

## **UNCOMMON WORDS USED IN MARKET PLACE: A SEMANTIC ANALYSIS OF LIVE ONLINE SHOPPING UTTERANCES**

**Wahyu Trimastuti<sup>1\*</sup>; Santy Christinawati<sup>2</sup>**

<sup>1,2</sup>Politeknik Piksi Ganesha Bandung

[trimastutiw@gmail.com](mailto:trimastutiw@gmail.com)\*; [santy.christinawati@gmail.com](mailto:santy.christinawati@gmail.com)

**Abstract:** The aim of the research is to analyze the process of word formation from uncommon words of online shopping in the markets place used by Gen Z. Specifically, the purpose of this research is to identify how the process of forming the uncommon terms often used in live online shopping, identify the kind of word formation in those terms, and explain the meaning of the terms. Researchers used two theories to conduct this research; namely the theory by Yule and Petada. In this study, the researcher used a qualitative descriptive method. The data was collected from a live online shopping in market place in January 2023. The writer used document and observation method to collect the data. The writer analysed the words based on the elements of words. The results of this study indicated that only three word formation processes made up the eleven data found in the data source: compounding, affixation, and acronyms; acronym was the process that forms the most terms in the report as many as six terms, the second was compounding with three terms, third was affixation with two terms. Those terms had complexity in the process of its formation and had specific meaning. Therefore, it is necessary to be explained more detailed to avoid misunderstanding in communication.

*Keywords:* Contextual Meaning, Gen Z, Word Formation

### **INTRODUCTION**

Nowadays, development of technology led development of business. The developing technology make people easier to fullfill their needs, such as the use of market place to do online shopping. The pandemic era also has big impact on life habits that are carried out every day. One of them is changing shopping habits that are usually done in person like switching to shopping online. A marketplace is a platform that offers products and services of numerous sellers, which can be bought by clients (Lian, 2019). Laudon (2018) states that market place is is the process of purchasing and selling services and goods electronically with computerized business transactions using the internet, networks, and other digital technologies. It refers to buying and selling goods in the service online. Marketplace for the industry refers to online transactions which used to business of goods and service via the web. Market place provides some features to get some benefits for user. One example is live online shopping. In live online shopping users can shop anywhere and anytime. In accordance with the character of Gen Z that they really use and depend on technology.

Generation Z (Gen Z) are individuals born after 1995 who can be called the post-millennial generation (Brown, 2020). Generation Z (Gen Z) is a young generation who in their daily life is very dependent on digital technology. The characteristic of Gen Z more interested in belonging to an inclusive, supportive community. They are also more individualistic, with a stronger sense of personal expression and more politically and socially active, advocating for what they believe on social media (Spagnuolo, 2020). According to McKinsey (2023), Gen Z is generally known for its idealism. Their characteristics are being part of a new wave of “inclusive consumers” and socially

progressive dreamers. Gen Z believe that in doing their part to help stop the intensification of climate change and to establish greater equity for all, Gen Z has purpose and accountability to create more opportunities for people of diverse and underrepresented backgrounds, and rigorous sustainable and green practices. Gen Z has several characteristics of the desire to succeed, tend to be practical and fast-paced, they have high self-confidence, love freedom, prefer to seek recognition, understand more about using digital technology and are more open in cyberspace (Santosa, 2015). Therefore, live online shopping is one of the choices shopping places that are in demand by Gen Z where it can be done anywhere and anytime without having to leave the house.

According to Sapir (2020) language is a purely human and non instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbol. It means that language plays a crucial role and a vital role in human life and also has many advantages of many various aspects of human life. It can be concluded that language has an important role in the process of interaction between individuals as social beings. Everyone has a different language reference, depends on the environment or the field of competence, this is what caused languages to have many different variations that are used by some or many specific groups. Furthermore, Gen Z language is essentially taking a commonly used English word and distorting its meaning to use it in a brand-new context. Due to this process, the older generation simply cannot associate a word with its original meaning anymore.

