WORD FORMATION OF MESSAGING APPLICATIONS FOUND IN PLAY STORE

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ARTICLE INFO	ABSTRACT
	This study aims at describing the process of word formation used on messaging applications found in Play Store. This is a descriptive qualitative research. The data are messaging applications written in English and in the form of word. To collect the data, the researchers use observation. The analysis data consists of three steps namely data reduction, data display, and verification. There are 56 data found. There are 6 types of word formations; Affixation (4 data), compounding (15 data), blending (4 data), coinage (8 data), clipping (4 data), reduplication (1 data). However, there are 20 messaging application that cannot be classified into the type of word formation such as Path, Line, Lemon, etc. They are simple words that have already existed in English and have been used in everyday communication. Meanwhile, nowadays they are used as a name of messaging application and have the different meaning as the real meaning. The suffixes used in affixation process are –er, -ous, -ster. There are 6 formations of compounding used in the messaging application such as N+N, V+V, N+V, V+N, Adv. + Prep. There are 3 ways of blending process such as taking the whole part of the first word and taking the first syllable of the second, taking the first syllable of the first word and taking the whole part of the second word, taking two syllables from the front part of the first word and taking the last syllable of the second word. Coinage consists of name of company and name of product. There are two types of clipping found namely fore-clipping and back-clipping. Reduplication happens when there is a copying of the partial part of the word. Apparently, there are morphological processes used in life such as word formation to name the messaging application.

1. INTRODUCTION

Communication is one of the human needs in social life. Currently, communication has become more advanced, especially supported by advances in communication technology such as the use of mobile phones. With advances in technology, it allows a person to communicate with anyone, anywhere and anytime. Technology allows a person to communicate freely without limits, in addition with the cellular system technology known as Android.

Android is the most popular cellular phone system today. Android allows mobile phone users to install various applications found in application stores such as Google Play and Amazon Applestore. There are various android applications such as messaging applications (BBM, Facebook, WhatsApp, Skype, Line), browser applications (Opera Mini, Firefox Android, Chrome

Browser), Android office applications (Google Drive, Adobe Reader), music player applications (Winamp, Google Play Music), video player applications (RealPlayer, Moboplayer). All of these applications provide facilities and conveniences according to the needs of cell phone users. Messaging applications help the cell phone users to communicate with anyone anytime and anywhere easily. Messaging applications such as Facebook, Whatsapp, Path, Instagram are often known as social media.

Kaplan and Haenlein in Voorveld (2019) state social media are best described as "a web-based application group that establishes on the ideological and technological frameworks of Web 2.0 and enables the establishment and transfer of user information. Meanwhile, Baruah (2012) defines that the term social media refers to the use of web-based and mobile technologies to transform communication into an interactive dialogue. Social media is an online media that people use to socialize without being limited by space and time.

In the middle of the social media era, the social media like Facebook, Twitter, Orkut, MySpace, Skype, etc. are broadly used for communication reason. One of the major advantages of using social media is the ease of sharing knowledge and information among different groups of people and also encourages the improvement of communication skills among individuals (Baruah). In addition, Social networking can be a powerful platform for sharing information and explaining current challenges to the public (Derani&Naidu; 2016). At this time many people use social media. Social media nowadays has become an important part of the daily lives. Statista in Voorveld (2019) mentions that in 2018, 2.62 billion people around the world used the social media platform and they spent an average of 135 minutes in a day using social media.

On December 2020, messaging application, WhatApps, announced that it renewed its Privacy Policy. WhatApps users who disagree with this policy will not be able to use this application per February 8, 2021 (Nangia, 2021). This policy seems result in the decreasing of WhatApps installation in the beginning of this year. People turn to install other messaging application such as Telegram and Signal instead of installing WhatApps. However, some WhatApps users feel that they will still use WhatApps because some of their families still use it to communicate with.

