

# The Beauty Terms Used in *True Beauty* Webtoon: The Word Formation Analysis

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[hamidfirdausy125@gmail.com](mailto:hamidfirdausy125@gmail.com)**ABSTRACT**

*The researcher conducted an analysis of the word-formation of beauty-related terms used in Yaongyi's Webtoon "True Beauty." The primary objective was to identify the morphological processes involved in creating these beauty terms within the storyline. The study utilized qualitative methods, with the researcher as the main instrument, collecting data on various words and phrases related to beauty found throughout the Webtoon. In total, the researcher identified 62 beauty terms from the selected episodes and subsequently categorized them according to word-formation processes proposed by O'Grady (1997) and Yule (2010). Six main word-formation processes were identified: compounding, derivation, clipping, borrowing, conversion, and backformation. Among these, compounding was found to be the most prevalent method of word formation for beauty terms in the "True Beauty" Webtoon. The study revealed that compounding was the dominant process for forming beauty terms in the Webtoon "True Beauty," which differed from a previous investigation that focused on technology terms in other Webtoons and showed a prevalence of process affixes. These findings suggest that language styles can be influenced by specific subject fields. Furthermore, the researcher discovered several new terms not present in standard dictionaries like Oxford or Cambridge, highlighting the creative and innovative language use within the context of the Webtoon.*

**Keywords:** Word Formation Processes, Beauty Term, Webtoon, Morphology

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**INTRODUCTION**

Language is a verbal communication skill, one of the most extraordinary human advantages. By using language, humans can communicate with each other. Mulyana (2005) argues that verbal language is the primary means of expressing our thoughts, feelings, and intentions. Verbal language uses words that represent various aspects of reality within us. As a result, words are abstractions of our reality that are unable to cause reactions, which are the totality of objects or concepts represented by words (Booij, 2005). Following

Mulyana's argument above, Ruben also argues that every language has an identification pattern with a set of rules (2006), one of which is morphology. Morphology is the system of categories and rules involved in word formation and interpretation. Matthew (1991) states morphology is a simply term for branch of linguistics concerned with the forms of words in different uses and constructions. Word formation processes are a way of forming and creating new words from old ones (Yule, 1985). Since language is dynamic, it is uncommon for updates to change it, which can affect its existence. According to O'Grady (1997), There are nine types of word-formation processes: compounding, derivation, conversion, blending, clipping, backformation, acronyms, coinage, and onomatopoeia. This word formation is essential to study because we find many new vocabularies that are sometimes only spoken. However, some people need to learn the original meaning or the meaning that is not given by the context being discussed.

Language is categorized as verbal communication; spoken and written language also includes communication skills. According to Kusumawati (2016), verbal communication is communication that uses words, whether spoken or written, or forms of communication that use words, both in the form of conversation and writing (speak language). Based on the following statement, the author uses comics as research material because comics are an example of verbal communication skills in the form of written language. Comics are a way of expressing ideas in the form of pictorial stories. In the past, comics were in the form of picture books, but nowadays, comics are also available in digital versions. One of the most famous digital comics is Webtoon. Besides being more practical, Webtoon also provides many kinds of stories from various genres. Here, the author will use one of the comics from the Webtoon entitled True Beauty as the object of his research. True Beauty is a story published by Yaongyi that premiered on LINE Webtoon Indonesia on May 19, 2018, and is most popular in the top 5. Last year, The Secret of Angel reached over 3.7 million readers, is now read by more than 4 billion, and is most popular in the United States, Japan, and France (Hestianingsih, 2020). This comic tells how Jukyung (the main character) struggles to make herself more beautiful so that people can respect her, starting by recognizing the makeup tools that beauty vloggers usually use, which she then learns to make up herself until finally she manages to manifest herself. The new one is the beautiful Jukyung.

