



ANALYSIS OF WORD FORMATION PROCESS IN ONLINE SHOP'S TERMINOLOGIES

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Abstract

This study is to analyze the type of word formation process of terms in online shops. This research used descriptive qualitative. The result of the analysis shows four types of word formation process in online shops, namely derivation, compounding, clipping, and acronym. The derivation is the process of forming words by giving affixes to the word, so results in new word formation causes a change in word-class and its meaning. The examples of suffix are -er, -or, -al, -ment, -ed, -ing in the words "Seller, Buyer, Supplier, Retailer, Counter, Hanger, Customer, Testimonial, Endorsement, Payment, Booked, Trusted, Shipping, Booking, Packaging". The examples of the prefix is re- in the words "Return, Refund, Restock, Refurbish". Compounding is the process of forming words by combining two or more classes of words into a new form such as in the words "Handmade, Dropship, Download, Upload, Cashback, Online, Offline, Stockroom, Showroom, Giveaway, Fullset, Checkout". Clipping is the process of forming words by cutting parts of the word itself or forming words from words that have more than one syllable that gets the word cutting process at the beginning or end such as in the words "Advertisement (Ad), Original (Ori), Brother (Bro), Sister (Sist)". The acronym is the process of formation by taking from the initial letter in each syllable arranged to mention the abbreviation or extension of a term, so the result can be pronounced as a word. For example in the words "COD (Cash on Delivery), PO (Pre Order), DP (Down Payment), FP (Full Payment), PL (Price List), (PM) Private Message, IDR (Indonesian Rupiahs), WTB (Want to Buy), WTS (Want to Sell), WS (WholeSale), ATC (Add to Chart), RC (Recommended Seller).

Keywords: word-formation, word-formation process, online shop, terms, morphology

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1. Introduction

English is the language most widely spoken in various countries around the world. As one of the largest languages in the world, English certainly has a broad vocabulary or terminology as well. One of them is vocabulary related to online shopping. Online shops have become a favorite

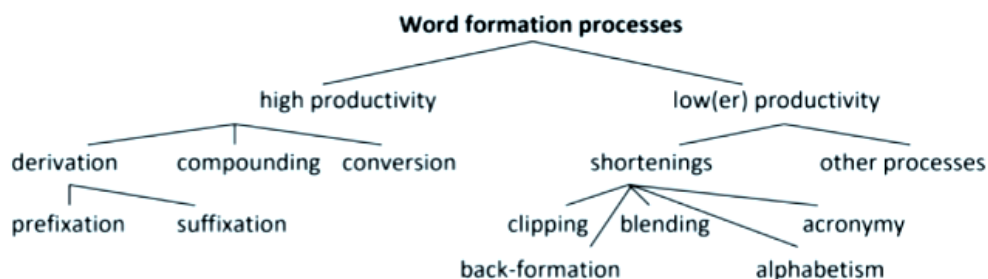
of many people in the matter of buying and selling goods because besides being easy and simple, online shops are also considered to be more efficient in helping many people find the desired item. We only need to open the internet at home, either via cellphone or computer, then look for the item you want to buy, then all you have to do is transfer the money according to the nominal to be purchased, wait a few days, then our ordered items will arrive home, that's how it works online shop. Currently, there are quite a lot of sites that offer to buy and to sell their goods, such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, Zalora, and others.

In an online shop or online business, there are many terms that we may rarely hear before. This usually makes many ordinary people confused about the language that is often used by online sellers in transactions, sometimes we do not understand the terms that are often used in the online world. This requires us to continue to learn and develop to advance our business in the online shop and to equalize a frequency in trading activities in the online world. The term selling online must be understood by both parties between the online buyer and seller to get the word deal.

Along with the development of this online store, several terms are often used in online shopping. The terms that are often used in buying and selling online shopping and the sentences above are the dictionary of terms that are often used in buying and selling online shopping which is often used when shopping online. Plag (2003, p. 1) states that the existence of the words/terms is usually taken for granted by the speakers and listeners of a language. The average speakers know thousands of words exist in our minds and our language daily. For example the words: seller, buyer, supplier, customer, dropship, PO, DP, COD, refund, restock, cashback, voucher, booking, testimonial, etc.