Having read news about this phenomenon, finally the writers realized that actually there are many messaging application exist. So far we just know SMS (Short Messaging Service), BBM (Blackberry Message), WhatApps as examples of messaging application. Apparently, there are many messaging application out there such as Telegram, Signal, Instagram, Line, Facebook Messenger. Messaging application is application that enables its users to have an online chat Apparently, there are plenty of messaging applications found in application store like Play Store, Apple Store. There are also SnapChat, WeChat, Path, Meet Me, W-Match, Twitter, Hello Talk, etc. Most of the messaging application names are in English because some of messaging applications are created by foreigner such as Meetme which is developed by David and Chaterine Cook from America. However, there are also messaging application names using Indonesian such as Cari Teman, Jennaka. There is even one original social media made in Indonesia, namely Catfiz ("Catfiz, Aplikasi Buatan "Arek Suroboyo" yang Mendunia", 2021).

From the writer's cursory observation in Play Store (application store), it turns out that some of the names of the applications are formed by using the principles of word formation in Morphology. Unconsciously, the process of naming the messaging application applies some rules of Morphological process. For examples are Facebook is made from the combining of the word Face and Book. This process of word formation is called compounding. Meanwhile, Instagram is from the word Instant Camera and Telegram. In Morphology, this process is known as blending. It means that word formation process that we usually learn in Morphology also shows its roles in the process of naming products, in this case is the name of applications. The reason why the writers are interested to conduct this study is to show that linguistics particularly Morphology can be applied in everyday life. Therefore, the research problem in this research is what kind of word formations are used in the messaging application? This research focuses on the messaging application found in Play Store or Google Play. Play Store or Google Play is an application store belongs to Google that enables its users to download some application sold there. As a comparison, Nokia has Nokia Store or Ovi Store, and Apple has Apple Store. The research aims at knowing the word formation processes used in the messaging application.

2. LITERATURE REVIEW

Language is creative and open-ended. It means that language is in the process of growing. Human as the language users have ability to create new words. Human are able to create new expressions or utterances by manipulating the linguistics elements when they meet new objects and condition (Yule, 2010). In addition (Dostert) explains that being able to create and to combine the building brick of language in the form of sounds, words, or utterances continually becomes significant characteristic of language.

People will continue innovating new words, expression or utterances especially in response to some changing happened around them such as the technology development. Before knowing the internet, there is no word Netizen in our vocabulary. However, after internet comes we can have the word Netizen. Brexit appeared as the response of the exit of British from EURO. There are still many possibilities for the new words, expressions, or utterances to come to enrich our language.

Why is a word important in a language? Fatmawai & Anggraini (2019) write that word is minimal unit of language with its own speech and writing. From the orthography point of view, a word is recognized with spaces while in speech it is recognized by pauses. People use language to communicate every day, and it can be achieved with words as the smallest unit of language. People use words to communicate their idea, to express their feeling, etc. Plag (2003) argues that it is necessary to pay attention on the words.

Then, how a new word is created? Morphology, the grammar of word, concerns on studying word formation. Word formation is defined as the process of creation of new words in a language (Yule, 2010). It is along with Anggrisia, Rosyidah, & Riza (2017) saying that the process of creating a new word which is different from the root is called word formation. (Hacken & Thomas (2013) underline that the process of word formation should follow on some rules in a language. Word formation both can be productive and non-productive. It is productive when it is appropriate to use in the production of new words in the other hand it is non-productive when it is not appropriate to use in the production of new word (Ratih & Gusdian, 2018). Each language has its own way of word formation, including English. There are some word formations that can be applied to create a new word.

2.1 Affixation

In a simple concept, affixation is a word forming process happened when a bound morpheme (derivational or inflectional) are added to the stem or root (Szyzmanek, 1989). Another definition says that affixation can be done by adding affixes, either prefix or suffix, to the root. The affixes can be derivational affix or inflectional one (Giyatmi, 2014). Liu and Liu (2014) define affixation as attaching something to the base in the process of word formation. They mention that affixation can be classified as prefixation and suffixation based on the postion where the affix is attached. The examples of affixation process are human + -ity (Humanity), form + -ation (Formation), im- + polite (impolite), etc.

2.2 Compounding

We perhaps familiar with the word black box, white house, Bluetooth, etc. They are called compounds. Compound is the result of the process of compounding. Katamba (2005) mentions that compound is a new word or lexical with perceptible meaning that is formed by combining at least two base words. Liu and Liu (2014) define compounding as the process of creating of a new form by combing of two individual bases such as greenhouse. To sum up compounding happens when two or more words are joined to produce a new form with a new meaning such light+house (Lighthouse), blue + tooth (Bluetooth), face + book (Facebook).