The researcher analyzed the word-formation process in the Webtoon using theories from O'Grady (1997), Yule (2010), and Matthew (1991), which were Matthew's theory was used as a review in morphology material, while O'Grady's theory and Yule's theory were used to support material about the word-formation process. It showed a lot of word-formation processes, making it easier for researchers to classify word formations in beauty terms, especially in the Webtoon "True Beauty" by Yaongyi. Besides, why was this beauty term also important to be studied, given that nowadays, the topic of beauty is often published, which in the world of beauty also created new terms whose meaning couldn't be known just by using a dictionary?

This study is not the only one that examines word formation, especially in beauty terms. There are some previous studies, some of which were brought by Kodi (2020), entitled Patterns and Meaning of English Beauty Terms Used by Beauty Vloggers. She analyzed the English Beauty terms used by beauty influencers, "Nikkie Tutorials," and the Beauty Within YouTube account. Next, Marlina (2018) investigated the word-formation process in Alice's Adventures in Wonderland. Next, an E-journal from Hafiza and Rosa (2020) presented a journal that discussed the word-formation process of slang words in

the Straight Outta Compton Movie. The previous study was A Study of Indonesia's Word Formation Process for Food and Beverage Product Names. Haryati and Himmawati (2014) presented the word-formation process in the food and beverage product name in Indonesia. Next, this journal article by Dewi and Sari (2013) examines the word-formation process in a colloquial language created by Indonesian Teenagers on a Facebook page. A further study by Pratama, Wiyaka and Prastikawati (2021) analyzed the process of word formation that occurs when using slang as a caption by Justin Bieber in his Instagram posts. Next, the journal from Ratih and Gusdian (2018) discussed the process of word formation in English using the Oxford English Dictionary in 2012–2016. Next, the journal entitled Word Formation Process of GenZ Slang in Callahan's Generation Z Dictionary was written by Lihawa (2021). His study aimed to discover the types of word formation processes in Gen Z slang. The next previous study is from Panjaitan, entitled An Analysis of Slang Language in the Zootopia Movie (2017). Here, the researcher investigated the slang language used in the Zootopia Movie. The last previous study is provided by Anggrid (2019). This study discussed the word formation process in technical terms in the Webtoon entitled Let's Play.

What distinguished this research from previous research was that some of the previous studies analyzed word formation from social media, slang, novels, and films. In contrast, the researcher used comics as the research object in this study. The second research focused not only on the word-formation process that occurred in the comic, but the researcher also identified the use of word formation in the beauty terms contained in the comic. Even though one of the previous studies used the same object, namely a webtoon, this previous research focused on technology terms rather than on beauty terms since there was no research that discussed the beauty term with the research object of the webcomic, namely the Webtoon.

## RESEARCH METHOD

This study used descriptive qualitative methods because the characteristics of this study were not presented in the form of numbers and tables. This study produced and proved existing theories by providing a further explanation of the findings. The sources of data taken by the researcher were several words or phrases in terms of beauty that were formed from the word formation process. In this study, the researcher used primary data as a data source, where the data were taken from a Webcomic in a Webtoon application entitled "True Beauty." Some data was taken from 39 episodes out of 169.

To collect the data, the researcher observed by focusing on several episodes to find out which words were categorized as beauty terms. Then, the researcher analyzed the data using several steps. The researcher started by analyzing the list of morphemes, word formation, and word formation process. After the data about the beauty terms were collected, the researcher classified each according to the type of word formation process. After completing the process, the researcher explained why the term could be classified as beauty in word formation and drew a conclusion from the previous analysis.

## FINDINGS & DISCUSSION

As previously mentioned, the researcher analyzed the beauty terms in Yaongyi's Webtoon published in 2018 entitled "True Beauty." This Webtoon consisted of 169 episodes. After the researcher researched all the episodes, the researcher found several

beauty terms in 39 episodes, and the researcher got 62 beauty terms, which would be categorized into various types of word formation. Researcher categorized them through twelve types of word-formation processes based on Yule's (2010) and O'Grady's (1997) theories. They were coinage, borrowing, compounding, clipping, backformation, conversion, acronym, derivation, blending, backformation, onomatopoeia, and acronyms.

