Word Formation Process of New Words on Popular Social Media Platforms

Cita Hikmah Yanti[1], Febriana Miftahul Barokah[2]
Universitas Bina Darma, Palembang, Indonesia

Email: citahikmahyanti@binadarma.ac.id

Abstract: *With the rapid growth of digital communication, social media has become a dynamic space for linguistic innovation, giving rise to new and often viral words. These lexical creations reflect users' adaptation to the fast-paced and expressive nature of online interaction. This study aims to (1) identify the types of word formation processes used in viral new words circulating on major social media platforms, and (2) explore the implicit meanings embedded in these linguistic forms. Employing a qualitative content analysis approach, data were collected from two widely used platforms, Instagram and TikTok, resulting in a sample of 25 viral new words. The analysis revealed that blending was the most frequently occurring word formation process, appearing in 10 of the 25 cases. Based on Yule's framework, the study identified seven distinct word formation types: blending (10), coinage (1), compounding (2), clipping (2), acronyms (4), derivation (1), and multiple processes (5). These findings highlight how social media not only influences the structure of language but also shapes the meanings conveyed through it. Many of these newly formed words carry implicit meanings that reflect current social trends, cultural values, and shared online experiences, demonstrating the evolving nature of language in the digital era.*

Keywords: *New words, social media, viral, word formation processes*

Abstrak: *Dengan pesatnya perkembangan komunikasi digital, media sosial telah menjadi ruang dinamis bagi inovasi linguistik yang memunculkan kata-kata baru dan sering kali menjadi viral. Kreasi leksikal ini mencerminkan adaptasi pengguna terhadap interaksi daring yang cepat dan ekspresif. Penelitian ini bertujuan untuk (1) mengidentifikasi jenis-jenis proses pembentukan kata yang digunakan dalam kata-kata baru viral di platform media sosial utama, dan (2) mengeksplorasi makna implisit yang terkandung dalam bentuk-bentuk linguistik tersebut. Dengan menggunakan pendekatan analisis konten kualitatif, data dikumpulkan dari dua platform yang banyak digunakan, yaitu Instagram dan TikTok, dengan total 25 kata baru yang viral. Hasil analisis menunjukkan bahwa proses pembentukan kata yang paling sering muncul adalah blending (penggabungan), yang ditemukan pada 10 dari 25 kata. Berdasarkan kerangka Yule, penelitian ini mengidentifikasi tujuh jenis pembentukan kata: blending (10), penciptaan baru/coinage (1), penggabungan/compounding (2), pemenggalan/clipping (2), akronim (4), derivasi (1), dan proses ganda (5). Temuan ini menunjukkan bahwa media sosial tidak hanya memengaruhi struktur bahasa, tetapi juga membentuk makna yang disampaikan melalui bahasa. Banyak dari kata-kata baru ini mengandung makna implisit yang mencerminkan tren sosial, nilai budaya, dan pengalaman kolektif daring, yang menegaskan sifat bahasa yang terus berkembang di era digital.*

Kata Kunci: *Kata baru, media sosial, proses pembentukan kata, viral.*

1. INTRODUCTION

How does the rapid evolution of language on social media platforms give rise to new word formations, and what meanings do these new words convey within digital culture? The dynamic nature of digital communication, particularly on platforms like Instagram and TikTok, has given rise to numerous neologisms

that reflect the creativity, humor, and cultural values of online communities. These new words often spread quickly, becoming viral and widely adopted, yet their linguistic structures and implicit meanings are rarely examined in depth. Understanding how these words are formed and what they signify offers insight into both language innovation and the social dynamics of digital interaction.

In the digital age, social media in Indonesia is the most widely used medium of communication among all segments of society. Through fast and dynamic interactions, social media platforms serve as media that can quickly spread information from individual to individual, as well as from one group to another. Social media can be seen as an online facilitator that connects users and fosters social bonds.

