEAUTY PRODUCT NAMES:  
A MORPHOSEMANTIC ANALYSIS**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM MAULANA MALIK IBRAHIM  
MALANG  
2025**

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A MORPHOSEMANTIC ANALYSIS**

**THESIS**

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

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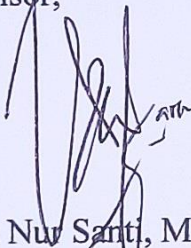
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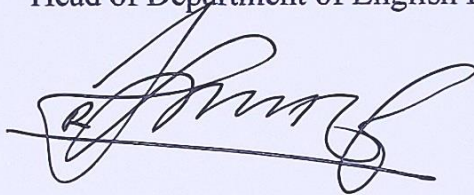
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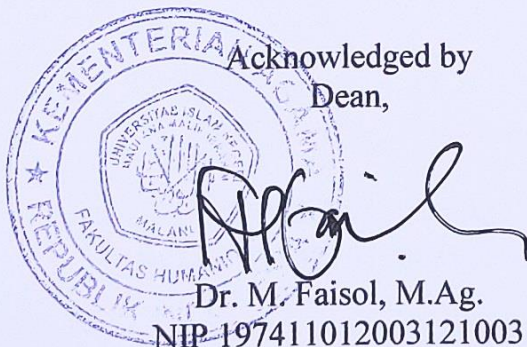
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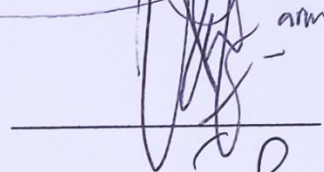
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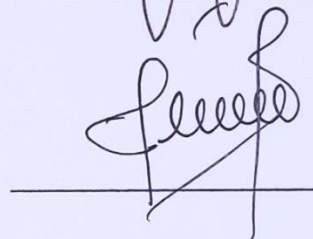
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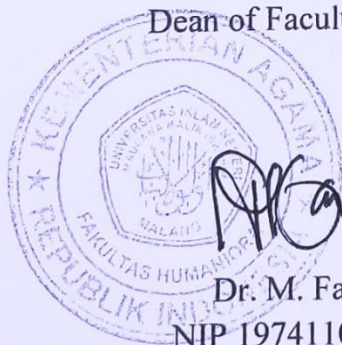
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## **MOTTO**

خير الناس أنفعهم للناس

“Sebaik-baik manusia adalah mereka yang memberikan manfaat untuk orang lain.”

## **DEDICATION**

I sincerely dedicate this thesis to my beloved parents, Sunarto and Sulikah, who always provide endless love and support. Then, the patient and understanding thesis supervisor, Vita Nur Santi, M.Pd., who has provided invaluable guidance so far. Furthermore, my beloved friends, who have brightened even the most difficult days with their presence. Finally, the researcher, Gita Novian, for her resilience and determination to persevere through every challenge until this work is completed.

## ACKNOWLEDGEMENT

*Bismillaahirrahmaanirrahiim*

*Alhamdulillahirabbil 'aalamiin.* All praise and gratitude be to Allah SWT for His endless mercy and guidance, which have given the researcher the strength and patience to complete this thesis. Peace and blessings be upon the Prophet Muhammad SAW, who has led us from darkness into the light of Islam. By His grace and blessing, the researcher was able to complete this undergraduate thesis entitled “*Wordplay in Somethinc Beauty Product Names: A Morphosemantic Analysis*” as a requirement for obtaining the *Sarjana Sastra (S.S.)* degree at the English Letters and Language Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

This undergraduate thesis was completed with the support, prayers, and encouragement received throughout the journey. With sincere gratitude, appreciation is extended to all the individuals and groups accompanying the author on this long and meaningful path. Firstly, the author expresses heartfelt thanks to the Rector of Universitas Islam Negeri Maulana Malik Ibrahim Malang, Prof. Dr. Zainuddin, M.A.; the Dean of the Faculty of Humanities, Dr. M. Faisol, M.Ag.; and the Head of the English Letters Department, Mr. Ribut Wahyudi, M.Ed., Ph.D.

Secondly, sincere thanks are also given to all the academic staff of the Faculty of Humanities, notably the English Letters and Language Department lecturers, for sharing their knowledge and guidance, which greatly contributed to the author's academic and personal growth. Then, the author offers sincere thanks to the undergraduate thesis supervisor, Ms. Vita Nur Santi, M.Pd., for her patience,



understanding, and guidance during the often confusing process of writing the thesis. The academic advisor, Ms. Ulil Fitriyah, M.Pd., M.Ed., is also acknowledged for her continuous support from the first semester through the eighth.

Thirdly, to the beloved parents, Mr. Sunarto and Mrs. Sulikah, the author expresses heartfelt gratitude for their love, effort, prayers, and unwavering emotional and financial support for their only daughter. Additionally, to the family, the grandmothers, Resmi Supeni and Lasri, who have always cherished her as their little girl. Following that, to the cousins, Diyah Ayu Lestari and Jeny Tri Kurnia Putri, who have always loved, comforted and supported her.

Fourthly, the author sincerely thanks the friend from vocational school to college, Al Syifa An Nisaa Al Fajri, for always being there for her. The author is very grateful for her kindness and support. Furthermore, to the college friends, the *Bike-bike Children*, Al Syifa An Nisaa Al Fajri, Fanny Rahmawan, Khoirotun Nisak, and Shabrina Zahrina Zhafarina. Thank you for being supportive and fun friends who are always there for the author. The author's life has become very colorful because of them. Additionally, to other friends, Yulisa Dewi Musarofah, the late Galuh Ifada Muthoharoh (may Allah grant her the highest place in Jannah), Dewi Ferdianti, Diah Ambar Wati, Alya Nur Rahma Eka Pratiwi, Halimah Nuraeni, and Adinda Oktaviani. The author expresses sincere thanks for their support, next to the late-night friends who helped the author complete the undergraduate thesis, *Racing S.S.*, Illaina Tadzkiroh, and Vincilya Fildania. Friends since the first semester who now share the same boarding house are Ainur Rosidah and Saviestya Dian Ramadhani, the friend leading the media and communication division of

*Senyum Anak Nusantara chapter Malang*, Cinta Wilhelmina Anugrah. The author is grateful for their presence and support; thank you is extended.

Fifthly, to the extended family of *Senyum Anak Nusantara chapter Malang*, a warm volunteer community that supports the development of its members, the author expresses sincere thanks. Furthermore, to all friends in the English Letters and Language Department, class of 2021, room 27 *Mabna Ummu Salamah*, Group *Kuliah Kerja Mahasiswa (KKM)* 127, Yellow boarding house, internship group at *Licolize Communication*; and the *English Literature Student Association*, thank you for being a part of this beautiful journey.

In conclusion, this thesis is an academic requirement and a reflection of the countless prayers, guidance, support, and love received throughout the journey. The author expresses heartfelt gratitude to everyone who has played a role, whether through direction, knowledge, encouragement or simply their presence. May this work provide benefits to the readers and serve as a small contribution to future research in this field.

## ABSTRACT

**Novian, Gita** (2025) *Wordplay in Somethinc Beauty Product Names: A Morphosemantic Analysis*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Vita Nur Santi, M.Pd.

*Keywords: wordplay, somethinc, product names, morphosemantic*

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This research aims to analyze the types of word formation and meanings produced in wordplay on the product names of Somethinc. The method used in this study is a qualitative approach with a morphosemantic analysis, referring to the word formation theory by George Yule (2014) and the lexical and contextual semantic theory by Mansoer Pateda (2001). The data in this study consists of 36 instances of wordplay in Somethinc product names taken from its official website from May 2019 to April 2025. The results show that eight types of word formation processes are used, namely compounding, blending, clipping, acronyms, derivation, borrowing, back formation, and multiple processes. Additionally, all wordplay has both lexical and contextual meanings. Furthermore, this wordplay not only serves as product naming but also as a means of conveying information. This research enriches contribution to understanding the use of wordplay in beauty product names and expands the scope of morphological and semantic research. Based on the findings and limitations of this study, there are two suggestions for future research. First, to analyze wordplay in product names from other brands. Second, to involve users, allowing for a deeper understanding.

## ABSTRAK

**Novian, Gita** (2025) *Permainan Kata dalam Nama Produk Kecantikan Somethinc: Analisis Morfosemantik*. Tesis Sarjana. Departemen Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Vita Nur Santi, M.Pd.

*Keywords: permainan kata, somethinc, nama produk, morfosemantik*

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Penelitian ini bertujuan untuk menganalisis jenis pembentukan kata dan makna yang dihasilkan dalam wordplay pada nama produk Somethinc. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan analisis morfosemantik, yang mengacu pada teori pembentukan kata oleh George Yule (2014) dan teori semantik leksikal serta kontekstual oleh Mansoer Pateda (2001). Data pada penelitian ini berupa 36 wordplay pada nama produk Somethinc yang diambil dari situs resminya sejak Mei 2019 hingga April 2025. Hasil penelitian menunjukkan bahwa terdapat delapan jenis proses pembentukan kata yang digunakan, yaitu peracikan, penggabungan, pemotongan, akronim, derivasi, peminjaman, pembentukan kembali, dan proses ganda. Selain itu, semua wordplay mempunyai makna leksikal dan kontekstual. Kemudian, wordplay tersebut tidak hanya berfungsi sebagai penamaan produk, tetapi juga sebagai penyampai informasi. Penelitian ini memperkaya kontribusi dalam pemahaman tentang penggunaan permainan kata dalam nama produk kecantikan, serta memperluas cakupan penelitian morfologi dan semantik. Berdasarkan temuan dan keterbatasan penelitian ini, ada dua saran untuk penelitian selanjutnya. Pertama, analisis permainan kata pada nama produk dari merek lain. Kedua, melibatkan pengguna, sehingga memungkinkan pemahaman yang lebih mendalam.



## مستخلص البحث

نوفيان، جيتا (2025) التلاعب بالألفاظ في أسماء منتجات التجميل في سوميثينك: تحليل صرفي دلالي . أطروحة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج. المستشار فيتا نور سانتني، دكتوراه في الطب

الكلمات المفتاحية: التلاعب بالألفاظ، سوميثينك، أسماء المنتجات، علم الصرف

تهدف هذه الدراسة إلى تحليل أنواع تشكيل الكلمات والمعاني الناتجة عن اللعب بالكلمات في الطريقة المستخدمة في هذه الدراسة هي نهج نوعي مع تحليل Somethinc. أسماء منتجات المعجمية anticsمورفوسيمانتيكي، بالإشارة إلى نظرية تشكيل الكلمات لجورج يول (2014) ونظرية السيم والسياقية لمانسور باتيدا (2001). تتكون البيانات في هذه الدراسة من 36 حالة من اللعب بالكلمات في أسماء مأخوذة من موقعها الرسمي من مايو 2019 إلى أبريل 2025. تظهر النتائج أن هناك Somethinc منتجات ،ثمانية أنواع من عمليات تشكيل الكلمات المستخدمة، وهي التركيب، والخلط، والقص، والاختصارات والمشتقات، والاقتراض، والتشكيل العكسي، والعمليات المتعددة. بالإضافة إلى ذلك، فإن جميع اللعب بالكلمات لها معاني معجمية وسياقية. علاوة على ذلك، لا تعمل هذه اللعب بالكلمات فقط كأسماء للمنتجات بل كوسيلة لنقل المعلومات. تُثري هذه الدراسة المساهمة في فهم استخدام اللعب بالكلمات في أسماء منتجات التجميل وتوسع نطاق البحث المورفولوجي والسيمانتي. بناءً على النتائج والقيود في هذه الدراسة هناك اقتراحان للبحوث المستقبلية. أولاً، تحليل اللعب بالكلمات في أسماء المنتجات من علامات تجارية أخرى. ثانياً، إشراك المستخدمين، مما يسمح بفهم أعمق

## TABLE OF CONTENTS

<b>STATEMENT OF AUTHORSHIP .....</b>	<b>i</b>
<b>APPROVAL SHEET .....</b>	<b>ii</b>
<b>LEGITIMATION SHEET .....</b>	<b>iii</b>
<b>MOTTO .....</b>	<b>iv</b>
<b>DEDICATION.....</b>	<b>v</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>ix</b>
<b>ABSTRAK .....</b>	<b>x</b>
<b>مستخلص البحث.....</b>	<b>xi</b>
<b>TABLE OF CONTENT .....</b>	<b>xii</b>
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
A. Background of the Study.....	1
B. Research Questions .....	7
C. Research Significance .....	7
D. Scope and Limitation .....	8
E. Definition of Key Terms .....	8
<b>CHAPTER II: REVIEW ON RELATED LITERATURE .....</b>	<b>10</b>
A. Morphosemantics .....	10
B. Word Formation .....	14
C. Lexical and Contextual Semantics .....	17
D. Somethinc.....	19
<b>CHAPTER III: RESEARCH METHOD.....</b>	<b>21</b>
A. Research Design.....	21
B. Data and Data Source.....	22
C. Data Collection.....	22
D. Data Analysis .....	23
<b>CHAPTER IV: FINDINGS AND DISCUSSIONS .....</b>	<b>24</b>
A. Findings.....	24
1. Compounding.....	25
2. Blending .....	40

3. Clipping.....	53
4. Acronym.....	54
5. Derivation.....	56
6. Borrowing .....	66
7. Backformation.....	71
8. Multiple Processes .....	73
B. Discussions.....	76
<b>CHAPTER V: CONCLUSIONS AND SUGGESTIONS .....</b>	<b>87</b>
A. Conclusions .....	87
B. Suggestions .....	88
<b>BIBLIOGRAPHY .....</b>	<b>89</b>
<b>CURRICULUM VITAE.....</b>	<b>93</b>
<b>APPENDICES .....</b>	<b>97</b>

## **CHAPTER I**

### **INTRODUCTION**

This chapter provides an introduction to the research. It presents the background of the study, the research questions, the study's objectives, the significance of the research, the scope and limitations, and the definitions of key terms used throughout the study.

#### **A. Background of the Study**

According to the website of the Directorate General of Small, Medium, and Various Industries of the Ministry of Industry of the Republic of Indonesia ([ikm.kemenperin.go.id](http://ikm.kemenperin.go.id)), on July 30, 2024, the Director General, Reni Yanita, stated that Indonesia's cosmetics market is currently experiencing rapid growth. This significant growth is evidenced by data from Statista, which shows that between 2021 and 2024, the total revenue of the cosmetics industry is estimated to increase by 48%, from USD 1.31 billion (approximately IDR 21.45 trillion) to USD 1.94 billion (approximately IDR 31.77 trillion). One of the key factors driving this rapid development is the increasing number of local cosmetic brands entering the Indonesian market with relentless innovation. Some examples of local cosmetic brands that continuously innovate include Azarine, Somethinc, Implora, and Wardah (in-cosmetics Connect, 2023).



The rapid growth of Indonesia's cosmetics industry has intensified competition among cosmetic brands. One of the strategies employed in this competition is creating attractive products, whether through naming, packaging, or advertising. According to information published on the CEO Monthly website, choosing the right product name can boost sales, as supported by a survey conducted by Simply Business in February 2023. One example of a local brand that implements an engaging naming strategy is Somethinc, which incorporates wordplay in its brand and several of its product names. This creative naming can be identified as a form of wordplay. Such wordplay enhances a product's appeal and helps describe it more clearly.

Wordplay is the creative use of words that includes different types of meaning relationships, such as polysemy, homonymy, and vagueness (Žyško, 2017). Polysemy occurs when one word has multiple meanings, while homonymy involves words that sound the same but have different meanings. Vagueness, on the other hand, includes meanings that are not entirely clear or explicit (Žyško, 2017). Research on wordplay shows that it can attract attention, convey meaning, build humor, and create social associations. Kawabata (2023) explored the use of English wordplay in Japanese commercial texts, showing that English serves as a decorative element, attracts attention, and conveys meaning. In addition, Mustaqim et al. (2023) studied *dajare*, a Japanese wordplay, finding that the element of humor arises from the incongruity between

the original meaning and the new meaning. Meanwhile, Kunshchikova (2022) highlighted wordplay on personal names, places, organizations, and products with relevant social components, suggesting wordplay can create associative references.

Therefore, this study aims to analyze the types of word formation used in the wordplay and the meanings they produce. In this study, the researcher will use morphological and semantic theories. According to Yule (2014), morphology is a branch of linguistics that studies the structure of words and their constituent elements known as morphemes, the minor language units with a specific meaning or function. This theory will help identify the types of word formation used in wordplay found in Somethinc product names. Meanwhile, semantics is a branch of linguistics that studies meaning in language. This study will apply the semantic theory of Mansoor Pateda (2001), which states that linguistic elements do not solely determine meaning but also by context. Several contexts that can influence meaning include personal context, situational context, intentional context, formality context, mood context, temporal context, spatial context, speech appropriateness context, and linguistic context. This theory will help describe how meaning is produced through wordplay in Somethinc product names.

Previous research has examined wordplay, morphology, and semantics in various contexts. Kawabata (2023) studied English wordplay in Japanese advertisements, highlighting its aesthetic and

communicative functions. Mustaqim et al. (2023) investigated Japanese wordplay, emphasizing the occurrence of humor. Kunshchikova (2022) explored the use of proper names in wordplay in an English classroom, focusing on thinking about language. Furthermore, Jeremić and Josijević (2018) examined brand names and found overlapping word blends and wordplay. Ariwardani and Mulyana (2010) examined market names in Bantul Regency, identifying monomorphemic and polymorphic categories. Nawaz (2025) studied the morphological changes produced by Generation Z and their impact on English. Then, Ullah et al. (2025) investigated blending in Chinese New Year advertisements, highlighting the use of interesting words. Tomić (2024) examined lexical blends in English and found that many objects can be used as advertising media to attract attention. Pasingi et al. (2022) analyzed the meaning in the lyrics of five Maroon 5 songs using Mansoer Pateda's semantic theory.

Previous research on Somethinc advertisements has shown various analytical approaches. Nurliana (2024) conducted a semiotic analysis of Somethinc advertisements and found that verbal and visual signs represent the diversity of beauty standards in Indonesia. Lestari (2023) analyzed linguistic forms and the meaning of registers in online shopping terms on the Somethinc Official page on Lazada, discovering variations in words and phrases and differences in lexical and contextual meanings. Dara (2023) studied code-switching in the captions of

Somehinc advertisements on Instagram, finding a dominance of intra-sentential switching motivated by economic language and stylistic purposes. Ayuningyas (2022) employed critical discourse analysis (CDA) to examine Somehinc advertisements on Instagram, revealing that the language of advertising shapes beauty ideology and influences consumer mindsets.

Two main research gaps have been identified based on previous research on wordplay, morphology, semantics, and the Somehinc brand. Firstly, studies on wordplay and lexical-contextual semantics have not specifically examined beauty product names. Research on morphology and semantics is generally limited to the contexts of advertisements, song lyrics, or market names. Secondly, although there have been studies that use Somehinc as their object of analysis, these studies have only focused on semiotic analysis, code-switching, or discourse, rather than wordplay in beauty product names. Therefore, this research offers novelty by integrating Yule's (2014) word formation theory and Pateda's (2001) semantics to analyze wordplay in Somehinc product names.

The local cosmetic brand analyzed in this study for its use of wordplay in product names is Somehinc. Irene Ursula, the founder of BeautyHaul Group, launched Somehinc in 2019 with its first product, a serum, after recognizing a significant opportunity in the local cosmetics market, which had yet to fully acknowledge the importance of using



serums (Hops.ID). The brand's tagline, “We will always have Somethinc for you,” is the foundation for its name. Irene aimed to provide “something” suitable for every consumer (Hapsari, 2023). The wordplay on “something” became the basis for the “Somethinc.” Beyond the brand name, wordplay is also incorporated into the names of its products. The use of wordplay in product naming has driven researcher to identify the types of word formation applied and analyze the meanings they produce.

Somethinc, a brand that incorporates wordplay in its product names, offers a wide range of products, including makeup, skincare, body care, tools, and merchandise. Some examples of wordplay used in Somethinc product names include Checkmatte Transferproof Lipstick, ACNEDOT Treatment Moisturizer Gel, Holyshield! No Sebum Mineral Blur Translucent Loose Powder SPF39 PA++++, and more. A unique and easy-to-remember product name can create a positive first impression, attract attention, and provoke discussion within the target market (RaMotion Agency, 2024). This research assumes that the use of wordplay in naming Somethinc products does not only function as product naming but also as a means to convey meaning. Therefore, this study examines the types of word formation used and the meanings produced in the wordplay of Somethinc product names. This research has two main objectives. Firstly, this study aims to identify the types of word formation used in wordplay in specific product names through a

morphological approach. Understanding this process is important to understanding how word formation contributes to creating creative product names and delivering additional meaning. Secondly, this research analyzes the meanings of these wordplays using a semantic approach, exploring how intended words are embedded in the product names. By examining how wordplay is used in product naming strategies, this study is expected to enrich the information and knowledge in the fields of morphology and semantics regarding the use of wordplay in beauty product names.

## **B. Research Questions**

The researcher formulated the following research questions based on the phenomena described above.

1. What are the types of word formation used in the wordplay of Somethinc product names?
2. How are the meanings generated from the wordplay of Somethinc product names?

## **C. Research Significance**

This research is expected to provide practical contributions. It enriches information and knowledge on morphology and semantics regarding the use of wordplay in beauty product names. The wordplay in these beauty product names is identified for its types of word formation using George Yule's (2014) Word Formation Theory and

analyzed for the meanings it produces using Mansoer Pateda's (2001) semantics theory. This research explores wordplay in the local beauty brand Somethinc.

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

This research focused on the use of wordplay in the names of Somethinc beauty products. The data include only product names with wordplay elements, product names that did not have such elements were not included in this study. All data are taken from Somethinc's official website. Once the data were collected, the study identified the types of word formation using word formation theory and analyzed the resulting meanings through lexical and contextual semantic theory. Although other theories could be used to study wordplay, the focus of this research was limited to morphology and semantics. However, this study also had some limitations. First, the data used in this study came only from one brand, Somethinc, which might have limited the findings. Secondly, the focus of this study only analyzed wordplay in terms of morphology and semantics, which might have overlooked other relevant aspects that could have provided additional insights. Furthermore, the data analyzed were only available at the time of collection, so any changes or new product launches after that might have affected the relevance of the findings over time.