The findings answered the research problems. Categorizing what word formation the term beauty uses in the Line Webtoon story "True Beauty". Besides, this finding also identified the processing of word formation used in the term beauty according to the category of each word contained in the "True Beauty" Webtoon Line.

Researcher had listed several beauty terms in the "True Beauty" webtoon. Furthermore, after collecting the data, the researcher categorized the terms according to O'Grady and Yule's theory of word formation. There were six categories of word formation processes for beauty terms found in this research; they were presented as follows:

### ***Compounding***

According to Yule's statement (2010) about compounding, "there is a joining of two separate words to produce a single form." Where the meanings of some of these examples had different meanings from the two essential words, O'Grady (1997) gave a more detailed explanation about compounding, saying that what was called compounding was "*the combination of lexical categories (nouns, adjectives, verbs, or prepositions). With very few exceptions, the resulting compound word is a noun, a verb, or an adjective*". Researcher found many beauty terms that used this process of combining in the Webtoon "true beauty." In this case, some of the terms formed from the compounding process were written in three ways. The following is the explanation of these terms and an analysis adapted to how they were formed.

#### ***Open compound word***

An open compound word was a term to identify a compound word that was written as a separate word. This type of compound was the occurrence of the joining of two words separated by a space. Words could be identified as open compound words if one word was combined with another. The followings were analysis of some beauty terms in the "True Beauty" Webtoon, which were categorized as open compound words:

#### ***Acne cream (noun)***

The term acne cream is composed of two morphemes: *acne* and *cream*. Each of these morphemes was a free morpheme. It meant that these morphemes could stand alone and have their own meaning.

The term acne cream was a noun compound because the word cream, which was the head, was a noun. In addition, the word "*acne cream*" was included as an "*open compound word*" type of compounding because this word was formed from two words separated by a "*space*." This word was also familiar in the term beauty. It meant the acne cream was not for acne but for acne-prone skin problems.

#### ***Bare face***

The following term, "*bare face*," is composed of two words: bare and face. Both words were forms of free morphemes. Where, each of these words could stand alone and had its own meaning. This term was also included as a type of compounding, which was an



*open compound word*, which type of compound was the occurrence of the joining of two words separated by a space. Because the headword of this term was a *face* in the form of a noun, the term *bare face* was categorized as a compound noun.

The term *bare face* is often used in beauty terms to describe a natural facial condition without any makeup, skincare, or powder.

#### *Blush on (noun)*

Another beauty term that was categorized as compounding was the term *blush on*. *Blush on* was an *open compound word* that combined two words (i.e., *blush* and *on*) by adding a space between the two words. The two words consist of a free morpheme and a functional morpheme.

As previously explained, free morphemes were morphemes that could stand alone, had their own meaning, and could get affixes. Nevertheless, unlike free morphemes, functional morphemes were morphemes that could stand alone but couldn't get affixes. Here "*on*" represented the functional morpheme as a preposition.

*Blush* itself contains the meaning of cheek coloring, whose function was to add color (reddening to the cheeks) to the face, which was generally solid, liquid, or cream-textured.

#### *Closed compound word*

The closed compound was a compounding term to identify words written in one word. Closed compound words combine two words that were made into a single unit without adding a separator (space) between the two words.

Words could be identified as close compounds because they had been in the language for a long time. According to Szymanek (1989), "long-established lexical compounds tended to be written as one word." The following was an analysis of some beauty terms in the "*True Beauty*" Webtoon, which were categorized as *closed compound words*:

#### *Breakout (noun)*

The term "*breakout*" was a form of the type of compounding called "*closed compound words*." A closed compound word is the result of merging two words into a single unit without adding a separator (*space*) between them. The term *breakout* had also been listed in English dictionaries Oxford and Cambridge. However, uniquely, this term had a much different meaning from that used in the term *beauty*. According to the Oxford Dictionary, *breaking out* (with spaces between words) implied escaping from a place (prison) or situation. In the Cambridge dictionary, the term *breakout* was used to describe someone or something that was successful and famous in a certain way.