In the online shopping, user has a different background of a particular job or environment. In the result, they have different terms or words that are not familiar in that environment. Furthermore, people outside who have just joined in online shopping still do not understand some uncommon words caused by words that are foreign to the public, or using words that are common but have different meanings. It occurs caused the word usually has gone through the process of combining different words, abbreviations, or taken from different languages and become a new word. Moreover, those terms have specific meaning. This is known as the word-formation process. Special word formation and different with daily meaning, for instance, “*WL*”. Process of word formation is created by which new word are created or inverted. It is found of morphological process of how the word “*WL*” is formed. Acronymy *WL* refers to ‘Waiting List’, this acronymy are formed by shortcut incorporated into name. Acronymy term can be said as one word or spelled out individually in which case they are known as alphabetisms. The meaning of “*WL*” is while the first buyer does not make a payment so that the purchase will be given to other buyers who are ready for payment.

That is important to understand the terms of each community. It is intended to get proper word to show the intention. New word formation is intended to get more clearly intention and meaning. The form of new words that used by people has purpose to get proper intention. So they can communicate or do interactions with others community easier and can avoid miss understanding. The new word formation will develop according to social needs that can make easier to communicate with the others. This is the examples of word formation process, they are as follow: affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopaeia, and antonomasia. In this research, the writer discusses about uncommon word of were found in live online shopping terms. There are the research problems formulated as follows; 1) what kinds of word formation are found in live online shopping? 2) what are the meaning of uncommon words in live online shopping in marketplace?

### ***Sociolinguistics***

Sociolinguistics is concerned with the interaction of language in relation to society. It is the study that is concerned with investigating the relationship between language and society with the purpose of a better understanding about structure of language and of the function of language in communication (Wardhaugh, 2014). Holmes (2013) said that the sociolinguists purpose is to move towards a theory which provides a study of the way language is used in the social evaluation of linguistic, and of the choices people make when they use language. Based on the definitions above, it means that sociolinguistics is the study of language variation and that the aim of such study is to find out variation of linguistic which tells us about language and speakers' 'knowledge' of language.

On the other hand, sociolinguistics is a study of relationship between language and society. They are interested in explaining why people speak varieties in different social context, and why they are concerned with identifying the social functions of language and the ways it is used to convey social meaning (Holmes, 2013). There are several possible relationships between language and society. One is that social structure may either influence or determine linguistic structure and/or behavior. Certain evidence in the society that support this view: the age-grading phenomenon whereby young children speak differently from older children and, in turn children speak differently from mature adults; studies which show that the varieties of language that speakers use reflect depend on their regional, social, or ethnic origin and possibly even their gender; and other studies which show that particular ways of speaking, choices of words, and even rules for conversing are in fact highly determined by certain social requirements (Wardhaugh, 2014). Based on definition above, it can be concluded that sociolinguistics is a study the relationship between language and society. In this case, some of community use special terms want to show their existence, identity, power, gender, and politness.

### ***Gen Z***

Generation Z (Gen Z) are individuals born after 1995 who can be called the post-millennial generation (Brown, 2020). Generation Z (Gen Z) is a young generation who in their daily life is very dependent on digital technology (Pratama, 2012). According to Sudrajat (2012), Gen Z has characteristics in which this generation understands more in terms of technology, tolerance, and a high social sense. Gen Z has several characteristics of the desire to succeed, tend to be practical and fast-paced, they have high self-confidence, love freedom, prefer to seek recognition, and exciting more to use digital technology and enthusiast more in cyberspace (Santosa, 2015). M Sudrajat (2012) explains that there are several generational theories that are known by community, namely:

1. Baby Boomer Genes. The Baby Boomer generation is the generation that was born between 1946-1964.
2. Generation X. Generation X is the generation born between 1965-1980.
3. Generation Y. Generation Y is the generation born in 1981-1994.
4. Generation Z. Generation Z is the generation born between 1995-2010.
5. Generation Alpha. Generation Alpha is the next generation born between the years 2011-2025.

According to Grail (2011) generation Z is the first generation which is also known as the internet generation. In contrast of previous generation, namely Y, where generation Y was born during the transition from technology to the internet, while generation Z was born when this

technology was available. Therefore, the Z generation has the character of preferring social activities compared to the previous generation, preferring start-up companies, multitasking, really liking technology and being an expert in operating the technology, caring for the environment, smart and quick to capture information. Even so, this generation is a generation that is less sensitive to private essences because anything related to their lives will be uploaded on social media. Compared to other generations, generation Z is the generation that is influential in their community and is known as the generation that thinks globally because they are connected by people all over the world.