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

1. Morphosemantics: The study of the relationship between word formation and meaning, which aims to identify how words are formed and analyze the meanings resulting from wordplay in Somethinc product names.
2. Wordplay: The creative use of words to create interesting meanings in some Somethinc product names, which involves various types of meaning relationships such as polysemy, homonymy, and vagueness.
3. Somethinc: An Indonesian beauty brand that uses a creative approach to product naming by utilizing wordplay to provide additional meaning.

## **CHAPTER II**

### **REVIEW ON RELATED LITERATURE**

This chapter discusses the approaches and theories relevant to this study. The research draws on Yule's (2014) Word formation theory and Mansoer Pateda's (2001) Lexical and Contextual Semantics theory.

#### **A. Morphosemantics**

Morphosemantics is a discipline that studies language using theories from morphology and semantics. The term morphosemantics consists of a combination of the words “morpho” and “semantics.” According to Lieber (2016), morphology is the study of how words are formed, including how words are created and used in sentences. The Oxford American Dictionary, as cited in Lieber (2016), defines a word as a single meaningful element, whether spoken or written. Words can be used alone or with other words to form sentences. In morphology, the linguistic units used are morphemes, the smallest units in language that have meaning, such as “happy,” “sad,” or “angry,” as well as affixes such as “-full,” “-ness,” or “-er.” These words are referred to as simplex, while words that contain more than one morpheme are called complex, such as “happiness,” “sadness,” and “anger.”

The term “morphology” was first introduced in linguistics by August Schleicher in 1859. Morphology is one of the oldest branches of linguistics that studies complex words' form and internal structure. For example, the word

“earlier” can be analyzed into its meaningful parts, namely the root “earli” and the comparative suffix “-er.” The oldest known linguistic work, written by Panini on Sanskrit grammar, consists entirely of morphology. Scholars of Semitic, Latin, and Classical Greek grammar have also studied morphology. In modern linguistics, morphology, along with phonetics, phonology, syntax, semantics, and pragmatics, has become one of the core areas in the study of grammar (Aronoff & Fuderman, 2011).

Moreover, according to Yule (2014), morphology is a branch of linguistic science that studies the forms and structures of words in a language. Morphology does not just focus on the word as the smallest communication unit but also examines the elements that make up that word. For example, in Swahili, the word “nitakupenda,” which means “I will love you,” actually consists of several separate morphological elements: “ni-” (I), “ta-” (will), “ku-” (you), and “penda” (love). Therefore, in morphology, analysis is carried out to understand how these elements are combined to form a more complex meaning. Thus, morphology also involves the concept of morphemes, the smallest units in a language that have significance and can be a single word or a part of a word.

Semantics is a branch of linguistic science that discusses the relationship between signs in language and their meanings (Chaer, 2013). In simple terms, semantics can be understood as a study within linguistics that focuses on the meanings or interpretations in language. In semantic studies, each language has its characteristics related to the culture of its speakers. Therefore, semantic analysis in one language only applies to that language and cannot be applied to

another. For example, in Indonesian, the word “padi” refers to the plant that produces rice, while “beras” is the processed product of “padi.” Meanwhile, in English, both are often referred to as “rice.” This illustrates that the concept of meaning in one language can differ from that in another, depending on the culture of the society that uses it.

Semantics is a branch of linguistics that began to develop in the 19th century. In 1825, a classical scholar named C. Reisig introduced the term “semasiology,” which has the same meaning as semantics, referring to the study of meaning. According to the book “Introducing English Semantics” by Charles W. Kreidler (2002), semantics is the systematic study of meaning. Meanwhile, linguistic semantics is the study of organized and expressed meaning through language. Charles W. Kreidler divides the disciplines related to the systematic study of meaning into three areas: linguistics, psychology, and philosophy. Firstly, linguistics studies how language functions in communication identifies components that have meaning and understands how these parts combine to form more complex meanings. Secondly, psychology examines how humans learn, remember, and comprehend meanings. Thirdly, philosophy explores the relationships between facts, contradictions, and the equivalence of meanings.

Pateda (2001) explains that semantics is a sub-discipline of linguistics that focuses on analyzing meaning. Meaning itself is an intriguing issue in everyday life. For example, the word “lezzzat” in an advertisement may be challenging to understand because it is not commonly heard, unlike if the advertisement used the word “lezat,” which is undoubtedly more straightforward to

comprehend. The use of the word “lezzzat” here is not without reason; if we trace its meaning, the word signifies delicious, tasty, and savory. Pateda also classifies meanings into 29 types, namely: affective meaning, denotative meaning, descriptive meaning, extensional meaning, emotive meaning, reflective meaning, grammatical meaning, ideational meaning, intentional meaning, specific meaning, figurative meaning, cognitive meaning, collocational meaning, contextual meaning, lexical meaning, locutionary meaning, broad meaning, pictorial meaning, propositional meaning, central meaning, referential meaning, narrow meaning, stylistic meaning, textual meaning, thematic meaning, and general meaning.

Thus, morphosemantics is a branch of linguistics that studies the connection between word structure and meaning in language. This discipline focuses on how morphology, the smallest units that have meaning, interact and contribute to forming the meaning of words and sentences. In morphosemantics, analysis is carried out to understand how changes in the morphological structure of a word can influence its meaning and how meaning can influence word formation. For example, in English, the change in the verb form from “walk” to “walking” indicates a change in the time aspect and provides different nuances of meaning, such as ongoing action. In this context, morphosemantics helps explain how morphology and semantics are interconnected and contribute to the overall understanding of language.

Morphosemantic studies in recent research have illustrated the dynamic nature of language, especially in branding and digital communication, where



linguistic innovations reflect cultural and social identities. Lim and Cacciafoco (2020) explore the semantics of brand names in Singapore, revealing how these names frequently leverage existing words to convey important information about the product and target market. Similarly, Juli et al. (2024) examine slang used by Millennials and Gen Z on social media, highlighting how these linguistic choices help build unique digital identities and strengthen social connections. Maledo and Edobor (2023) analyze internet-based slang in the Nigerian context, showing how morphological processes contribute to user group identity. Additionally, Ismailova (2023) investigates the morphosemantic aspects of English-language internet slang, identifying significant shifts in meaning that reflect broader social dynamics. Collectively, these studies illustrate that language is not only a communication tool but also a strong medium for expressing identity.

## **B. Word Formation**

In the book “The Study of Language” by George Yule in 2014, word formation is defined as the process of creating new terms from existing usages. This process contains various techniques, such as:

- a. **Borrowing:** The process by which words are taken from one language and applied to the borrowing language. This process is very common in English, with many words derived from other languages, such as “piano” from Italian, “pretzel” from German, and “tattoo” from Tahitian. One type of borrowing is loan translation (or calque), where the elements of the

borrowed word are translated directly. An example is the word “skyscraper” in Indonesian, which becomes “wolkenkrabber” in Dutch, literally meaning “cloud scraper.”

- b. **Compounding:** The process of combining two separate words into a new single word, which is common in English and German. Examples of compounding include words such as “textbook,” “footprint,” and “blackboard.” In addition to nouns, compounding can involve combining two adjectives, such as “good-looking,” or a combination of a noun and an adjective, like “fast-food.” On the other hand, blending is a form of compounding where only the beginning and ending parts of one word are combined. Examples of mixing include “brunch” (breakfast + lunch) and “infotainment” (information + entertainment).
- c. **Clipping:** The process by which a word with more than one syllable is shortened to a more concise form. Common examples of clipping include “gas,” which is a shortened form of “gasoline,” and “flu,” which comes from “influenza.” Additionally, clipping often occurs with names, such as “Mike” from “Michael” and “Betty” from “Elizabeth.” In informal contexts, there are also hypocorisms, where the suffixes -y or -ie are added to create a familiar or affectionate tone, such as “Aussie” for “Australian” and “barbie” for “barbecue.” Next, backformations are a process in which a word of one type (usually a noun) is transformed into a word of another type (usually a verb) by removing a suffix, such as “donate,” which is derived from “donation.”

- d. **Conversion:** The process by which the function of a word is changed without altering its form, allowing the word to function as different grammatical categories. For example, “water” can be used as a verb in the phrase “to water the plants.” Additionally, “party,” typically a noun, can be used as a verb in the sentence “I want to party tonight.” This process also transforms phrasal verbs like “take over” into the noun “take over.”
- e. **Coinage:** Creating new words, often from brand names or technical terms. One form of coinage is acronyms, which are formed from the initial letters of a series of words. Examples of acronyms include “ATM” (Automatic Teller Machine) and “NASA” (National Aeronautics and Space Administration). Some original acronyms, such as “laser” (light amplification by stimulated emission of radiation), have become standard terms used in everyday language.
- f. **Derivation:** The most common word formation process, where affixes (prefixes, suffixes, or infixes) are added to a base word to create a new word. Examples of affixes include prefixes such as “un-” (e.g., “untag”) and “re-” (e.g., “recycle”), as well as suffixes like “-ness” (e.g., “happiness”) and “-ly” (e.g., “roughly”). Although infixes are rarely found in English, the derivation process remains an important way to enrich vocabulary.
- g. **Multiple Processes:** Occurs when more than one-word formation process is involved in creating a new word. An example is the word “skateboarded,” which combines compounding (skate + board) and conversion (changing from a noun to a verb), as well as the addition of the suffix (-ed) to indicate

the past tense. This process demonstrates how words can evolve and adapt through various word formation methods.

The researcher selects the morphological theory proposed by George Yule (2014) to identify the types of word formation used in the wordplay of Somethinc product names by the abovementioned types.

### **C. Lexical and Contextual Semantics**

Pateda (2001) explains that semantics is a sub-discipline of linguistics that focuses on analyzing meaning. Meaning itself is an intriguing issue in everyday life. For example, the word “lezzzat” in an advertisement may be challenging to understand because it is not commonly heard, unlike if the advertisement simply used the word “lezat,” which is certainly easier to comprehend. The use of the word “lezzzat” here is not without reason; if we trace its meaning, the word signifies delicious, tasty, and savory. Pateda also classifies meanings into 29 types, namely: affective meaning, denotative meaning, descriptive meaning, extensional meaning, emotive meaning, reflective meaning, grammatical meaning, ideational meaning, intentional meaning, specific meaning, figurative meaning, cognitive meaning, collocational meaning, contextual meaning, lexical meaning, locutionary meaning, broad meaning, pictorial meaning, propositional meaning, central meaning, referential meaning, narrow meaning, stylistic meaning, textual meaning, thematic meaning, and general meaning.

In this study, the researcher selects the semantic theory by Pateda (2001) to analyze the meanings in the wordplay of Somethinc product names. This research will focus solely on lexical and contextual meanings.

- a. Lexical meaning: Lexical meaning is the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context. For example, in the Indonesian dictionary (KBBI), “gawang” means two posts with a crossbar as a target in soccer, while in English, “bridge” refers to a structure that spans and allows passage over a river or other obstacle. In Dutch, “kompas” refers to a device for determining direction. Lexical meanings are fixed and can be found in dictionaries.
- b. Contextual meaning: The meaning that arises from the relationship between utterances and context. This context includes factors such as the people involved (gender, age, social status), the situation (calm or noisy), the purpose (requesting or expecting something), formality, mood (happy, scared, annoyed), time, place, the subject of discussion, communication tools, linguistic aspects (adherence to language rules), and the language used. These factors influence how utterances are interpreted according to the situation of the conversation.

By choosing to analyze lexical and contextual meanings, this research is expected to contribute to a deeper understanding of the meanings generated by the wordplay in the names of Somethinc products.

#### **D. Somethinc**

Somethinc is an Indonesian beauty brand. The name “Somethinc” exemplifies wordplay by associating sound with the word “something.” This playful approach is not only applied to the brand name but also to its product names. Out of Somethinc's 119 product names, 49 wordplays were found, reflecting a creative use of the English language. The wordplay in these product names adds meaning through the associations they create. Examples of these associations include sound, such as “Checkmatte,” and “Checkmate”; shape, as seen in “EGGO,” which refers to “Egg”; ingredients, such as “Mugwortella,” a combination of “Mugwort” and “Centella”; effects experienced by users, presented by “SUPERSTAR”; variations, like “Midnight”; functions, like “Lashlift”; skin conditions, represented by “Bacne,” meaning 'Body acne'; applicators, like “microcara,” meaning 'micro mascara'; product results, such as “ASAP,” which stands for 'as soon as possible'; and professions, like “Sculptor.”

These wordplays are created through various word formation processes, such as compounding, which combines two separate words into one new word; blending, which combines the beginning and ending parts of two words; derivation, which involves adding affixes to a base word to form a new word; borrowing, which is the process of taking a word from one language; multiple processes, which occur when more than one method of word formation is used; acronyms, which are abbreviations or technical terms; clipping, which is the

process of shortening words; and backformation, which is the process of forming a new word by removing affixes from the original word.

Previous research on Somethinc advertisements has shown various analytical approaches. Nurliana (2024) conducted a semiotic analysis of Somethinc advertisements and found that verbal and visual signs represent the diversity of beauty standards in Indonesia. Lestari (2023) analyzed the linguistic form and meaning of registers in online shopping terms on Somethinc's official page on Lazada, finding variations in words and phrases and differences in lexical and contextual meanings. Dara (2023) examined code-switching in Somethinc advertisement texts on Instagram, finding a dominance of intra-sentential code-switching motivated by economic language and stylistic purposes. Ayuningyas (2022) used critical discourse analysis (CDA) to examine Somethinc advertisements on Instagram and found that advertising language shapes beauty ideology and influences consumer mindset

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter explains in detail the methodology used in this research, including research design, data and data sources, and data collection and analysis.

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

The research design used in this study is qualitative research. According to Denzin and Lincoln (2005), qualitative research focuses on an in-depth understanding of social phenomena through an interpretative and naturalistic approach. The researcher chose this approach because it aligns with the research objectives, namely to identify the types of word formation used in wordplay in Somethinc product names and to analyze how meaning is generated from wordplay in the product names. In this study, the data used are words and phrases taken from the product names by the characteristics of qualitative research methodology. The data consist of 49 instances of wordplay found in Somethinc product names, which were collected from the brand's official website from May 2019 to April 2025. This research uses the theory of Word Formation by George Yule (2014) to identify the types of word formation used in Somethinc product names, as well as Lexical and Contextual Semantics by Mansoer Pateda (2001) to analyze how the meaning generated from the product names.



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

The data for this research consists of Somethinc product names containing wordplays available from May 2019 until April 2025. The selected product names include various types of wordplay that can be identified through word formation methods according to Yule's (2014) theory, such as borrowing, loan-translation, compounding, blending, clipping, hypocorisms, backformation, conversion, coinage, acronyms, derivation, prefixes and suffixes, infixes, and multiple processes. The data source for this research is Somethinc product names found on their official website, [somethinc.com](https://www.somethinc.com). The selection criteria for these product names were based on their relevance to the research questions, aiming to ensure that the data identified and analyzed can provide deep insight into the phenomenon of wordplay in the context of specific brand product names.

## **C. Data Collection**

In this study, the researcher identified the types of word formation and analyzed the meanings resulting from the wordplay in several product names. To obtain the data, the researcher used the following four steps. Firstly, the researcher opened the official website of Somethinc, namely [somethinc.com](https://www.somethinc.com). Secondly, the researcher observed the product names on the website and searched for those that contained wordplay. Thirdly, the researcher selected product names containing wordplay that were available up to April 22, 2025. The selection process ignored wordplay that appeared more than once and

selected only one occurrence. In addition, product names with descriptions such as bundle, package, two pcs, + symbol, & symbol, and products labeled as refills were excluded. Fourthly, the researcher recorded the data for further identification and analysis.

#### **D. Data Analysis**

This study answered two research questions through a three-step data analysis process. Firstly, the researcher identified the wordplay in Somethinc product names and presented it in a table, which is included in the appendix. This process referred to the word formation theory proposed by George Yule (2014). Secondly, the researcher analyzed the lexical and contextual meanings of the wordplay in the Somethinc product names by referring to the *Cambridge Dictionary* and several websites to find the meanings of the words that formed the wordplay and presented the findings in a table, also included in the appendix. This process was based on the lexical and contextual semantic theory proposed by Mansoer Pateda (2001). Thirdly, the researcher drew conclusions based on the identification and analysis while summarizing the study's findings.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSIONS**

This chapter explains the findings and discussions that answer the two research questions compiled in Chapter I. To answer the question about the types of word formation used in the wordplay on Somethinc product names, the researcher uses George Yule's (2014) word formation theory. Meanwhile, to answer the question about the meaning generated from the wordplay in Somethinc product names, the researcher uses Mansoer Pateda's (2001) theory of lexical and contextual semantics.

#### **A. Findings**

The analysis process in this chapter begins by presenting the data in the form of product names, wordplay, word components, and the types of word formation used. The data are then analyzed to identify the type of word formation employed, followed by an analysis of their lexical and contextual meanings. The researcher collects 49 instances of wordplay in product names from Somethinc's official website, covering the period from May 2019 to April 2025. The data are then reduced to 36 items because some wordplays appear more than once. This reduction is made based on the criteria described in Chapter III. The researcher finds eight types of word formation processes used in the wordplay of Somethinc product names: compounding, blending, clipping, acronyms, derivation, borrowing, backformation, and multiple processes. The

analysis of these eight word formation processes is explained in the following sections.

### 1. Compounding

Researcher finds ten wordplays that fall under the compounding word formation process, namely “*ACNEDOT*,” “*Skinpair*,” “*Checkmatte*,” “*HANGOVER*,” “*Holyshield*,” “*Badass*,” “*Midnight*,” “*SUPERSTAR*,” “*Lashlift*,” and “*Holygrail*.” These wordplays are closed-form compounds, characterized by the absence of a space or hyphen between the two elements. According to Yule (2014), compounding is the process of combining two separate words into a new single word. The analysis of these data is presented as follows, including their lexical meanings, the meanings of the words when standing alone, as listed in a dictionary, and their contextual meanings, which arise from the relationship between the utterance and its context, as proposed by Pateda (2001).

#### 1. Datum 1

Product name: *ACNEDOT Treatment Low pH Cleanser*  
 Wordplay: *ACNEDOT*  
 Component words: ACNE + DOT  
 Type of word-formation process: Compounding

The wordplay “*ACNEDOT*” is a formed from two separate words, ‘ACNE’ (noun) and ‘DOT’ (noun), to create a new word with a specific meaning. Compound nouns are nouns made up of two or more words that combine to form a single concept. This shows how compound nouns can bring together different ideas into one term. In terms of meaning, according to the Cambridge Dictionary, ‘ACNE’ refers to small red

spots commonly found on young people, while ‘DOT’ refers to small round marks. Therefore, the pun “*ACNEDOT*” refers to small round red marks commonly found on young people, which shows that the word retains its literal meaning. In addition, the pun “*ACNEDOT*” shows a sound relationship with the word ‘Anecdote,’ an often humorous short story about something someone has done.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*ACNEDOT*” is formed from the words ‘ACNE’ which refers to small red spots commonly found on young people, and ‘DOT’ which refers to small round marks. Therefore, the lexical meaning of the wordplay “*ACNEDOT*” is a small round red mark commonly found on young people. The analysis shows that the wordplay “*ACNEDOT*” still maintains its literal meaning. Then, the lexical meaning of the product name “*ACNEDOT Treatment Low pH Cleanser*” is a low pH cleansing treatment for small red round marks commonly found in young people.

The second type is contextual meaning; the wordplay “*ACNEDOT*” shows an association in sound with the word ‘Anecdote,’ a short, often humorous story about something someone has done. This association forms the contextual meaning of “*ACNEDOT*,” which not only refers to the small red round marks commonly found on young people but also implies that the use of the product “*ACNEDOT Treatment Low pH*

*Cleanser*” can help treat acne-prone skin and can cause acne breakouts in a short time, so it is fun, like an anecdote. Thus, the wordplay “*ACNEDOT*” produces contextual meaning through its association in sound with the word ‘anecdote.’ The wordplay “*ACNEDOT*” becomes interesting because it reflects the use of the product and the fun experience for its users.

## 2. Datum 2

Product name: *Calm Down! Skinpair R-Cover Cream*

Wordplay: *Skinpair*

Component words: Skin + pair

Type of word-formation process: Compounding

The wordplay “*Skinpair*” is a compound noun formed from two separate words, namely ‘Skin’ (noun) and ‘pair’ (verb). It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, ‘Skin’ refers to the natural outer layer covering a person, while ‘pair’ refers to making something into a pair. Thus, the wordplay “*Skinpair*” can be interpreted as a partner for skin, which is the literal meaning. Therefore, the wordplay “*Skinpair*” functions as a noun because it names a product, even though it is formed from a combination of noun + verb.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. Lexically, the wordplay “*Skinpair*” can be interpreted as something that is the partner of our skin, which is its literal

meaning. The meaning is a combination of two separate words, namely 'skin' and 'partner.' Then, the product name “*Calm Down! Skinpair R-Cover Cream*” lexically means calm down! an r-cover cream that serves as a partner for our skin.

The second type is contextual meaning. The wordplay “*Skinpair*” refers to something that is a partner of the skin. Thus, there is no significant difference between lexical and contextual meanings. Then, the wordplay is used in the product name “*Calm Down! Skinpair R-Cover Cream*,” which contextually, the product name is interpreted as calm down! there is a recovery cream that is a partner for the skin. The word ‘R-cover’ in the product name shows an association in sound with the word 'recover,' so it is interpreted similarly. Thus, referring to the product description, the product is a recovery cream as a light moisturizer for sensitive and irritable skin.