While the use of the term *breakout* itself, in terms of beauty, meant the condition of the face when the skin was irritated in the form of acne and red spots accompanied by itching, burning, inflammation, and even swelling.

#### *Blackheads (noun)*

Then the researcher found the term *blackheads*. This term was categorized as a compound word because it was formed from two morphemes that were put together. These two morphemes were "*black*" and "*heads*." Both the words "*black*" and "*heads*" were free morphemes, meaning that this morpheme could stand alone and have meaning for

each word. In addition, the term blackheads could also be categorized as a closed compound word because these two words were combined into one without any spaces between them.

However, if these two words were combined, then this term would have a different meaning from the original meaning of each word. Blackheads are small, dark bumps that grow in the skin's pores. These blackheads were generally found on the face, especially the nose, chin, and around the cheeks.

### Eyeshadow

The next term was "eyeshadow." It consists of two words: *eye* and *shadow*. Both words were forms of free morphemes, where each of these words could stand alone and have its own meaning. This term was also included as a type of *closed compound word*. This compound combined two words that were not separated by a space.

The term bare face was often used in beauty for cosmetics applied to the *eyelids* and under the *eyebrows* to give color so the eyes looked alive. Eyeshadow was packaged in several forms, namely cream, powder, or pressed cake.

### Headband

The next term was "headband." It consists of two words: *head* and *band*. Both words were forms of free morphemes. Where, each of these words could stand alone and have its own meaning. This term was also included as a type of *closed compound word* compounding, where this type of compound was a combination of two words that were not separated by a space.

The term "headband" was not interpreted in its original meaning (*the head of the band*). However, the term referred to a narrow strip of material worn around the head, usually to keep hair or sweat away from your eyes, for example, during exercise. In the beauty world, the headband is often used to maintain hair while wearing a face mask.

### Makeup (noun)

The term "makeup" was a beauty term used to define an activity that changed the appearance of its original form using decorative materials or tools. The term *makeup* was also listed in the Cambridge dictionary with a meaning similar to the one above. According to the Cambridge Dictionary, "makeup" is the term used for a colored substance applied to the face to improve or change a person's appearance. Some examples of makeup were *eyeliner*, *eye shadow*, *mascara*, and *blush*.

Similar to the previous term, "*blush on*," the term "makeup" was also composed of free and functional morphemes, which were *make* and *up*. The word then was a free morpheme, while the word *up* was categorized as a functional morpheme in the form of a preposition or adverbial word. The difference was that the term "makeup" included *closed compound words*, where these two words were merged without a space separator.

### Skincare (noun)

This compounding process also occurred in other beauty terms, namely in terms of skincare. This type of compounding process occurred in skincare terms: a *closed compound word* and a combination of two free morphemes—skin and care.

The term skincare was often used to describe a number of activities that made the skin look healthier and more well-groomed. This understanding followed the definitions contained in the Cambridge Dictionary and the Oxford Dictionary.

### Waterline

Another compounding process was found in the term "*waterline*." The term "*waterline*" consists of two free morphemes, namely "*water*" and "*line*." The term *waterline* was included in the type of *closed-word compound*. This type of compound combined two words into one without any separator (space).

The term "*waterline*" was listed in the Cambridge Dictionary. According to the Cambridge Dictionary, the term *waterline* was used for the level at which the water reached on the sides of a ship. Meanwhile, in terms of beauty, this term referred to the area along the lower lash line.

### **Hyphenated compound word**

A hyphenated compound was a term used to identify two or more words that were connected by a hyphen. Compounds with hyphens also help the reader avoid ambiguity. Hyphens were used when two words functioned together as adjectives before describing the noun. It was also stated by Szymanek (1989) that free compounds consisting of three or more elements often had the first two constituents written with a hyphen. Fine lines (noun).

Another compounding process was found in the term "*fine lines*." The term "*fine lines*" consists of two free morphemes, namely "*fine*" and "*line*." The word "*line*" there got the suffix "-s," which indicated a plural meaning.

The word *fine-line* was a form of compounding, a type of hyphenated compound word. Where the hyphen was used to join two words, this type of hyphenated compound word could also combine more than two words.

