

# WORD FORMATION IN PRODUCT NAMING ON SNACK BRANDS

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**Abstract:** Word formation processes have become one of the most important steps for company in creating brand names. This study aims to identify and describe the word formation processes on snack brands. There were 30 objects of snack brands in this study. The object of this study was snack names found in Alfamart and Indomaret. Qualitative descriptive method was applied in this study. The results show that there were six words formation processes found on snack names, namely blending, compounding, borrowing, acronyms, coinage and multiple processes. From the data, the writer found 53,3% compound words, 23,3% blending words, 13,3% borrowing words, and 3,3% acronyms, 3,3% coinage and 3,3% multiple processes.

**Keyword:** Brand Names, Consument, Company, Morphology

**Abstrak:** Proses pembentukan kata telah menjadi salah satu langkah terpenting bagi perusahaan dalam menciptakan nama merek. Penelitian ini bertujuan untuk mengidentifikasi dan mendeskripsikan proses pembentukan kata pada merek makanan ringan. Terdapat 30 objek merek makanan ringan dalam penelitian ini. Objek penelitian ini adalah nama-nama jajanan yang terdapat di Alfamart dan Indomaret. Metode deskriptif kualitatif diterapkan dalam penelitian ini. Hasil penelitian menunjukkan bahwa terdapat enam proses pembentukan kata yang ditemukan pada nama snack yaitu blending, compounding, borrowing, acronyms, coinage dan multiple process. Dari data tersebut, penulis menemukan 53,3% kata majemuk, 23,3% kata campuran, 13,3% kata pinjaman, dan 3,3% akronim, 3,3% koin dan 3,3% proses ganda.

**Kata Kunci:** Nama Merek, Konsumen, Perusahaan, Morfologi.

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## 1. INTRODUCTION

The business world has rapid competition. The company put some value into conveying their representative product. The choice of words in the brand name is not only the name but also the brand of the company itself. A brand is used to show the characteristics and images of a product.

According to Saldivar (2016), a snack is a small portion of food that can be eaten during the day for either feeling hungry or supplying energy. Thus, snacks are products that attract many customers to buy them. Almost all people of all ages eat snacks these days. With tons of snack products available in the markets, the number of people who consume them is also increasing. This led to high competition among companies to attract more customers and earn benefits. One of the

approaches to achieving this goal is through the product name.

Promoting products requires strategies. One of the strategies in marketing is branding. It consists of letters, words, and even numbers. Wheeler (2012) stated that when a brand has a legally protected name, it is called a trademark. A brand represents all information about a product or service. Through a brand, a product can differ from others. A brand also shows ownership. When buyers are faced with similar products, they are able to recognize the differences through the brand name.

One of a company's efforts to attract consumers is making advertisements. Advertisement helped companies reach their target market. Among many companies that offer the same products, each company has to build its own identity. The name of a product is an essential thing to make consumers able to differentiate one product from another. Through its brand, the company is able to communicate the types of products that it offers and their characteristics. There are several things that should be considered in creating a new product name. In marketing strategies, linguistic aspects are used as legal points of view. First, there is the chance of creating an offensive brand name. A product name is made up of letters and sounds that may contain offensive meanings for a particular language. It is necessary to create a product name that does not offend others, especially one that is intended for international marketing purposes. Second, the name must consist of letters that are easy for buyers to spell, even in other languages. Buyers would

not buy something that could not even be named, so it is important to create a simple name in both sound and lettering. Third, creating a catchy name that is memorable for the buyers will make the product easily recognized. This is when creativity is needed in naming a new product. A catchy name is proven to be well-known in advertising. This is relevant to Anandan (2009), who stated that good brand names will affect the success of a product.

Chaer (2003) stated that language is an organization of random vocal symbols that allow people of different cultures to communicate. People need to communicate to convey their thoughts and ideas. Language keeps changing day by day because people are also more creative in their use of words and sentences. One of the circumstances that allow language to grow is advertising through a brand name. Language has an essential role in the advertising field. The creation of new words can be easily found in the product's name. The product name, commonly called a brand, is used as the identity of a certain product, service, or business. People become familiar with a product through its name. Customers bought the product based on what the brand offered. It is important to choose a name that can be used broadly. Therefore, deciding on a name for a new product can take more time than other aspects of developing it.