### 3. Datum 3

*Product name: Checkmatte Transferproof Lipstick*

*Wordplay: Checkmatte*

*Component words: Check + matte*

*Type of word-formation process: Compounding*

The wordplay “*Checkmate*” is a compound noun formed from two separate words, 'Check' (noun) and 'matte' (adjective). It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, the word 'Check' refers to checking something to ensure it is correct. Meanwhile, the word 'matte'

refers to a color that is not shiny. Therefore, the meaning of the wordplay “*Checkmatte*” is a check on a non-glossy color to ensure it is correct. Thus, it indicates that the wordplay “*Checkmatte*” belongs to the noun class because functionally, it is used as the name of a product. In addition, it also retains the literal meaning of its two constituent elements.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Checkmatte*” is formed from the word 'Check' which refers to examining something to ensure it is correct. Meanwhile, the word 'matte' refers to a color that is not shiny. Therefore, the meaning of the wordplay “*Checkmatte*” is a check on a color that is not shiny to ensure that it is correct. Then, the lexical meaning of the product name “*Checkmatte Transferproof Lipstick*” is a lipstick with a non-shiny finish that has been checked and is not transfer proof.

The second type is contextual meaning; the wordplay “*Checkmatte*” is associated with the sound of ‘checkmate,’ which is the winning position in chess. This association shapes the contextual meaning of “*Checkmate*,” which not only refers to lipstick with a non-shiny finish but also implies that this product brings the user to a state of 'victory' regarding lipstick use. This is reinforced by the product description on Somethinc's official website which states that “*Checkmatte*



*Transferproof Lipstick*” has a 16-hour transferproof formula, feels very light, non-sticky, and can blur lip lines, thus giving a bold and confident look. Thus, the contextual meaning of “Checkmatte” suggests that this product provides a long-lasting matte finish while making the user look superior, as if they are the 'winner' in every situation.

#### 4. Datum 4

Product name: *HANGOVER Voluminous Fiber Lash Smudgeproof Mascara*

Wordplay: *HANGOVER*

Component words: HANG + OVER

Type of word-formation process: Compounding

The wordplay “*HANGOVER*” is a compound noun formed from two separate words, 'HANG' (verb) and 'OVER' (preposition). It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, the word 'HANG' refers to binding something to the top and leaving the other part free to move, while 'OVER' refers to something higher than something else. Then, the combination of the two words, namely the word “*HANGOVER*,” according to the Cambridge Dictionary, means the feeling felt after drinking too much alcohol. Thus, it indicates that the combination of ‘HANG’ and ‘OVER’ produces a new meaning that differs from the original meanings of each word. According to the description on Somethinc's website, “*HANGOVER Voluminous Fiber Lash Smudgeproof Mascara*” is a waterproof, non-sliding, and oil-resistant mascara so you do not have to worry about smudging after a long day.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*HANGOVER*” is formed from the word ‘HANG’ referring to tying something to the top and leaving the other part free to move, while ‘OVER’ refers to something higher than something else. However, the combination of the two words, “*HANGOVER*,” according to the Cambridge Dictionary, means the feeling one gets after drinking too much alcohol. Thus, the lexical meaning of the product name “*HANGOVER Voluminous Fiber Lash Smudgeproof Mascara*” is a long-lasting voluminous fiber mascara with a hangover effect.

The second type is contextual meaning; the wordplay “*HANGOVER*,” in the context of mascara products, produces contextual meaning as waterproof, non-sliding, oil-resistant, and non-fading mascara that stays awake from night to morning even after a night of partying. This aligns with the product's short description, ‘Only your lashes will know what happened last night,’ and its 24-hour product claim. Thus, the contextual meaning of “*HANGOVER Voluminous Fiber Lash Smudgeproof Mascara*” is that the voluminous fiber mascara is long-lasting and durable. It can be used all night on a party night and will stay in place by the next morning.

## 5. Datum 5

*Product name: Holyshield! No Sebum Mineral Blur Translucent Loose Powder SPF39*

*PA++++*

*Wordplay: Holyshield*

*Component words: Holy + shield*

*Type of word-formation process: Compounding*

The wordplay “*Holyshield*” is a compound noun formed from two separate words, ‘Holy’ (adjective) and ‘Shield’ (noun). It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, the word ‘Holy’ refers to pure, while ‘shield’ refers to a large object for self-protection. Therefore, the meaning of the wordplay “*Holyshield*” is a large and pure object to protect oneself. Thus, it can be concluded that the wordplay “*Holyshield*” retains its word class and literal meaning.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Holyshield*” is formed from the word ‘Holy’ referring to something considered pure or good because it relates to religion. In contrast, ‘shield’ refers to a large object to protect oneself. Therefore, the meaning of the wordplay “*Holyshield*” is a large and pure object to protect oneself. Then, the lexical meaning of the product name “*Holyshield! UV Watery Sunscreen Gel SPF 50+ PA++++*” is UV watery sunscreen gel SPF 50+ PA++++, whose protection is great and pure.

The second type is contextual meaning, the wordplay “*Holyshield*” is associated in sound with the word ‘Holy shit’. ‘Holy shit’ is an exclamation to indicate something impressive. The exclamation gives the impression that the protection provided by the product “*Holyshield! UV Watery Sunscreen Gel SPF 50+ PA++++*” is very impressive as if it deserves the exclamation ‘Holy shit’. Thus, it can be concluded that the product name has a contextual meaning of UV watery sunscreen gel SPF 50+ PA++++, whose protection is great and holy, so it deserves the exclamation ‘Holy shit’.

#### 6. Datum 6

Product name: *Tipsy Lashlift Lengthening Mascara - Batman Edition*

Wordplay: *Lashlift*

Component words: Lash + lift

Type of word-formation process: Compounding

The wordplay “*Lashlift*” is a compound noun formed from two separate words, ‘Lash’ (noun) and ‘Lift’ (verb). It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, ‘Lash’ refers to eyelashes, and ‘Lift’ refers to moving something from lower to higher. Therefore, it can be concluded that combining these two words means moving the eyelashes from lower to higher. This shows that the wordplay “*Lashlift*” still maintains its literal meaning. This word is also included in the part of speech noun, which refers to moving eyelashes from lower to higher. The wordplay “*Lashlift*” is found in the product name “*Tipsy Lashlift*”

*Lengthening Mascara - Batman Edition,*” which, according to the description, is a mascara product with the advantage of being able to lengthen and curl eyelashes in a matter of seconds.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Lashlift*” is formed from the words ‘Lash’ referring to eyelashes and ‘lift’ referring to moving something from lower to higher. Therefore, it can be concluded that the combination of these two words has the lexical meaning of moving the eyelashes from lower to higher. Then, the lexical meaning of the product name “*Tipsy Lashlift Lengthening Mascara - Batman Edition*” is tipsy lengthening mascara to move lashes from bottom to top - batman edition.

The second type is contextual meaning; the wordplay “*Lashlift*” in the context of mascara products produces a contextual meaning, such as mascara that can lift eyelashes from lower to higher. This aligns with the product description, which states that this mascara can make eyelashes look long and curly and last 24 hours. Then, for the contextual meaning of the product name “*Tipsy Lashlift Lengthening Mascara - Batman Edition,*” “*Tipsy*” does not interpret as 'a little drunk', but rather as a feeling that arises from this condition, such as comfortable, good mood, fan confident, as quoted from [step1recovery.com](http://step1recovery.com).

## 7. Datum 7

Product name: *SOMETHINC Badass Breathable Full Coverage 12HR Serum Foundation*

Wordplay: *Badass*

Component words: Bad + ass

Type of word-formation process: Compounding

The wordplay “*Badass*” is a compound adjective formed from two separate words, 'Bad' (adjective) and 'ass' (noun). It qualifies as a compound adjective because it combines two distinct words to create a new descriptive term that modifies a noun. In this context, it directly modifies the noun 'foundation,' indicating that the product possesses impressive qualities. In terms of meaning, according to the Cambridge Dictionary, 'Bad' refers to something unpleasant, while 'ass' refers to a rude word for the part of the body we sit on. Meanwhile, taken together, “*Badass*” means something or someone that is considered impressive.

Meanwhile, two types of meanings need to be examined to understand the meaning of this product name. The first type is the lexical meaning. Lexically, the wordplay “*Badass*” can be interpreted as something or someone considered impressive. Thus, the lexical meaning of the product name “*SOMETHINC Badass Breathable Full Coverage 12HR Serum Foundation*” is an impressive full-coverage breathable 12HR serum foundation.

The second type is the contextual meaning. Contextually, the wordplay “*Badass*” still has the same meaning as the lexical meaning, which is something or someone considered impressive. The lexical meaning of the product name “*SOMETHINC Badass Breathable Full*

*Coverage 12HR*” refers to Somethinc's breathable full coverage product that is impressive because of its durability of up to 12 hours. This is reinforced by the product description, which states that the product uses a live filter effect formula that can perfect the look of a poreless face without a cakey effect, which is currently considered impressive.

#### 8. Datum 8

Product name: Midnight Eyeshadow Palette - Batman Edition

Wordplay: *Midnight*

Component words: Mid + night

Type of word-formation process: Compounding

The wordplay “*Midnight*” is a compound noun formed from two separate words, ‘Mid’ and ‘night’. It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, it refers to twelve o'clock midnight. The wordplay is created by combining the preposition ‘mid’, which means in the middle, with ‘night’, which refers to the period of darkness in each twenty-four-hour cycle. As a compound noun, “*Midnight*” retains its literal meaning, indicating the middle of the night, and functions as a noun in sentences.

Meanwhile, two types of meanings need to be examined to understand the meaning of this product name. The first is the lexical meaning. Lexically, the wordplay “*Midnight*” is a compound formed from ‘Mid’ and ‘night,’ which together mean twelve o'clock at night, according to the Cambridge Dictionary. Therefore, the lexical meaning

of the product name “*Midnight Eyeshadow Palette – Batman Edition*” refers directly to an eyeshadow palette themed around midnight, presented as part of a special Batman edition.

The second type is contextual meaning. Contextually, the wordplay “*Midnight*,” which lexically means midnight in this product name, serves as a representation of eyeshadow shades with color variations ranging from bold smokey mattes to glam metallics. These colors are synonymous with nighttime makeup styles, which usually appear more dramatic, dark, and striking. Therefore, the meaning of “*Midnight*” in this context describes the atmosphere and character of the eyeshadow shades that are suitable for nighttime use. Then, the product name “*Midnight Eyeshadow Palette - Batman Edition*” can be contextually interpreted as a special edition Batman eyeshadow palette that presents dramatic, dark, and striking colors, which are synonymous with the impression of the night and the character of Batman himself.

#### 9. Datum 9

Product name: *SUPERSTAR Pocket Eyeshadow Palette*

Wordplay: *SUPERSTAR*

Component words: SUPER + STAR

Type of word-formation process: Compounding

The wordplay “*SUPERSTAR*” is a compound noun formed from two separate words, 'SUPER' (adjective) and 'STAR' (noun). It qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. In terms of meaning, according to the Cambridge Dictionary, 'SUPER' means excellent,



while 'STAR' refers to a famous actor, singer, musician, or sports player. Then, the wordplay “*SUPERSTAR*,” according to the Cambridge Dictionary, refers to an actor, singer, musician, sports player, and so on who is very famous. Thus, it can be concluded that this wordplay retains its literal meaning.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The wordplay “*SUPERSTAR*,” according to the Cambridge Dictionary, refers to a very famous actor, singer, musician, sports player, and so on. Thus, the lexical meaning of the product name “*SUPERSTAR Pocket Eyeshadow Palette*” is the pocket eyeshadow palette of a very famous actor, singer, musician, sports player, and so on.

The second type is contextual meaning. The wordplay “*SUPERSTAR*” is associated with the product, giving the impression that the user can look like a “*SUPERSTAR*.” Although the meaning is not different from the lexical meaning, the wordplay “*SUPERSTAR*” still enriches the meaning of the product name. The product name “*SUPERSTAR Pocket Eyeshadow Palette*” contextually means a pocket eyeshadow palette that can help users look shiny and glamorous like a “*SUPERSTAR*.” Then, based on the product description, the word “*SUPERSTAR*” also represents the neutral-glam eyeshadow colors, consisting of matte and metallic options, designed to give a stunning look and suitable for anyone who wants to look like a “*SUPERSTAR*.”

## 10. Datum 10

Product name: *Holygrail Multipeptide Youth Elixir*

Wordplay: *Holygrail*

Component words: Holy + grail

Type of word-formation process: Compounding

The wordplay “*Holygrail*” is a compound noun formed from two separate words, namely 'holy' (adjective), which means pure, and 'grail' (noun), which means a cup believed to have been used by Jesus Christ at the banquet before his death. The wordplay “*Holygrail*” qualifies as a compound noun because it combines two different words to create a new term that conveys a specific meaning. Then, this word retains its original meaning, holy grail. The wordplay in the product name “*Holygrail Multipeptide Youth Elixir*,” according to the description on Somethinc's website, is a youth elixir of 12 peptides.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. Lexically, the wordplay “*Holygrail*” means a combination of the words 'Holy' and 'grail,' which means holy grail. 'Holy' means pure, and 'grail' means a cup believed to be used by Jesus Christ at the banquet before his death. In addition, the word “*Multipeptide*” is also a form of wordplay that has been analyzed in the Derivation section number 2, so its lexical meaning refers to the results of this analysis. Then, the meaning of the product name “*Holygrail Multipeptide Youth Elixir*” is a youth elixir containing the holy grail multipeptide.

The second type is contextual meaning. The wordplay “*Holygrail*” has a meaning that goes along with the term ‘Holy Grail’. In its context of use, Holy Grail refers to something highly coveted but difficult to obtain. In addition, the word “*Multipeptide*” is also a form of wordplay that has been analyzed in the Derivation section number 2, so its contextual meaning refers to the results of this analysis. Furthermore, the meaning of the product name “*Holygrail Multipeptide Youth Elixir*” refers to a youth elixir containing multiple peptides, which is positioned as something that is highly desired but not easy to find.

## 2. Blending

Researcher finds eight wordplays that are included in the blending word formation process, namely “*Squalaneoxidant*,” “*Bacne*,” “*Microcara*,” “*Ceraplump*,” “*Mugwortella*,” “*EGGO*,” “*Hylapore*,” and “*Mugwortella*.” According to Yule (2014), blending is a form of compounding where only the beginning and ending parts of one word are combined. The analysis of these eight data is presented as follows, followed by the lexical meanings and the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context, and the contextual meaning. This meaning arises from the relationship between utterances and context, as proposed by Pateda (2001).

## 1. Datum 1

Product name: *Alpha Squalaneoxidant Deep Cleansing Oil*

Wordplay: *Squalaneoxidant*

Component words: Squalane + antioxidant

Type of word-formation process: Blending

The wordplay “*Squalaneoxidant*” (noun) is a combination of two words, namely 'Squalane' (noun) and 'Antioxidant' (noun). In terms of meaning, according to the Somethinc website, 'Squalane' is one of the ingredients in the product “*Alpha Squalaneoxidant Deep Cleansing Oil*,” one of the benefits of which is as an antioxidant. Meanwhile, according to allure.com, 'Squalane' is a more stable version of 'Squalene'. Furthermore, according to the Cambridge Dictionary, 'Antioxidant' is a chemical substance that prevents damage caused by oxygen. Thus, combining these two words creates a new meaning, namely the chemical 'Squalane,' whose one of its benefits is as an 'Antioxidant.' The wordplay “*Squalaneoxidant*” is found in the product name “*Alpha Squalaneoxidant Deep Cleansing Oil*,” which, according to the description, is a product that thoroughly cleans waterproof makeup, oil, dust, and dirt.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Squalaneoxidant*” is formed from the word 'Squalane,' a more stable version of 'Squalene,' one of the ingredients in the product, one of the benefits of which is as an antioxidant. Furthermore, the word 'Antioxidant,' according to the

Cambridge Dictionary, is a chemical substance that prevents damage caused by oxygen. Thus, combining these two words creates a new meaning, namely the chemical 'Squalane,' whose one of its benefits is as an 'Antioxidant.' Then, the lexical meaning of the product name “*Alpha Squalaneoxidant Deep Cleansing Oil*” is a deep cleansing oil that contains 'Squalane' which functions as a superior 'Antioxidant.'

The second type is contextual meaning; the wordplay “*Squalaneoxidant*” in the product name “*Alpha Squalaneoxidant Deep Cleansing Oil*” is not just a combination of two words that make one new word but also explains its ingredient and function. “*Squalaneoxidant*” reflects the squalane ingredient, which has the role of an antioxidant. Thus, the new form is not only understood based on the two words that form it but is also understood as a reflection of the ingredient and function of the product. Apart from that, using the word 'Alpha' in the name of this product adds to the meaning that this product is superior. Therefore, the contextual meaning of the name of this product is that it is an oil facial cleansing product that contains the main ingredient, Squalane, which functions as a superior antioxidant for deeply cleaning waterproof makeup, oil, dust, and dirt.

## 2. Datum 2

Product name: *Bacne 1% Biosalicylic Spray*

Wordplay: *Bacne*

Component words: Body + acne

Type of word-formation process: Blending

Wordplay “*Bacne*” is found in the “*Bacne 1% Biosalicylic Spray*” product. The product description on the Somethinc website uses the term body acne, although “*Bacne*” can also be interpreted as 'back acne.' Furthermore, in terms of meaning, according to the Cambridge Dictionary, the word 'Body' (noun) refers to a person's physical appearance, and 'Acne' (noun) refers to small red spots commonly found in young people. Therefore, it can be concluded that the wordplay “*Bacne*” (noun) means small red spots on someone's body. This shows that the wordplay retains the literal meaning of the words 'body' and 'acne.' Then, according to its description on the somethinc website, “*Bacne*” or ‘body acne’ is then broken down into ‘back acne,’ ‘chest acne,’ and ‘butt acne.’

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Bacne*,” which results from combining two words, namely 'Body' and 'Acne,' can be analyzed for its lexical meaning by referring to each word in the Cambridge Dictionary. According to the dictionary, 'Body' refers to a person's physical appearance, while 'acne' refers to small red spots commonly found in young people. Therefore, combining these two words forms the lexical

meaning of small red spots on a person's body. Then, the lexical meaning of the product name “*Bacne 1% Biosalicylic Spray*” is 1% biosalicylic spray for small red spots that appear on a person's body.

The second type is contextual meaning; the wordplay “*Bacne*” in the context of the product “*Bacne 1% Biosalicylic Spray*” *can be interpreted as 'back acne.'* However, referring to the infographics and product descriptions provided on the Somethinc website, “*Bacne*” is more suitable to be interpreted as 'body acne,' supported by a short product description, namely '2X Powerful Body Acne Treatment'. Therefore, the contextual meaning of the product name “*Bacne 1% Biosalicylic Spray*” is a product that contains 1% biosalicylic to treat acne on the body, including back acne, chest acne, and butt acne.

### 3. Datum 3

*Product name: BROW EMBLEM Microcara Brow Gel Waterproof*

*Wordplay: Microcara*

*Component words: Micro + mascara*

*Type of word-formation process: Blending*

The wordplay “*Microcara*” (noun) consists of two words, namely ‘Micro’ (noun) at the beginning, which refers to something very small, and ‘Mascara’ (noun) at the end, which refers to dark-colored liquid makeup to make eyelashes appear thicker and longer. Thus, the wordplay “*Microcara*” retains its word class, a noun, but does not retain the literal meaning. The wordplay “*Microcara*” forms a new meaning: a product like mascara used for eyebrows.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Microcara*” is formed from the words ‘Micro,’ which refers to something very small, and ‘Mascara,’ which refers to dark-colored liquid makeup that makes eyelashes appear thicker and longer. Thus, the analysis indicates that the lexical meaning of the wordplay “*Microcara*” is a very small amount of dark-colored liquid makeup to make eyelashes appear thicker and longer. Then, the lexical meaning of the product name “*BROW EMBLEM Microcara Brow Gel Waterproof*” is a very small, dark-colored eyebrow gel that makes eyelashes appear longer, symbolizes eyebrows, and is waterproof.

The second type is contextual meaning; the wordplay “*Microcara*” can be interpreted as a very small, dark-colored liquid makeup that makes eyebrows appear thicker. This meaning refers to the entire name of the product, namely “*BROW EMBLEM Microcara Brow Gel Waterproof*,” which contextually can be understood as mascara specially formulated for eyebrows, with a very small applicator that can produce a thick effect and form eyebrow symbols and has waterproof properties.



#### 4. Datum 4

Product name: *Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition*

Wordplay: *Ceraplump*

Component words: Ceramide + plump

Type of word-formation process: Blending

The wordplay “*Ceraplump*” consists of two words, namely ‘Ceramide’ (noun) at the beginning, which, according to Merriam-webster.com, refers to one of the skincare ingredients that is composed of fatty acids, and ‘plump’ (adjective) at the end, which refers to the round and soft shape. These characteristics are expected after using the product. Based on the structure and function of the word, this combined word is treated as a noun because it acts as a product name. Apart from that, the wordplay “*Ceraplump*” also maintains the literal meaning of the word that forms it, namely a skincare ingredient containing fatty acids to produce a round and soft shape. Based on the product description on Somethinc's official website, this is a tinted lip balm enriched with ceramide and SPF25 PA++++ sunscreen. This lip balm is formulated with a soft texture that melts when applied and blends perfectly on the lips, giving a fresh, healthy, and plumpy finish.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Ceraplump*” consists of two words: ‘Ceramide,’ a skincare ingredient composed of fatty acids, and ‘plump’ at the end, which refers to a round and soft shape. Thus, the findings reveal that the lexical meaning of the word “*Ceraplump*” is a skincare

ingredient that contains fatty acids to produce a round and soft shape. Then, the lexical meaning of the product name “*Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition*” is tinted lip balm SPF25 PA++++ - batman edition with ingredients containing fatty acids to produce a round and soft shape.

The second type is contextual meaning; the wordplay “*Ceraplump*” can be interpreted as one of the ingredients in this product, which contains fatty acids, namely ceramide, which can produce a round and soft lip shape. When combined contextually, “*Ceraplump*” implies that this product contains ceramide, which can make lips appear rounder and softer. Furthermore, in the full product name “*Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition*”, the contextual meaning that is formed is that this product is a tinted lip balm with high UV protection, which is formulated with ceramide ingredient to provide a round and soft lip finish.