Those examples show the word-formation process. Word-formation is part of the morphology course (Plag, 2003, p. 2). Word formation is meant the process by which a lexeme or a combination of lexemes is changed morphologically into a word (Tridalaksana, 2014, p. 8). According to Müller et al. (2015, p. 1), the word-formation process investigates the regularities and patterns underlying the formation of complex lexemes which means of existing building blocks with the aims of formulating rules and other types of generalizations. Štekauer et al. (2012, p. 24) state that the word-formation process should be completed with root and pattern, stem vowel modification, consonant alternation, circumfixation, derivation process combining two affixes (prefix, suffix, and infix), a combination of affixation and vowel alternation and blending. While clipping and acronymization are not considered word-formation processes because they do not meet the fundamentals of word-formation. Onysko & Michel (2010, p. 29) state that word-formation has always been an interface level of language which is caught between lexicon and syntax.

(Kortmann, 2020, p. 3) states that word formation is concerned with the process that expands the vocabulary of a language. He divided types of word formations as stated in the picture 1.



Picture 1. Word formation process (Kortmann, 2020)

The picture 1 shows that the word-formation process is formed by high and low(er) productivity. In high productivity, it consists of derivation (prefixation and suffixation), compounding, and conversion. While low(er) productivity consists of shortening (clipping, word formation, blending, alphabetism, and acronyms) and other processes.

Several studies also discuss it previously. First, research is written by (Fitria, 2021). This study aims to determine the type and samples of the word-formation mechanism for words that occur during the Covid-19 pandemic. Second, research is written by (Ratih & Gusdian, 2018). This research aimed to determine the mechanisms of word-forming in new English words in the Online English Dictionary (OED). Third, research is written by (Faradisa et al., 2019). This study aimed to look into the word-forming processes that can be seen on Instagram. Fourth, research is written by (Rahmi, 2020). This research is to find the word-forming in Surah Al-Qalam by Maulawi Sher 'Ali's English translation of the Holy Qur'an. Fifth, research is written by (Rizki & Marlina, 2018). This research paper aims to look at the word-forming mechanism used in the novel and film "Alice's Adventures in Wonderland." Sixth, research is written by (Aufarian, 2017). This study aims to classify the English slang terms used in Eminem's "The Marshall Mathers LP" album's five-song lyrics. Seventh, research is written by (Rustamaji, 2015). This research examines the forms of English word-forming processes used in English advertising boards. Eighth, research is written by (Herina, 2018). This research discussed types and word-formation processes on art and culture columns in the Jakarta Post Newspaper. Ninth, research is written by (Giyatmi et al., 2014). This research aims at describing how brand names with English in Indonesian products. The tenth research is written by (Nurmaningtyas, 2019). This research looks at how English words are formed in the conversations of English teachers at SMA N 1 Grabag in 2019/2020.

Related to this research, there are differences and similarities with this research. Both this research and previous studies above discuss the word-formation process. While this research and previous studies have different objects of the study. The first research focuses on the terms that appear during the Covid-19 pandemic. The second research focuses on the Online English Dictionary (OED). The third research focuses on terms in Instagram (social media). The fourth research focuses on the translation of the Surah in the Holy Qur'an. The fifth research focuses on the novel and movie. The sixth research focuses on the song lyrics. The seventh research focuses on English advertising boards. Eighth research focuses on news in the Jakarta Post Newspaper. The ninth research focuses on brand names in Indonesian products. The tenth research focuses on English teachers' talks. While this research focuses on the popular terms in online shops. Therefore, the objective of this study is to analyze the type of word formation process of terms in online shops.

2. Method

This research is qualitative descriptive research. Qualitative research is used to explore the individuals' thoughts, ideas, feelings, or interpretations of process and meaning (Given, 2008). Here, this research related to the descriptions of the data results descriptively without any hypotheses or percentages by using a certain formula.

Collecting data in this research uses document analysis. Merriam (2009, p. 139) states that a document is a form of physical material that includes written, digital, visual which is related to the research. This type of document here in the written form consists of data (especially online shops' terms) taken from the internet and several websites of online shopping.

Analyzing data in this research uses several steps of qualitative research, they are 1) looking for the terms related to online shopping, 2) selecting appropriate terms, 3) classifying the terms into some categories. The research classifies the online shops' terms based on the theory from Kortmann (2020). 4) Display the classification of online shops' terms into tables, 5) Describe the result and make a conclusion.

