

# Investigation of Neologism in Promotional Text on Instagram

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## ABSTRACT

The development of information technology has impacted any aspect of life including marketing products and services. One platform which has become popular is Instagram. Recently, advertisements tend to use new words to promote their goods or services. There are many ways to make a new word which is commonly called as a neologism. One of them is a blend. Blend means combining two or more words using clipping, overlapping, or both clipping and overlapping. Therefore, this study is aimed at investigating the frequent blended words found in online advertisements, especially on social media and websites. The present project used the qualitative method since the data of this study was in the form of text which is a characteristic of qualitative methods. The data were taken from promotional texts in the “Giladiskonn” account on Instagram in 2021. Using the morphosemantics approach, the results of the analysis showed that portmanteau words were created using various types of clipping. The clipping process may occur on the first, second, or both words. The findings can be used to improve learners’ vocabulary and the model to create new words in promotional texts.

**Keywords:** neologism, promotional text, blends, clipping process

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## INTRODUCTION

Instagram as a social media has developed dramatically. This type of social media is not only used for maintaining social communication but also for business communication. The global outbreak of COVID-19 recently has forced sellers and consumers to conduct online transactions. Consequently, online promotional texts have been frequently found on social media, especially Instagram. One phenomenon which occurs linguistically is the use of neologism, especially portmanteau words on promotional texts found on Instagram.

Portmanteau words are described as blends that are formed by combining parts of more than one word (Aronoff & Fudeman, 2011). For example, the word ‘motel’ is formed of ‘motor’ and ‘hotel’ which means a roadside hotel designed primarily for motorists, typically having the rooms arranged in low blocks with parking directly outside (motel) according to Online English Dictionary (OED). Morphologically, the blending process of the words does not involve a compounding process but also a clipping process (Tokar, 2012). Whereas semantically the new word seems to possess a new meaning

which does not retain fully both of the blended words. Hence, this study raised an issue of what word-formation processes are involved in portmanteau words and what semantic shift occurs in the new words used in promotional texts on Instagram.

The existing studies of portmanteau words can be found in several papers. (Cook, 2012) focused on the research in seeking lexical Blends from Twitter. The studies located that from 976 candidate lexical blends in Twitter 57% are blends. in addition, (Giyatmi et al., 2014) located that the emblem names with English in Indonesian merchandise may be created with the aid of making use of phrase formation together with compounding, blending, affixation, reduplication, onomatopoeia, abbreviation, acronym and clipping.

(Bednárová-Gibová, 2014) has analysed the style phrases located in ELLE Fashion Magazine 2013. The result indicates that fused blends and telescoped blends have been styles of blends located in ELLE Fashion Magazine. (Fauziyah & Saun, 2018) take a look at a study that analyses the form of phrase formation method utilized in commercial boards. The end result indicates that the phrase formation have been blending (7%), compounding (15%), borrowing (9%), coinage (9%), initialization (11%), acronym (4%), clipping (15%), lower back formation (5%), inflection (11%), derivation (7%), onomatopoeia (2%), cliticization (5%).

Moreover, (Moehkardi, 2019) observes the blending process, the styles of blending, and the viable new meanings of the English-influenced blends within the Indonesian context. The effects display that morphotactically the facts may be labeled into general and partial blends of which there are greater blends whose first supply phrases are saved complete and accompanied with the aid of using clipped second source phrases. In the morphophonological process, there are no non-overlapping blends; phonological overlap additionally takes place, however now no longer orthographical one. Morphosemantically, attributive blends are greater common than coordinative ones. A study performed by (Nian & Manokaran, 2020) indicates that local English newspapers used general kind blends and syntagmatic blends. The paradigmatic blends percentage the identical lexical class, even as syntagmatic blends percentage unique lexical categories. The syntagmatic blends have types, termed as proper headed and left-headed.

Understanding how new words are created in advertisements can be worth studying. First, the words which are commonly blended in advertisement texts could be identified. Second, the patterns used to blend the new words could be found. Third, the patterns of the blends could be adopted to create new words in the future. Therefore,

analyzing blended words in advertisements is useful. Referring to what is presented in the background, this study addresses the issue of what pattern is involved in the blends. This present study is aimed to answer the following questions:

1. What word-formation processes are commonly found in promotional texts on Instagram?
2. What semantic shift yielded by the portmanteau words found in promotional texts on Instagram?

It is hoped that the study can give a contribution to the development of morphology and semantic theories. Besides, the study can be a model for practitioners, especially for those who are content writers in advertising.

## THEORETICAL FRAMEWORK

This study is anchored on the Morphology approach. Morphology is defined as the mental system involved in word formation or to the branch of linguistics that deals with words, their internal structure, and how they are formed as stated by Aronoff & Fudeman (2011, 2). Word formation refers to the processes that produce new words (Tokar, 2012) which include some derivational processes, such as blending, acronyms, clipping, and backformation (Aronoff & Fudeman, 2011: 119-123).