Haspelmath and Sims (2010) stated that morphology is a branch of linguistics that deals with the internal structure of words and word-formation. This behavior creates a development of language that, in the end,

emerges with new vocabulary, either purposefully or accidentally. The study of words and how words are formed in a language is called morphology. Word formation deals with how new words are formed and used in a language. Yule (2010) stated that word formation is the study of how new words are created. Word formation consists of many kinds of processes, namely borrowing, blending, clipping, coinage, acronyms, backformation, compounding, conversion, derivation, and multiple processes. Word formation is essential because it expands a vocabulary that is useful for communication.

For these reasons, the product name is an interesting topic to be discussed. It is known that there are correlations between word-formation processes and the creation of product names. As a result, the writers is curious about the word-formation processes found in snack product names. The writers conduct a study entitled "Word Formation in Product Naming on Snack Brands".

Therefore, this study aims to identify and describe the word formation processes of snack brands and to find out the relation between snack brands and their meaning. Furthermore, this study is limited to minimarket stores snack products.

## **2. METHODS**

Throughout the process, qualitative descriptive method was applied in this study. Lambert (2012) stated that qualitative study concerns about word rather than number.

Qualitative descriptive study was used in this study because it focused on specific issues or events that experienced by people or groups. Furthermore, Patton and Cochran (2002, p.3) stated that qualitative research aims to understand some aspects of social life. This study was conducted by collecting, classifying, and analyzing the data. In qualitative study, the writer collected the data through some methods.

The object of this study was snack names found in Alfamart and Indomaret. Indomaret and Alfamart are the most popular minimarkets in Palembang. The larger the sample, the size of the existing population is the better, but there is a limit amount. The minimum that must be taken by researchers is as many as 30 samples for research using statistical data analysis, sample size the minimum is 30. According to Gay, LR and Diehl, PL (1992) If the research being conducted is a correlation or related research, then the sample size is at least 30 subjects (sample unit). The samples only took place in Palembang, Indonesia. People in different city might show different results from the sample that chosen. This was concluded based on the samples and it might be not same for others.

## **3. RESEARCH METHODOLOGY**

The source of data for this study was collected through direct observation to each minimarket and the writer noted the snack product that fits with word formation process. There were several steps taken in this study:

1. First, preparation. In this step, the writers defined the field and problems that would be analyzed before doing the observation.
2. Second, observation. In this step, the writers visited the minimarket and observe the snack names. The writer strived to be as unobtrusive as possible as not to bias the observation.
3. Third, make field notes. Paper and pen were used in field notes. In this step, the writers used purposive sampling technique where the subjects taken were determined by the writer for specific purposes (Arikunto, 2001, p.183). The writer only chose the samples which were marked by “snack” in its packaging. Every name that had been found would be collected.

The data would be analyzed through some steps. Miles and Huberman (1994, p.12) classified the analysis into three processes. They were reducing data, displaying data, verifying data, finding data, concluding data.

1. Reducing the data was the process where the writer chose the most relevant data and focus on the object of the study. In this step, the data which had no correlation with word formation was excluded.
2. Displaying the data was the process where the writer presented the obtained data. In this step, the writer classified the data into groups and described them one by one. The description concluded the word formation process in each name.
3. Verifying the data was the process where the writer ensured the object was the

target of researcher which have word formation on it by checked the brand name and connect it with Yule’s book (2010)

4. To answer the question number one, finding the word formation process. In this step, the writer used Yule’s book (2010) to found word formation process. To answer the questions number two, the writer analyzing the philosophical meaning behind the snack brands. The writer use 3 step to answer question number two. First, the writer went to their official website and found the meaning or branding that company offer. Second, found the advertisement of each brand to enhance the resource to found the philosophical meaning. Third, the writer found customer’s review to confirm the brand’s claim was true. The source included to history of company and purpose of branding that companies made for the snack brands.
5. Concluding, the writer made conclusion from the reduced and displayed data. The writer also related the theories and the data in order to answer the research questions.

