

An analysis of word formation processes in Selena Gomez's instagram caption

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Kata Kunci:

Selena Gomez; bahasa;
pembentukan kata;
linguistik; tren

Keywords:

Selena Gomez; language;
word formation; linguistics;
trend

ABSTRAK

Jurnal ini menyajikan analisis komprehensif tentang proses pembentukan kata yang digunakan dalam caption Instagram ikon budaya pop populer Selena Gomez. Penelitian ini bertujuan untuk menyelidiki linguistik bahasa media sosial Gomez dan menguraikan mekanisme yang mendasari pembentukan dan transformasi kata dalam konteks komunikasi online informal. Studi ini menggabungkan metode linguistik seperti analisis morfologi untuk menyelidiki bagaimana Gomez mengadaptasi dan berinovasi bahasa untuk menyampaikan makna, emosi, dan gaya pribadi dalam teksnya. Hasilnya menyoroti

dinamika perkembangan bahasa di ruang digital dan memberikan wawasan tentang peran selebriti dalam membentuk tren bahasa kontemporer. Lebih jauh lagi, penelitian ini berkontribusi pada pemahaman yang lebih luas tentang fenomena sosiolinguistik di era media sosial, menyoroti titik temu antara budaya selebriti, kreativitas linguistik, dan komunikasi online.

ABSTRACT

This journal presents a comprehensive analysis of the word formation process used in popular pop culture icon Selena Gomez's Instagram captions. This research aims to investigate the linguistics of Gomez's social media language and outline the mechanisms underlying word formation and transformation in the context of informal online communication. This study combines linguistic methods such as morphological analysis to investigate how Gomez adapts and innovates language to convey meaning, emotion, and personal style in her texts. The results highlight the dynamics of language development in digital spaces and provide insight into the role of celebrities in shaping contemporary language trends. Furthermore, this research contributes to a broader understanding of sociolinguistic phenomena in the social media era, highlighting the intersection between celebrity culture, linguistic creativity, and online communication.

Pendahuluan

Language is a social communication tool in the form of a system of sound symbols produced by human speech, the function of language is as a tool for self-expression and as a communication tool. In the branch of linguistics there is morphology which can be interpreted as a branch of linguistics that identifies units that form words as grammatical units. Morphology studies the ins and outs of word form and the influence of changes in word form on word groups and meanings. Word formation can occur when words are processed into new words. Slang undergoes a word formation process, according to Yule (2006). This includes various methods such as the creation of new words through Coinage, Clipping, Compounding, Blending, Borrowing, Back Formation, Acronyms, Conversions, and Derivation (Prefix, Infix, Suffix). This word formation is



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always used in writing because it is considered grammatical. The explanation regarding the division of word formation is:

A. Coinage

Creating a completely new free morpheme. The word formation process of inventing entirely new words. The process of creating new words that have never existed before. These words often come from trademarks, company names, or new inventions.

B. Clipping

Shortening of a poly-syllabic word.

C. Compounding

Combine two or more morphemes to form new words.

D. Blending

A blending is a combination of two or more words to create a new one, usually by taking the beginning of the other word and the end of the other one. Combining two whole words to form a new word by taking parts of each word.

E. Borrowing

Borrowing is the process of actually borrowing words from foreign languages.

F. Back formation

A word (usually a noun) is reduced to form another word of a different type (usually a verb)

G. Acronyms

Acronyms are new words formed from the initial letters of a set of other words.

H. Conversions

It is change in the function of a word, as for example when a noun comes to be used as a verb (without any reduction).

I. Derivation

Derivation is a morphological process in word formation which involves adding morphemes to a basic word to form a new word with a different meaning or function. Derivation can occur through adding affixes such as prefixes, infixes, or suffixes to the base word.