### Blending

Blending is a type of word formation process which involves clipping at least in one word (Booij, 2005; Aronoff & Fudeman; Carstairs-McCarthy). Some examples of blends are listed below.

- |            |   |                   |
|------------|---|-------------------|
| a. smog    | < | smoke + fog       |
| b. chunnel | < | channel + tunnel  |
| c. bit     | < | binary + digit    |
| d. brunch  | < | breakfast + lunch |

The words a. - d. above are created from two words through clipping. The clipping process does not only happen on a part of a word but it occurs on the part of both words.

### Clipping

Clipping is defined as creating a new word by truncation as with *bra* (< brassiere), *ad* (< advertisement), *co-ed* (< co-educational), *typo* (< typographical error), or *fan* (< fanatic)

as pointed Aronoff & Fudeman (2011). Morphologically, the words are truncated but semantically the meanings do not change.

## METHOD

This study applied a qualitative method with descriptive analysis. One characteristic of qualitative methods is that the data can be the form of a document of texts. The analysis of the data was conducted using two approaches: Morphology, especially word-formation concerning blending and clipping processes.

### Data Collection

The data for this study were collected from the promotional texts appearing on Instagram, especially on Giladiskonn's account. The data collected were limited to those which appear during the year of 2021.

### Data Analysis

The analysis of the data was done in several steps. The first step was collecting all blended words found in the promotional texts on Instagram. The second step was classifying the data based on the patterns of the blend. The third step was analysing the data morphologically and semantically. The last step was drawing conclusions. The steps of the analysis are illustrated in Figure 1.

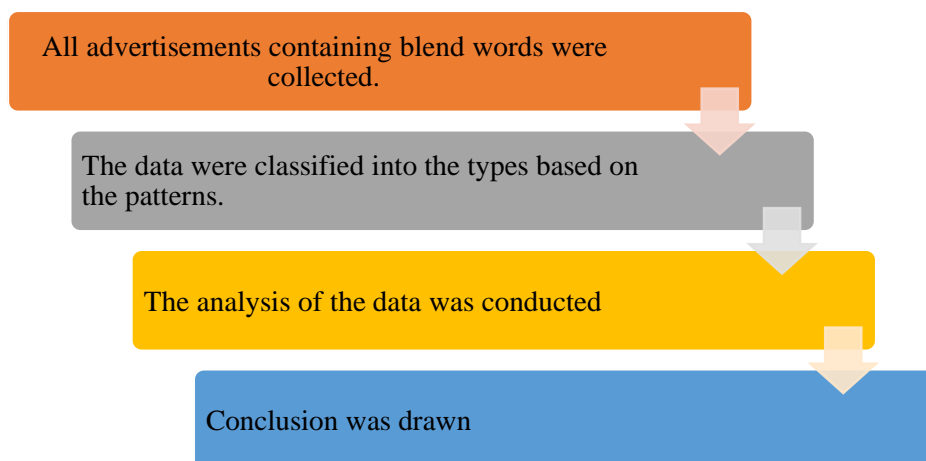


Figure 1. Steps of analysing the data

## RESULTS AND DISCUSSION

### RESULTS

Figure 2 shows that there are two types of word formation found in promotional texts on Instagram, especially on *Giladiskon* accounts during the year of 2021. The word formations are compounding and blending in which blending tends to appear to be the dominant one. This finding also corresponds with what was found by Fari & Abdullahi (2020) who studied word formation on Twitter revealed that blending tends to be dominant.

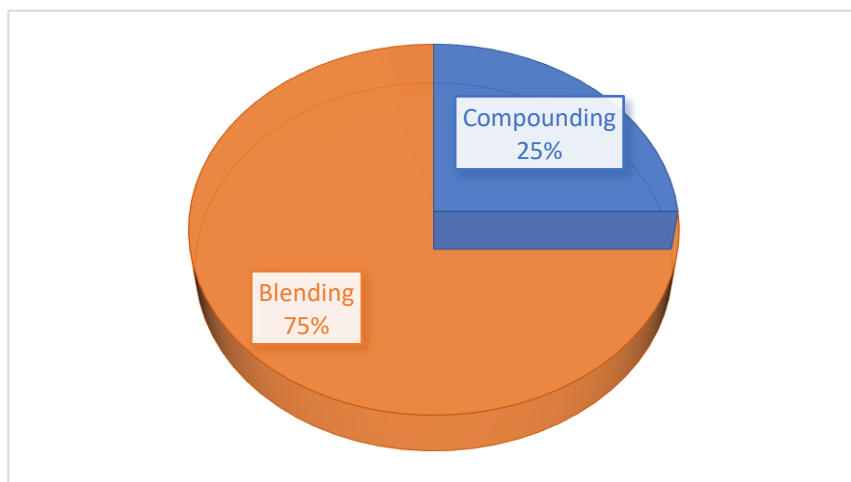


Figure 2. Word formation processes found in promotional texts on Instagram

As the dominant type of word-formation found on the data, the blends may be classified into three types according to their clipping process involved. They are first clipped-word, second-clipped word, and both clipped-word. Among the types, blended words with second word-clipped tend to become dominant as seen in Figure 3.