## 5. Datum 5

Product name: *Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask*

Wordplay: *Mugwortella*

Component words: Mugwort + Centella

Type of word-formation process: Blending

The wordplay “*Mugwortella*” consists of two words, namely 'Mugwort' (noun) at the beginning, which, according to the Cambridge Dictionary, refers to a plant from the daisy family with dark green leaves that is commonly used in skincare products. Meanwhile, the word 'Centella' (noun), or *Centella Asiatica*, in the end, according to

sciencedirect.com, is a herbaceous, flowering, and perennial plant that is commonly used as an ingredient in traditional medicine. Based on the structure and function of the word, this combination of words is treated as a noun because it is used as a product name. Then, the word still maintains its literal meaning, namely a plant from the daisy family with leaves that have anti-inflammatory and antibacterial properties and an herbaceous, flowering, and perennial plant commonly used as an ingredient in traditional medicine. Then, according to the information on the Somethinc website, this product is a clay mask to help clean pores. The two main ingredients of this product are 'Mugwort' and 'Centella Asiatica,' which are combined into one new word, namely *“Mugwortella.”*

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. Lexically, the wordplay *“Mugwortella”* is a plant from the daisy family with leaves that have anti-inflammatory and antibacterial properties. It is also an herbaceous, flowering and perennial plant commonly used as an ingredient in traditional medicine. Then, the lexical meaning of the product name *“Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask”* is a 10-minute pore cleansing mask containing charcoal, mugwort, and Centella.

The second type is contextual meaning; the wordplay *“Mugwortella”* can be interpreted contextually as a representation of

the product's main ingredients, namely 'Mugwort' and 'Centella.' Then, from the overall product name "*Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask*", the word 'Charcoal' indicates the active charcoal ingredient, the phrase 'Deep Pore Cleansing' reinforces the main function of the mask as an intensive pore cleanser, and '10 Minutes Wash Off Mask' explains that this product is a rinse mask that is used for 10 minutes. In conclusion, the name of this product conveys that the mask combines natural ingredients such as 'Mugwort' and 'Centella', enriched with activated charcoal, which is designed to cleanse pores in just 10 minutes deeply.

#### 6. Datum 6

Product name: *EGGO 3D Contour / Bronzer*  
 Wordplay: *EGGO*  
 Component words: EGG + EGO  
 Type of word-formation process: Blending

The wordplay "*EGGO*" (noun) consists of two words, namely 'EGG' (noun) and 'EGO' (noun). According to the Cambridge Dictionary, 'EGG' refers to an oval-shaped object with a hard shell, while 'EGO' refers to feelings about one's abilities. The wordplay "*EGGO*" forms a new meaning, combining the definitions of 'EGG' and 'EGO.' This wordplay appears in the product moniker "*EGGO 3D Contour / Bronzer*," a buildable contour and bronzer with a soft powder texture. This product has an oval-shaped packaging with a middle circle containing contour powder and bronzer. The shape of the packaging resembles a boiled egg that has been cut in half.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. Lexically, the wordplay “*EGGO*” can be interpreted as an oval-shaped object and feelings about one’s abilities. Then, the product name “*EGGO 3D Contour / Bronzer*” lexically can be interpreted as a 3D contour/bronzer, an oval-shaped object, and feelings about one’s abilities.

The second type is contextual meaning. The wordplay “*EGGO*” has a written association with the word ‘ego’ and a shape association with the shape of ‘egg.’ Then, the contextual meaning of the wordplay “*EGGO*” is something shaped like an egg that can provide ego in the form of self-confidence. Then, the product name “*EGGO 3D Contour/Bronzer*” can be interpreted as something shaped like an egg, which contains a 3D contour/bronzer and can provide ego in the form of self-confidence. This contextual meaning is in line with the infographics and product descriptions that display the shape of the product packaging resembling a boiled egg that is cut in half and explains that this product can highlight facial features, give a sharper and more charming impression, and last all day so that it can provide ego in the form of self-confidence.

## 7. Datum 7

Product name: *Hylapore Away Solution*

Wordplay: *Hylapore*

Component words: Heal + a + pore

Type of word-formation process: Blending

The wordplay “*Hylapore*” (noun) consists of three elements, namely ‘heal’ (verb), ‘a’ (determiner), and ‘pore’ (noun). According to Cambridge Dictionary, ‘heal’ means to become healthy again, ‘a’ is a determiner used before singular nouns, and ‘pore’ means a very small hole in the skin. The wordplay “*Hylapore*” creates a new meaning through the sound similar to the phrase ‘heal a pore,’ which suggests a product that can heal skin pores. This wordplay appears in the product name “*Hylapore Away Solution*,” a skincare product that helps reduce the appearance of large pores and minimizes excess oil production by 30%.

Meanwhile, to understand the meaning of this product name, it is necessary to look at two types of meaning. The first type is the lexical meaning. Lexically, the wordplay “*Hylapore*” can be interpreted as ‘heal a pore,’ which implies healing small holes in the skin. Furthermore, the product name “*Hylapore Away Solution*” can be lexically interpreted as a solution to heal pores.

The second type is contextual meaning. The contextual meaning of the wordplay “*Hylapore*” is to heal skin problems such as large pores. The product name “*Hylapore Away Solution*” can be interpreted as a solution that heals skin problems such as large pores. This contextual

meaning is based on the product description, which states that this product helps treat large pores and reduce excess oil by up to 30%.

#### 8. Datum 8

Product name: *Clay Glowgasm Highlighter Balm - Bang! Batman Edition*

Wordplay: *Glowgasm*

Component words: Glowgasm

Type of word-formation process: Blending

Wordplay “*Glowgasm*” (noun) consists of two words, namely ‘glow’ (verb) and ‘orgasm’ (noun). According to Cambridge Dictionary, ‘glow’ means to produce light, and ‘orgasm’ means a moment of satisfaction. The wordplay “*Glowgasm*” forms a new meaning by combining the idea of generating light and a moment of satisfaction. This wordplay appears in the product name “*Clay Glowgasm Highlighter Balm - Bang! Batman Edition*”, a highlighter balm with a soft and blurry finish that gives the skin a radiant glow.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is lexical meaning. The first type is the lexical meaning. Lexically, the wordplay “*Glowgasm*” can be interpreted as a combination of ‘glow’ and ‘orgasm,’ which implies something glowy that results in satisfaction. Thus, the product name “*Clay Glowgasm Highlighter Balm - Bang! Batman Edition*” can be lexically interpreted as a clay-based highlighter balm that provides glow and satisfaction - bang! batman edition.

The second type is contextual meaning. Contextually, “*Glowgasm*” refers to a very satisfying glow effect. Thus, the product name “*Clay Glowgasm Highlighter Balm - Bang! Batman Edition*” can be contextually interpreted as a clay-based bang! Batman edition highlighter balm with a satisfying glow.

### 3. Clipping

Researcher finds one example of wordplay through the clipping word formation process: “*WIZ*.” According to Yule (2014), clipping is the process by which a word with more than one syllable is shortened to a more concise form. The analysis of this data is presented as follows, including the lexical meaning, namely, the meaning of the word when it stands alone as listed in a dictionary, and the contextual meaning, which arises from the relationship between the utterance and its context, as proposed by Pateda (2001).

#### 1. Datum 1

Product name: BROW WIZ Retractable Eyebrow  
 Wordplay: *WIZ*  
 Component words: WIZ  
 Type of word-formation process: Clipping

Wordplay “*WIZ*” (noun) is the result of clipping from the word ‘wizard’ (noun). In terms of meaning, according to the Cambridge Dictionary, the word ‘wizard’ refers to a person highly skilled in a particular field and believed to possess magical powers. Similarly, the wordplay “*WIZ*” also refers to someone highly skilled and believed to have magical abilities, indicating that its literal meaning is kept.



Meanwhile, two types of meanings need to be studied to understand the meaning of this product name. Lexically, the wordplay “WIZ” also refers to someone highly skilled and believed to have magical abilities. Then, the lexical meaning of the product name “*BROW WIZ Retractable Eyebrow*” is an eyebrow that can be retracted by someone highly skilled and believed to have magical abilities.

The second type is contextual meaning. The wordplay “WIZ” can be interpreted as someone who is highly skilled and believed to have magical abilities regarding eyebrows, in line with the product name “*BROW WIZ Retractable Eyebrow*.” This meaning suggests that the product not only provides precise results but also creates an eyebrow makeup experience that feels magical due to its ease as if it were done by an expert with extraordinary abilities. In this context, the expert is the user of the product itself.

#### 4. Acronym

Researcher finds one wordplay included in the acronym word formation process, namely “ASAP.” According to Yule (2014), acronyms are formed from the initial letters of a series of words. Examples of acronyms include “ATM” (Automatic Teller Machine) and “NASA” (National Aeronautics and Space Administration). The analysis of the one data item that involves the acronym is presented as follows, followed by the lexical meanings and the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context, and the contextual meaning. This meaning arises from

the relationship between utterances and context, as proposed by Pateda (2001).

### 1. Datum 1

Product name: ASAP Eyelash & Brow Treatment Serum

Wordplay: *ASAP*

Component words: ASAP

Type of word-formation process: Acronym

The wordplay “*ASAP*” is an acronym for the phrase 'as soon as possible.' In its use, “*ASAP*” can be pronounced as the acronym 'ay-sap.' Structurally, “*ASAP*” is treated as a noun, which functions as the soul of the product name. This product is an eyelash and brow care serum emphasizing the 'as soon as possible' results. Then, according to the description on the Somethinc website, this product is a serum to lengthen, thicken, and grow eyebrows and eyelashes with “*ASAP*” or 'as soon as possible.'

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The wordplay “*ASAP*” is an acronym for the phrase ‘as soon as possible,’ according to the Cambridge Dictionary. The product name “*ASAP Eyelash & Brow Treatment Serum*” can be interpreted lexically as ‘Eyelash & Brow Treatment Serum as soon as possible.’

The second type is contextual meaning. The wordplay “*ASAP*” or 'as soon as possible' refers to the product's claim that it can work quickly. Combined with the product name “*ASAP Eyelash & Brow Treatment*

*Serum*,” the contextual meaning is an eyelash and eyebrow treatment serum that provides results ‘as soon as possible’.

## 5. Derivation

Researcher finds eight wordplays that are included in the derivation word formation process, namely “*Sculptor*,” “*Multipeptide*,” “*IMMORTAL*,” “*Waterless*,” “*Multibiome*,” “*SURREAL*,” “*UNSTOPPABLE*,” and “*UNBREAKABLE*.” According to Yule (2014), derivation is where affixes (prefixes, suffixes, or infixes) are added to a base word to create a new word. The analysis of the eight data items that involve derivation is presented as follows, followed by the lexical meanings and the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context, and the contextual meaning. This meaning arises from the relationship between utterances and context, as proposed by Pateda (2001).

### 1. Datum 1

Product name: *Clay Sculptor Bronzer & Contour Balm - Pow! Batman Edition*

Wordplay: *Sculptor*

Component words: Sculpt + or

Type of word-formation process: Derivation

The wordplay “*Sculptor*,” according to Cambridge Dictionary, is a noun meaning someone who makes sculptures, according to Cambridge Dictionary. The wordplay is formed from the verb ‘Sculpt’ and ‘-or’ suffix. Adding the suffix ‘-or’ turns the verb ‘Sculpt’ into the noun “*Sculptor*.” According to the same dictionary, ‘Sculpt’ is a verb for the activity of making a solid object to represent something, one of the

materials of which is clay. This wordplay is used in the product name “*Clay Sculptor Bronzer & Contour Balm - Pow! Batman Edition*”, which refers to a bronzer and contour balm product.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay “*Sculptor*” can be interpreted as someone who makes sculptures. Then, the product name “*Clay Sculptor Bronzer & Contour Balm*” can be lexically interpreted as a clay sculptor's bronzer and contour balm.

The second type is contextual meaning; the wordplay, “*Sculptor*,” gives users the ability to 'shape' the contours of the face as a sculptor would. In the special edition ‘Pow! Batman Edition’, the impression of strength, firmness, and boldness is also emphasized by the character of Batman. Overall, the contextual meaning of the product name is that it is a bronzer and contour balm product that allows users to shape their facial appearance precisely, just like a sculptor shapes a sculpture from clay.

## 2. Datum 2

Product name: *Holygrail Multipeptide Youth Elixir*

Wordplay: *Multipeptide*

Component words: Multi- + peptide

Type of word-formation process: Derivation

The wordplay “*Multipeptide*” (noun) is formed from the prefix 'Multi' and the noun 'peptide.' According to the Cambridge Dictionary, 'Multi' means having many, while 'peptide' means a chemical compound

made of two or more amino acids. Thus, the wordplay “*Multipeptide*” refers to something with many chemical compounds made of two or more amino acids. The wordplay is in the product name “*Holygrail Multipeptide Youth Elixir*,” a skin-firming elixir with 12 peptides.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meanings. Lexically, the wordplay “*Multipeptide*” refers to something with many chemical compounds made of two or more amino acids. In addition, the word “*Holygrail*” is also a form of wordplay that has been analyzed in datum 10 derivation, so its lexical meaning refers to the analysis results. Then, the meaning of the product name “*Holygrail Multipeptide Youth Elixir*” is a youth elixir containing holy grail multipeptides.

The second type is contextual meaning. The wordplay “*Multipeptide*” refers to something with many chemical compounds made of two or more amino acids. Furthermore, the meaning of the product name “*Holygrail Multipeptide Youth Elixir*” refers to a youth elixir that contains many peptides, which is positioned as something highly desirable but not easy to find.

### 3. Datum 3

Product name: *IMMORTAL Highlighter*  
 Wordplay: *IMMORTAL*  
 Component words: IMMORTAL  
 Type of word-formation process: Derivation

The “*IMMORTAL*” wordplay is formed through derivation where the word 'MORTAL' (adjective), which means unable to continue living

forever or having to die, with the prefix 'IM-' which negates the meaning. Then, the wordplay negates the meaning of 'unable to continue living forever or having to die' to 'immortal.' (adjective). Thus, the word formation process retains the original meaning.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. Lexically, the wordplay “*IMMORTAL*” means 'timeless.' Then, the overall meaning of the product name “*IMMORTAL Highlighter*” can be interpreted as an everlasting highlighter.

The second type is contextual meaning. Contextually, the wordplay “*IMMORTAL*” for “*IMMORTAL Highlighter*” suggests that the product provides a shine that lasts all day without fading, symbolizing a 'timeless' finish. Thus, the name “*IMMORTAL*” communicates a flawless, long-lasting glow that does not fade easily, enhancing the wearer's beauty with a timeless glow.

#### 4. Datum 4

Product name: *Lemonade Waterless Vitamin C + Ferulic + NAG*

Wordplay: *Waterless*

Component words: Water + less

Type of word-formation process: Derivation

The wordplay “*Waterless*” consists of two words: the noun 'Water' and the suffix '-less.' According to the Cambridge Dictionary, 'Water' refers to a clear liquid, and '-less' refers to forming an adjective meaning without. So, it can be concluded that the meaning of the word “*Waterless*” is without clear liquid or water. Based on the official

description from Somethinc, this product is a skin-brightening serum without water in its ingredients. However, it contains vitamin C from 67% Jeju lemon extract, Ferulic Acid, and N-Acetyl Glucosamine.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The lexical meaning of the word “*Waterless*” is without clear liquid or water. The lexical meaning is obtained from the words 'Water,' which refers to a clear liquid, and '-less,' which refers to its function to form an adjective, which means without. So, it can be concluded that the meaning of the word “*Waterless*” is without clear liquid or water. Then, the product name “*Lemonade Waterless Vitamin C + Ferulic + NAG*” can be lexically interpreted as a product containing vitamin C, ferulic acid, and N-acetyl glucosamine (NAG), which does not contain water as its main basic ingredients.

The second type is contextual meaning; the wordplay “*Waterless*” refers to a product that contains no water. Furthermore, when combined with the product name “*Lemonade Waterless Vitamin C + Ferulic + NAG,*” the contextual meaning becomes even clearer, namely a product that contains Vitamin C from lemon without added water and is enriched with Ferulic Acid and N-Acetyl Glucosamine (NAG). This is confirmed by the product description which states that this essence contains 67% Jeju lemon extract as a natural source of Vitamin C, and is enriched with Ferulic Acid and N-Acetyl Glucosamine to support skin brightness.

## 5. Datum 5

Product name: *RESURRECT Multibiome Serum*

Wordplay: *Multibiome*

Component words: Multi- + biome

Type of word-formation process: Derivation

The wordplay “*Multibiome*” (noun) is formed from the prefix 'Multi' and the noun 'biome.' The word 'Multi,' according to the Cambridge Dictionary, means many. Meanwhile, according to the Somethinc product description, the word 'biome' maintains the balance of skin microbiota. Thus, the wordplay “*Multibiome*” refers to something to maintain the balance of many skin microbiota. The wordplay is found in the product name “*RESURRECT Multibiome Serum*, “ a neutralizer and balancer serum that acts as a solution for skin that experiences breakouts with millions of microbiome balancers in one drop.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meanings. The lexical meaning of “*Multibiome*” comes from the word 'Multi' meaning having many, and 'biome' meaning a region on the earth's surface and a certain combination of weather conditions, plants, and animals. Thus, the wordplay “*Multibiome*” refers to a region on the earth's surface and a certain combination of weather conditions, plants, and animals found in it that are many.

The second type is contextual meaning. The wordplay “*Multibiome*” refers to the serum's function to neutralize, balance, and



support the skin's microbiota ecosystem. Furthermore, the wordplay “*RESURRECT*,” as explained in the backformation process in datum 1, reinforces that this product can restore skin conditions before a breakout. The name “*RESURRECT Multibiome Serum*” represents a serum product with various biomes that can restore breakout skin conditions before a breakout.

#### 6. Datum 6

Product name: *SURREAL Star Loose Pigment - NEAR ED*

Wordplay: *SURREAL*

Component words: SUR- + REAL

Type of word-formation process: Derivation

The wordplay “*SURREAL*” (adjective) consists of two parts, namely the prefix ‘SUR-’ and the root word ‘REAL.’ According to the Cambridge Dictionary, “*SURREAL*” means something like a dream, while ‘SUR-’ is a prefix meaning ‘above’ or ‘more than’. This wordplay is included in the process of forming derivation words, where the prefix ‘sur-’ is added to the word ‘real’ to form a new fantastic and unreal meaning. This wordplay is used in the product name “*SURREAL Star Loose Pigment - NEAR ED*,” which is an eyeshadow in the form of loose pigment containing a combination of Nano Glitter Shimmer, which is super buttery and intensely pigmented.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The lexical meaning of “*SURREAL*” can be interpreted as something that goes beyond reality and gives a dream-like impression. Therefore, the

product name “*SURREAL Star Loose Pigment - NEAR ED*” can be interpreted lexically as a loose pigment that gives a dreamy appearance effect to eye makeup. This lexical meaning focuses on the direct meaning of the word based on its constituent components without considering the context of the product.

The second type is contextual meaning. The wordplay “*SURREAL*” associates the product with an eyeshadow that produces a stunning look, as if it came from a dream world. This aligns with the product description that emphasizes the combination of nano glitter shimmer, which provides a fine shimmer effect and intense pigment. Thus, the product name “*SURREAL Star Loose Pigment - NEAR ED*” is contextually interpreted as a product that can create captivating makeup results, add charm, and provide a dreamy makeup experience.

## 7. Datum 7

Product name: *UNSTOPPABLE 25 Pro Eyeshadow Palette*

Wordplay: *UNSTOPPABLE*

Component words: UN- + STOP + ABLE

Type of word-formation process: Derivation

The wordplay “*UNSTOPPABLE*” (adjective) consists of three parts: the prefix ‘UN-,’ the root word ‘STOP,’ and the suffix ‘-ABLE.’ According to the Cambridge Dictionary, ‘stop’ (verb) means to stop doing something, ‘un-’ (prefix) means negation or ‘not,’ and ‘-able’ (suffix) indicates ability or possibility. Thus, the process of forming the word “*UNSTOPPABLE*” is included in derivation, which combines prefixes and suffixes in the root word to form a new meaning, namely

‘cannot be stopped.’ This wordplay is used in the product name “*UNSTOPPABLE 25 Pro Eyeshadow Palette*”, an eyeshadow product designed to create a sharp and bold look.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The lexical meaning of the word “*UNSTOPPABLE*” can be analyzed based on its components. Lexically, the word “*UNSTOPPABLE*” can be interpreted directly as something that cannot be stopped. So, the product name “*UNSTOPPABLE 25 Pro Eyeshadow Palette*” can be interpreted lexically as a professional eyeshadow palette that cannot be stopped.

The second type is contextual meaning. Contextually, the wordplay “*UNSTOPPABLE*” refers to the product as a makeup tool that can create a bold, strong, and confident eye look, as if it cannot be stopped or limited. This is in accordance with the product description, which emphasizes the ‘pierce’ and ‘bold’ look, which describes courage and endurance in makeup. Therefore, the name of this product contextually implies the strength and confidence presented to its users through long-lasting and striking makeup results.

#### 8. Datum 8

Product name: *UNBREAKABLE 25 Pro Eyeshadow Palette*

Wordplay: *UNBREAKABLE*

Component words: UN- + BREAK + ABLE

Type of word-formation process: Derivation

The wordplay “*UNBREAKABLE*” (adjective) consists of three parts: the prefix ‘UN-,’ the root word ‘BREAK,’ and the suffix ‘-’

ABLE.’ According to the Cambridge Dictionary, ‘break’ (verb) means to stop functioning or break, ‘un-’ (prefix) means negation or ‘not,’ and ‘-able’ (suffix) indicates ability or possibility. Thus, the process of forming the word “*UNBREAKABLE*” is included in the derivation, which combines prefixes and suffixes in the root word to form a new meaning, namely ‘cannot be destroyed or broken.’ This wordplay is used in the product name “*UNBREAKABLE 25 Pro Eyeshadow Palette*”, an eyeshadow product designed to create a bold and glamorous look.

Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The lexical meaning of the word “*UNBREAKABLE*” can be analyzed based on its components. Lexically, the word “*UNBREAKABLE*” can be interpreted directly as ‘something that cannot be destroyed or broken.’ So, the product name “*UNBREAKABLE 25 Pro Eyeshadow Palette*” can be interpreted lexically as a professional eyeshadow palette that is durable and sturdy.

The second type is contextual meaning. Contextually, the wordplay “*UNBREAKABLE*” connotes the product as a makeup product that can provide a glamorous and long-lasting eye look, as if it cannot be damaged or faded for a long time. This is because the product description emphasizes a ‘bold’ and ‘glamorous’ look, which reflects strength and confidence in wearing makeup. Therefore, the name of this

product contextually implies durability and quality that provide added value to its users through striking and long-lasting makeup results.

## 6. Borrowing

Researcher finds five wordplays that are included in the derivation word formation process, namely “*Mademoiselle*,” “*Onsen*,” “*TAMAGO*,” “*VITA*,” and “*Hydra*.” According to Yule (2014), borrowing is the process by which words are taken from one language and applied into the borrowing language. The analysis of the five data items that involve borrowing is presented as follows, followed by the lexical meanings and the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context, and the contextual meaning. This meaning arises from the relationship between utterances and context, as proposed by Pateda (2001).

### 1. Datum 1

Product name: *Mademoiselle Soft Focus Powder Blush*  
 Wordplay: *Mademoiselle*  
 Component words: *Mademoiselle*  
 Type of word-formation process: Borrowing

According to the Cambridge French-English Dictionary, the French word “*Mademoiselle*” means a young, unmarried woman. In French, “*Mademoiselle*” is a noun retained in its original form without significantly changing the spelling or pronunciation. In the Somethinc product name, these words are paired with 'Soft Focus Powder Blush,' becoming “*Mademoiselle Soft Focus Powder Blush*” to name the blush on the product. “*Mademoiselle Soft Focus Powder Blush*” is a blush product that provides a soft focus blurring effect for fresh, flushed

cheeks throughout the day. In the description, Something says, 'When you want to look cute or fierce, just add a pop of color to your cheeks, Mademoiselle!'. which can be interpreted as 'When you want to look cute or fierce, add a little color to your cheeks, young lady!'.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The lexical meaning of the word “*Mademoiselle*,” according to the Cambridge Dictionary, comes from French and can be interpreted as a young, unmarried woman. Then, the product name Somethinc, “*Mademoiselle Soft Focus Powder Blush*,” can be interpreted lexically as Soft Focus Powder Blush for young women.

The second type is contextual meaning; in the product's name, the wordplay “*Mademoiselle*” refers to a young woman in French. Then, the overall name of the product, “*Mademoiselle Soft Focus Powder Blush*,” contextually describes a blush product that has a smooth and natural effect on the cheeks, in line with the image of young women, both cute and fierce. This is stated in the product description: 'When you want to look cute or fierce, just add a pop of color to your cheeks, Mademoiselle!'.

## 2. Datum 2

Product name: *SUPPLE POWER Hyaluronic9+ Onsen Essence Toner*

Wordplay: *Onsen*

Component words: Onsen

Type of word-formation process: Borrowing

The wordplay “*Onsen*” comes from the Japanese word for natural hot springs. It is a noun borrowed directly without any significant changes in form or pronunciation. The choice of the word “*Onsen*” in the product name is related to the main ingredient of the product, which is 79% hot spring water from Belgium.

Meanwhile, two types of meanings need to be considered to understand the meaning of this product name. The lexical meaning of the wordplay “*Onsen*” is natural hot spring water. In contrast, the overall lexical meaning of the product name “*SUPPLE POWER Hyaluronic9+ Onsen Essence Toner*” refers to a hydrating essence toner containing natural hot spring water.

The second type of meaning is contextual. In this product name, the wordplay “*Onsen*,” which means natural hot springs, not only refers literally but also figuratively describes the sensation of freshness, softness, and rejuvenation that this toner offers thanks to the ingredient of Belgium Hot Spring Water. The contextual meaning of the product name “*SUPPLE POWER Hyaluronic9+ Onsen Essence Toner*” is that the toner provides a natural sensation of hydration and freshness like a hot bath, which improves skin elasticity and prepares the skin for the next treatment.

### 3. Datum 3

Product name: *TAMAGO Airy Blush*

Wordplay: *TAMAGO*

Component words: TAMAGO

Type of word-formation process: Borrowing

The wordplay “*TAMAGO*” from Japanese means egg. It is a noun retained in its original form without significantly changing the spelling or pronunciation. The choice of the word “*TAMAGO*” as part of the product name is associated with the physical shape of the product, which is oval and has a round part in the middle, resembling the shape of an egg when it is split into two. This association creates a visual and textural impression of harmony between the product's and egg's shapes when split in half. The wordplay “*TAMAGO*” is then paired with ‘Airy Blush’ to become “*TAMAGO Airy Blush*”. Based on the Somethinc website description, this product is a blush with a chewy cream texture and the first powder finish in Indonesia.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The lexical meaning of the wordplay “*TAMAGO*” can be interpreted as ‘egg,’ while ‘Airy Blush’ refers to blush with a light texture. Therefore, the lexical meaning of the product name “*TAMAGO Airy Blush*” refers to a light egg blush.

The second type is contextual meaning; in the name of the product, the wordplay “*TAMAGO*,” which is interpreted as egg, is associated with the physical shape of the product, which is oval and has a round part in the middle, resembling the shape of an egg when it is



split into two. This association creates a visual and textural impression of harmony between the product's and egg's shapes when split in half. Then, overall, the contextual meaning of the product name "*TAMAGO Airy Blush*" is a light blush product with a touch of packaging design inspired by the shape of an egg halved, oval with a round part in the middle.

#### 4. Datum 4

Product name: *VITA PROPOLIS Hydra Power Mist*

Wordplay: *VITA and Hydra*

Component words: VITA and Hydra

Type of word-formation process: Borrowing

The name of this product includes two wordplays: "*VITA*" (noun) and "*Hydra*" (noun). According to the Latin-English Dictionary, the wordplay "*VITA*" means 'life.' Meanwhile, according to Greek etymology, the wordplay "*Hydra*" means water, and according to Greek mythology, it means a creature with many heads.

Meanwhile, to understand the meaning of this product name, two types of meaning need to be analyzed. The first type of meaning is lexical meaning. The wordplay "*VITA*" means 'life.' Meanwhile, the wordplay "*Hydra*" means 'water,' according to Greek etymology, and a creature with many heads, according to Greek mythology. Thus, the product name "*VITA PROPOLIS Hydra Power Mist*" can be interpreted as a powerful spray that contains propolis and provides hydration to support life.

The second type of meaning is contextual. The wordplay “*VITA*” is interpreted as 'life,' which is contextually closely related to ‘*PROPOLIS*,’ a natural substance produced by living creatures, namely bees. Propolis acts as a natural protector and represents a natural resource that supports life and skin health. Then, the wordplay “*Hydra*” is contextually used to emphasize the product's ability to provide intensive moisture, not as a mythological creature, but as a symbol of hydration and freshness. Thus, the contextual meaning of the product name “*VITA PROPOLIS Hydra Power Mist*” is a skincare spray that contains the power of a living creature, the bee, to moisturize and refresh the skin. Thus, the contextual meaning of the product name “*VITA PROPOLIS Hydra Power Mist*” is a skincare spray that contains propolis from living bees for healthier, evenly bright, fresh all day, and glowing skin.

## 7. Backformation

Researcher finds one wordplay that is included in the backformation word formation process, namely “*RESURRECT*.” According to Yule (2014), backformation is a very specialized type of reduction process. The analysis of the one datum item that involves multiple processes is presented as follows, followed by the lexical meanings and the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context, and the contextual meaning. This meaning arises from the relationship between utterances and context, as proposed by Pateda (2001).

## 1. Datum 1

Product name: *RESURRECT Multibiome Serum*

Wordplay: *RESURRECT*

Component words: RESURRECTION to RESURRECT

Type of word-formation process: Derivation

The wordplay “*RESURRECT*” (verb) comes from the English word ‘RESURRECTION’ (noun), which means to bring back something. This word undergoes a word-formation process called backformation, which forms a new word by removing the suffix ‘-ion’ from a longer word into a new verb without the suffix. The word “*RESURRECT*” retains the meaning of bringing something back. The choice of the word “*RESURRECT*” in the product name is related to the serum's function of acting as a neutralizer and balancer for breakout-prone skin, thus giving the claim of bringing back the skin condition as it was before the breakout.

Meanwhile, two types of meanings need to be considered when understanding the meaning of the product name. The lexical meaning of the word “*RESURRECT*” is to restore or revive. At the same time, “*Multibiome*” refers to a region on the earth's surface and a certain combination of weather conditions, plants, and animals found in it, as well as its diversity. Thus, the lexical meaning of this product name is a serum with a region on the earth's surface and a certain combination of weather conditions, plants, and animals found in it and its diversity.

The second type is contextual meaning. The wordplay “*RESURRECT*” describes the main function of this serum as a solution

to bring back healthy skin, like before the breakout. The product description ‘PRE, PRO, POST To Renew Troubled Skin!’ further reinforces the message that this serum can “revive” damaged or compromised skin conditions so that the skin appears healthier, stronger, and more balanced. Overall, the contextual meaning of the product name “*RESURRECT Multibiome Serum*” is a serum that revives skin health.

## 8. Multiple Processes

Researcher finds two wordplays included in the multiple processes word formation process, namely “*CRIOUSLY*” and “*COFFEEINC.*” According to Yule (2014), multiple processes occur when more than one word formation is involved in creating a new word. The analysis of the two data items that involve multiple processes is presented as follows, followed by the lexical meanings and the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context, and the contextual meaning. This meaning arises from the relationship between utterances and context, as proposed by Pateda (2001).

### 1. Datum 1

Product name: *CRIOUSLY 24K GOLD Essence*  
 Wordplay: *CRIOUSLY*  
 Component words: Vitamin C + Seriously  
 Type of word-formation process: Multiple processes

The wordplay “*CRIOUSLY*” (adverb) is formed by two-word formation processes: Clipping and Blending. In the Clipping or reduction process, the word 'Vitamin C' (noun) is changed to 'C'. Then, in the Blending process, 'C' is combined with the word 'Seriously'

(adverb) to become “*CRIOUSLY*.” According to the Cambridge Dictionary, 'Vitamin C' is essential for healthy bones, joints, and gums and fighting infection. Then, the word 'Seriously' refers to something done very seriously. Therefore, the wordplay “*CRIOUSLY*” can be interpreted as serious vitamin C.

Meanwhile, to understand the meaning of this product name, it is necessary to examine two types of meaning. The wordplay “*CRIOUSLY*” results from combining 'C,' which comes from 'vitamin C' with 'Seriously.' The word 'Vitamin C' (noun) was clipped to 'C' in the clipping process. Then, in the blending process, 'C' is combined with the word 'Seriously' (adverb) to become “*CRIOUSLY*.” Lexically, 'Vitamin C' refers to a vitamin necessary for healthy bones, joints, and gums and fighting infection. Then, 'Seriously' refers to something done very seriously. Therefore, the wordplay “*CRIOUSLY*” can be interpreted lexically to mean very vitamin C. Then, the product name “*CRIOUSLY 24K GOLD Essence*” can be construed lexically as essence that contains 24k gold and vitamin C.

The second type is contextual meaning; the wordplay “*CRIOUSLY*” is associated in sound with the word 'seriously,' which means seriously. This sound association shows that the wordplay “*CRIOUSLY*” can be interpreted contextually as Vitamin C, which works seriously. Then, combined in the product name “*CRIOUSLY 24K GOLD Essence*”, the contextual meaning becomes an essence

containing 24K gold and Vitamin C with serious performance. This meaning is in line with the product description, which confirms that the essence includes Vitamin C with a high level of stability, is very powerful, does not readily oxidize, and has a pH balanced with the skin, so it is safe even for sensitive skin.

## 2. Datum 2

Product name: *COFFEEINC Lip Scrub*

Wordplay: *COFFEEINC*

Component words: COFFEE + INC (INCORPORATED)

Type of word-formation process: Blending

The wordplay “*COFFEEINC*” (noun) is a combination of two words, namely ‘COFFEE’ (noun) and ‘INC,’ which is a clipping form of the word ‘Incorporated’ (verb). In this case, the wordplay “*COFFEEINC*” results from multiple processes, namely compounding and clipping. The clipping process occurs when the word ‘Incorporated’ is clipped into the short form ‘INC.’ Then, the word ‘COFFEE and the clipping from ‘INC’ are combined into one new word: “*COFFEEINC*.” In form, this word is used as the product name “*COFFEEINC Lip Scrub*,” a lip scrub that contains natural ingredients from coffee beans and apricots intended to treat dry and chapped lips.

Meanwhile, two types of meanings need to be analyzed to understand the meaning of this product name. The first type of meaning is lexical meaning. The word ‘COFFEE’ means dark brown beans with a distinctive aroma. ‘Incorporated,’ which has been clipped to ‘INC,’ means ‘incorporated’ or ‘integrated.’ Therefore, lexically, the product

name “*COFFEEINC Lip Scrub*” can be interpreted as a lip scrub product that contains integrated coffee.

The second type of meaning is contextual meaning. The wordplay of “*COFFEEINC*” creates a sound association with the word 'Caffeine.' The product slogan reinforces this context, 'Good mood starts with Coffeeinc,' confirming that using this product provides a pleasant experience, just like starting the day with coffee. Contextually, then, the wordplay “*COFFEEINC*” emphasizes the presence of coffee as an integrated ingredient. Then, the product name “*COFFEEINC Lip Scrub*” can be contextually interpreted as a lip scrub with integrated coffee ingredient, which can provide a pleasant experience like starting the day with caffeine, as emphasized in the slogan 'Good mood starts with Coffeeinc.'

## **B. Discussions**

This research fills a void in studying lexical-contextual morphology and semantics that have not examined beauty product names specifically. Most previous studies have focused more on the context of advertisements, song lyrics, or market names. Hence, this study's findings significantly contribute to expanding the scope of morphological and semantic research in the realm of product names, especially in the field of beauty. In addition, integrating Yule's (2014) word formation theory and Pateda's (2001) semantic theory as the basis of the analysis is a methodological innovation that is the strength of this research

by the expected novelty aspect. The findings show that the use of wordplay in Somethinc product names is unique, memorable, and contains additional meanings, which aligns with the initial assumptions of the research. Thus, this research fulfills the objective of identifying the type of word formation and the resulting meaning, which has rarely been explored.

This study identifies the types of word formation used in Somethinc product name wordplay to answer the first research question: 'What are the types of word formation used in Somethinc product name wordplay?'. Based on the findings and data analysis, eight types of word formation were found: compounding, blending, clipping, acronym, derivation, borrowing, backformation, and multiple processes. The researcher originally collected 49 wordplays in Somethinc product names, then reduced it to 36 because some words appeared more than once. Among these, the most frequently occurring processes are compounding (10 wordplays), blending (8 wordplays), and derivation (8 wordplays), followed by borrowing (5 wordplays), multiple processes (2 wordplays), acronym (1 wordplay), clipping (1 wordplay), and backformation (1 wordplay).

Compounding is the most common type of word formation in Somethinc product naming. This is due to its ability to create new terms that can describe the product's function or characteristics. In analyzing the ten examples of wordplay mentioned above, it can be seen that each compound word combines two separate words, as Yule (2014) said, and creates a new meaning relevant to the product's context. For example, "*ACNEDOT*" combines 'ACNE' and



“DOT,” which directly refers to a product addressing teenage skin problems. In addition, words like “*HANGOVER*” and “*HOLYGRAIL*” retain the literal meaning of their components and create strong associations with the user experience.

Meanwhile, the least common word formation processes are acronyms, clipping, and backformation. All three-word formation processes can still describe the function or characteristics of the product. For example, the acronym “*ASAP*” in “*ASAP Eyelash & Brow Treatment Serum*,” the clipping “*WIZ*” in “*BROW WIZ Retractable Eyebrow*,” and the backformation “*RESURRECT*” in “*RESURRECT Multibiome Serum*.” However, all three wordplays tend to refer to common words. Meanwhile, based on the analysis, it was found that the wordplay used by Somethinc tends to refer to the creation of unique and creative new words. Therefore, the three wordplay processes rarely appear because Somethinc tends to refer to the creation of unique and creative new words.

Somethinc uses compounding in product naming more than acronyms, clippings, and backformation. Compounding results in creative product names, such as “*ACNEDOT*” in the product “*ACNEDOT Treatment Low pH Cleanser*.” The wordplay “*ACNEDOT*” comes from the words ‘ACNE’ and ‘DOT,’ which creates a new term relevant to the product's function. Meanwhile, acronyms, clippings, and backformation rely on existing terms, thus not creating new terms and meanings directly related to the product as compounding does. By applying wordplay through the compounding process, Somethinc produces

creative product names that create new terms and meanings in the market, especially in the face of competition in the fast-growing cosmetics industry.

Then, there is unique data where multiple processes are used simultaneously to create a new word. This concept can be seen through two examples, namely “*CRIOUSLY*” and “*COFFEEINC.*” In the case of “*CRIOUSLY*,” this word was formed through a combination of clipping and blending processes. The process starts with the clipping of the term ‘Vitamin C’ to just ‘C,’ which is then combined with the word ‘Seriously’ to produce “*CRIOUSLY*,” in the product name “*CRIOUSLY 24K GOLD Essence.*” On the other hand, “*COFFEEINC*” is formed through word merging and decapitation, where ‘Incorporated’ is decapitated into ‘INC’ and combined with ‘COFFEE.’ The result is a product name that emphasizes the integration of coffee in “*COFFEEINC Lip Scrub.*”

Most of the wordplay found in this study is in the form of nouns. There are 28 product names that fall into the noun category, including: “*ACNEDOT*,” which comes from the words ACNE (noun) + DOT (noun), “*Skinpair*” (noun) from the words Skin (noun) + pair (noun), “*Checkmatte*” from the words Check (noun) + matte (adjective), “*HANGOVER*” (noun) from the words HANG (verb) + OVER (preposition), “*Holyshield*” from the words Holy (adjective) + shield (noun), “*Lashlift*” (noun) from the words Lash (noun) + lift (verb), “*Midnight*” (noun) from the words Mid (preposition) + night (noun), “*SUPERSTAR*” (noun) from the words SUPER (adjective) + STAR (noun), “*Holygrail*” (noun) from the words Holy (adjective) + grail (noun),

“*Squalaneoxidant*” from the words Squalane (noun) + antioxidant (noun), “*Bacne*” (noun) from the words Body (noun) + acne (noun), “*Microcara*” (noun) from the words Micro (noun) + mascara (noun), “*Ceraplump*” from the words Ceramide (noun) + plump (adjective), “*Mugwortella*” (noun) from the words Mugwort (noun) + centella (noun), “*EGGO*” (noun) from the words “*EGG*” (noun) + EGO (noun), “*Hylapore*” (noun) from the words Heal (verb) + a (determiner) + pore (noun), “*Glowgasm*” (noun) from the words Glow (verb) + orgasm (noun), “*WIZ*” (noun) from the word wizard (noun), “*Sculptor*” (noun) from the words Sculpt (verb) + or (suffix), “*Multipeptide*” from the words Multi- (prefix) + peptide (noun), “*Multibiome*” from the words Multi- (prefix) + biome (noun), “*Mademoiselle*” from the French word Mademoiselle (noun), “*Onsen*” (noun) from the Japanese word Onsen (noun), “*TAMAGO*” (noun) from the Japanese word TAMAGO (noun), “*VITA*” (noun) and “*Hydra*” (noun) from the Latin words VITA (noun) and Hydra (noun), and “*COFFEEINC*” from COFFEE (noun) + INC (INCORPORATED) (verb).

In addition, 6 product names fall into the adjective category, namely: “*Badass*” (adjective) from the word Bad (adjective) + ass (noun), “*IMMORTAL*” from the word IM (prefix) + MORTAL (adjective), “*Waterless*” (adjective) from the word Water (noun) + less (suffix), “*SURREAL*” (adjective) from the word SUR- (prefix) + REAL (adjective), “*UNSTOPPABLE*” (adjective) from the word UN- (prefix) + STOP (verb) + -ABLE (suffix), and “*UNBREAKABLE*” (adjective) from the word UN- (prefix) + BREAK (verb) + ABLE (suffix). Next, there is 1 product name that falls into

the verb category, namely “*RESURRECT*” (verb) from the word Resurrection (noun). Finally, there is 1 product name that falls into the adverb category, namely “*ASAP*,” which comes from the phrase as soon as possible.

Furthermore, this study explores how meanings are generated from the wordplay in Somethinc product names to address the second research question: 'How are the meanings generated from the wordplay of Somethinc product names?'. Based on the findings and data analysis, all the wordplays used in Somethinc product names contribute to forming lexical and contextual meaning. According to Mansoer Pateda (2001), lexical meaning is the meaning of a word when it stands alone, as listed in a dictionary, without being tied to context. Then, contextual meaning arises from the relationship between utterances and context, influenced by factors like the participants involved and the situation, shaping how messages are interpreted.

Although all wordplays have lexical and contextual meanings, not all wordplays produce additional meanings in the lexical meaning, unlike in the contextual meaning. Contextual meaning arises due to several factors. Firstly, there is a sound association in the wordplay, as seen in the wordplays “*ACNEDOT*,” “*Checkmate*,” “*Holyshield*,” “*Hylapore*,” “*CRIOUSLY*,” and “*COFFEEINC.*” Secondly, there is a shape association, as in the wordplays “*TAMAGO*” and “*EGGO*”; both products have a shape similar to an egg.