3. Result and Discussion

Online shopping is one of the activities that are carried out in our daily activities. Of course, it would be very helpful if we could know the English vocabulary related to online shopping. Online shops have become a favorite of many people in the matter of buying and selling goods because, in addition to being easy and simple, online shops are also considered to be more efficient in helping many people find what they want. We as customers only need to open the internet at home, can be via cellphone or computer, then look for the item you want to buy, then we just need to transfer the money according to the nominal to be purchased, wait a few days,

then our ordered items will arrive home, that is how online shop work. There are quite a lot of sites that offer to buy and sell goods themselves for now.

In an online shop or online business, there are many terms that we may rarely hear before. This usually makes many ordinary people confused about the language that is often used by online sellers. For those of us who are still new to doing online transactions, sometimes we still do not understand the terms that are often used in the world of online shopping. The objective of this study is to analyze the type of word formation process of terms in online shops. In this research, there are several results and its discussion related to the type of word formation process of terms in online shops as follow.

3.1 Derivation

Derivation can be called affixation. An affix is a form of an addition to a word. The affix can be at the beginning (prefix), at the end (suffix), in the middle (insertion), or even a combination of the prefix, suffix, and insert in a word. For example, as follows.

a. Prefix

Below the examples of word formation process in derivation, especially in prefix as follow.

Table 1. Word Formation Process in Prefix

No	Word	Word Formation Process
1.	Seller	Base word + suffix (Sell + -er)
2.	Buyer	Base word + suffix (Buy + -er)
3.	Supplier	Base word + suffix (Supply + -er)
4.	Retailer	Base word + suffix (Retail + -er)
5.	Counter	Base word + suffix (Count + -er)
6.	Hanger	Base word + suffix (Hang + -er)
7.	Customer	Base word + suffix (Custom + -er)
8.	Testimonial	Base word + suffix (Testimony + -al)
9.	Endorsement	Base word + suffix (Endorse + -ment)
10.	Payment	Base word + suffix (Pay + -ment)
11.	Booked	Base word + suffix (Book + -ed)
12.	Trusted	Base word + suffix (Trust + -ed)
13.	Shipping	Base word + suffix (Ship + -ing)
14.	Booking	Base word + suffix (Book + -ing)
15.	Packaging	Base word + suffix (Package + -ing)

Based on table 1 shows that there are several word-formation processes in derivation especially suffix -er, -or, -al, -ment, -ed, and -ing.

First, in suffix -er. 1) In the word 'seller' which was originally formed by a free morpheme (base word) 'sell' as a verb, after getting the addition of bound morpheme (suffix -er), finally transformed into the word 'seller' to be a noun, especially a person. 2) The word 'buyer' which was originally formed by a free morpheme (base word) 'buy' as a verb, after getting the addition

of the bound morpheme (suffix -er), finally transformed into the word 'buyer' to be a noun especially a person. 3) The word 'supplier' which was originally formed by a free morpheme (base word) 'supply' as a verb, after getting the addition of the bound morpheme (suffix -er), finally transformed into the word 'supplier' to be a noun especially a person by removing letter 'y' in the word to be 'i' then added by -er. 4) The word 'retailer' which was originally formed by free morpheme (base word) 'retail' as a noun, after getting the addition of bound morpheme (suffix -er), finally transformed into the word 'retailer' to be a noun especially a person. 5) The word 'counter' was originally formed by a root word 'count' as a verb, after getting the addition of the -er (suffix) finally transformed into the word 'counter' to be a noun of thing. 6) The word 'hanger' which was originally formed by a free morpheme (base word) 'hang' as a verb, after getting the addition bound morpheme (suffix -er), finally transformed into the word 'hanger' to be a noun of thing. However, this is not always the case, there are also words which after getting the suffix added do not change in terms of their function as a noun, verb, or adjective, such as the word "customer" which was originally formed by free morpheme (base word) 'custom' as a noun, after getting the addition of the bound morpheme (suffix -er), finally still transformed into the word 'customer' to be a noun. Suffix -er refers to a noun.

The meaning of "~ er" at the end of the verb (verb) is "pe ~" as an indication of the doer of the verb. Not all verbs end in ~ er which means the doer, it can also be with other endings such as "~ or". Verbs ending with "~ er" also sometimes occur in combination with other nouns to form new nouns. The meaning of -er at the end of the verb, namely 'pe', act as the doer of the verb. It is easier to describe it as a person or thing doing something. Pattern: verb + er = noun, where -er Noun (which refers to a person who does something).