#### **4. RESULT**

The data were analyzed to find the types of word formation processes on snack brands. The writer described them with the following table.

**Table 1. The Types of Word Formation Processes on Snack Brands**

No	Type of Word Formation Process	Number	Percent age
1	Blending	7	23,3%
2	Compoundin g	16	53,3%
3	Borrowing	4	13,3%
4	Acronyms	1	3,3%
5	Coinage	1	3,3%
6	Multiple Processes	1	3,3%
Total		30	100%

The table showed that from 30 data of snack brands. There were six words formation processes found on snack names, namely blending, compounding, borrowing, acronyms, coinage and multiple processes. From the table, the most dominant word formation process found on snack names is compounding. There were 53% of compounding found in the study. Furthermore, the second most dominant process is blending with 23.3% and followed by borrowing with 13.3%. On the other side, the least dominant word formation processes are acronyms, coinage and multiple processes with equal percentage of 3.3%.

Based on the table above, these are the types of word formation process found on snack names.

#### 4.1. Blending

Blending is combining two names to form a new one. Blending is formed by putting

the beginning of a word and joining the end of a word (Yule, 2010, p.55). The meaning of the words is the combination of original words. Blended words are a sign of how languages can change and grow depending on the current world.

There were 7 snack brands formed through blending.

**Table 2. Blending**

Snack Brand	Base Word	Philosophy
Chitato	Chip (Noun) + Potato (Noun)	A snack that is made from potato and in the form of chips
Potabee	Potato (Noun) + Calbee (Noun)	Potato is the main material of the snack and Calbee is the company who produces the snack.
Biskuat	Biscuit (Noun) + Kuat (Adj)	Coming from combination of English word and Indonesia word, this snack describe the energy of children when they eat this snack. It is claimed for having vitamin A, vitamin B, vitamin D12 which are good for children.
Twistko	Twist (Verb)+ Corn (Noun)	This snack has twisted shape and the main ingredient is corn.
Chocolatos	Choco (Noun) + Lezatos (Adj)	Its main ingredient is chocolate and is promoted by Italian people with its famous slogan "lezatos"
Richeese	Rich	As the name rich of

	(Adj) + Cheese (Noun)	cheese, the material that they use for this snacks are from bunch of cheese.
Cheetos	Cheese (Noun) + Fritos (Noun)	Cheetos are made from Fritos ingredients. Fritos with cheese is called Cheetos.

The result showed that there were seven blending words found in snack names. The names basically have the same patterns where two words are mixed into one. Blending is believed to be one of the simplest ways to form a brand name. Through blending, companies are able to present the content of their products by names as well as the companies' names. In addition, blending words are often eye-catching. It can be concluded that these companies are trying to be as creative as possible in making new names even though it might overlook word classes in English.

#### 4.2. Compounding

Compounding is word-formation process where two or more words are put together to create a new word that has its own meaning. Booij defines compounding as the process of combining two or more morphemes into new fresh words (2007, p.93). Compounding is the process of combining words with different part of speech. There were 16 compound words on snack brands found in this study. 10 of them were open compound words. Open compound words are created when two words are combined but they are written with space between them. Meanwhile six of the words were close

compound. Close compounds are created when two words are combined but without any space. There is one hyphenated compound. Hyphenated compounds are created two words joined with hyphen. There are several reasons as to why compounding has become a major word formation used by companies in today's business. Firstly, compound names are potentially good in grabbing customers' attention due to its catchy and simple style. It allows the brand to be more persuasive while also having a unique and memorable pattern. Secondly, compound names provide clarity to customers in a way that it often represents the contents or goals of the products. In fact, most of the famous brand names are those who are created through compounding.