Thirdly, there is an association of the product's ingredient, such as in the wordplays “*Squalaneoxidant*,” which indicates that this product contains 'Squalane' which functions as an 'antioxidant,' “*Ceraplump*,” which indicates

that this product contains 'Ceramide' to provide a 'plump' effect on the lips, “*Multipeptide*” which indicates that this product contains various types of peptides, “*Waterless*” which indicates that this product does not contain water, “*Multibiome*” which indicates that this product contains various types of biomes, “*Onsen*” which is borrowing from Japanese which indicates that this product contains freshness such as 'Onsen,' “*Mugwortella*” which indicates the ingredient of 'Mugwort' and 'Centella' as well as “*VITA*” and “*Hydra*” which indicate the presence of ingredient from living things, namely bees and water.

Fourthly, wordplay is associated with the effects experienced by the users, such as “*HANGOVER*,” “*Holygrail*,” “*Glowgasm*,” “*WIZ*,” “*Badass*,” “*SUPERSTAR*,” and “*Mademoiselle*.” Fifthly, wordplay is associated with product variants, such as colors, without mentioning them, including “*Midnight*,” “*UNSTOPPABLE*,” “*UNBREAKABLE*,” “*IMMORTAL*,” and “*SURREAL*.” Sixthly, wordplay is associated with the product's function, such as “*Skinpair*” and “*Lashlift*.” Seventhly, wordplay is associated with specific skin conditions that become the basis for product usage, such as “*Bacne*,” which refers to 'body acne.'

Eighthly, wordplay is associated with the product applicator, such as “*Microcara*,” which refers to a mascara with an ultra-small applicator. Ninth, wordplay is associated with the product's results, such as “*ASAP*” and “*RESURRECT*.” Tenth, wordplay is associated with professions, such as “*Sculptor*,” which refers to users with the same expertise as “*Sculptor*” in

shaping the face, using bronzer and contour. Thus, using wordplay in the names of Somethinc products contributes to forming contextual meaning.

Meanwhile, the findings and analysis of lexical meanings to answer the second research question show that not all wordplay is listed in the dictionary. Some of the product names not found in the dictionary include: “*ACNEDOT*,” “*Skinpair*,” “*Checkmatte*,” “*Holyshield*,” “*Squalaneoxidant*,” “*Bacne*,” “*Microcara*,” “*Ceraplump*,” “*Mugwortella*,” “*EGGO*,” “*Hylapore*,” “*Glowgasm*,” “*Multipeptide*,” “*Waterless*,” “*VITA*,” “*Hydra*,” “*CRIOUSLY*,” “*COFFEEINC*,” “*Lashlift*,” “*Holygrail*,” “*Multibiome*,” “*Onsen*,” and “*TAMAGO*.” Therefore, the lexical meaning is defined first by defining the word-forming elements. After that, the definitions of the elements are combined to get the lexical meaning. Meanwhile, for the words “*Onsen*” and “*TAMAGO*,” the lexical meaning was done by looking up the definitions in a Japanese-English dictionary.

On the other hand, some wordplays are found in Cambridge Dictionary, namely “*Badass*,” “*HANGOVER*,” “*Mademoiselle*,” “*Midnight*,” “*SUPERSTAR*,” “*WIZ*,” “*ASAP*,” “*Sculptor*,” “*IMMORTAL*,” “*SURREAL*,” “*UNSTOPPABLE*,” “*UNBREAKABLE*,” and “*RESURRECT*.” Therefore, lexical meanings can be obtained directly through the definitions available in the Cambridge Dictionary. Thus, the findings show that there are 22 wordplays whose definitions are in the dictionary and 13 wordplays whose definitions are not directly in the dictionary. All 13 wordplays whose definitions are not directly in the dictionary are new words. The lexical meaning of the new words

is done by first defining the elements that make up the word. After that, the definitions of the elements are combined to get the lexical meaning.

Based on the findings of the first and second research questions, the wordplay in Somethinc product names not only function as product naming, but also as a means to convey meaning, such as information on the ingredient, usage, and how the product works. The results of the contextual meaning analysis show that all the wordplays contribute to conveying meanings that arise from various factors, including sound association, shape, ingredient, effects experienced by users, function, skin condition, applicator, product results, product variants, and profession. Meanwhile, the lexical meaning analysis results show that not all wordplay contributes to conveying meaning.

Previous research shows a gap in that there has been no in-depth study of the use of wordplay in the context of naming cosmetic products, especially the Somethinc brand, in the field of morphosemantics. Therefore, this study enriches contribution to the field and expands the understanding of how linguistic elements can be creatively used in product naming. In addition, the results obtained show that the wordplay used includes different types of meaning relationships, such as homonymy and obscurity, which further enriches the meaning and appeal of Somethinc's product names. Thus, this study fills a gap in the existing literature and provides new insights into linguistic strategies in product naming.

Some similarities and differences emerge when comparing this study's findings on wordplay in Somethinc product names with those of previous

studies. Kawabata (2023) highlights the aesthetic and communicative functions of English wordplay in Japanese advertisements, noting that English functions as a decorative and communicative element. This is in line with the findings of this study, which show that English wordplay in Somethinc product names functions as a communicative element. This study focuses on different types of word formation processes in the context of Somethinc product names that contribute to the meaning of the product names.

Similarly, Mustaqim et al. (2023) studied daycare and Japanese wordplay, focusing on polysemic in television commercials. The study showed that humor arises from the mismatch between the word's original meaning and its use in slang. The study differs from this one, which examines English wordplay and focuses on Somethinc brand product names. This study also found that additional meanings emerged from the wordplay. Later, Kunshchikova (2022) examined the use of proper names in wordplay in English as a second language classes. Two main reasons were identified: morphological structure and lexical meaning. This aligns with this study, which analyzes morphological structure and lexical meaning. However, this study adds contextual meaning analysis and uses wordplay in Somethinc product names as the object.

In addition, Jeremić and Josijević (2018) analyzed brand names and the role of blending in advertising, which aligns with the current study's findings on the prevalence of blending and blending in Somethinc product names. This research states that brand names function for product differentiation and



corporate identity, with creativity and wordplay through blending, which although common in marketing, is still rarely studied, so this study analyzed around 600 brand names from the Portmanteau Dictionary (Turner, 1993) and found that blends in brand names are characterized by complete word overlap and wordplay. The study is in line with the findings in this study, where blending is one of the most dominant types of word formation found in Somethinc product names. The use of blending shows creativity in the use of language that can effectively convey meaning in a limited space.

The findings discussed in this chapter align with and support George Yule's (2014) theory on word formation and Mansoor Pateda's (2001) theory on lexical and contextual semantics, which describes the interaction between morphological and semantic processes. Morphology is a branch of linguistics that studies word structure and how words are formed. In this context, word formation is an important aspect of morphology, including various creative techniques for creating words. These techniques include composition, blending, clipping, acronyms, derivation, borrowing, backformation, and multiple processes. However, this study has limitations as it only focuses on one brand and does not involve users in the analysis process. Therefore, for further research, the author suggests that wordplay should not only come from one brand. In addition, the author also suggests that the research involves users in the analysis process. Thus, further research can produce more in-depth findings.

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

This chapter presents conclusions and suggestions based on the results of the analysis that has been carried out to answer the two problem formulations in Chapter I. Conclusions are drawn from the findings discussed in the previous chapter. Furthermore, suggestions are presented as input for readers and further researcher.

#### **A. Conclusions**

This research has successfully analyzed the types of word formation and the meanings resulting from wordplay in Somethinc product names. This research found 119 Somethinc product names, ignoring product names with descriptions such as bundle, package, two pieces, ‘+’ symbol, ‘&’ symbol, and products labeled as refills. Of these, 49 product names contained wordplay, of which 13 were not included in the analysis because they had the same wordplay form; however, the 13 data were still included in the appendix. Thus, the final data analyzed amounted to 36. From the 36 data, eight types of wordplay were identified, namely: compounding (10 wordplays), blending (8 wordplays), and derivation (8 wordplays), followed by borrowing (5 wordplays), multiple processes (2 wordplays), acronym (1 wordplay), clipping (1 wordplay), and backformation (1 wordplay).

After analyzing the lexical and contextual meanings, this study shows results that align with the assumption, namely that wordplay conveys meaning and creates associations. The analysis results show that all the wordplays used contribute to forming contextual meanings, which arise from various factors, including associations of sound, shape, ingredient, effects experienced by users, function, skin condition, applicator, product result, product variant, and profession. Meanwhile, the analysis of lexical meaning shows that not all wordplays are listed in dictionaries, so the lexical meaning process is carried out by deciphering the word-forming elements separately first to derive meaning. Thus, the use of wordplay conveys meaning and creates associations.

## **B. Suggestions**

Based on the findings and limitations of this study, there are two suggestions for future research. Firstly, this research is limited to analyzing wordplays in product names of Somethinc brand. Therefore, future research is suggested to analyze the wordplays in the product names of other brands, thus enabling a diverse understanding. Secondly, this research did not involve users. Therefore, future research is suggested to involve users, such as through interviews, to obtain a more comprehensive analysis of how users interpret wordplay in product names.

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## CURRICULUM VITAE



**Gita Novian** was born in Tuban on December 13, 2000. She completed her secondary education at SMK Negeri 1 Tuban, majoring in Computer and Network Engineering, in 2019. After graduating, she worked as a customer support staff and creative team member at CV Triputra Global Mandiri. In her second year of university, she joined the English Literature Student Association (HMPS Sastra Inggris), specifically in the Division of Information and Communication Development. She actively participated in various committees as a member and coordinator. She was the coordinator in the publication division for the *Maliki English Festival* national competition. Then, in the competition division for the department-level competition, *English Fiesta*. In 2023 and 2024, she volunteered with *Senyum Anak Nusantara*, a social community focusing on children, under the Malang Chapter's Media and Communication Division. After serving as a staff member, she was entrusted to lead the division. Under her leadership in 2024, the chapter's social media account earned the "Best Social Media" award among 58 chapters across Indonesia. Despite her active involvement in non-academic activities, she has consistently maintained strong academic performance. In addition, during her seventh and eighth semesters, she worked as a freelance video editor for a makeup artist in Tuban. Meanwhile, during the professional track selection, she chose translation studies as her area of concentration. Finally, she



hopes that the knowledge she has gained throughout her academic journey will benefit others.

## APPENDICES

### Types of word formation used in the wordplay of Somethinc product names

No.	Wordplay	Product Name	Component Words	Word Formation Process
1.	ACNEDOT (noun)	ACNEDOT Treatment Low pH Cleanser	ACNE (noun) + DOT (noun)	Compounding
	ACNEDOT (noun)	ACNEDOT Treatment Moisturizer Gel	ACNE (noun) + DOT (noun)	Compounding
	ACNEDOT (noun)	ACNEDOT Treatment Toner	ACNE (noun) + DOT (noun)	Compounding
	ACNEDOT (noun)	Acnedot Clear AC Body Soap	ACNE (noun) + DOT (noun)	Compounding
2.	Skinpair (noun)	Calm Down! Skinpair R-Cover Cream	Skin (noun) + Pair (noun)	Compounding
	Skinpair (noun)	Calm Down! Skinpair Barrier Serum	Skin (noun) + Pair (noun)	Compounding
	Skinpair (noun)	Calm Down! Skinpair Bubble Cleanser	Skin (noun) + Pair (noun)	Compounding
3.	Checkmatte (noun)	Checkmatte Transferproof Lipstick	Check (noun) + matte (adjective)	Compounding
	Checkmatte (noun)	Checkmatte Transferproof Lipstick Nightshade Batman Edition	Check (noun) + matte (adjective)	Compounding
4.	HANGOVER (noun)	HANGOVER Voluminous	HANG (verb) + OVER	Compounding

		Fiber Lash Smudgeproof Mascara	(preposition)	
5.	Holyshield (noun)	Holyshield! UV Watery Sunscreen Gel SPF 50+ PA++++ - 50ml Batman Edition	Holy (adjective) + shield (noun)	Compounding
	Holyshield (noun)	Holyshield! No Sebum Mineral Blur Translucent Loose Powder SPF39 PA++++	Holy (adjective) + shield (noun)	Compounding
	Holyshield (noun)	Holyshield! Sunscreen Comfort Corrector Serum SPF 50+ PA++++	Holy (adjective) + shield (noun)	Compounding
	Holyshield (noun)	Holyshield Glow Sunscreen Stick SPF 50++ PA ++++	Holy (adjective) + shield (noun)	Compounding
	Holyshield (noun)	Holyshield! Sunscreen Shake Mist SPF46 PA+++	Holy (adjective) + shield (noun)	Compounding
6.	Lashlift (noun)	Tipsy Lashlift Lengthening Mascara - Batman Edition	Lash (noun) + lift (verb)	Compounding
7.	Badass (adjective)	SOMETHINC Badass Breathable Full Coverage 12HR Serum Foundation	Bad (adjective) + ass (noun)	Compounding
8.	Midnight (noun)	Midnight	Mid	Compounding

		Eyeshadow Palette - Batman Edition	(preposition) + night (noun)	
9.	SUPERSTAR (noun)	SUPERSTAR Pocket Eyeshadow Palette	SUPER (adjective) + STAR (noun)	Compounding
10.	Holygrail (noun)	Holygrail Multipeptide Youth Elixir	Holy (adjective) + grail (noun)	Compounding
11.	Squalaneoxidant (noun)	Alpha Squalaneoxidant Deep Cleansing Oil	Squalane (noun) + antioxidant (noun)	Blending
12.	Bacne (noun)	Bacne 1% Biosalicylic Spray	Body (noun) + acne (noun)	Blending
13.	Microcara (noun)	BROW EMBLEM Microcara Brow Gel Waterproof	Micro (noun) + mascara (noun)	Blending
14.	Ceraplump (noun)	Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition	Ceramide (noun) + plump (adjective)	Blending
15.	Mugwortella (noun)	Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask	Mugwort (noun) + centella (noun)	Blending
16.	EGGO (noun)	EGGO 3D Contour / Bronzer	EGG (noun) + EGO (noun)	Blending
17.	Hylapore (noun)	Hylapore Away Solution	Heal (verb) + a (determiner), and pore (noun)	Blending
18.	Glowgasm	Clay Glowgasm	Glow (verb) +	Blending

	(noun)	Highlighter Balm - Bang! Batman Edition	orgasm (noun)	
19.	WIZ (noun)	BROW WIZ Retractable Eyebrow	Wizard (noun)	Clipping
20.	ASAP (adverb)	ASAP Eyelash & Brow Treatment Serum	as soon as possible	Acronym
21.	Sculptor (noun)	Clay Sculptor Bronzer & Contour Balm - Pow! Batman Edition	Sculpt (verb) + or (suffix)	Derivation
22.	Multipeptide (noun)	Holygrail Multipeptide Youth Elixir	Multi- (prefix) + peptide (noun)	Derivation
23.	IMMORTAL (adjective)	IMMORTAL Highlighter	IM (prefix) + MORTAL (adjective)	Derivation
24.	Waterless (adjective)	Lemonade Waterless Vitamin C + Ferulic + NAG	Water (noun) + less (suffix)	Derivation
25.	Multibiome (noun)	RESURRECT Multibiome Serum	Multi- (prefix) + biome (noun)	Derivation
26.	SURREAL (adjective)	SURREAL Star Loose Pigment - NEAR ED	SUR- (prefix) + REAL (adjective)	Derivation
27	UNSTOPPABL E (adjective)	UNSTOPPABL E 25 Pro Eyeshadow Palette	UN- (prefix) + STOP (verb) + - ABLE (suffix)	Derivation
	Unstoppable (adjective)	Unstoppable Low PH Gentle	Un- (prefix) + stop (verb) + -	Derivation

		Jelly Cleanser - 100ml Batman Edition	able (suffix)	
28.	UNBREAKABLE (adjective)	UNBREAKABLE 25 Pro Eyeshadow Palette	UN- (prefix) + BREAK (verb) + ABLE (suffix)	Derivation
29.	Mademoiselle (noun)	Mademoiselle Soft Focus Powder Blush	Mademoiselle (noun)	Borrowing
30.	Onsen (noun)	SUPPLE POWER Hyaluronic9+ Onsen Essence Toner	Onsen (noun)	Borrowing
31.	TAMAGO (noun)	TAMAGO Airy Blush	TAMAGO (noun)	Borrowing
32.	VITA (noun) and Hydra (noun)	VITA PROPOLIS Hydra Power Mist	VITA (noun) and Hydra (noun)	Borrowing
	Vita (noun)	60% Vita Propolis + Bee Venom Glow Serum	Vita (noun)	Borrowing
33.	RESURRECT (verb)	RESURRECT Multibiome Serum	Resurrection (noun)	Backformation
34.	CRIOUSLY (noun)	CRIOUSLY 24K GOLD Essence	Vitamin C (C) (noun) + SERIOUSLY (adverb)	Multiple Processes (Clipping and Blending)
35.	COFFEEINC (noun)	COFFEEINC Lip Scrub	COFFEE (noun) + INC (INCORPORATED) (verb)	Multiple Processes (Clipping and Compounding)

	Coffeeinc (noun)	Something x Kopi Kenangan - Coffeeinc Body Scrub	Coffee (noun) + Inc (Incorporated) (verb)	Multiple Processes (Clipping and Compounding )
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### Meanings generated from the wordplay of Somethinc product names

No.	Wordplay	Product Name	Lexical Meaning	Contextual Meaning
1.	ACNEDOT	ACNEDOT Treatment Low pH Cleanser	The wordplay “ <i>ACNEDOT</i> ” is formed from the words ‘ACNE’ which refers to small red spots commonly found on young people and ‘DOT’ which refers to small round marks. Therefore, the lexical meaning of the wordplay “ <i>ACNEDOT</i> ” is a small round red mark commonly found on young people. Then, the lexical meaning of the product name “ <i>ACNEDOT Treatment Low pH Cleanser</i> ” is a Low pH Cleansing Treatment for small red round marks commonly found on young people.	The wordplay “ <i>ACNEDOT</i> ” shows an association in sound with the word ‘Anecdote’, a short, often humorous story about something someone has done. This association forms the contextual meaning of “ <i>ACNEDOT</i> ” which not only refers to the small red round marks commonly found on young people, but also implies that the use of the product “ <i>ACNEDOT Treatment Low pH Cleanser</i> ” can help treat acne-prone skin and can cause acne breakouts in a short time, so it is fun, like an anecdote.
	ACNEDOT	ACNEDOT Treatment Moisturizer Gel	The wordplay “ <i>ACNEDOT</i> ” is formed from the words ‘ACNE’ which refers to small red spots commonly found on young people and ‘DOT’ which refers to small round marks. Therefore, the lexical meaning of the wordplay “ <i>ACNEDOT</i> ” is a small round red mark commonly found on young people. Then, the lexical meaning of	The wordplay “ <i>ACNEDOT</i> ” shows an association in sound with the word ‘Anecdote’, a short story that often contains elements of humor about something someone has done. This association forms the contextual meaning of “ <i>ACNEDOT</i> ” which not only refers to the small red round marks commonly found on



			<p>the product name “<i>ACNEDOT Treatment Moisturizer Gel</i>” is a treatment moisturizer gel for small red round marks commonly found on young people.</p>	<p>young people, but also implies that the use of the product “<i>ACNEDOT Treatment Moisturizer Gel</i>” can help treat the small red round marks commonly found on young people in a short time, so that the healing process becomes fast. The fast healing process is fun and is associated with the word anecdote, which generally refers to a fun short story.</p>
	ACNEDOT	ACNEDOT Treatment Toner	<p>The wordplay “<i>ACNEDOT</i>” is formed from the words ‘ACNE’ which refers to small red spots commonly found on young people and ‘DOT’ which refers to small round marks. Therefore, the lexical meaning of the wordplay “<i>ACNEDOT</i>” is a small round red mark commonly found on young people. Then, the lexical meaning of the product name “<i>ACNEDOT Treatment Toner</i>” is a treatment toner for small red round marks commonly found on young people.</p>	<p>The wordplay “<i>ACNEDOT</i>” shows an association in sound with the word ‘Anecdote’, a short story that often contains elements of humor about something someone has done. This association forms the contextual meaning of “<i>ACNEDOT</i>” which not only refers to the small red round marks commonly found on young people, but also implies that the use of the product “<i>ACNEDOT Treatment Toner</i>” helps treat facial skin with small round red marks commonly found on young people. The treatment can help acne heal in a short period of time, making it fun. This short and fun healing process is associated with the word anecdote,</p>

				which generally refers to a fun short story.
	ACNEDOT	Acnedot Clear AC Body Soap	The wordplay “ <i>ACNEDOT</i> ” is formed from the words ‘ACNE’ which refers to small red spots commonly found on young people and ‘DOT’ which refers to small round marks. Therefore, the lexical meaning of the wordplay “ <i>ACNEDOT</i> ” is a small round red mark commonly found on young people. Then, the lexical meaning of the product name “ <i>Acnedot Clear AC Body Soap</i> ” is a body soap for small red round marks commonly found on young people.	The wordplay “ <i>ACNEDOT</i> ” shows an association in sound with the word ‘Anecdote’, a short story that often contains elements of humor about something someone has done. This association forms the contextual meaning of “ <i>ACNEDOT</i> ” which not only refers to the small red round marks commonly found on young people, but also implies that the use of the product “ <i>Acnedot Clear AC Body Soap</i> ” helps treat the body with small round red marks. The treatment can help acne heal in a short period of time, making it fun. This short and fun healing process is associated with the word anecdote, which generally refers to a fun short story.
2.	Skinpair	Calm Down! Skinpair R-Cover Cream	The wordplay “ <i>Skinpair</i> ” can be interpreted as something that is the partner of the skin, which is its literal meaning. The meaning is a combination of two separate words, namely ‘skin’ and ‘partner’. Then, the product name “ <i>Calm Down! Skinpair R-Cover Cream</i> ”	The wordplay “ <i>Skinpair</i> ” refers to something that is a partner of the skin. Then, the wordplay is used in the product name “ <i>Calm Down! Skinpair R-Cover Cream</i> ” which contextually, the product name is interpreted as calm

			lexically means calm down! an r-cover cream that serves as a partner for our skin.	down! There is a recovery cream that is a partner for our skin. The word 'R-Cover' in the product name has a sound association with the word 'recover', so it is interpreted with the same meaning. Thus, referring to the product description, the product is a recovery cream in the form of a light moisturizer to pair with sensitive and irritable skin.
	Skinpair	Calm Down! Skinpair Barrier Serum	Lexically, the wordplay " <i>Skinpair</i> " can be interpreted as something that is the partner of the skin, which is its literal meaning. The meaning is a combination of two separate words, namely 'skin' and 'partner'. Then, the product name " <i>Calm Down! Skinpair Barrier Serum</i> " lexically means calm down! a barrier serum that functions as a partner for our skin.	The wordplay " <i>Skinpair</i> " refers to something that is a partner of the skin. Then, the wordplay is used in the product name " <i>Calm Down! Skinpair Barrier Serum</i> " which contextually, the product name is interpreted as calm down! There is a barrier serum that is a partner for our skin. Thus, referring to the product description, the product is a calming serum to pair with red sensitive skin.
	Skinpair	Calm Down! Skinpair Bubble Cleanser	Lexically, the wordplay " <i>Skinpair</i> " can be interpreted as something that is the partner of the skin, which is its literal meaning. The meaning is a combination of two separate words, namely	The wordplay " <i>Skinpair</i> " refers to something that is a partner of the skin. Then, the wordplay is used in the product name " <i>Calm Down! Skinpair Bubble</i>