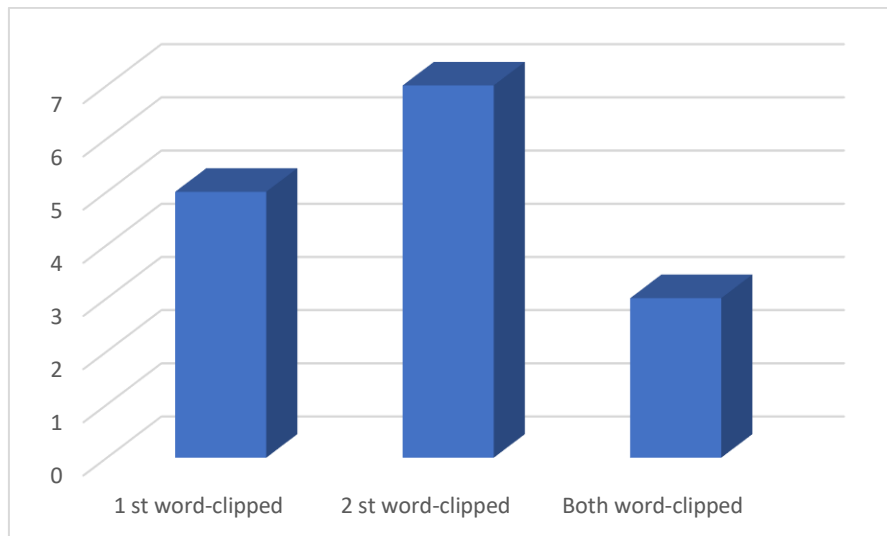


Figure 3. Clipping in Blended words

### Discussion

The discussion blends or portmanteau words found in the data will be divided into three parts based on the findings previously presented.

#### Blended words with clipping on the first word

There are four data found which are classified as blended words with clipping on the first word as in Table 1. The blends consist of noun words which are truncated on the first nouns.

Table 1. Blended words with clipping on the first words

No.	Blended Word	First Word	Second Word	Meaning
1	suprize	surprize	prize	A special reward given after buying products with a qualified price.
2	cruncheeze	Crunchy	Cheeze	A pizza served with cheesy crust.
3	partea	Party	Tea	Celebrating a party by having some cups of tea
4	Wednespay	Wednesday	Pay	Discount on the product due to celebrate payday on Wednesday

### Blended words with clipping on the second word

The data of blends which are truncated on the second words can be found in Table 2. Each of word in the blends belong to nouns. Semantically, the new words possess specific meaning which function as the offer to attract consumer to buy the products.

**Table 2. Blended words with clipping on the second words**

No.	Blended Words	First Words	Second Words	Meaning
1	Eggstra	Eggs	Extra	A dish menu with extra eggs.
2	Splitza	Split	Pizza	A combination of two kinds of pizza.
3	Freebruary	Free	February	A special bonus only occurring in February.
4	Funtastic	Fun	Fantastic	Some of dish menus sold by discount prices.
5	snowvember	Snow	November	Snow event which conducted on November
6	nowvember	Now	November	Offer to play on November

### Blended words with clipping on both words

The study found that blends may also be truncated on both words as seen in Table 3.

**Table 3. Blended words with clipping on both words**

No	Blended Words	First Words	Second Words	Meaning
1	shoctober	Shock	October	A cup of coffee served with black pearls (bobba)
2	choctober	Chocolate	October	A special discount for combined menus sold in period time
3	savetember	Save	September	A promotion from Mizu store sold in a nice price
4	dalgonana	Dalgona	Banana	
5	croffle	Croasant	Waffle	

## CONCLUSION

(Andrew–McCarthy, 2002; Aronoff & Fudeman, 2011; Booij, 2007) Based on the results and discussion above, it may be concluded that neologism found in Instagram used as promotion tool were created using compounding and blending. Blending process tend to appear dominantly compared with compounding. Although blending process is a process of compounding, it also involves another word formation process, that is, clipping. There are three types of clipping processes found in the data: first clipped-word, second clipped-word, and both clipped-word. Implication of this study may help improving vocabulary of ESL learners and be the model of creating new words or portmanteau words.

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