**Table 3. Compound**

Snack Brand	Base Word	Philosophy
Good Time	Good (Adjective) + Time (Noun) - Open Compound	Good time is described as a good quality time of family with tea time and good time as a snack.
Choco Pie	Choco (Noun) + Pie (Noun) - Open Compound	The ingredient of this snack is chocolate which is made into pie, this snack is popular among teenagers who like soft and sweet snacks.
Hello Panda	Hello (Noun) + Panda (Noun) -	The snacks are printed with cartoon-style pandas doing

	Open Compound	various activities, such as fencing and archery. Thus, it is called hello panda because it will accompany you in every activity with a hello
Big Sheet	Big (Adjective) + Sheet (Noun) - Open Compound	As the name, this snack brands shaped as extra-la large sheet of seaweed. It was designed for portable snacking with one serving per pack.
Oat Choco	Oat (Noun) & Choco (Noun) - Open Compound	This snack is crunchy snack made of chocolate flavored wheat (oatmeal). This snack claimed as a delicious and healthy snack.
Mister Potato	Mister (Noun) + Potato (Noun)- Open Compound	Branding of this snack is the most unique and exciting snack company. From small factory to snack number 1 in Malaysia. Mister Potato chips are also known for being trans-fat free and cooked in vegetable oil.
Go Potato	Go (Verb) + Potato (Noun) –	Go potato was tasty and crunchy

	Open Compound	potatoes, ready to accompany your leisure time
Maxi Corn	Maximum (Adjective) + Corn (Noun) – Open Compound	Tortilla chips Maxi corn comes with intense flavors and full on crunch..
Diary Milk	Diary (Noun) + Milk (Noun) – Open Compound	Dairy Milk was launched in June 1905. It was sold in unwrapped blocks. Milk also part of Dairy product.
Silver Queen	Silver (Adjective) + Queen (Noun) – Open Compound	Silver Queen inspired from American movie with the title of “Silver Queen” by Lloyn Bacon.
Fitbar	Fit (Adjective) + Bar (Noun) – Close Compound	Fitbar is a healthy snack in form of bar that contained whole grains and oats.
Soyjoy	Soy (Noun) + Joy (Noun) – Close Compound	This snack presented as healthy solution from soybeans.
Happytos	Happy (Adjective) + tortilla chips (Noun) – Close Compound	This is a simple brand chips but delicious snack made with selected corn kernels.
Kinderjoy	Kinder (Adjective) + Joy (Noun)	They conducted the concept of snacks that made children happy with chocolate and toy in the snacks.
Chizking	Cheese	This snack is a

	(Noun) + King (Noun) Close Compound	crunchy triangular corn snack with a branding of king of cheese that makes your days more cheerful.
Rin-Bee	Rin (Japanese) + Bee (Noun) Hyphenated Compound	It is a cheese stick. This snack is in the form of a stick covered with cheese-flavored spices around it. Rin from Japanese means joy and bee from bee representative of the colour of snack which is orange.

#### 4.3. Borrowing

Borrowing is a process where words taken from another language. Borrowing is used because language may have words that have no equal meaning in other languages. There were 4 borrowed words on snack brands found in this study. Overall, most used languages for borrowing are English, Latin, and French.

**Table 4. Borrowing**

Snack Brands	Base Words	Philosophy
Nextar	Nastar	Nextar comes from Nastar and it is borrowed from Indonesian words
Energen	Energy	Energen comes from English word "Energy" which means "Energi" in Indonesian
Suky	Suki	Suky Suky comes from

Suky	Suki	Japanese which means "likes" this snacks branding was to be liked by everyone
Qtela	Ketela	Qtela comes from Indonesian which means "Ketela". Ketela is root vegetable and has nutty-flavored

Based on the table above, there were 4 borrowing words found on snack brands. Two of them were taken from Indonesian words while one of them was taken from Japanese and Spanish.

#### 4.4. Acronyms

An acronym is a process where first letters of the words are put together. These letters are often used as new words in daily life. There was one acronym found on snack brand in this study. Even though using acronym is a unique way, many companies do not apply this method. Using acronyms is somewhat making the names become unclear and harder to understand. Thus, avoiding this method is the best way for companies since letters own various meaning.

**Table 5. Acronyms**

Snack Brands	Base Words	Philosophy
Mr.P	Mister (Noun) + Peanuts (Noun)	Mr.P is a snack with peanuts as its main ingredients. Thus, its name is taken from its own ingredient.