According to Mikle (2016), social media enables people to express themselves, share their thoughts with others, and view what others share, making their actions and creations visible to even more people. Research by Tang (2015) employed the Analytic Hierarchy Process (AHP) model to assess social media selection criteria among university students. The results show that privacy is the primary consideration, followed by functionality, usability, and content. Students prefer Facebook because of its easy-to-use application and available monetization opportunities. Some of the most widely used social media platforms in today's development, such as Instagram and TikTok, have created a new social media lifestyle and language.

The languages of social media have evolved significantly with the rise of digital communication platforms. It creates new forms of expression, interaction, and community building. According to Eco linguist Stiebe (2021), language is not just a tool for communication, but a way of shaping the way we perceive and interact with the world. He explains that "the stories we live by" affect our identity and our relationships with nature and others. Similarly, Evans (2015) emphasizes in The Crucible of Language that language and thought are profoundly connected and co-evolve to form human meaning. Dor (2015) views language as a social communication technology that allows people to "instruct the imagination" and share experiences. He argues that language is neither a mere biological instinct nor a system of symbols for expressing ideas. Instead, he conceptualizes language as a social technology that evolved to enable people to share subjective experiences with others by directing their imagination. The evolution of language is still a natural process, as evidenced by the emergence of new words on social media.

McCulloch (2019) explores how the internet and social media have reshaped language. McCulloch describes how digital communication fosters the birth of new words through processes such as blending, contraction, and synthesis. McCulloch highlights how these neologisms reflect cultural shifts in online communities, illustrating that language is continually evolving in response to technological advancements.

New words are often coined in response to social trends, culture, and social phenomena. The creative and innovative use of language on social media necessitates a deeper examination of how these new words are formed and perceived by users. Meanwhile, Al-Salman and Haider (2021) observed a significant increase in neologisms

during the COVID-19 pandemic, with terms such as "masslessness" and "social distancing" gaining popularity. These new words typically emerge because of processes such as coinage, affixation, and compilation, reflecting the adaptability of language to new realities. Nowadays, every society utilizes social media, making it very easy to find new words that have emerged on popular social media platforms. New words are going viral on social media platforms Instagram and TikTok, such as "cegil," which translates to "cewek gila."

Morphology is one area of linguistics that deals with the formation of words. According to Yule (2017), morphology is the study of word forms and their relationships with other words in the same language. Similarly, Misbahila et al. (2024) examined online news articles and found that derivation is the most frequently used process, followed by synthesis, pluralization, abbreviation, and blending. These studies highlight the dynamic nature of language and the role of word formation in adapting to modern communication contexts. On the other hand, Bauer (2017) defines word formation as the set of processes by which new words are created in a language. The primary goal of the word-formation process is to create new words with the same root by applying various rules or techniques. Coinage, borrowing, compounding, blending, clipping, back-formation, conversion, acronyms, derivation, and many other processes are among the methods of word formation that Yule (2017) explains.

The reasoning mentioned earlier demonstrates that new words have undergone the word formation process. Audiences frequently encounter new terms on social media, particularly in the modern era. The emergence of new vocabulary in today's world is evidence of how social experiences, habits, and behavior may change, even in seemingly insignificant areas. In today's era, new words on social media are more about creativity and expression, where individuals express themselves by creating new words. This phenomenon illustrates how languages can adapt to situations of cultural change by evolving into distinct languages. In addition, globalization enables new words to spread to all corners of the world through social media.

Researchers chose to investigate new words on popular social media platforms because the phenomenon that occurred left some people confused about the origin of the new words that appeared; even social media users were unsure of their meanings. This research is also closely related to the culture in Indonesia. The update in this study is that the researchers discovered how the process of forming new words works on popular social media platforms and identified the implicit meaning of these new words. The new word being researched is a word that went viral on popular social media platforms, Instagram and TikTok, from 2023 to 2024.

Although many studies have explored digital communication and word formation processes in general, a research gap remains in analyzing word formation processes and the implicit meanings of newly emerging viral words on social media platforms in Indonesia, such as Instagram and TikTok. This research offers a

novel contribution by focusing on Indonesian digital culture, identifying the dominant word formation processes used in viral words from 2023 to 2024, and uncovering the implicit cultural meanings embedded in these words. This research bridges linguistic analysis with digital culture, offering insights into how language evolves in response to social interaction, creativity, and the expression of identity in a rapidly changing online environment.