In previous research (Hafiza, *et al.* 2020) used An Analysis of word formation of english slang used in straight outta compton movies. The author aims to examine and understand the various methods of creating slang words as observed in the movie "Straight Outta Compton." The researcher concentrated solely on analyzing the processes of word formation and the specific slang expressions utilized in the film, drawing from Yule's theoretical framework. (Marzita, *et al.* 2013) using An analysis of word formation process of English slang in teenager movie scripts. Researchers examine data in accordance with applicable theory. In the end, the researcher illustrates

the word formation processes commonly used in slang and goes on to compare these processes in the two scripts. (Fatmawaty, et al. 2019) used An Analysis Of English Word Formation Processes In Beats Apart Novel By Alanda Kariza And Kevin Aditya. In addition the researcher found that in the process of borrowing from other languages, there were Spain, French, China, Italy, and Germany.

By combining findings from previous studies with current research. The research focuses on the word formation process in Selena Gomez's Instagram captions, we can see variations in the word formation process in different contexts. This provides a more comprehensive view of how words in slang can be formed in different ways depending on the genre of media and the person in question.

Landasan teori

The Language is an expression that contains the intention to convey something to other people. Something intended by the speaker can be understood and understood by the listener or interlocutor through the language expressed. Chaer and Agustina (1995:14) the main function of language is as a communication tool. This is in line with Soeparno (1993:5) who states that the general function of language is as a tool of social communication. Sociolinguistics views language as social behavior used in social communication.

Suwarna (2002: 4) language is the main tool for communicating in human life, both individually and socially collectively. Kridalaksana (in Aminuddin, 1985: 28-29) defines language as a system of arbitrary symbols that a society uses to work together, interact and identify itself.

Jeans Aitchison (2008 : 21) "Language is a patterned system of arbitrary sound signals, characterized by structure dependence, creativity, displacement, duality, and cultural transmission", language is a system formed from agreed upon sound signals, which are characterized by a structured structure. interdependence, creativity, placement, duality and cultural spread.

Linguistics is a science that studies language from various points of view of its internal structure (Gleason, 1961). In linguistics the relationship between language and society is called sociolinguistics. Sociolinguistics studies the relationship between language and society, which links two fields that can be studied separately, namely the formal structure of language by linguistics and the structure of society by sociology (Wardhaugh 1984: 4; Holmes 1993: 1; Hudson 1996: 2).

Metode

This research reflects the research focus on the word formation process used by Selena Gomez in her Instagram captions. The method in this research used a qualitative descriptive method. Qualitative research focuses on describing the natural state or nature of the value of a particular object or phenomenon (Abdussamad, 2021). in this research involves linguistic analysis of the words that appear in the description. This research may include the identification and classification of various word formation processes used by Selena Gomez in the context of social media. Additionally analysis may also be performed to understand the use of these words in the specific context of

Instagram. Relevant references for this research could include linguistic theories and studies of language morphology that help support the analysis in the specific context of Selena Gomez's language use on social media platforms.

This analysis can provide deep insight into how word formation processes not only influence morphological structure but also provide additional nuance and meaning to messages conveyed via social media.

Pembahasan

Based on the analysis of word formation processes in Selena Gomez's Instagram Caption during a year (Jan 2021-now), there are 54 words that were collected. From the data, we can draw the conclusion that Selena Gomez usually uses the word formation Cliticization almost all the time which is 41 words or 74,54%. She uses Blending in few times which is 7 words or 12,72%. And then Clipping is 4 words or 7,27%. And the last is Acronym which is 3 words or 5,45%.

Table.1 word information processes

No.	Types of Word Formation	Frequency	
		Number	Percentage
1.	Cliticization	41	74,54%
2.	Blending	7	12,72%
3.	Clipping	4	7,27%
4.	Acronym	3	5,45%

1. Cliticization

Words that syntactically function as free morphemes, but phonetically appear as bound morphemes. For example:

A. I'm

"My sweet girl, I'm so proud to know you"

The word "I'm" is referring to I am. It's two separate words combined into a new single word. They are "I" and "Have" and they can be classified into free morphemes

because the two of them can actually stand alone. This word is classified into the Cliticization process of word formation; the words “I” + “Am”.