#### 4.5. Coinage

Coinage is a process to create new words purposely or accidentally. It is also



words formed in commercial products and has become common terms for other versions of that product. There was one coinage name found in this study. Coinage is one of the least used word formations. As a totally new term, this invention is rarely used by companies because it cannot be easily found. Therefore, this method is very rare and uncommon. In addition, most companies prefer to create a simple but well-memorized name that does not accidentally made through certain event. In contrast, companies which prefer this method are those who have had established themselves for a long period and thus are able to ensure their business stability.

**Table 6. Coinage**

Snack Brands	Base Words	Philosophy
Oreo	Oreo	Mondelez International stated that oreo is a combination of "re" taken from "cream" and between the two "o" in "chocolate", so that "o-re-o" is created, in 1923 the first advertisement for Oreos appeared which showed "rotate" in a basket

### 1. Multiple Processes

Some words can be formed through more than just one word formation process. In this case, it is called multiple processes. Not many companies are interested in applying this method. This method is occasionally used by companies as its creation is not as simple as other processes. In this study, there was only one multiple process found. Due to its

complex procedure, it might cost longer time for companies to decide the names. Thus, multiple processes are the least way companies use in making brand names.

**Table 7. Multiple Processes**

Snack Brands	Base Words	Philosophy
Kusuka	"Aku" and "Suka" (Indonesian)	Clipping & Blending (multiple proses). The name was taken from their slogan which said "aku suka kamu suka" it means you and I.

### BLENDING

The formation process of blending names on snack brand is combining the bases that have been deleted partially. Chitato, Potabee, Biskuat, Twistko, Chocolates, Richeese and Cheetos are examples of brand name that are created by combining two bases. According to Yule (2010) blending is formed by putting the beginning of a word and joining the end of a word.

There are 3 characteristics of deleting the words that are found in blending name snack brand name. The first is back partial deletion that is deleted the back part of the second bases found in name twist-ko. The second is deleted last letter of the first base and first letter of the second base that found in name chi-tato, pota-bee, choco-latos, and cheetos. The third is front partial deletion that is deleted the first part of the second bases found in name rich-eeese. The fourth is back partial deletion that is deleted the back part of the first

bases found in name bis-kuat. As a proof of this the statement, Harley (2006) stated that in creating blending name, people generally feel quite free in manipulating words partially to form new words. Besides, blending is a common way in word formation process these days.

## **COMPOUNDING**

Meanwhile the formation process of compound names on snack brand is combining two different bases that found in name good time, choco pie, hello panda, big sheet, oat choco, mister potato, kris bee, maxi corn, diary milk, silver queen, fitbar, soyjoy, happytos, kinderjoy, chizking, rin-bee. Besides, there are six types of compound words on snack brands. The first is adjective-noun compound found in name good time, fitbar, big sheet, kris bee, maxi corn, silver queen, happytos, and kinderjoy. The second is noun-noun compound found in name choco pie, oat choco, mister potato, diary milk, soyjoy, and chizking. As stated Booji (2007) compounding as the process of combining two or more morphemes into new fresh words.

## **BORROWING**

Borrowing is a process of taking a word from a language and using it for another in its original or modified form. Borrowing is one of the most essential methods in creating a brand name. There were 4 borrowing words found in this study. Two of the words are taken from Indonesian words, namely Nextar and Qtela whereas one of them was taken from Japanese namely Suky Suky. The last word

was taken from Spanish word, Doritos. According to Fromkin et al. (2011, p. 505), borrowing words from other languages in an important source of new words. Foreign words are always being borrowed from other languages, especially to accompany new ideas, inventions, products, and so forth.

## **ACRONYMS**

Acronym are words which are formed by putting together the first letter (or first few letters) of each word in a title or a phrase. Acronyms are new words formed from the initial letters of a set of other words (Yule, 2006, p. 57). These newly combined letters create a new word that becomes a common term in everyday life. There was only one acronym found in this study. It is Mr.P which is a snack with peanuts as its main ingredients. This process is usually caused by the name of the phrase that might be too long. Thus, a shorter name is created to say the phrase.

## **COINAGE**

Yule (2006, p. 53) stated that coinage is rarely used in word formation process. Coinage is a process to create a very new word especially when there is no relevant borrowed word to say it. Fromkin et.al. (2011:501) added that there have been many examples of word coinage in industry of advertising. One of the examples of coinage found in this study was the formation of the snack names "oreo" which is a combination of "re" taken from "cream" and between the two "o" in "chocolate", so that "o-re-o" is created.