2. RESEARCH METHODOLOGY

This research used qualitative content analysis. Qualitative content analysis is a method used in qualitative research. Kuckartz and Rädiker (2023) provide an in-depth exploration of qualitative content analysis (QCA) as a methodological approach. Kuckartz and Rädiker emphasize the systematic nature of QCA in analyzing textual data, focusing on the theoretical foundations and practical applications of the method. Qualitative content analysis methods are suitable for analyzing newly coined words on popular social media platforms, especially when the problem is still unclear or understudied, and researchers intend to understand the new words' implicit meanings deeply.

2.1 Technique for Collecting the Data

The technique for collecting data in research with a qualitative content analysis approach involves applying material sampling techniques from other sources. According to Wong (2024), qualitative data is often obtained through in-depth interviews, focus groups, and participatory observation. Wong emphasizes that while data collection methods may vary, what is more important is how the data is analyzed to uncover deep patterns and themes.

However, in this study, other sources that were extracted included popular social media platforms, such as Instagram and TikTok. The research process begins with conducting a thorough search for newly emerging words on popular social media platforms, including Instagram and TikTok. This involves identifying emerging terms that are gaining significant attention among users. Afterward, the researchers transcribe relevant photos and videos from these platforms to accurately capture the context in which these new words are used. Once the content is transcribed, the next step is to highlight the newly viral words, ensuring that attention is focused on the most widely shared terms. Finally, the researchers read and comprehend the implicit meanings of these words using the relevance theory by Wilson and Sperber. This approach facilitates an understanding of the more profound significance behind the words, thereby preparing researchers for a detailed analysis of the word formation of viral terms observed on Instagram and TikTok.

2.2 Technique for Analyzing the Data

In analyzing the data from this study, the researchers employed a theory developed by Yule (2017) regarding the word formation process. Several word formation processes include coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, and multiple methods. This research aims to identify the type of word formation used

in creating new words and analyze the implicit meaning of these new words.

The procedures employed by the researchers in analyzing the data are systematic and structured to ensure a thorough examination of the newly viral words. First, the researchers categorize the newly viral words found on popular social media platforms into distinct types of word formation processes, based on Yule's (2017) theory of word formation. This step allows the researchers to systematically classify each new word according to its linguistic construction, whether it involves processes such as blending, compounding, or acronym formation. Next, the researchers interpret and describe the implicit meanings behind these new words using relevance theory, as proposed by Wilson and Sperber (1986), which was applied in the context of social media by Kurniawati and Pratiwi (2020). This theory helps uncover the underlying cultural, social, or contextual significance of words, providing insights into how meaning is communicated in digital spaces. Finally, the researchers draw conclusions based on the findings, synthesizing the results to provide a comprehensive understanding of word formation processes and the implicit meanings of newly coined words. These conclusions are crucial for comprehending the broader implications of language evolution on social media platforms.

3. RESULT

This study aims to address the problem by presenting the data collection results in a table.

The table contains new words and word formation types. The results of the research on the word formation type of viral new words on popular social media platforms, Instagram and TikTok, from 2023 to 2024. The results of the viral new words on popular social media platforms include a total of 25 data of new words. Researchers analyzed the data according to Yule's (2017) theory of Word Formation to obtain the results.