Second in suffix -or. In the word 'distributor' originally formed by a free morpheme (base word) 'distribute' as a verb, after getting the addition bound morpheme (suffix -or), finally transformed into the word 'distributor' to be a noun especially a person by removing letter 'e' then added by -or. The suffix -or refers to a person who does something.

Third, in suffix -al. In the word 'testimonial' originally formed by a free morpheme (base word) 'testimony' as a verb, after getting the addition of the bound morpheme (suffix -al), finally transformed into the word 'testimonial' to be a noun especially a person by removing letter 'y' then added by -al. Suffix -al refers to an act/something that is done by someone.

Fourth, in the suffix -ment. In the word 'endorsement' which was originally formed by a free morpheme (base word) 'endorse' as a verb, after getting the addition of the bound morpheme (suffix -ment), finally transformed into the word 'endorsement' to be a noun. In the word 'payment' which was originally formed by a free morpheme (base word) 'pay' as a verb, after

getting the addition of the bound morpheme (suffix -ment), finally transformed into the word 'payment' to be a noun. The suffix -ment refers to the act or something that is indulged.

The suffix "ed". It forms a past participle which is used in passive form. The word 'booked' was originally formed by a free morpheme (base word) as a verb, after getting the addition of the bound morpheme (suffix -ed), finally transformed into the word 'booked'. The word 'trusted' was originally formed by a free morpheme (base word) as a verb, after getting the addition of the bound morpheme (suffix -ed), finally transformed into the word 'trusted'.

The suffix "ing". It forms a present participle. The word 'booking' which was originally formed by a free morpheme (base word) as a verb, after getting the addition of the bound morpheme (suffix -ing), finally transformed into the word 'booking'. The word 'packaging' was originally formed by a free morpheme (base word) as a verb, after getting the addition of the bound morpheme (suffix -ing), finally transformed into the word 'packaging'. The participle is a verb in the form of V-ing or Verb – 3 which can be used in arranging tenses or used as an adjective. In English, there are two types of participles, namely present/active/perfect/progressive participles which are identical with the gerund form (V-ing), and past/passive/perfect participles which are in the form of V-3.

b. Suffix

Below the examples of word formation process in derivation, especially in prefix as follow.

Table 2. Word Formation Process in Suffix

o	W ord	Word Formation Process
	Re turn	Suffix + Base Words (re- + turn)
	Re fund	Suffix + Base Words (re- + fund)
	Re stock	Suffix + Base Words (re- + stock)
	Re furbish	Suffix + Base Words (re- + furbish)

Based on table 2 shows that there are several word-formation processes in derivation, especially prefix re-. There are words which after getting the suffix added do not change in terms of their function as a noun, verb, or adjective, such as, 1) In the word 'return' which was originally formed by a bound morpheme (prefix -re), after getting the addition of a free morpheme (base word) "turn" as verb finally is not transformed into the word 'return' to be a verb. 2) In the word 'refund' which was originally formed by a bound morpheme (prefix -re), after getting the addition of a free morpheme (base word) "fund" as verb finally is not transformed into the word 'refund' to be a verb. 3) In the word 'refurbish' which was originally formed by a bound morpheme (prefix -re), after getting the addition of a free morpheme (base word) "furbish" as verb finally is not transformed into the word 'refurbish' to be a verb. But, 4) In the word 'return' which was originally formed by a bound morpheme (prefix -re), after getting the addition of a

free morpheme (base word) "stock" as a noun finally transformed into the word 'restock' to be a verb.

c. Prefix and Suffix

Below the examples of word formation process in derivation, especially in both prefix and suffix as follow.

Table 3. Word Formation Process in Prefix and Suffix

No	Word	Word Formation Process
1.	Reseller	Prefix -re + base word + Suffix -er

Based on table 3 shows that there are word-formation processes in derivation. Derivation creates new lexemes from other lexemes (Bauer et al., 2013, p. 28). A suffix is an affix added after the root (Alkhuli, 2016, p. 39). While, a prefix is an affix added before a certain root (Alkhuli, 2016, p. 29). The example of derivation in this research especially prefix re- and -er. Reseller is the name for a second-hand seller. This word is formed from three morphemes {re-} + {sell} + {-er}. The root word for 'reseller' is 'sell' (verb). The prefix {re-} and suffix {-er} are English derivational morphemes. After experiencing the addition of these two morphemes, the word "reseller" turns into a noun.