2.3 Blending

Netizen (Internet+Citizen), Brexit (British+Exit), glamping (glamour+camping), hijacket (Hijab+jacket) are some examples of blends. Blends are word produced by the process of blending. (Nurhayati, 2016) writes that blending is process of producing a new term by combining two separate words. Blending is gained by picking the beginning of one words then combined with the end of the other word for example is gasohol (gasoline+alchohol). Meanwhile, Fatmawai & Anggraini (2019) mentions that blend is the results of fusion of two words that consists of both original meaning. The process of the fusion is usually by taking the first part of one word and the last part of the other word. Blending is a quite similar to compounding because both involve the process of combining; however, the parts of the words combined are deleted (Fromkin, Rodman,

& Hyams, 2003). Both compounding and blending have a process of combining. What makes them different is that blending also involves the process of clipping. To sum up, blending itself involves two processes namely clipping the two original words then combining the two clipped words to form a new single word, so in short, blending is the process of combining two clipped words.

2.4 Coinage

Coinage is the creation or invention of a totally new word that is usually closely related to brand names. Coinage classifies as one of the least process of word formation in English (Yule, 2010). There are some example of English coinage words such as Kodak, nylon, orlon, and dacron (Fromkin, Rodman, & Hyams, 2003). In Indonesia, we are popular with the word Sanyo, Autan, Teflon, etc. They are originally are brands of certain product such as Kodak for camera, Sanyo for water pump however then they are recognized an everyday used words in a certain language. Even, some of us now start to use Google as a word even though we know that it is a name of a company.

2.5 Clipping

We sometimes prefer saying lab instead of laboratory, info instead of information, web instead of website. When we do it, it means we apply clipping. Lab, info, and web are formed using the process of clipping. Clipping usually exists in casual speech. Clipping is word formation in which a longer word is shortened. However the shortening process has no impact in meaning. Katamba (2005) defines clipping as the process of word formation by reducing a polysyllabic word into a monosyllabic or disyllabic word. Mustafa, Kandasamy, & Yasin (2015) mention that shortening is another name for clippings. Clipping process can be done by cutting the front part of the word (back-clipping) such as air plane into plane, by cutting the back part of the words (fore-clippin) such as examination into exam, or by keeping the middle part (middle-clipping) such as influenza into flu and complex clipping (Moehkardi,2016).

2.6 Acronym

Some words are produced by applying the principle of acronym. Mustafa, Kandasamy, & Yasin (2015) explain that acronyms are word formation in which the initialism is pronounced as a word. It means acronym is done by taking the initial letter of the words and pronounced as a word. There are many words that are actually acronyms such as radar (radio detecting and ranging), Kepo (knowing every particular object), a.k.a (also known as), asap (as soon as possible).

2.7 Reduplication

Reduplication is one of morphological process to produce a new word, in which the whole word or the partial word is duplicated or repeated then attached to the base (Aziz & Nolikasari, 2020). Nurhayati (2016) writes that reduplication can be done by doubling a word or morpheme (very-very, pretty-pretty) or repeating a vowel or syllable (hanky-panky, whishy-washy, handy-talky) to create a new word.

2.8 Onomatopoeia

A new word can be produced by imitation of the sound of animal, the sound of nature or other things. This word formation is known as onomatopoeia. Nurhayati (2016) writes that onomatopoeia is also known as echoism. It is a word formation in which sounds lead to the meaning such as hiss and peewee. The examples of onomatopoeia are buzz, hiss, bang, click, whiz, bark, etc.

2.9 Borrowing

Yule (2010) defines borrowing as taking certain words from other language or dialect. Hayuwardhani (2019) writes that borrowing occurs when other words from other language are taken and used in a certain language to name certain concept or object. (Fromkin, Rodman, & Hyams, 2003) state that borrowing words contribute as a source of new words in English vocabularies. English has adopted words from other language, such as alchohol (Arab), boss (Dutch), tsunami (Japan), Boomerang (Aborigine), yoghurt (Turkish) even Batik (Indonesia).