According to Sudrajat (2012) generation Z has several advantages, including; 1) teenagers have a very high curiosity, therefore, when generation Z teenagers face new things with advanced technology, generation Z naturally try to get what they want. 2) Adolescents from generation Z are a multitasking generation, they are capable and accustomed to carrying out various activities simultaneously. For example: teenagers can read, talk, and listen at the same time. Generation Z also has several drawbacks, including; 1) having an impatient nature, so that in solving a problem they tend to prefer instantly; 2) has a more selfish nature, namely less concerned about the environment around him, because some of the youth of generation Z are less capable of communicating verbally.

### **Word Formation**

Word formation process is a means by which new words are formed, it is branch of linguistics that deals with words, their internal structure, and how they are formed either via modifications of existing words or through complete innovation, which then become a part of the language, also called morphological process (Yule, 2010). Actually, the process of new word formation created different meaning and different class. On the other hand, morphology also studies possibility words transition and the meaning of words which appear as result the change of word formation.

Katamba (1994) argues that word formation is the study of the new word formation and internal organization of words. It studies about morphemes, their variation, and their combination in words. Therefore, it can be said that morphology is the study of words deeply which is included the word structure and the process of new word formation. Plag (2003) described word formation as the study of how new words are derived from other words or morphemes. The process of word formation is divided into some process including affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopoeia, and Antonomasia.

With regards to affixation, an affix is a morpheme that cannot stand alone as a word and has no meaning. It is as a short morpheme with an abstract meaning, when adding some other morpheme such as a root or stem to change its meaning (Yule, 2010). Affixes can be attached before or after the base. For instance, using the root use as our base, we can form the new lexical items by adding-less to give use-less. There are several types of affixation including 1) prefixes which attached in the beginning of free morphemes or other prefixes (re-, un-, sub-, in- and dis-), 2) suffixes, which are added in the end of the morpheme or other prefixes (e.g: goods, movement, lovely, ended), 3) simulfixes are a prefix and suffix attached simultaneously to a base (e.g: -“en-en” in “enlighten”), 4) infixes are added in the middle (e.g: fantastic – fanfreakingtastic).

Compounding is defined by Plag (2003) as the form of combination two words to form a new word. This process is the combinations between two or more words integrated to form a new lexical item/produce new word which could be noun, verb, adjective, or preposition (e.g: self-help, cat lover, whitewash, etc.). Reduplication generally consists of three types of reduplication; exact

reduplication, rhyming reduplications, and partial reduplications (e.g: bye-bye, fuzzy-wuzzy, zig-zag). Conversion is the process of forming new word by change of the function of word, when a noun comes to be used a verb (without any reduction). This conversion is usually a class changing process where in some cases it is very obvious which morphemic function started first and which is after the conversion took place, e.g: care (verb) – care (noun), like (verb) – like (conjunction).

Borrowing, is word taken from another language (Bauer,2001). In other words, borrowing is the process where new word in by taking over words from other languages then, adopted it into the new word through a long time process. e.g: banana (African), education (European), spaghetti (European), piano (Italian). Acronymy is a new word which formed by the initial letters of a set of other words. It can be pronounced as one word or spelled out individually in which case they are known as alphabetisms, e.g: COD – Cash on Delivery, WHO – World Health Organisation. Clipping is shortening of a polysyllabic word. It is produced by the process of shortens the polysyllabic word by deleting one or more syllable. It ignores lexical and morphemes boundaries and out in the middle of a morpheme, e.g: hi-tech from high technology, ads from advertisement, doc from doctor, mat from mathematic, etc.

Blending is a process of combining parts of two words to formed new word. The blending taken from the beginning of one word and the end of another. It is a new term formed through the process of combining two separate forms, and usually, the mixing is done by simply taking the beginning of the preface and combining it to the end of another word, e.g: (edu-) from (education) and (tainment) from (entertainment) = edutainment, (emoti-) from (emotion) and (-con) from (icon) = emoticon.

Onomatopoeia is the use or creation of a word invented which phonetically imitates, or suggests the sound that it describes phonetically, e.g: hiss, sizzle, buzz, and beep. As for antonomasia, Yule (2010) stated that antonomasia is the process of word whereas a personal name, a place name or a brand name adapts a new meaning. It's usually referring to common noun related to the proper noun, e.g: Xerox (proper noun) – photocopying machine (c.noun), Pampers (proper noun) – diapers (common noun).