3.2 Compounding

Compounding is the process of forming words by combining or stringing two words into a new form. For example.

Table 4. Word Formation Process in Compounding

No	Word	Word Formation Process
1.	Handmade	Base Word + Base Word (hand + made)
2.	Dropship	Base Word + Base Word (drop + ship)
3.	Download	Base Word + Base Word (down + load)
4.	Upload	Base Word + Base Word (up + load)
5.	Cashback	Base Word + Base Word (cash + back)
6.	Online	Base Word + Base Word (on + line)
7.	Offline	Base Word + Base Word (off + line)
8.	Stockroom	Base Word + Base Word (stock + room)
9.	Showroom	Base Word + Base Word (show + room)
10.	Giveaway	Base Word + Base Word (give + away)
11.	Fullset	Base Word + Base Word (full + set)
12.	Checkout	Base Word + Base Word (check + out)

Based on table 4 shows that there are several word-formation processes in compounding, for example, 1) compound word "handmade" is formed by two different morphemes with the same word class, they are adjective + adjective ("hand" and "made"). 2) compound word "handmade" is formed by two different morphemes with the same word class, they are verb +

verb ("drop" and "ship"). 3) compound words "download" and "upload" are formed by two different morphemes with the same word class, they are adverb + noun from "down" and "load" and "up" and "load". 4) compound word "cashback" is formed by two different morphemes with the same word class, they are noun + adverb ("cash" and "back"). 5) compound words both "online" and "offline" are formed by two different morphemes with the same word class, they are preposition + noun "on" and "line" and "off + line". 6) compound word "stockroom" is formed by two different morphemes with the same word class, they are noun + noun ("stock" and "room"). 7) the compound word "showroom" is formed by two different morphemes with the same word class, they are verb + noun ("show" and "room"). 8) compound word "giveaway" is formed by two different morphemes with the same word class, they are verb + adjective ("give" and "away"). 9) compound word "fullset" is formed by two different morphemes with same word class, they are adjective + noun/verb ("full" and "set"). 10) the compound word "checkout" is formed by two different morphemes with same word class, they are verb + adverb ("check" and "out"). These compound words are usually a result of the (fixed) combination of two free forms, or words that have an otherwise independent existence (Adams, 2016, p. 30). The words are usually composed of two elements that have identified characteristics of a single word.

3.3 Clipping

Kekuasaan Clipping is the process of forming words by cutting the root word so that it forms new words. For example.

Table 5. Word Formation Process in Clipping

No	Word	Word Formation Process
1.	Advertisement	Ad
2.	Original	Ori
3.	Brother	Bro
4.	Sister	Sist

Based on table 5 shows that there are several word-formation processes in clipping, for example, 1) The word "advertisement" is reduced or shortened at the end of the word into "ad". 2) The word "original" is reduced or shortened at the end of the word into "ori". 3) The word "brother" is reduced or shortened "adv", and the word "sister" also is reduced or shortened "sist". Clipping a word is the result of the process of shortening a word that is done freely which produces a new word. Usually, clipping cuts the end and prefix of a word but does not reduce the meaning or meaning and is still in the same word class. These clipping words are derived from new words by truncating a portion of a word (Miller, 2014, p. 173).

3.4 Acronym

The acronym is the process of forming words that come from the initial letters of a syllable. Acronyms are words formed from the initial letters of a set of other words. For example:

Table 6. Word Formation Process in Acronym

No	Word	Word Formation Process
1.	COD	Cash on Delivery
2.	PO	Pre Order
3.	DP	Down Payment
4.	FP	Full Payment
5.	PL	Price List
6.	PM	Private Message
7.	IDR	Indonesian Rupiahs
8.	WTB	Want to Buy
9.	WTS	Want to Sell
10.	WS	Whole Sale
11.	ATC	Add to Chart
12.	RC	Recommended Seller

Based on table 6 shows that there are several word-formation processes in the acronym, for example, 1) The word COD is an acronym of Cash on Delivery. 2) The word PO is an acronym of Pre Order. 3) The word DP is an acronym for Down Payment. 4) The word FP is an acronym for Full Payment. 5) The word PL is an acronym of Price List. 6) The word PM is an acronym for Private Message. 7) The word IDR is an acronym for Indonesian Rupiahs. 8) The word WTB is an acronym for Want to Buy. 9) The word WTS is an acronym for Want to Sell. 10) The word WS is an acronym of the Whole Sale. 11) The word ATC is an acronym of Add to Chart, and 12) The word RS is an acronym of Recommended Seller. An acronym is an abbreviation of several words or phrases, which form a new word. Acronyms are usually formed from the prefix of each word that is combined into a new word. These acronyms words are pronounced as new single words (Yule, 2010, p. 58).