3. METHODOLOGY

This research belongs to a descriptive qualitative research. This research focuses on the word formation found in the messaging application. The data of this research are the messaging applications written in English found in the Play Store or Google Play. Besides, the messaging applications chosen must be in the form of word. It means the messaging applications in the form of phrase and sentence do not belong to the data. The research uses observation in collecting the data. The researchers list the name of messaging application found in the table. After collecting the data, the next step is analyzing the data. The research applies Miles and Huberman's steps that consist of reducing data, displaying data and drawing and verifying conclusion in analyzing the data. The data of the research are only messaging application, so the applications which do not belong to messaging application are deleted. Having reduced, the data are displayed in the tables and classified based on their word formation. The last step is drawing a conclusion. The conclusion is drawn based on the results of the reducing and displaying data.

4. RESULTS AND DISCUSSION

The writers find 56 data dealing with messaging application. Having classified based on their word formation, there are 6 types of word formation. However, the writers find 20 data that cannot be classified based on the theory of word formation. There is no type of word formation type that can be used to manage those data.

Table 1. Data Classification Based on Type of Word Formation

No	Type of word formation	Numbers
1.	Affixation	4
2.	Compounding	15
3.	Blending	4
4.	Clipping	4
5.	Coinage	8
6.	Reduplication	1
7.	Unidentified type of word formation	20
	Total numbers	56

However, there are 20 data that have no classification on the types of word formation. Those 20 data belong to messaging application; however, they cannot be classified to one of the word formation types. The examples for those data are Path, Line, Telegram, Link, Avocado, etc.

The following is the type of word formation found in the messaging application found in Google Play;

4.1 Affixation

There are 4 data classified into affixation. The messaging applications found are made by adding suffix.

Table 2. Messaging Application with Affixation

No	Messaging Application	Affixation
1	Twitter	Tweet + -er (Twiiter)
2	Messanger	Message + -er
3	Chatous	Chat + -ous
4	Gamester	Game + -ster

There are 3 suffixes used on the process of affixation in the messaging application, -er, -ous, -ster. Suffix –er is used in Twitter and Messanger. Twitter is made from Tweet + -er (Twitter). There is a little modification here. It should be Tweeter instead of Twitter. The changing of Tweeter into Twitter perhaps is influenced by the pronunciation of Tweeter [twit ər]. Meanwhile Messanger is from Message + -er, Chatous is made from Chat + -ous, and Gamester is made from Game + -ster.

Although it is said that affixation is one of the most widely used word formation processes in Morphology, the writers did not find many messaging applications created by using affixation. There are only 4 data using affixation. The affixation process in a messaging application name does not just add affixes to the word attached. There are several affixation processes that involve changes such as on Twitter.

4.2 Compounding

There are 15 data classified as compounding. The complete data can be seen in the following table;

Tabel 3. Messaging Application with Compounding

No	Messaging Application	Compounding

		First Words	**Second Words**
1	Facebook	Face (N)	Book (N)
2	Snapchat	Snap (V)	Chat (V)
3	Comefuse	Come (V)	Fuse (V)
4	Hellotalk	Hello (N)	Talk (V)
5	Talklife	Talk (V)	Life (N)
6	Friendlife	Friend (N)	Life (N)
7	Catfiz	Cat (N)	Fiz (N)
8	Talkray	Talk (V)	Ray (N)
9	Chatfind	Chat (V)	Find (V)
10	Nearby	Near (Adv.)	By (Prep.)
11	Chatgame	Chat (V)	Game (N)
12	Faceup	Face (N)	Up (Prep.)
13	Streamago	Stream (V)	Go (V)
14	Chatvideo	Chat (V)	Video (N)
15	Palltalk	Pall (N)	Talk (V)

From the table, there are 6 formation of compounding used in the name of the messaging; **(1)** Noun+Noun such as Face (N) + book (N), Friend (N) + Life (N), Cat (N) + fiz (N). There is modification on Catfiz which comes from Cat (N) + Fish (N). However, Fish is modified into Fiz which is a quite similar with the pronunciation of Fish [fiʃ], **(2)** Verb + Verb such as Snap (V) + chat (V), Come (V) + Fuse (V), Chat (V) + Find (V), Stream (V) + Go (V), **(3)** Noun + Verb such as Hello (N) + Talk (V), Pall (N) + Talk (V), **(4)** Verb + Noun such as Talk (V) + Life (N), Talk (V) + Ray (N), Chat (V) + Game (N), Chat (V) + Video (N), **(5)** Adv. + Prep. Such as Near (Adv.) + by (Prep), **(6)** Noun + Prep such as Face (N) + Up (Prep.)