Table 1 Word Formation and Frequency

No.	Word Formation	Frequency
1.	Coinage	1
2.	Compounding	2
3.	Blending	10
4.	Clipping	2
5.	Backformation	-
6.	Conversion	-
7.	Acronym	4
8	Borrowing	-
9.	Derivation	1
10.	Multiple Processes	5

Based on the total data in the findings, there are 25 data points on the word formation process in viral new words on popular social media platforms. The most used viral new words on popular social media platforms were Blending in 10 points, followed by Multiple Processes in 5 points, Acronyms in 4 points, Compounding in 2 points, Coinage in 1 point, Clipping in 1 point, and Derivation in 1 point. More details and a descriptive explanation are below:

3.1 Coinage

Yule (2017) stated that coinage involves the invention of entirely new terms. Examples are

aspirin, nylon, and Vaseline. Researchers found 1 data on the coinage of viral new words.
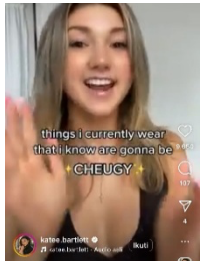
Data 1

Figure 1 Cheugy as a Coinage

A famous woman on Instagram is named Kate. The woman described the items that she had as old items with the following sentence:

Kate: "things I currently wear that I know are gonna be CHEUGY"

Taken from @katee.hartlett

The word *"cheugy"* is identified as a relatively new term. *Cheugy* does not have evident linguistic roots, so the origin of the word *"cheugy"* cannot be determined. *Cheugy* is a reflection that languages are constantly evolving and adapting.

Cheugy is a term used to describe a form of youth culture on social media, often as a reaction to something considered outdated or unmodern. *Cheugy* is a term relevant to communication in the current generation and is widely used among Gen-Z. *Cheugy* is implied as a form of criticism that conveys something as irrelevant, outdated, and no longer trendy.

3.2 Compounding

The combination of two already-existing words is called compounding (O'Grady, 2016). On compounding, one of the words is the head of the compound, and the other is a modifier. The difference between blending and compounding lies in the word used. In blending, there is usually a reduction in letters in one word, followed by a combination with other words. Meanwhile, in compounding, there is no deletion or reduction of letters. The result of compounding can be a noun, a verb, or an adjective. Researchers identified two data compounds related to new viral words.

Data 2

Figure 2 Starboy as a Compounding

A promotional account on Instagram compares the fashion styles of a man, accompanied by a caption in the video.

"Starboy vs Skena"

Taken from @matahari

The word *starboy* is a compound word consisting of two words. As a result of the merger, the meaning of the word underwent a change. *Starboy* is identified as a compound because the word "star" is a modifier that changes the meaning of the word "boy," and the word "boy" is a word whose meaning is modified by the modifier "star."

The word *starboy* if observed by inference, *starboy* describes someone ambitious, who has high goals, and strives to achieve success. The relevant *starboy* is used in everyday conversation as a word that describes a person in question. In essence, a *starboy* can be interpreted as the personality of a shining man who has ambitions to achieve success.

Data 3

Figure 3 Stargirl as a Compounding

Instagram accounts that usually upload photos of song lyric fragments upload photos of lyric fragments:

"A *STARGIRL* needs her STARBOY"

Taken from @_abel_lyrics

Stargirl is defined as a compound type of word formation because the word *stargirl* consists of two words that have different meanings after the words are combined. The word "star" functions as a modifier that changes the meaning of the word "girl," and the word "girl" as others is a word modified by the modifier "star."

The inference from the word *'stargirl'* is that an independent and strong woman makes a young woman stand out from others. The word *"stargirl"* has the same relevance as "starboy," which is a symbol often used to describe a person's personality. The implicit meaning of *stargirl is* a young woman with a shining personality and high ambitions and goals to achieve her success goals.

3.3 Blending

This new word typically retains the meanings of its original components, resulting in a blend that reflects aspects of both. According to Yule (2017), the combination of two separate forms to produce a single new term is also a feature of the process known as blending. The

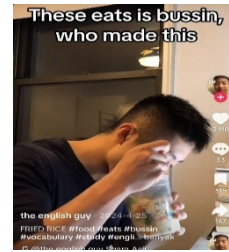researchers found 10 data points identified as blended.

Data 4

Figure 4 Bussin as a Blendding

A video that researchers found on the TikTok application. In the video, a man tastes food and expresses the taste of very good food with the words "bussin."

"These eats is *busssin,* who made this"

Taken from @theenglishguy.