In the science of morphology, of course, we often hear the term word-formation process, right? In this case, we can call it the "Word Formation Process". The word-formation process or what can be called the Word Formation Process is generally known as a phenomenon that is very close to human life in the world and it can be concluded that the word-formation process is a way

to compose new words from existing words based on several linguistic rules. Word formation is the study of linguistic devices a language possesses to build a word (Reichl, 2017, p. 6).

The process of word-formation can be productive and unproductive. The word-formation process will be productive if it is suitable for use in the production of new words. While the process of word-formation will be called unproductive if it is not suitable for use in making new material. Therefore, it can be concluded that the word-formation process will be productive if it can be used to produce new words. For more details, we can see the various word-formation processes and examples.

In the world of buying and selling online, we often hear the terms online shop and online store. Some online merchants and buyers use the term online shop to transact with each other (Kortmann, 2020). There are several processes that we can use in word formation, namely; Compounding, Derivation, Inflection, Coinage, Conversion, Borrowing, Blending, Clipping, Back Formation, Acronyms, Onomatopoeia. These types are included in the word-formation process. However, in some of the examples of words that have been described in the invention above, only 4 types are found, namely: derivation, compounding, clipping, and acronym.

The first is Derivation. It is the process of forming words by giving affixes or affixes to the word so that the resulting new word-formation will result in a change in word class and a change in meaning. In terms found in an online shop, there are several word-formation processes in the derivation of suffix -er, -or, -al, -ment, -ed, and -ing. For example in the words "Seller, Buyer, Supplier, Retailer, Counter, Hanger, Customer, Testimonial Endorsement, Payment, Booked, Trusted, Shipping, Booking, Packaging. While other is a derivation of prefix re-. For example in the words "Return, Refund, Restock, Refurbish".

The second is compounding. It is the process of forming words by combining two or more classes of words into a new form. In terms found in online shops, there are several word-formation processes in compounding. For example in the words "Handmade, Dropship, Download, Upload, Cashback, Online, Offline, Stockroom, Showroom, Giveaway, Fullset, Checkout".

The third is clipping. It is the process of forming words by cutting parts of the word itself. Clipping is also defined as the process of forming words from words that have more than one syllable that gets the word cutting process at the beginning or end. In terms found in the online shop, there are several word-formation processes in clipping. For example in the words "Advertisement (Ad), Original (Ori), Brother (Bro), Sister (Sist)".

The acronym is the process of formation by taking from the initial letter in each syllable arranged to mention the abbreviation or extension of a term and the result can be pronounced as a word. In terms found in online shops, there are several word-formation processes in clipping.

For example in the abbreviation words "COD (Cash on Delivery), PO (Pre Order), DP (Down Payment), FP (Full Payment), PL (Price List), (PM) Private Message, IDR (Indonesian Rupiahs), WTB (Want to Buy), WTS (Want to Sell), WS (WholeSale), ATC (Add to Chart), RC (Recommended Seller).

4. Conclusion

In essence, every language has its characteristics in the process of word-formation. In linguistics (especially morphology and lexicology), word formation refers to how new words are formed based on other words or morphemes. The word-formation process is one of morphology studies. The morphological process is a word-formation process by connecting one morpheme with another morpheme or a process that converts a lexeme into a word. Word formation is the process of forming words, by adding a suffix to a word and forming words with other meanings by adding affixes to prefixes and suffixes. This is a word-formation process, by combining, cutting, summarizing, or borrowing from other languages so that it changes the form of the word from the origin.

There are several processes in word formation, they are Compounding, Derivation, Inflection, Coinage, Conversion, Borrowing, Blending, Clipping, Back Formation, Acronyms, Onomatopoeia. These types are included in the word-formation process. In online shops, there are found four types of word formation namely: derivation, compounding, clipping, and acronym.

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