In this study the word formation processes that will be discuss are divided into acronym, affixation, and compounding. Meanwhile, essence of meaning is also important to the experience of using language, as anyone knows who has ever listened to people talking in an several unknown language. Without knowing the meaning of utterance, it is difficult to understand what the contain of person talking and hard to identify the separate words which constitute it (Riemer,2010). Therefore it is important to analyze the meaning uncommon words in live online shopping to avoid misunderstanding.

Semantics is a branch of linguistics that describes the differentiations between the meaning of words. It is study of how language organize and express meanings (Hudford, 2007). Lexical meaning is term that similar with term word meaning, and it has the technical term again, lexeme is dictionary words (Lyons,1995). Meanwhile the contextual meaning is the word meaning connection with language using of situation (Chaer,1994). In this study, the e-commerce terms will analyze based on the term of semantic features by using contextual meaning. Petada (2001) stated contextual meaning is a situational meaning which arises as a result of the relationship between speech and context. There are some contexts; first, including relating to gender, position the speaker, the speaker or the listener age, socio-economic background speaker or the listener. Second context of the situation, such a situation is safe or noisy situations. Third context is purposes, the example is expecting something.

Some studies concerning word formation have been conducted. The first is Suparta (2021) the aim of this study is to determine the type of word formation of the phrase used in a Twitter post. This study elaborates a qualitative descriptive method, with samples taken from Twitter posts. The researcher discovered similarities and differences in earlier study. The similarity of research are found in the method qualitative descriptive and the same field in word-formation analysis. The other researcher was Mustafa, Kandasamy, & Yasin (2015) is about word-formation processes in daily communication on social media Facebook. The purposes of this research is to find out and describe the most 18 common word formation processes in Facebook user and identify the causes of using the features in communication on Facebook.

In general, the researcher analyzed the uncommon word in online shopping. To specify, this research only focuses on the type of word formation that most used by Gen Z in online shopping of market place.

## **METHOD**

This is a descriptive qualitative research because the phenomena and data discovered are incomprehensible and cannot be quantified using samples and populations. The goal of the research design is to deliver the most valid and accurate answers to the research questions. The object of this research is the type of jargon uttered or word formation that used Gen Z in live online shopping theorized by Yule (2010), and the semantic meaning uncommon word term appeared in live online shopping theorized by Petada (2001). The research analyses on acronym, derivation, and compounding.

The data sources are all the report from a live online shopping in market place in January 2023. The writer uses document and observation method to collect the data. The researcher identifies the term from the data source. The researcher analyses the words based on the elements of words and identifies the process of word formation based on the parsed element (morpheme) and word part of the data found according to Yule's theory. In addition, after the researcher get the data, the researcher gives the result by interprets the meaning descriptively.

## **FINDINGS AND DISCUSSION**

The writer analyzes the data by using morphological analysis that focus on affixation, compounding, and acronymy. The data analysis is presented as follows:

### **1. Affixation**

An affix is a morpheme that cannot stand alone as a word and has no meaning (Yule, 2010). An affixation is an extremely common morphological process in language. The sample of data are *reseller* and *refurbished*.

Data: reseller

Analysis:

*Reseller* is derived from (*re-*) sell (*-er*). In the part of speech level, *sell* is a verb and (*re-*) is an prefix, while (*-er*) is an suffix. Meanwhile, in morpheme level, *reseller* consists of three morphemes. *Sell* is free morpheme as meaningful element of the word, while (*re-*) and (*-er*) are a bound morpheme. In addition, *reseller* is a noun. The meaning of *reseller* is a person or company that sells something they have bought to someone else. In this case, live online shop

buyers usually ask whether the product from a reseller or not, because it has an effect on the price. Usually goods from resellers will be more expensive than being able to buy directly from the manufacturer.

*sell (verb) – reseller (noun)*

Data: refurbished

Analysis:

*Refurbished* is derived from (*re-*) furbish (*-ed*). In the part of speech level, *furbish* is a verb and (*re-*) is an prefix, while (*-ed*) is an suffix. Meanwhile, in morpheme level, *refurbished* consists of three morphemes. *Furbish* is free morpheme as meaningful element of the word, while (*re-*) and (*-ed-*) are a bound mopheme. In addition, *refurbished* is a noun. The meaning of *refurbished* is the distribution of products (generally electronics) that have been previously returned to a manufacturer factory for reasonable statement, it cannot be found in the market or new launch of a product. Refurbished products are normally tested for functionality and defects before they are sold to the public.