The term "*fine lines*" was listed in the Cambridge Dictionary. According to the Cambridge Dictionary, the term *fine line* was used to describe two things that were the same but seemed different. While in terms of beauty, this term was used to describe the lines found on the face, such as around the eyes or the lips; these lines were finely textured but not wrinkles.

### Derivation

Yule (2010), in his book, suggested derivation, but he had yet to discuss it in depth. However, he found that derivation forms words from small "*bits*." These little "*bits*" were usually not found in different dictionaries. These "*bits*" were commonly known as affixes.

Meanwhile, O'Grady (1997) stated that *derivation* was forming new words from a basic word by adding an affix to the base word. This process changed the meaning but did not change the word class. This process produced a new word, which was a bound morpheme. As previously discussed, this bound morpheme attaches suffixes or prefixes to the root or stem that changed the category of the essential words. Below are samples obtained and an analysis of the derivation process.

### Blusher

The term *blusher* was the result of a derivation process. This word could be divided into smaller units, such as the term's origin and free morpheme. Since the term "*blusher*"

was included in the derivational process, consisting of free morphemes and affixes. The word "*blush*" became a free morpheme of this term, which was then added with the suffix -er.

The meaning of the word "*blush*" (a free morpheme) itself made it red, and this word belonged to the verb class. When the word "*blush*" got an affix in the form of -er, this word changed its word class into a noun. At the same time, changing this word's meaning into a tool to blush. Thus, the -er affix could change a verb into a noun.

### Cakey

The term "*cakey*" was included in the derivation process class because this term consists of two morphemes. The two morphemes were free morpheme and bound morpheme; in this case, the word "*cake*" was a free morpheme of the term, while the -y suffix found in these terms was a bound morpheme.

The basic word of the sentence "*cakey*" was "*cake*," which was the name of a sweet food made from a flour, egg, and sugar mixture. The word "*cake*" was categorized as a noun. Nevertheless, since the suffix -y was added, "*cake*" was no longer a noun. However, this word was categorized as an adjective. The meaning had changed because the word "*cakey*" in the class had changed. The term "*cakey*" was used to refer to the use of makeup that was too thick to give the effect of cracking.

### Concealer

The term "*concealer*" was also categorized as a result of the derivation process. Like the term "*blusher*," which was discussed earlier, concealer was also a free morpheme with the suffix -er. It meant the original word, and the free morpheme of this term was the word "*conceal*."

The original meaning of the word concealer was a type of cosmetic used to cover dark circles under the eyes, dark spots, large pores, acne scars, and all other blemishes that could be seen on the face (Maybelline.co.id). While the meaning of the term's origin (free morpheme) conceals, the word had a meaning not much different from the term, namely covering something that was visible so that it was not visible. This term resulted from combining the words conceal (verb) and the suffix -er, which included this word in the noun class.

### Dewy

The term "*dewy*" results from a word-formation process called derivation. This term also consists of two morphemes. The free morpheme was the word "*dew*," while the bound morpheme was the -y suffix. According to the Cambridge dictionary, the meaning of "*dew*" (noun) itself was a drop of water that formed on the ground and other surfaces outside at night. However, when this word got the suffix -y, the class of the word changed to an adjective, which was usually used in terms of beauty to describe skin conditions that looked healthy and fresh.

### **Clipping**

O'Grady (1997) states, "Clipping is a process that shortens a polysyllabic word by deleting one or more syllables." Clipping was a process that shortened a syllable word by removing one or more syllables. The purpose of this statement was the formation of a new



word by shortening an existing word. The original meaning of clipping was cutting. Therefore, clipping was a word formation process in which the word was reduced or shortened without changing the meaning of the word. There were four clipping types: back-clipping, fore-clipping, mid-clipping, and compound-clipping. The following is a sample and analysis of clippings:

### Curl

The term "*curl*" was one of the samples found due to the clipping process. The process of forming clipping could occur because of the word "curler," which was then reduced to the word *curl*. The occurrence of reduction in the word *curl* was included in the type of back-clipping where the word was cut on the back; the term *curl* was the original word *curler*, and because of the cutting of the word on the back, the term *curl* occurred. In the beauty world, *curl* (curler) was used to curl eyelashes to make them look curly.