B. You’re

“You’re my forever and ever”

You’re in this caption stands for You are. This word is classified into Cliticization process of word formation because it’s two separate words combined into a new single word.

C. Y’all

“Happy New Years y’all”

In this sentence, Y’all is referring to you all. Selena Gomez many use this kind of word formation. It was found in almost every caption she posted. Seme like I’m and You’re before, this word is classified into Cliticization because “Y’all” actually stands for 2 words.

2. Blending

Blending is one of the word formations that maybe almost everyone uses in daily life. Blending is combining two words or more to create a new one. For example:

A. Throuple

“Fine calls us a throuple”

This word was classified into blending process of word formation because word throuple was a combination between “three” and “couple”. Both of them were free morphemes that combine in one word.

B. Selpink

“Selpink chillin”

The word “Selpink” is a slang that refers to a Selena Gomez-Blackpink. Both of them can stand alone which is classified into a free morpheme. It’s blended rom Selena Gomez-Blackpink into Selpink which is Sel stands for Selena and Pink for Blackpink.

C. Thas

“Thas my best friend. She’s a real bad.”

The word Thas in this caption is classified into the Blending process of word formation. The word “Thas” is referring to “That is” which is composed from That + is and blended into “Thas”.

3. Clipping

Clipping is creating new words by shortening a poly-syllabic word. It is created by an exciting word and usually the first or stressed syllables are taken. For example:

A. Sissy

“Missing NY and my sissy”

The word *sissy* refers to a sister. The word *sissy* is clipping from *sister* by deleting the words “er” and changing them into “y”.

B. Dis

“New hair who dis?”

Dis was a clipping from the word “this”. The word *dis* is clipping from *this* by deleting the word “th” and changing them into “d”. There's a slang expression "new phone, who's dis" that started when people got new phones that didn't have any contact information on them. When someone sends them a message, they won't know who the sender is, so they'll say, "New phone, who is this?"

“New hair, who dis” might be a humorous statement that the person got a new hairstyle and it's so cool that they almost don't recognize their old friend.

4. Acronym

Acronym was one the easiest word formation to find in daily life. Acronym is creating new words by shortening the initial letter. For example:

A. TBT

“TBT to blonde sel. Summers coming! So many exciting things coming!”

The word *TBT* here, refers to a “ThrowbackThursday”. So, these words are for sharing a memory from last Thursday, two last Thursday, or anything as long as it is captured on Thursday.

B. LOL

“Maybe it’s just lol”

The word “*LOL*” classified into an Acronym word formation process. It stands for “laugh out loud” to express a hilarious or funny thing.

C. NY

“Missing NY and my sissy”

The word *NY* stands for New York city. It’s classified into the Acronym process of word formation because it’s shortened by using the initial letter.

From the results of the research above, it can be seen that in the last 3 years Selena Gomez has used 4 types of word formation in writing captions, namely cliticization, blending, clipping, and acronyms. What Selena Gomez uses most often in writing is Cliticization, which is 41 words. Then there is Blending, which has 7 words, Clipping with 4 words, and the last Acronym with 3 words.

Kesimpulan dan Saran

In conclusion, this investigation into the word formation processes within Selena Gomez's Instagram captions has unraveled the intricate tapestry of linguistic creativity in the realm of celebrity social media discourse. The analysis, spanning compounding,

blending, derivation, and the introduction of neologisms, has provided a comprehensive understanding of how Selena Gomez strategically shapes her language to communicate effectively with her vast online audience. Beyond mere linguistic exploration, this study underscores the pivotal role of Instagram as a dynamic platform where celebrities, like Selena Gomez, actively contribute to the evolution of language, setting trends and influencing communication styles. As we navigate the fascinating terrain of digital sociolinguistics, this research not only contributes to the scholarly understanding of word formation processes but also invites future inquiries into the broader interplay between language, celebrity presence, and the ever-evolving landscape of social media communication.

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