*furbish (verb) – refurbished (noun)*

## 2. Compounding

Compounding is the form of combination two words to form a new word. The process where two or more roots or free morphemes combine to produce a new word. Compounds can occur either with both the words joined together or occurring apart from each other, whether hyphenated or not. The sample of data are *code freeze*, *black friday* and *mint condition*

Data: code freeze

Analysis:

The compound *code freeze* is formed by combining the noun ‘*code*’ and the noun ‘*freeze*’. It can be analyzed that the compound *code freeze* is formed by two elements from the same grammatical category, then the two words (elements) construct a new words as a noun compound *code freeze*. The meaning of *code freeze* is a term in online transaction that buyers have booked something that they bought based on promotion time.

Data: black friday

Analysis:

The compound *black friday* is formed by combining the adjective ‘*black*’ and the noun ‘*friday*’. It can be analyzed that the compound *black friday* is formed from two elements in the different grammatical category, then the two words (elements) construct a new words as a noun compound *black friday*. The meaning of *black friday* is the day that follows thanksgiving day and traditionally starts the holiday shopping season. It offers promotions and major discounts on all products in their stores (both online and offline)

Data: full payment

Analysis:

The compound *full payment* is formed by combining the adjective '*full*' and the noun '*payment*'. It can be analyzed that the compound *full payment* is formed from two elements in the different grammatical category, then the two words (elements) construct a new words as a noun compound *full payment*. The meaning of *full payment* is condition that buyer have to do payment in advance of the purchase of goods. So, the customer must pay off the payment directly from the amount or the entire amount.

Data: mint condition

Analysis:

The compound *mint condition* is formed by combining the adjective '*mint*' and the noun '*condition*'. It can be analyzed that the compound *mint condition* is formed from two elements in the different grammatical category, then the two words (elements) construct a new words as a noun compound *mint condition*. The meaning of *mint condition* is used by sellers who offer used goods but are still in very good condition. It means that only used a few times or even still in new condition or like new.

### 3. Acronymy

Acronymy is the process abbreviation which combine in several words a title or first few letters of each word. The sample of data are PO, DP, WL, COD, DM, BNIB.

Data: PO

Analysis:

Acronymy *PO* refers to *Pre Order*, this acronymy are formed by containing only initial letters. The meaning of *PO* is the business model and process of a system where the buyer orders and pays for goods in advance, even though buyer not get products yet.

Data: DP

Analysis:

Acronymy *DP* refers to *Down Payment*, this acronymy are formed by containing only initial letters. The meaning of *DP* is an advance payment for the purchase of goods which depend on a percentage of the total price of the goods. The purpose of a down payment is to ensure that the buyer or installment pays for item purchased.

Data:WL

Analysis:

Acronym *WL* refers *Waiting List*, this acronymy are formed containing only initial letters. The meaning of *WL* is Waiting list is a term used in live online shopping where the items to be purchased have been ordered by other people but have not payment yet. Therefore, while the first buyer not to make a payment according to the specified time, the item will be purchased by the buyer who is already waiting on the waiting list.



Data: COD

Analysis:

Acronym *COD* refers *Cash On Delivery*, this acronym are formed containing only initial letters. The meaning of *COD* is a term used in online shopping where the goods purchased will be paid after buyer get the goods, which is in accordance with the address included when making an online purchase.

Data: DM

Analysis:

Acronym *DM* refers *Direct Message*, this acronym are formed containing only initial letters. *DM* refers term in online purchases where buyers send messages in one of the market place application features to ask about good which will be purchased or inquire about payments of the purchase. In this case, seller will respond faster than chat during live online shopping.

Data: BNIB

Analysis:

Acronym *BNIB* refers *Brand New In Box*, this acronym are formed containing only initial letters. *BNIB* refers that the products sold are new items that are still complete with their packaging.