### Lid

The following clipping process was found in the word *lid*. The term "*lid*" was invented due to a clipping process called fore-clipping. This term was included in the type of fore-clipping where words were cut at the front. The word "*lid*" results from a reduction in the word *eyelid*. The word *lid* in the world of beauty meant that the eyelid was where the primary eyeshadow color was located. The word *lid* was also listed in the Cambridge dictionary but had a different meaning: a lid on a container that could be lifted or removed.

### Shadow

The last term formed by the clipping process was *shadow*. Similar to the term *lid* above, this term was formed from the fore-clipping type of the word *eyeshadow*. The word *eyeshadow* itself had a cosmetic meaning; it was applied to the *eyelids* and under the *eyebrows* to give color so the eyes looked alive.

### **Conversion**

Conversion is a process that assigns an existing word to a new syntactic category. Although not adding an affix, conversion was often considered a type of derivation because of the change in category and meaning it caused (For this reason, it was sometimes called zero derivation). The next step was the results of the conversion process and the researcher's analysis of the terms that had been found previously.

### Contour

The first term that was included in the conversion process was *contour*. The word *contour* was originally included as a noun, meaning the shape of a mass of land or other objects, especially the surface or the shape formed by its outer edge. However, the word *contour* here could form a new word as a verb without changing the word, which meant giving a shape to certain areas, especially the face.

Regarding beauty, the word *contour* created shadows to define facial features. This contour technique was commonly used on the cheekbones, nose, forehead, and jaw. This contouring technique was commonly used to create the illusion that certain areas of the face were slightly hidden by playing with color.

### Coral

The following term was included in the conversion process was coral. The word coral was initially included as a noun which meant a substance like rock formed in the sea by groups of particular types of small animals and often used in jewelry. However, in terms of beauty, the word coral changed its meaning into a color commonly found in *lipstick, blush, or eyeshadow*. This color was a reddish-orange color or a combination of orange and pink.

### Smudged

The last term that was included as a conversion process was *smudged*. The word *smudge* was initially included in the noun, which meant a mark with no particular shape that was caused, usually by accident, by rubbing something such as ink or a dirty finger across a surface. However, in terms of beauty, this word changed from a class to an adjective, which meant to fade. *Smudge* was used when the makeup was not matte (long-lasting).

### **Borrowing**

The original meaning of borrowing was to borrow. Borrowing is a word formation process that involves borrowing words from other languages without changing their form, meaning, or class. Borrowing occurred in English and other foreign languages; for example, the word ramen was taken from Japanese or angpaw from China. The sample results and analysis of this process are described below.

### Mascara

The term "*mascara*" was included in the borrowing formation process. because the word mascara borrows from Spanish. In Spanish, the word "*mascara*" came from the word *máscara*, while in Italian, the word *mascara* came from the word *maschera*, which both had the same meaning: mask.

The term mascara is a term for a beauty tool that functions to curl eyelashes and gives a thick, curly, and long effect.

### Palette

The term *palette* was included in the first German term to be discovered as a form of the borrowing process. The meaning of the word *palette*, according to the Cambridge and Oxford dictionaries, is a thin board with holes in it for the thumb to pass through, used by an artist to mix colors when painting. While in terms of beauty, the word *palette* means a makeup set of several colors, and a glass and an applicator in the packaging also accompany some.

### Essence

The next term was the *essence*. The term *essence* was included in the Germanic language, which means "*tree*." The meaning of *essence*, according to the Cambridge and Oxford dictionaries, is the basic or most important idea or quality of something.

While in terms of beauty, the word *essence* means a facial care product with a toner-like texture and a lower concentration of nutrients than serum. *Essence* had a more liquid consistency so that it could absorb into the skin quickly.