## MULTIPLE PROCESSES

Multiple processes are a word formation process where there are more than two processes included (Yule, 2010:60). The processes can include borrowing and clipping or borrowing and derivation and many others. There was only one multiple process found in this study. It is “Kusuka” which are based on the words “*Aku*” and “*Suka*”. The processes used are clipping and blending. The word “*Aku*” is shortened to “*Ku*” and it is combined with “*Suka*”.

Even though the use of multiple processes is the least dominant in this study, it is actually a very interesting way. The tendency of using this method is often based on the companies’ need in representing their values or images. If companies try to combine many ideas into one unique name, then multiple processes is the most effective method.

In snack brands there are three kinds of relationship formed between the meaning of a name and the product it refers to. They are directly related, indirectly related, and not related. The meaning of the name that have direct relation to the product found in name *Chitato*, *Potabee*, *Biskuat*, *Twistko*, *Chocolates*, *Richeese*, *Cheetos*, *Choco Pie*, *Oat Choco*, *Mister Potato*, And *Qtela*. The meaning of those names is directly related to the product they refer to because the name is created by using the definition of the product. As an example is the name *Chitato* created by combining two words, chip and potato which defines the product clearly. The meaning can

be easily known without finding other possible meaning.

In other hand the meaning indirectly relevant to the product because it does not clearly define the product. It needs some more information to relate the product. It is found in names *Good Time*, *Big Sheet*, *Kris Bee*, *Diary Milk*, *Silver Queen*, *Kinderjoy*, *Rin-Bee*, *Suky Suky*, *Maxi Corn*, *Soyjoy*, And *Fitbar*. The meaning of the name maxi corn is considered as maximum of corn. It is the name of corn snack product.

The other characteristic of the relation between the name, the meaning and the product is not related. It is found in name hello panda. In name the of hello panda, the meaning is not related the product because there is no relationship between panda and chocolate biscuit. As (Ogden and Richards, 1923) stated that between the thought or reference and the referent has a relation even if direct or indirectly. But in the relation between the snack brand, the meaning, and the product it refers to there is also found no relationship.

In relationship between the name, meaning and the product there are found 6 types of referents. The first is referring to definition as found in name *Chitato*, *Oat Choco*, *Mister Potato*. The meaning of each name refers to the definition of the product. The second is referring quality as found in names *Good Time*, *Biskuat*, *Chocolatos*. The meaning of each name refers to the quality of the product. The third is referring to things found in names *Qtela*, *Cheetos*, *Choco Pie*. The meaning of each name refers to the ingredients of the product. The fourth is

referring feeling as found in name *Suky Suky*, *Big Sheet*, *Nextar*. The meaning of each name refers the quality in consuming the product. The fifth is referring to advantage as found in name *Kusuka* and good time The meaning of it name refers to the advantage of consuming the product. The sixth is referring to a movement as found in *Kris Bee*. It refers to the movement of eating the product.

## 5. CONCLUSION

Based on the discussions above, it can be concluded that there were five types of word formation processes found on snack brands. They are blending, compounding, borrowing, acronyms, coinage, and multiple processes. Overall, the most used word formation process is compounding which consists of 16 words out of 30 samples. On the other side, the least used is acronyms, coinage, and multiple processes with only 1 word for each process.

Beside the names that found are very creative, most of them influenced by their main ingredients, history and branding of company as their brand names combined with word formation. There was some component of words changed in order to make unique and easy to remember the name. It becomes a branding of company itself to relate the philosophical meaning of the product with the product it refers to. There are three kinds of ways in related the philosophical meaning with product. The first is directly stated the

description of the product, usually company use main ingredient as their brand name. Second, persona that company made for product with the history of company makes the name more meaningful and unique. Third, Company give the commotion by enjoyed their product. It giving a good influenced to attract their customer.

The writer found 30 data which was identified into word formation processes. From the data, the writer found 53,3% compound words, 23,3% blending words, 13,3% borrowing words, and 3,3% acronyms, 3,3% coinage and 3,3% multiple processes.

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