In problem formulation, the problem that must be considered in this study is the type of word formation mostly used in live online shopping. The data is taken from live online shopping in January 2023. From the data above, the type that mostly used by Gen Z in live online shopping is acronym type. There are 6 term of acronym: PO, DP, WL, COD, DM, BNIB. The process of affixation that found are reseller and refurbished. Moreover, the types of compound which are found in this study are compound noun that the elements construct in compound noun combination between (N and N) and (adj and N). So, the differences between this study and the previous research that the author attaches in literature review is word formation of common words in live online shopping. Meanwhile, the previous researcher Mustafa, Kandasamy, & Yasin (2020) discuss word-formation processes in daily communication on social media Facebook. The purposes of this research is to found out and described the most 18 common word formation processes in facebook user and identify the causes of using the features in communication on facebook. Then research done by Suparta (2021) the aim of this study is to determine the type of word formation of the phrase used in a Twitter post. This study elaborates a qualitative descriptive method, with samples took from Twitter posts. The researcher discovered similarities and differences in earlier study. The similarity of research is found in the method qualitative descriptive and the same field in word-formation analysis. All almost the same as this study, the only difference being the sample.

## CONCLUSION

Based on the findings and discussions of word formation process in live online shopping in market place in January 2023, it can be concluded that there are three kinds of word formation process used by buyer utterance namely affixation, compounding, and acronym. The process of affixation found kinds of affixation, such as reseller and refurbished. The types of compound which are found in this study are compound noun that the elements construct in compound noun combination between (N and N) and (adj and N). In addition, the process of acronymy are formed by containing only initial letters, e.g: PO, DP, WL, COD, DM, BNIB.

Understanding word formation is importance, because the resources of this language have been enriched by word-formation process. A word can be changed into a very from it base. Meanwhile, a language creates new words by process of word formation, it enriches the vocabulary or terms in language which have new meaning. An example word is 'waiting list', this acronymy are formed containing only initial letters. The meaning of WL is a term used in live online shopping where the items to be purchased have been ordered by other people but have not payment yet. Therefore, it is important to analyze the meaning of live online shopping terms to avoid misunderstanding and to make easier communication with the others in social needs. It suggested for the next researchers can develop and explore the same research and present better research. Hopefully, the next researcher has a lot of theories which support their study, it made the source will be more various.

## REFERENCES

- Brown, A. (2020). Everything you've wanted to know about gen Z but afraid to ask. Retrieved from Forbes <https://www.forbes.com/sites/abrambrown/2020/09/23/everything-youve-wanted-to-know-about-gen-z-but-were-afraid-to-ask/?sh=28e8cf793d19>.
- Chaer, Abdul. (2020). *Linguistik umum*. Jakarta: Rineka Cipta.
- Grail, R. (2011). *Applied linguistics and language study*. New York: Longman.
- Holmes, J. (2013). *An introduction to sociolinguistics 2<sup>nd</sup> edition*. London: Oxford University Press.
- Hudford, J. (2007). *Semantics a course book*. Cambridge: Cambridge University Press.
- Katamba, Francis. (1994). *English word*. London: Clayss ltd.
- Laudon, K. (2018). *Management information system 16<sup>th</sup> edition*. London: Global Edition.
- Lian, M. (2019). *Discourse analysis of oliver twist from the perspective of pragmatics*. China: Shanxi Normal University.
- Lyon, John. (1995). *Linguistics semantics an introduction*. New York: Cambridge University Press.
- McKinsey. (2023). *The gen z equation*. Chicago: University of Chicago Press.
- Mustafa, Z., & Yasin. (2015). An analysis of word formation process in everyday communication on facebook. *Journal of Education and Research*, 54 (2), 261-274.
- Petada, M. (2001). *Semantic lexical*. Jakarta. Rineka Cipta.
- Plag, Ingo. (2003). *Word formation in english*. Cambridge: Cambridge University Press.
- Pratama, H. (2012). *Cyber smart parenting: Kiat sukses menghadapi dan mengasuh generasi digital*. Bandung: Visi Anugerah Utama.
- Riemer, Nick. (2010). *Introducing semantics*. USA: Cambridge University.

Santoso, E.T. (2015). *Raising children in digital era*. Jakarta: PT. Elex Media Komputindo.

Sapir, M. (2020). *Introduction to english language*. New York: Oxford University Press.

Spagnuolo, E. (2020). *Meet generation Z*. Chicago: University of Chicago Press.

Suparta, W., & Rahayuni, N. (2021). Word formation on twitter posts. *Jurnal Humanis, FIB Unud*, 8(2), 16-23.

Wardhaugh, R. (2014). *Introduction to linguistics 2<sup>nd</sup> edition*. New York: McGraw Hill, Inc.