### Cushion

The term *cushion* was also included in Germanic words. The meaning of the word *cushion*, according to the Cambridge and Oxford dictionaries, is a bag made of cloth, plastic, or leather that is filled with a soft material, often has an attractive flap, and is used primarily in a chair for sitting or reclining.

While in terms of beauty, the word *cushion* is meaningful as a term used to describe a portable makeup base that looks similar to powder.

### **Backformation**

A morphological process in which a word is formed by subtracting a piece, is usually an affix, from a word that is or appears to be complex. Backformation was a process that created a new word by removing a real or supposed affix from another word in the language. For example, the word *orientation* (noun) became *orientate* (verb). The beauty term "*deodorant*" was the only term formed by the backformation process found in the webtoon "True Beauty." This process could occur because of the reduction of words from the word *deodorized*, a verb, to *deodorant*, a noun. The meaning of *deodorant* itself was a substance you put on your body to prevent or hide unpleasant smells.

After previously analyzing several beauty terms found in the "True Beauty" webtoon in the "findings" sub-chapter, in this chapter, we would answer the research question in this research as well as the researcher's involvement in the results of the data analysis. The beauty terms were analyzed according to the category of the word formation process; it was shown that from the twelve categories of word formation processes proposed by O'Grady (1997) and Yule (2010), there were six categories of word formation processes found in the beauty term used in the webtoon "True Beauty." The six categories were compounding, derivation, clipping, conversion, borrowing, and backformation.

Firstly, the word formation process found in the term beauty in the "True Beauty" webtoon was compounding. From the analysis of compound words above, it could be concluded that there were three types of compound words. The three types were empty compound words, closed compound words, and hyphenated compound words.

From the eleven terms found by the author and categorized in this compounding word formation process, only one term used the hyphenated compound word type. Therefore, two types dominated the most in terms of beauty in this Webtoon.

Secondly, the word formation process found was a derivation, and the results of the above analysis found four terms formed from this derivation process, including blusher, cakey, concealer, and dewy. The researcher found that these terms were formed because of the -y suffix for cakey and dewy, each of which came from a noun and later became an adjective. The terms concealer and blusher got the -er suffix, which made the term a noun.

Thirdly, the word formation process found was clipping. It could be seen from the analysis above that he had found three terms in this "True Beauty" webtoon. The researcher determined that each of the three terms was a form of a different type of clipping. It was known that clipping had four types of processes to create new words. The first was *back-clipping* (cutting the back of words), the second was *fore-clipping* (cutting the front of words), the third was *middle-clipping* (cutting the middle of the word), and the last one was *complex-clipping* (cutting mixed or combined words). Moreover, of the three terms analyzed, two used *fore-clipping* and one used *back-clipping*. Therefore, it was inevitable that no *middle-clipping* or *complex-clipping* forms were found.

Fourthly, the word formation process found was borrowing. Following the original meaning of this process, it also borrowed some terms from other languages. As a result of the analysis of the beauty terms used in the webtoon "Beauty Term" above, which was formed from the borrowing process, there were four terms. The four terms were mascara (Spanwash), palette (Germany), essence (Germany), and cushion (Germany). In this case, the term not only borrowed the term but also borrowed the meaning. Furthermore, the meaning of borrowing words here was still related and equivalent.

Fifthly, the word formation process found was *conversion*. There were three types of conversions found in the English term beauty. They were noun to verb, verb to adjective, and noun to adjective, where the term contour changes from a noun to a verb. In comparison, smudged appeared first as a verb and then was changed to an adjective. Finally, the term coral was changed from a noun to an adjective.

Last but not least, the word formation process found was a *backformation*. From the above analysis, it was found that only one term was formed from the backformation process. The term deodorant, which initially appeared as a noun, was the reduction's result from the word deodorize, whose word class was a verb.

From the findings and discussions that had been described, the researcher found that six categories of word formation could be found in the English term beauty. They were *borrowing*, *compounding*, *clipping*, *derivation*, *conversion*, and *backformation*. The researcher did not find six other word formation categories: *coinage*, *blending*, *acronyms*, *multiple processes*, and *onomatopoeia*. Coinage couldn't be found in English beauty terms in the Webtoon because the particular brand was to show its products. Then, the blending process was also rarely used in terms of beauty because they used the compounding process to define makeup products or skincare ingredients. They were formed by combining two words without reducing syllables to make the term understandable.