Compounding seems to be the most dominant word formation in messaging applications. This seems to be because the compounding process can be done easily only by combining two words into a new word. But just like affixation, the compounding in messaging application involves modification as in Catfiz. In naming a product such as the messaging application requires creativity, one of which is to use language play such as modification of spelling and pronunciation such as found in Catfiz.

4.3 Blending

The following table consists of messaging application made by using blending;

Tabel 4. Messaging Application with Blending

No	Messaging Application	Blending	
		First Words	**Second Words**
1	Whatsapp	**Whats**	**App**lication
2	Camsurf	**Cam**era	**Surf**
3	Camfrog	**Cam**era	**Frog**
4	Instagram	**Insta**nt	Tele**gram**

Based on the table, there are three ways of blending process. They are (1) taking the whole part of the first word and taking the first syllable of the second word such as **Whats** + **App**lication --- **WhatsApp**, (2) taking the first syllable of the first word and taking the whole part of the second word such as **Cam**era + **Surf** --- **CamSurf**, **Cam**era + **Frog**---**CamFrog**, (3) taking two syllables from the front part of the first word and taking the last syllable of the second word such as **Insta**nt + Tele**gram** --- **InstaGram.**

Blending does not seem to be used much in naming messaging applications either. Although blending is basically the same as compounding, which is combining two words, it turns out that making words using the blending process is not as easy as making words using the compounding process. Blending also involves another process, namely clipping.

4.4 Coinage

The writers find 8 data dealing with coinage as seen on the following table;

Tabel 5. Messaging Application with Coinage

No	Messaging Application	Description
1	Goosy	Product name
2	Lovoo	Company name
3	Flurv	Product Name
4	Nimbuzz	Company Name
5	Wamba	Product Name
6	Tumblr	Company Name
7	Twoo	Product Name
8	OggFlow	Company Name

Based on the table, the coinage in messaging applications above can be classified into two. They are **(1) Company Name** such as Lovoo, Nimbuzz, Tumblr, and OggFlow. Lovoo is a name of a social networking company Lovoo GmbH based in Dresden, Germany. Nimbuzz, which

means halo or ring of light that surrounds an object, is a social media whose name is taken from the name of a company with the same name, Nimbuzz, which is based in Rotterdam, the Netherlands, Tumblr is also a social media that comes from the name of a company. Tumblr was founded by a 19 year old boy named David Karp. Tumblr is owned and operated by Tumblr. Inc. headquartered in New York City. **(2) Product Name** such as Goosy, Flurv, Wamba, Twoo. Goosy is a social media developed by a company in France, Flurv is a social media developed by a company called Skout Inc. headquartered in San Francisco, Wamba was originally known as Mamba, but in 2012 it was renamed Wamba. Wamba was developed by two companies in Russia, namely Finam Holding, a financial services company and DST (Digital Sky Technology), an internet company in Russia, Twoo is also a social media developed by a company called Massive Media Match in the city of Ghent, Belgium.

The results of this study indicate that coinage is also widely used word formation in messaging applications. Coinage is the formation of new words by finding new words that have never existed before. Coinage is usually in the form of a brand name. There are several names of messaging applications that are taken from product names and company names. However, it seems that many people do not realize that the name of the application is actually a product name or a company name.

4.5 Clipping

There are 4 messaging application formed by clipping. The table below consists of messaging application with clipping.

Tabel 6. Messaging Application with Clipping

No	Nama sosial media	Kata asal
1	Fem	Feminim
2	Alo	Hallo
3	Fren	Friend
4	Pingo	Pinguin

The clipping process on those messaging applications can be divided into **(1) Fore-clipping** such as Alo. The word ALO seems to come from the word Hallo which is commonly used when greeting. This is confirmed by the official homepage of ALO, namely http://sayalo.com. Sayalo comes from the word Say Hallo. The process of cutting occurs by removing the first letter, namely

the letter h, because the removal of the letter does not have a big impact on its pronunciation and meaning. **(2) Back-clipping** such as Fem, Fren, and Pingo, Fem is the short form of Feminim. Fren come from Friend. Pingo is from Penguin. It can be seen from the logo of Pingo.