			<p>'skin' and 'partner'. Then, the product name "<i>Calm Down! Skinpair Bubble Cleanser</i>" lexically means calm down! a bubble cleanser that functions as a partner for our skin</p>	<p><i>Cleanser</i>" which contextually, the product name is interpreted as calm down! There is a bubble cleanser that is a partner for our skin. Thus, referring to the product description, the product is a calming bubble cleanser to pair with red skin.</p>
3.	Checkmatte	Checkmatte Transferproof Lipstick	<p>Meanwhile, in order to understand the meaning of this product name, it is necessary to examine two types of meaning. The first type is the lexical meaning. The wordplay "<i>Checkmatte</i>" is formed from the word 'Check' which refers to the examination of something to ensure that it is correct. Meanwhile, the word 'matte' refers to a color that is not shiny. Therefore, the meaning of the wordplay "<i>Checkmatte</i>" is a check on a color that is not shiny to ensure that it is correct. Then, the lexical meaning of the product name "<i>Checkmatte Transferproof Lipstick</i>" is a lipstick with a non-shiny finish that has been checked, and is not transferproof.</p>	<p>The wordplay "<i>Checkmatte</i>" is associated in sound with the word 'checkmate', the winning position in chess. This association shapes the contextual meaning of "<i>Checkmatte</i>" which not only refers to a lipstick with a non-shiny finish, but also implies that the use of this product brings the user to a state of 'victory' in terms of lipstick use. This is reinforced by the product description on Somethinc's official website which states that "<i>Checkmatte Transferproof Lipstick</i>" has a 16-hour transferproof formula, feels very light, non-sticky, and is able to blur lip lines, thus giving a bold and confident look. Thus, the contextual meaning of "<i>Checkmatte</i>" suggests that this product</p>

				provides a long-lasting matte finish while making the user look superior, as if they are the ‘winner’ in every situation.
	Checkmatte	Checkmatte Transferproof Lipstick - Nightshade Batman Edition	The wordplay “ <i>Checkmatte</i> ” is formed from the word ‘Check’ which refers to the examination of something to ensure that it is correct. Meanwhile, the word ‘matte’ refers to a color that is not shiny. Therefore, the meaning of the wordplay “ <i>Checkmatte</i> ” is a check on a color that is not shiny to ensure that it is correct. Then, the lexical meaning of the product name “ <i>Checkmatte Transferproof Lipstick - Nightshade Batman Edition</i> ” is a nightshade batman edition lipstick with a non-shiny finish that has been checked, and is not transferproof.	The wordplay “ <i>Checkmatte</i> ” is associated in sound with the word ‘checkmate’, the winning position in chess. This association shapes the contextual meaning of “ <i>Checkmatte</i> ” which not only refers to a lipstick with a non-shiny finish, but also implies that the use of this product brings the user to a state of ‘victory’ in terms of lipstick use. This is reinforced by the product description on Somethinc's official website which states that “ <i>Checkmatte Transferproof Lipstick - Nightshade Batman Edition</i> ” has a 16-hour transferproof formula, feels very light, non-sticky, and is able to blur lip lines, thus giving a bold and confident look. Thus, the contextual meaning of “ <i>Checkmatte</i> ” suggests that this product provides a long-lasting matte finish while making the user look superior, as if they are the ‘winner’ in every

				situation.
4.	HANGOVER	HANGOVER Voluminous Fiber Lash Smudgeproof Mascara	The wordplay “ <i>HANGOVER</i> ” is formed from the word ‘HANG’ referring to tying something to the top and leaving the other part free to move, while ‘OVER’ refers to something higher than something else. However, the combination of the two words, “ <i>HANGOVER</i> ”, according to Cambridge Dictionary means the feeling one gets after drinking too much alcohol. Thus, the lexical meaning of the product name “ <i>HANGOVER Voluminous Fiber Lash Smudgeproof Mascara</i> ” is a long-lasting voluminous fiber mascara with a hangover effect.	The wordplay “ <i>HANGOVER</i> ” in the context of mascara products, produces contextual meaning as a waterproof, non-sliding, oil-resistant, and non-fading mascara, and stays awake from night to morning even after a night of partying. This is in line with the product's short description, which is ‘Only your lashes will know what happened last night’ and its 24-hour product claim. Thus, the contextual meaning of “ <i>HANGOVER Voluminous Fiber Lash Smudgeproof Mascara</i> ” is that the voluminous fiber mascara is long-lasting and so durable, it can be used all night on a party night, and still stay in place by the next morning.
5.	Holyshield	Holyshield! UV Watery Sunscreen Gel SPF 50+ PA++++ - 50ml Batman Edition	The wordplay “ <i>Holyshield</i> ” is formed from the word ‘Holy’ referring to something that is considered pure or good because it is related to religion, while ‘shield’ refers to a large object to protect oneself. Therefore, the meaning of the wordplay “ <i>Holyshield</i> ” is a large and holy object to protect oneself. Then,	The second type is contextual meaning, the wordplay “ <i>Holyshield</i> ” is associated in sound with the word ‘Holy shit’. ‘Holy shit’ is an exclamation to indicate something impressive. The exclamation gives the impression that the protection provided by the product “ <i>Holyshield! UV Watery Sunscreen Gel SPF 50+ PA++++</i> ”

			<p>the lexical meaning of the product name “<i>Holyshield! UV Watery Sunscreen Gel SPF 50+ PA++++</i>” is UV watery sunscreen gel SPF 50+ PA++++ whose protection is great and holy.</p>	<p>is very impressive, as if it deserves the exclamation ‘Holy shit!’. Thus, it can be concluded that the product name has a contextual meaning of UV watery sunscreen gel SPF 50+ PA++++ whose protection is great and holy, so it deserves the exclamation ‘Holy shit!’.</p>
	Holyshield	<p>Holyshield! No Sebum Mineral Blur Translucent Loose Powder SPF39 PA++++</p>	<p>The wordplay “<i>Holyshield</i>” is formed from the word ‘Holy’ referring to something that is considered pure or good because it is related to religion, while ‘shield’ refers to a large object to protect oneself. Therefore, the meaning of the wordplay “<i>Holyshield</i>” is a large and holy object to protect oneself. Then, the lexical meaning of the product name “<i>Holyshield! No Sebum Mineral Blur Translucent Loose Powder SPF39 PA++++</i>” is no sebum mineral blur translucent loose powder SPF39 PA++++ whose protection is great and holy.</p>	<p>The second type is contextual meaning, the wordplay “<i>Holyshield</i>” is associated in sound with the word ‘Holy shit!’. ‘Holy shit!’ is an exclamation to indicate something impressive. The exclamation gives the impression that the protection provided by the product “<i>Holyshield No Sebum Mineral Blur Translucent Loose Powder SPF39 PA++++</i>” is very impressive, as if it deserves the exclamation ‘Holy shit!’. Thus, it can be concluded that the product name has a contextual meaning of no sebum mineral blur translucent loose powder SPF39 PA++++ whose protection is great and holy, so it deserves the exclamation ‘Holy</p>

				shit!'. 
	Holyshield	Holyshield! Sunscreen Comfort Corrector Serum SPF 50+ PA++++	The wordplay “ <i>Holyshield</i> ” is formed from the word ‘Holy’ referring to something that is considered pure or good because it is related to religion, while ‘shield’ refers to a large object to protect oneself. Therefore, the meaning of the wordplay “ <i>Holyshield</i> ” is a large and holy object to protect oneself. Then, the lexical meaning of the product name “ <i>Holyshield! Sunscreen Comfort Corrector Serum SPF 50+ PA++++</i> ” is sunscreen comfort corrector serum SPF 50+ PA++++ whose protection is great and holy.	The second type is contextual meaning, the wordplay “ <i>Holyshield</i> ” is associated in sound with the word ‘Holy shit!’. ‘Holy shit!’ is an exclamation to indicate something impressive. The exclamation gives the impression that the protection provided by the product “ <i>Holyshield! Sunscreen Comfort Corrector Serum SPF 50+ PA++++</i> ” is very impressive, as if it deserves the exclamation ‘Holy shit!’. Thus, it can be concluded that the product name has a contextual meaning of sunscreen comfort corrector serum SPF 50+ PA++++ whose protection is great and holy, so it deserves the exclamation ‘Holy shit!’.
	Holyshield	Holyshield Glow Sunscreen Stick SPF 50++ PA++++	The first type is the lexical meaning. The wordplay “ <i>Holyshield</i> ” is formed from the word ‘Holy’ referring to something that is considered pure or good because it is related to religion, while ‘shield’ refers to a large object to protect oneself. Therefore, the meaning of the wordplay “ <i>Holyshield</i> ” is a large	The second type is contextual meaning, the wordplay “ <i>Holyshield</i> ” is associated in sound with the word ‘Holy shit!’. ‘Holy shit!’ is an exclamation to indicate something impressive. The exclamation gives the impression that the protection provided by the product “ <i>Holyshield Glow Sunscreen Stick SPF 50++ PA++++</i> ”



			and holy object to protect oneself. Then, the lexical meaning of the product name “ <i>Holyshield Glow Sunscreen Stick SPF 50++ PA ++++</i> ” is glow sunscreen stick SPF 50++ PA ++++ whose protection is great and holy.	is very impressive, as if it deserves the exclamation ‘Holy shit!’. Thus, it can be concluded that the product name has a contextual meaning of glow sunscreen stick SPF 50++ PA ++++ whose protection is great and holy, so it deserves the exclamation ‘Holy shit!’.
	Holyshield	Holyshield! Sunscreen Shake Mist SPF46 PA+++	The first type is the lexical meaning. The wordplay “ <i>Holyshield</i> ” is formed from the word ‘Holy’ referring to something that is considered pure or good because it is related to religion, while ‘shield’ refers to a large object to protect oneself. Therefore, the meaning of the wordplay “ <i>Holyshield</i> ” is a large and holy object to protect oneself. Then, the lexical meaning of the product name “ <i>Holyshield! Sunscreen Shake Mist SPF46 PA+++</i> ” is sunscreen shake mist SPF46 PA+++ whose protection is great and holy.	The second type is contextual meaning, the wordplay “ <i>Holyshield</i> ” is associated in sound with the word ‘Holy shit!’. ‘Holy shit!’ is an exclamation to indicate something impressive. The exclamation gives the impression that the protection provided by the product “ <i>Holyshield! Sunscreen Shake Mist SPF46 PA+++</i> ” is very impressive, as if it deserves the exclamation ‘Holy shit!’. Thus, it can be concluded that the product name has a contextual meaning of sunscreen shake mist SPF46 PA+++ whose protection is great and holy, so it deserves the exclamation ‘Holy shit!’.
6.	Lashlift	Tipsy Lashlift Lengthening Mascara -	The wordplay “ <i>Lashlift</i> ” is formed from the words ‘Lash’ referring	The wordplay “ <i>Lashlift</i> ” in the context of mascara products

		Batman Edition	to eyelashes and 'lift' referring to moving something from lower to higher. Therefore, it can be concluded that the combination of these two words has the lexical meaning of moving the eyelashes from lower to higher. Then, the lexical meaning for the product name " <i>Tipsy Lashlift Lengthening Mascara - Batman Edition</i> " is to move the lashes from lower to higher with a little lift.	produces a contextual meaning as mascara that can lift eyelashes from lower to higher. This is in line with the product description which states that this mascara can make eyelashes look long, curly and last 24 hours. Then, for the contextual meaning of the product name " <i>Tipsy Lashlift Lengthening Mascara - Batman Edition</i> ", the author does not interpret the word " <i>Tipsy</i> " as 'a little drunk', but rather as a feeling that arises from this condition, such as comfortable, good mood, fan confident, as quoted from <a href="http://step1recovery.com">step1recovery.com</a> .
7.	Badass	SOMETHINC Badass Breathable Full Coverage 12HR Serum Foundation	The wordplay " <i>Badass</i> " can be interpreted as something or someone that is considered impressive. Thus, the lexical meaning of the product name " <i>SOMETHINC Badass Breathable Full Coverage 12HR Serum Foundation</i> " is an impressive full coverage breathable 12HR serum foundation.	The wordplay " <i>Badass</i> " still has the same meaning as the lexical meaning, which is something or someone that is considered impressive. The lexical meaning in the product name " <i>SOMETHINC Badass Breathable Full Coverage 12HR</i> " refers to Somethinc's breathable full coverage product that is impressive because of its durability of up to 12 hours. This is reinforced by the product description which states that the product uses a

				live filter effect formula that can perfect the look of a poreless face without a cakey effect, which is currently considered impressive.
8.	Midnight	Midnight Eyeshadow Palette - Batman Edition	The wordplay “ <i>Midnight</i> ” is a compound formed from ‘ <i>mid</i> ’ and ‘ <i>night</i> ’, which together mean twelve o’clock at night, according to the Cambridge Dictionary. Therefore, the lexical meaning of the product name “ <i>Midnight Eyeshadow Palette – Batman Edition</i> ” refers directly to an eyeshadow palette themed around midnight, presented as part of a special Batman edition.	The wordplay “ <i>Midnight</i> ”, which lexically means midnight, in this product name serves as a representation of eyeshadow shades with color variations ranging from bold smokey mattes to glam metallics. These colors are synonymous with nighttime makeup styles, which usually appear more dramatic, dark and striking. Therefore, the meaning of “ <i>Midnight</i> ” in this context describes the atmosphere and character of the eyeshadow shades that are suitable for nighttime use. Then, the product name “ <i>Midnight Eyeshadow Palette - Batman Edition</i> ” can be contextually interpreted as a special edition Batman eyeshadow palette that presents dramatic, dark, and striking colors, which are synonymous with the impression of the night and the character of Batman himself.
9.	SUPERSTAR	SUPERSTAR	The wordplay	The wordplay

		Pocket Eyeshadow Palette	<p>“<i>SUPERSTAR</i>”, according to the Cambridge Dictionary, refers to a very famous actor, singer, musician, sports player, and so on. Thus, the lexical meaning of the product name “<i>SUPERSTAR Pocket Eyeshadow Palette</i>” is the pocket eyeshadow palette of a very famous actor, singer, musician, sports player, and so on.</p>	<p>“<i>SUPERSTAR</i>” has an association with the product that gives the impression that the user can look like a “<i>SUPERSTAR</i>”. Although the meaning is not different from the lexical meaning, the wordplay “<i>SUPERSTAR</i>” still enriches the meaning of the product name. The product name “<i>SUPERSTAR Pocket Eyeshadow Palette</i>” contextually means a pocket eyeshadow palette that can help users look shiny and glamorous like a “<i>SUPERSTAR</i>”. Then, based on the product description, the word “<i>SUPERSTAR</i>” also represents the neutral-glam eyeshadow colors, consisting of matte and metallic options, designed to give a stunning look and suitable for anyone who wants to look like a “<i>SUPERSTAR</i>”.</p>
10.	Holygrail (noun)	Holygrail Multipeptide Youth Elixir	<p>The wordplay “<i>Holygrail</i>” means a combination of the words 'Holy' and 'grail', which means holy grail. The word 'Holy' (adjective) means pure and 'grail' (noun) means a cup believed to be used by Jesus Christ at the</p>	<p>The wordplay “<i>Holygrail</i>” has a meaning that goes along with the term “<i>Holy Grail</i>”. In its context of use, Holy Grail refers to something that is highly coveted but difficult to obtain, as explained in the Cambridge</p>

			<p>banquet before his death. In addition, the word “<i>Multipeptide</i>” is also a form of wordplay that has been analyzed in the Derivation section number 4, so its lexical meaning refers to the results of this analysis. Then, the meaning of the product name “<i>Holygrail Multipeptide Youth Elixir</i>” is a youth elixir containing the holy grail multipeptide.</p>	<p>Dictionary. In addition, the word “<i>Multipeptide</i>” is also a form of wordplay that has been analyzed in the Derivation section number 4, so its contextual meaning refers to the results of this analysis. Furthermore, the meaning of the product name “<i>Holygrail Multipeptide Youth Elixir</i>” refers to a youth elixir containing multiple peptides, which is positioned as something that is highly desired but not easy to find.</p>
11.	Squalaneoxidant	Alpha Squalaneoxidant Deep Cleansing Oil	<p>The wordplay “<i>Squalaneoxidant</i>” is formed from the word ‘Squalane’, a more stable version of ‘Squalene’, one of the ingredients in the product, one of the benefits of which is as an antioxidant. Furthermore, the word ‘Antioxidant’, according to the Cambridge Dictionary, is a chemical substance that prevents damage caused by oxygen. Thus, the combination of these two words creates a new meaning, namely the chemical ‘Squalane’ which one of its benefits is as an ‘Antioxidant’.</p>	<p>The wordplay “<i>Squalaneoxidant</i>” in the product name “<i>Alpha Squalaneoxidant Deep Cleansing Oil</i>” is not just a combination of two words that make one new word, but also explains its ingredient and function. “<i>Squalaneoxidant</i>” reflects the squalane ingredient which has a role as an antioxidant. Thus, the new form is not only understood based on the two words that form it, but is also understood as a reflection of the ingredient and function of the product. Apart from that, the use of the</p>

			Then, the lexical meaning of the product name “ <i>Alpha Squalaneoxidant Deep Cleansing Oil</i> ” is deep cleansing oil which contains ‘Squalane’ which functions as a superior ‘Antioxidant’.	word ‘Alpha’ in the name of this product adds to the meaning that this product is a superior product. Therefore, the contextual meaning of the name of this product is that it is an oil facial cleansing product that contains the main ingredient Squalane, which functions as a superior antioxidant to deeply clean waterproof makeup, oil, dust and dirt.
12.	Bacne	Bacne 1% Biosalicylic Spray	The wordplay “ <i>Bacne</i> ” which is the result of combining two words, namely ‘Body’ and ‘Acne’, can be analyzed for its lexical meaning by referring to each word in the Cambridge Dictionary. According to the dictionary, the word ‘Body’ refers to a person's physical appearance, while ‘acne’ refers to small red spots commonly found in young people. Therefore, the combination of these two words forms the lexical meaning of small red spots that appear on a person's body. Then, the lexical meaning of the product name “ <i>Bacne 1% Biosalicylic Spray</i> ” is 1% biosalicylic spray for small red spots that	The wordplay “ <i>Bacne</i> ” in the context of the product “ <i>Bacne 1% Biosalicylic Spray</i> ” can actually be interpreted as 'back acne'. However, referring to the infographics and product descriptions provided on the Somethinc website, “ <i>Bacne</i> ” is more suitable to be interpreted as 'body acne', supported by a short product description, namely '2X Powerful Body Acne Treatment'. Thus, it can be concluded that the contextual meaning of the product name “ <i>Bacne 1% Biosalicylic Spray</i> ” is a product that contains 1% biosalicylic to treat acne on the body, including back acne, chest acne, and butt acne.