Furthermore, this study also showed that the most dominant category of word formation found in English beauty terms was the compounding process. Thirty-five compound words included nominal compound words, most of which were the names of the makeup or skincare products in the compounding process. When compared with previous studies, this study showed different results. The research conducted by Hafiza and Rosa (2020) found that the most dominant type of word formation in English slang used in Straight Outta Compton was the blending process. From the analysis results, the authors compared this study with similar studies that had different subjects and data sources. This research was different from research by Kodi (Kodi, 2020), Puspa, and Rivia (2013), and Wiyaka and Prastikawati (2021). The most dominant data sources from the three studies were taken from social media, namely video tutorials and Facebook and Instagram captions.

In comparison, this research used data sources from digital comics, namely webtoons. Apart from these differences, there were similarities between this study and three previous studies. Three previous studies with this research found at least two word formation processes that were the same, namely clipping and borrowing. In addition to the similarities mentioned above, this study had other similarities with Kodi's research, namely, studying beauty.

Then this study also had differences in object study with Ratih and Gusdian (2018) and Lihawa (2021). This research examined the term beauty, while the two previous

studies examined slang terms in the Oxford Dictionary and Callahan's Generation Z Dictionary.

Besides that, one of the previous studies had similarities to the object study, namely the research from Anggrid. Anggrid also used Webtoon as the object of her study, but the difference with this research was that the term studied by Anggrid was a technology term, while the researcher examined the term beauty. In addition, not all beauty-related words were listed in English dictionaries. Some beauty terms in English have different meanings from their literal meanings. Terms like breakout, barefaced, and fine lines have different meanings in beauty, especially in the context listed in this "True Beauty" webtoon. The meanings of the words were not the same or related to their literal meaning; they were completely different and had a new meaning.

### CONCLUSION & SUGGESTION

From the analysis of the term beauty contained in the webtoon "True Beauty," in this case, the researcher concluded that there were 62 terms found in the Webtoon. The term beauty is composed of words. In addition, the researchers also found several new terms that were not found in English dictionaries, either the Oxford dictionary or the Cambridge dictionary.

From the analysis of the term beauty contained in the webtoon "True Beauty," in this case, the researcher concluded that there were 62 terms found in the Webtoon. The term beauty is composed of words. In addition, the researchers also found several new terms that were not found in English dictionaries, either the Oxford dictionary or the Cambridge dictionary.

There were six different ways that words could be formed: by taking parts of other words, making new words from existing words, combining words, using suffixes, using prefixes, and using inflection, namely compounding, derivation, clipping, borrowing, conversion, and backformation. The different ways in which words were formed were explained in detail. There were 35 different terms involved in the compounding process, 16 in the derivation process, and 4 in the borrowing process. Each of these processes involved three terms. There was also one term formed from backformation.

In addition, the researchers also found that several beauty terms in English had different meanings from their literal meanings. In this case, terms like breakout, barefaced, and fine-line had different meanings in the beauty world. It depended on where and how the words were used. Sometimes these terms could only be understood by a group of people who understood the world of makeup and skincare.

Besides that, when quoting from Anggrid's journal, which examined the term technology, it was found that the term technology in the Webtoon Let the Affixes process dominated Played. whereas in this study examining the term beauty from the same data source, namely the Webtoon, it was found that a compounding process dominated the term beauty in the Webtoon True Beauty. Therefore, specific disciplines in the field of study may influence language style. The researcher had several suggestions related to the topic of this research. First, for linguistic students, this research could be useful for anyone who wanted to learn more about morphology and word formation theory. Second, for all researchers, be they teachers, lecturers, students, or anyone who wanted to research the term beauty, the researcher hoped this research could be helpful. Furthermore, if anyone wanted to use a webtoon as an object of study, this thesis could be one of their references.



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