Forming words by clipping seems simple, but apparently not many messaging application names are formed by clipping. Clipping is forming a new word by cutting off a word that was originally long in order to simplify the word. According to the results of data analysis, the clipping process in the name of the messaging application is carried out not only by cutting words like Fem (Feminim), but rather removing letters such as in Alo, Fren. Apart from that there is a clipping process which involves sound modification like in Pingo which is most likely from the word Penguin.

4.6 Reduplication

There is only one messaging application found using reduplication. It is w**alkie** t**alkie**. The reduplication occurs by copying the partial sound of the word.

However, there are still 20 data of messaging applications that do not belong to the types of word formation. They are simple words that have already existed in English dictionary and have been used in everyday communication. The examples of the messaging applications are:

Tabel 7. Messaging Application with no Word Formation

No	Nama Sosial Media	Makna Kamus	Makna Sosial Media
1	Path	a way or track that is built or is made by the action of people walking.	Path was a social networking-enabled photo sharing and messaging service with their close friend s and family.

2	Line	a long, thin mark on a surface.	LINE is messaging app for instant communications such as exchange texts, images, video, audio, video conference on electronic devices like smartphone, personal computer, etc.
3	Lemon	a yellow citrus fruit with juice that has a bitter, sharp taste.	Lemon is a dating app where you can easily find dates, meet new people, make new friends and grow your snapchat community.
4	Avocado	a tropical fruit with hard, dark green skin and a soft, light green inside part that does not taste sweet and contains a large seed.	Avocado is a service which allows couples to easily keep in touch, even if both members are very busy
5	Telegram	a message sent by telegraph and then printed and given to someone.	It is a pure messaging app with a focus on high speed messaging and security
6	Signal	a series of electrical waves that carry sounds, pictures or messages, for example to a radio, television or mobile phone.	Signal is a messaging service developed by the Signal Technology Foundation and Signal Messenger LLC
7	Whisper	to speak very quietly to somebody so that other people cannot hear what you are saying.	It is a form of anonymous social media, allowing users to post and share photo and video messages anonymously,

As previously mentioned, there are 20 messaging applications whose word formation process is not identified. The messaging application uses a simple word that already exists in the English dictionary, but it seems that the word has a different meaning after being used as the name of the application.

Instead of using a word formation process, application name creators use existing English words. However, the use of existing words is of course adjusted to the messaging application such as symbols such as Lemon, Avocado. Besides, it can also be adjusted to its functions such as Telegram.

5. CONCLUSION

Humans as social creatures need to communicate each other in social life. Communication today has shifted to digital communication. It begins with the discovery of mobile phone communication technology based on Android. Android system allows mobile phone users to download applications that make life easier and one of which is the ease of communicating.

Play Store, the application stores belongs to Google, offers many applications based on messaging. Apparently, there are many messaging applications that have applied several linguistic principles, especially Morphology, in their naming process .

It can be seen from the results of this research. This research has found that there are 6 English word formation processes found in messaging applications on Play Store, namely Affixation, Compounding, Blending, Coinage, Clipping, and Reduplication. There are 3 suffixes applied in the affixation in messaging application namely –er, -ous, -ster. Compounding emerges in 6 formations of compounding such as N+N, V+V, N+V, V+N, Adv. + Prep. There are 3 ways of blending process such as taking the whole part of the first word and taking the first syllable of the second, taking the first syllable of the first word and taking the whole part of the second word, taking two syllables from the front part of the first word and taking the last syllable of the second word, Coinage consists of name of company and name of product. There are two types of clipping found in the research namely fore-clipping and back-clipping. Reduplication happens when there is a copying of the partial part of the word. Meanwhile there are 20 messaging application that cannot be classified into the type of word formation such as Path, Line, Lemon, etc. They are simple words that have already existed in English dictionary and have been used in everyday communication. However, nowadays they are used as a name of messaging application and have the different meaning as the real meaning.

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