			appear on a person's body.	
13.	Microcara	BROW EMBLEM Microcara Brow Gel Waterproof	The wordplay “ <i>Microcara</i> ” is formed from the words “ <i>Micro</i> ” which refers to something very small and ‘ <i>Mascara</i> ’ which refers to dark colored liquid makeup to make eyelashes appear thicker and longer. Thus, the analysis indicates that the lexical meaning of the wordplay “ <i>Microcara</i> ” is a very small amount of dark colored liquid makeup to make eyelashes appear thicker and longer. Then, the lexical meaning of the product name “ <i>BROW EMBLEM Microcara Brow Gel Waterproof</i> ” is a very small, dark colored eyebrow gel which functions to make eyelashes appear longer, symbolizes eyebrows, and is waterproof.	The wordplay “ <i>Microcara</i> ” can be interpreted as a very small, dark colored liquid makeup which functions to make eyebrows appear thicker. This meaning refers to the entire name of the product, namely “ <i>BROW EMBLEM Microcara Brow Gel Waterproof</i> ” which contextually can be understood as mascara specially formulated for eyebrows, with a very small applicator that can produce a thick effect and form eyebrow symbols, and has waterproof properties.
14.	Ceraplump	Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition	The wordplay “ <i>Ceraplump</i> ” consists of two words, namely ‘ <i>Ceramide</i> ’, a skincare ingredient composed of fatty acids and ‘ <i>plump</i> ’ at the end which refers to a round and soft shape. Thus, the findings reveal that the lexical meaning of the word “ <i>Ceraplump</i> ” is a skincare ingredient that	The wordplay “ <i>Ceraplump</i> ” can be interpreted as one of the ingredients in this product which contains fatty acids, namely ceramide which can produce a round and soft lip shape. When combined contextually, “ <i>Ceraplump</i> ” implies that this product contains ceramide

			contains fatty acids to produce a round and soft shape. Then, the lexical meaning of the product name “ <i>Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition</i> ” is Tinted Lip Balm SPF25 PA++++ - Batman Edition with ingredients containing fatty acids to produce a round and soft shape.	which can make lips appear rounder and softer. Furthermore, in the full product name “ <i>Ceraplump Tinted Lip Balm SPF25 PA++++ - Batman Edition</i> ”, the contextual meaning that is formed is that this product is a tinted lip balm with high UV protection, which is formulated with ceramide ingredient to provide a round and soft lip finish.
15.	Mugwortella	Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask	The wordplay “ <i>Mugwortella</i> ” is a plant from the daisy family with leaves that have anti-inflammatory and antibacterial properties as well as an herbaceous, flowering, and perennial plant that is commonly used as an ingredient in traditional medicine. Then, the lexical meaning of the product name “ <i>Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask</i> ” is a 10-minute pore cleansing mask containing charcoal, mugwort, and centella.	The wordplay “ <i>Mugwortella</i> ” can be interpreted contextually as a representation of the main ingredients of the product, namely ‘Mugwort’ and ‘centella’. Then, from the overall product name “ <i>Mugwortella Charcoal Deep Pore Cleansing 10 Minutes Wash Off Mask</i> ”, the word ‘Charcoal’ indicates the active charcoal ingredient, the phrase ‘Deep Pore Cleansing’ reinforces the main function of the mask as an intensive pore cleanser, and ‘10 Minutes Wash Off Mask’ explains that this product is a rinse mask that is used for 10 minutes. In conclusion, the name of this product conveys that the mask is



				a combination of natural ingredients such as Mugwort and Centella, enriched with activated charcoal, which is designed to deeply cleanse pores in just 10 minutes.
16.	EGGO	EGGO 3D Contour Bronzer	The wordplay “ <i>EGGO</i> ” can be interpreted as an oval-shaped object and feelings about one’s own abilities. Then, the product name “ <i>EGGO 3D Contour / Bronzer</i> ”, lexically can be interpreted as 3D contour / bronzer an oval-shaped object and feelings about one’s own abilities.	The wordplay “ <i>EGGO</i> ” is something shaped like an egg that can provide ego in the form of self-confidence. Then, the product name “ <i>EGGO 3D Contour/Bronzer</i> ” can be interpreted as something shaped like an egg, which contains 3D contour/bronzer and can provide ego in the form of self-confidence. This contextual meaning is in line with the infographics and product descriptions that display the shape of the product packaging resembling a boiled egg that is cut in half and explain that this product is able to highlight facial features, give a sharper and more charming impression, and last all day, so it can provide ego in the form of self-confidence.
17.	Hylapore	Hylapore Away Solution	The wordplay “ <i>Hylapore</i> ” can be interpreted as ‘heal a pore’, which implies healing small holes in the skin. Furthermore, the product name	The wordplay “ <i>Hylapore</i> ” is to heal skin problems such as large pores. The product name “ <i>Hylapore Away Solution</i> ” can be interpreted as a solution

			<p><i>“Hylapore Away Solution”</i> can be lexically interpreted as a solution to heal pores.</p>	<p>that heals skin problems such as large pores. This contextual meaning is in accordance with the product description which states that this product helps to treat large pores and reduce excess oil by up to 30%.</p>
18.	Glowgasm	Clay Glowgasm Highlighter Balm - Bang! Batman Edition	<p>The wordplay <i>“Glowgasm”</i> can be interpreted as a combination of ‘glow’ and ‘orgasm’, which implies something that produces with satisfaction. Thus, the product name <i>“Clay Glowgasm Highlighter Balm - Bang! Batman Edition”</i> can be lexically interpreted as a clay-based highlighter balm that provides glow and satisfaction - Bang! Batman Edition”.</p>	<p>Wordplay <i>“Glowgasm”</i> refers to a very satisfying glow effect. Thus, the product name <i>“Clay Glowgasm Highlighter Balm - Bang! Batman Edition”</i> can be contextually interpreted as a clay-based bang! batman edition highlighter balm with a satisfying glow.</p>
19.	WIZ	BROW WIZ Retractable Eyebrow	<p>The wordplay <i>“WIZ”</i> also refers to someone who is highly skilled and is believed to have magical abilities. Then, the lexical meaning of the product name <i>“BROW WIZ Retractable Eyebrow”</i> is an eyebrow that can be retracted by someone who is highly skilled and is believed to have magical abilities.</p>	<p>The wordplay <i>“WIZ”</i> can be interpreted as someone who is highly skilled and believed to have magical abilities towards eyebrows, in line with the product name <i>“BROW WIZ Retractable Eyebrow”</i>. This meaning suggests that the product not only provides precise results, but also creates an eyebrow makeup experience that feels magical due to its ease, as if it were done by an expert with</p>

				extraordinary abilities. In this context, the expert is the user of the product itself.
20.	ASAP	ASAP Eyelash & Brow Treatment Serum	The wordplay “ <i>ASAP</i> ” is an acronym for the phrase 'as soon as possible' according to the Cambridge Dictionary. Then, the product name “ <i>ASAP Eyelash &amp; Brow Treatment Serum</i> ” can be interpreted lexically as Eyelash & Brow Treatment Serum as soon as possible.	The wordplay “ <i>ASAP</i> ” or 'as soon as possible', refers to the claim that the product can work in a short time. When combined in the product name “ <i>ASAP Eyelash &amp; Brow Treatment Serum</i> ”, the contextual meaning is an eyelash and eyebrow treatment serum that provides results ‘as soon as possible’.
21.	Sculptor	Clay Sculptor Bronzer & Contour Balm - Pow! Batman Edition	The wordplay “ <i>Sculptor</i> ” can be interpreted as someone who makes sculptures. Then, the product name “ <i>Clay Sculptor Bronzer &amp; Contour Balm</i> ” can be lexically interpreted as a clay sculptor's bronzer and contour balm.	The wordplay, “ <i>Sculptor</i> ” gives users the ability to 'shape' the contours of the face as a sculptor would. In the special edition “ <i>Pow! Batman Edition</i> ”, the impression of strength, firmness, and boldness is also emphasized, in accordance with the character of Batman. Overall, the contextual meaning of the product name is that it is a bronzer and contour balm product that allows users to shape their facial appearance with precision, just like a sculptor shapes a sculpture from clay.
22.	Multipeptide	Holygrail Multipeptide Youth Elixir	The wordplay “ <i>Multipeptide</i> ” refers to something that has many	The wordplay “ <i>Multipeptide</i> ” refers to something that has many

			chemical compounds made of two or more amino acids. In addition, the word “ <i>Holygrail</i> ” is also a form of wordplay that has been analyzed in datum 10 derivation, so its lexical meaning refers to the results of the analysis. Then, the meaning of the product name “ <i>Holygrail Multipeptide Youth Elixir</i> ” is a youth elixir containing holy grail multipeptides.	chemical compounds made of two or more amino acids. Furthermore, the meaning of the product name “ <i>Holygrail Multipeptide Youth Elixir</i> ” refers to a youth elixir that contains many peptides, which is positioned as something that is highly desirable but not easy to find.
23.	IMMORTAL	IMMORTAL Highlighter	The wordplay “ <i>IMMORTAL</i> ” means 'eternal'. Then, the overall meaning of the product name “ <i>IMMORTAL Highlighter</i> ” can be interpreted as an everlasting highlighter.	The wordplay “ <i>IMMORTAL</i> ” for “ <i>IMMORTAL Highlighter</i> ” suggests that the product provides a shine that lasts all day without fading, symbolizing a 'timeless' finish. Thus, the name “ <i>IMMORTAL</i> ” communicates a flawless glow that is long-lasting and does not fade easily, enhancing the wearer's beauty with a timeless glow.
24.	Waterless	Lemonade Waterless Vitamin C + Ferulic + NAG	The lexical meaning of the word “ <i>Waterless</i> ” is without clear liquid or water. The lexical meaning is obtained from the words ‘Water’ which refers to clear liquid and ‘-less’ which refers to its function to form an adjective which means without. So, it	The wordplay “ <i>Waterless</i> ” refers to a product that does not contain any water at all. Furthermore, when combined in the product name “ <i>Lemonade Waterless Vitamin C + Ferulic + NAG</i> ”, the contextual meaning becomes even clearer,

			can be concluded that the meaning of the word “ <i>Waterless</i> ” is without clear liquid or water. Then, the product name “ <i>Lemonade Waterless Vitamin C + Ferulic + NAG</i> ” can be lexically interpreted as a product containing vitamin C, ferulic acid, and N-acetyl glucosamine (NAG) which does not contain water as its main basic ingredients.	namely a product that contains Vitamin C from lemon without added water, and is enriched with Ferulic Acid and N-Acetyl Glucosamine (NAG). This is confirmed by the product description which states that this essence contains 67% Jeju lemon extract as a natural source of Vitamin C, and is enriched with Ferulic Acid and N-Acetyl Glucosamine to support skin brightness.
25.	Multibiome	RESURRECT Multibiome Serum	The lexical meaning of “ <i>Multibiome</i> ” comes from the word ‘Multi’ meaning having many and ‘biome’ meaning a region on the earth’s surface and a certain combination of weather conditions, plants, and animals found in it. Thus, the wordplay “ <i>Multibiome</i> ” refers to a region on the earth’s surface and a certain combination of weather conditions, plants, and animals found in it that are many.	The wordplay “ <i>Multibiome</i> ” refers to the serum’s function to neutralize, balance, and support the skin’s microbiota ecosystem. Furthermore, the wordplay “ <i>RESURRECT</i> ”, as explained in the backformation process in datum 1, reinforces the meaning that this product is able to restore skin conditions to before a breakout. Overall, the name “ <i>RESURRECT Multibiome Serum</i> ” represents a serum product with various biomes that can restore breakout skin conditions to before a breakout.
26.	SURREAL	SURREAL Star Loose Pigment - NEAR ED	The lexical meaning of “ <i>SURREAL</i> ” can be interpreted as something	The wordplay “ <i>SURREAL</i> ” gives an association to the

			<p>that goes beyond reality and gives a dream-like impression. Therefore, the product name “<i>SURREAL Star Loose Pigment - NEAR ED</i>” can be interpreted lexically as a loose pigment that gives a dreamy appearance effect to eye makeup. This lexical meaning focuses on the direct meaning of the word based on its constituent components without considering the context of the product.</p>	<p>product as an eyeshadow that produces a stunning look, as if it came from a dream world. This is in line with the product description that emphasizes the combination of Nano Glitter Shimmer which provides a fine shimmer effect as well as intense pigment. Thus, the product name “<i>SURREAL Star Loose Pigment - NEAR ED</i>” is contextually interpreted as a product that is able to create captivating makeup results, add charm, and provide a dreamy makeup experience.</p>
27.	UNSTOPPABLE	UNSTOPPABLE 25 Pro Eyeshadow Palette	<p>The lexical meaning of the word “<i>UNSTOPPABLE</i>” can be analyzed based on its components. Lexically, the word “<i>UNSTOPPABLE</i>” can be interpreted directly as something that cannot be stopped. So, the product name “<i>UNSTOPPABLE 25 Pro Eyeshadow Palette</i>” can be interpreted lexically as a professional eyeshadow palette that cannot be stopped.</p>	<p>The wordplay “<i>UNSTOPPABLE</i>” refers to the product as a makeup tool that is able to create a bold, strong, and confident eye look, as if it cannot be stopped or limited. This is in accordance with the product description that emphasizes the ‘pierce’ and ‘bold’ look, which describes courage and endurance in makeup. Therefore, the name of this product contextually implies the strength and confidence presented to its users through long-lasting and striking makeup results.</p>

	Unstoppable	Unstoppable Low PH Gentle Jelly Cleanser - 100ml Batman Edition	The lexical meaning of the word “ <i>Unstoppable</i> ” can be analyzed based on its components. Lexically, the word “ <i>Unstoppable</i> ” can be interpreted directly as something that cannot be stopped or unstoppable. So, the product name “ <i>Unstoppable Low PH Gentle Jelly Cleanser - 100ml Batman Edition</i> ” can be interpreted lexically as an effective and gentle facial cleanser, which does not easily lose its ability to cleanse the skin.	The wordplay “ <i>Unstoppable</i> ” gives the product a connotation as a facial cleanser that is able to provide maximum and unlimited results, as if it cannot be stopped in maintaining skin cleanliness. This is in accordance with the product description which emphasizes the properties of ‘low pH’ and ‘gentle’, which describe the gentleness and effectiveness in cleaning without damaging the skin. Therefore, the name of this product contextually implies the strength and confidence presented to its users through thorough and gentle cleansing results.
28.	UNBREAKABLE	UNBREAKABLE 25 Pro Eyeshadow Palette	The lexical meaning of the word “ <i>UNBREAKABLE</i> ” can be analyzed based on its components. Lexically, the word “ <i>UNBREAKABLE</i> ” can be interpreted directly as something that cannot be destroyed or broken. So, the product name “ <i>UNBREAKABLE 25 Pro Eyeshadow Palette</i> ” can be interpreted lexically as a professional eyeshadow palette that is durable and sturdy.	The wordplay “ <i>UNBREAKABLE</i> ” gives a connotation to the product as a makeup tool that is able to provide a glamorous and long-lasting eye look, as if it cannot be damaged or faded for a long time. This is in accordance with the product description that emphasizes a ‘bold’ and ‘glamorous’ look, which reflects strength and confidence in wearing makeup. Therefore, the name of this product contextually implies

				durability and quality that provide added value to its users through striking and long-lasting makeup results.
29.	Mademoiselle	Mademoiselle Soft Focus Powder Blush	The wordplay “ <i>Mademoiselle</i> ”, according to the Cambridge Dictionary, which comes from French, can be interpreted as a young, unmarried woman. Then, the product name <i>Mademoiselle Soft Focus Powder Blush</i> , can be interpreted lexically as Soft Focus Powder Blush for young women.	The wordplay “ <i>Mademoiselle</i> ” refers to a young woman in French. Then, the overall name of the product, “ <i>Mademoiselle Soft Focus Powder Blush</i> ” contextually describes a blush product that gives a smooth and natural effect on the cheeks, in line with the image of young women, both cute and fierce. This is stated in the product description which reads ‘When you want to look cute or fierce, just add a pop of color to your cheeks, <i>Mademoiselle</i> !’.
30.	Onsen	SUPPLE POWER Hyaluronic9+ Onsen Essence Toner	The wordplay “ <i>Onsen</i> ” is natural hot spring water, while the overall lexical meaning of the product name “ <i>SUPPLE POWER Hyaluronic9+ Onsen Essence Toner</i> ” refers to a hydrating essence toner containing natural hot spring water.	The wordplay “ <i>Onsen</i> ” which means natural hot springs not only refers literally, but also figuratively describes the sensation of freshness, softness, and rejuvenation that this toner offers thanks to the ingredient of Belgium Hot Spring Water. The contextual meaning of the product name “ <i>SUPPLE POWER Hyaluronic9+ Onsen Essence Toner</i> ” is that the toner provides a natural sensation of



				hydration and freshness like a hot bath, which improves skin elasticity and prepares the skin for the next treatment.
31.	TAMAGO	TAMAGO Airy Blush	The lexical meaning of the wordplay “ <i>TAMAGO</i> ” can be interpreted as ‘egg’, while ‘Airy Blush’ refers to blush on with a light texture. Therefore, the lexical meaning of the product name “ <i>TAMAGO Airy Blush</i> ” refers to a light egg blush.	The wordplay “ <i>TAMAGO</i> ” which is interpreted as egg, is actually associated with the physical shape of the product, which is oval and has a round part in the middle, resembling the shape of an egg when it is split into two. This association creates a visual and textural impression of harmony between the shape of the product and the shape of the egg when it has been split in half. Then, overall, the contextual meaning of the product name “ <i>TAMAGO Airy Blush</i> ” is a light blush product, with a touch of packaging design inspired by the shape of an egg halved, oval with a round part in the middle.
32.	VITA (noun)	VITA PROPOLIS Hydra Power Mist	The wordplay “ <i>VITA</i> ” means ‘life’. Meanwhile, the wordplay “ <i>Hydra</i> ” means water, according to Greek etymology and a creature with many heads, according to Greek mythology. Thus, the product name “ <i>VITA PROPOLIS Hydra Power Mist</i> ” can be interpreted as a powerful	The wordplay “ <i>VITA</i> ” is interpreted as ‘life’ which is contextually closely related to ‘PROPOLIS’, a natural substance produced by living creatures, namely bees. Propolis not only acts as a natural protector, but also represents a natural resource that supports

			spray that contains propolis and provides hydration to support life.	life and skin health. Then, the wordplay “ <i>Hydra</i> ” is contextually used to emphasize the product's ability to provide intensive moisture, not in the sense of a mythological creature, but as a symbol of hydration and freshness. Thus, the contextual meaning of the product name “ <i>VITA PROPOLIS Hydra Power Mist</i> ” is a skincare spray that contains the power of a living creature, the bee, to moisturize and refresh the skin.
	Vita	60% Vita Propolis + Bee Venom Glow Serum	The wordplay “ <i>VITA</i> ” means ‘life’. Thus, the product name “ <i>60% Vita Propolis + Bee Venom Glow Serum</i> ” can be interpreted as a glow serum containing 60% propolis derived from living creatures, namely bees, as well as bee venom which functions to help treat acne, pimples, and reduce excess sebum production.	The second type of meaning is contextual meaning. The wordplay “ <i>VITA</i> ” is interpreted as ‘life’. In this context, the product name “ <i>60% Vita Propolis + Bee Venom Glow Serum</i> ” can be contextually interpreted as a serum containing 60% propolis derived from living creatures, namely bees, as well as bee venom which functions to help overcome acne, pimples, and reduce excess sebum production.
33.	RESURRECT	RESURRECT Multibiome Serum	The lexical meaning of the word “ <i>RESURRECT</i> ” is to restore or revive, while “ <i>Multibiome</i> ” refers to a	The wordplay “ <i>RESURRECT</i> ” describes the main function of this serum as a solution to bring back

			<p>region on the earth's surface and a certain combination of weather conditions, plants, and animals found in it and its diversity. Thus, the lexical meaning of this product name is a serum with a region on the earth's surface and a certain combination of weather conditions, plants, and animals found in it and its diversity.</p>	<p>healthy skin like before the breakout. The product description 'PRE, PRO, POST To Renew Troubled Skin!' further reinforces the message that this serum is able to "revive" damaged or compromised skin conditions, so that the skin appears healthier, stronger, and more balanced. Overall, the contextual meaning of the product name "<i>RESURRECT Multibiome Serum</i>" is a serum that revives skin health.</p>
34.	CRIOUSLY	CRIOUSLY 24K GOLD Essence	<p>The wordplay "<i>CRIOUSLY</i>" is the result of combining 'C', which comes from 'vitamin C' with 'Seriously'. In the clipping process, the word 'Vitamin C' (noun) was clipped to 'C'. Then, in the blending process, 'C' is combined with the word 'Seriously' (adverb) to become "<i>CRIOUSLY</i>". Lexically, 'Vitamin C' refers to a vitamin that is important for healthy bones, joints, gums and fighting infection. Then, 'Seriously' refers to very, like something done very seriously. Therefore, the wordplay "<i>CRIOUSLY</i>" can be</p>	<p>The wordplay "<i>CRIOUSLY</i>" is associated in sound with the word 'seriously', which means seriously. This sound association shows that the wordplay "<i>CRIOUSLY</i>" can be interpreted contextually as Vitamin C which works seriously. Then, when combined in the product name "<i>CRIOUSLY 24K GOLD Essence</i>", the contextual meaning becomes an essence containing 24K gold and Vitamin C with serious performance. This meaning is in line with the product description which confirms that the essence contains</p>

			<p>interpreted lexically to mean very vitamin C. Then, the product name “<i>CRIOUSLY 24K GOLD Essence</i>” can be interpreted lexically as essence that contains 24k gold and really contains vitamin C.</p>	<p>Vitamin C with a high level of stability, is very powerful, does not easily oxidize, and has a pH that is balanced with the skin, so it is safe even for sensitive skin.</p>
35.	COFFEEINC	COFFEEINC Lip Scrub	<p>The word “<i>COFFEE</i>” lexically means dark brown beans that have a distinctive aroma. The word ‘<i>Incorporated</i>’ which has been clipped to ‘<i>Inc</i>’ means ‘incorporated’ or ‘integrated’. Therefore, lexically, the product name “<i>COFFEEINC Lip Scrub</i>” can be interpreted as a lip scrub product that contains integrated coffee.</p>	<p>The second type of meaning is contextual meaning. The wordplay of “<i>COFFEEINC</i>” creates a sound association with the word ‘Caffeine’. This context is reinforced by the product slogan, ‘Good mood starts with Coffeeinc’, which builds the association that using this product provides a pleasant experience, just like starting the day with coffee. Contextually, then, the wordplay “<i>COFFEEINC</i>” emphasizes the presence of coffee as an integrated ingredient. Then, the product name “<i>COFFEEINC Lip Scrub</i>” can be contextually interpreted as a lip scrub with integrated coffee ingredient, which can provide a pleasant experience like starting the day with caffeine, as emphasized in the slogan ‘Good mood starts with Coffeeinc’.</p>

	Coffeeinc	<p>Something x Kopi Kenangan - Coffeeinc Body Scrub</p>	<p>The word “<i>COFFEE</i>” lexically means dark brown beans that have a distinctive aroma. The word ‘Incorporated’ which has been clipped to ‘Inc’ means ‘incorporated’ or ‘integrated’. Therefore, lexically, the product name “<i>Something x Kopi Kenangan - Coffeeinc Body Scrub</i>” can be interpreted as a body scrub product that contains integrated coffee.</p>	<p>The second type of meaning is contextual meaning. The wordplay of “<i>COFFEEINC</i>” creates a sound association with the word ‘Caffeine’. This context is reinforced by the product slogan, “Good mood starts with Coffeeinc”, which builds the association that using this product provides a pleasant experience, just like starting the day with coffee. Contextually, then, the wordplay “<i>COFFEEINC</i>” emphasizes the presence of coffee as an integrated ingredient. Then, the product name “<i>Something x Kopi Kenangan - Coffeeinc Body Scrub</i>” can be contextually interpreted as a body scrub with integrated coffee ingredient, which can provide a pleasant experience like starting the day with caffeine, as emphasized in the slogan ‘Good mood starts with Coffeeinc’.</p>
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