The new word that went viral *was* identified as "blending" because it combines two words: "busting" as a modifier and a ringtone message, "ting." The word "busting" refers to an everyday word that describes something very extraordinary, and the word "ting" is made into "in."

Bussin is a positive word used in informal speaking. *Bussin* is referred to as something fun or something very good. *Bussin* relevance as a form of expressing emotions and experiences. The word *bussin* is implied as a sense of expressing something very good.

In addition to the data found above, there are also other data, namely "convokiller*,*" "comsu," "sokab," "cogil", "ngabrut", "romantasy", "finsta","skiber", and "cegil". *Convokiller* is a type of word formation blending because *convokiller* comes from two words: "convo," which is from the word "conversation, and "killer," which is crushed. In this process,

remove some of the words from *'conversation'* to *'convo'.*

O'Grady (2016) stated that words that combine non-morphemic elements of two preexisting items are called blends. The word "*comsu*" is identified as a blending process because it is a combination of two words, namely "commitment" and "issues".

Comsu can be implied that the person has difficulties in establishing a relationship and committing. *Sokab* is identified as blending because the word *sokab* is formed from the combination of two words: "sok" as a modifier, which means pretending, and "kab", derived from the word "akrab." *Cogil* is categorized as a blending word because the formation of the word *"cogil"* consists of two words, namely "cowok" and "gila." *Ngabrut* is a form of word formation with a blending type because of the combination of two words, "ngakak," which means "laugh," and "brutal," which means uncontrolled. *Ngabrut* is said to be blending because it removes the part of the word "kak" that comes from "ngakak" and combines it with the word "brut" from "brutal." *Romantasy* comes from two words: "romance" and "fantasy." In the process of forming the word *"romanticism",* some of the words "ce" from "romance" and "fan" from "fantasy" are removed. *Finsta* is categorized as blending because of the merging of "fake" and "Instagram." In the process of merging *Finsta,* some words are removed, namely the word "ake" from "fake" and the word "gram" from "Instagram." Through this process, the word *finsta* was formed, which stands for *fake Instagram. Skiber* is a type of word formation blending because it is almost the same as *ngabrut. Skiber* comes from two words that have become

one, namely the words "skip" and "berat." *Cegil* is a blending word that researchers found on social media. The process of forming *cegil* is by combining two words, "cewek" from the word for women, and "gila", meaning something excessive.

3.4 Clipping

Clipping is the technique of creating new words by condensing existing ones. According to O'Grady (2016), clipping is the process of removing one or more syllables from a polysyllabic term to abbreviate it. Clipping is usually used for casual chats or calls such as professor for professor, doc for doctor, and so on. Researchers find 2 data sets of viral new words with Clipping processes.

Data 5

Figure 5 Yap as a Clipping

In the video uploaded by @marj.rmss, a couple is talking. For most couples, the female partner tends to talk more, while the man listens. In the video, there is a caption describing their situation by saying:

"I *yap*; He listened."

Taken from @marj.rmss

The word *"yap"* undergoes a clipping process because it is a shortened form of another word. The root word yap means "yapping" or "talkative."

The word "*yap"* is used in a negative form, namely, referring to someone who talks

excessively without stopping. It can also be referred to as a positive form that describes someone enthusiastic. *Yap* relevance is used as an informal colloquialism. *Yap* has an implicit meaning, namely as a form of enthusiasm or joy, characterized by talking non-stop.

In addition, there is the word "szn". It is identified as part of the clipping process because it undergoes the clipping process. Szn is a word derived from the word season. According to Yule (2017), the element of reduction seen in blending is increasingly seen in the process referred to as clipping.

3.5 Back-formation

Yule (2017) states that back-formation is a specific type of reduction procedure. It is common practice to reduce a word of one type, typically a noun, to a word of another kind, a verb. In this study, researchers did not find new viral words using the back-formation process. In theory, the back-formation of the word changes from a noun to a verb. Young people rarely do this, as viral new words often result from word combinations created by Gen-Z, who tend to use them.

3.6 Conversion

Yule (2017) says Conversion is the broad term for a change in a word's function, where a noun becomes a verb (without any reduction). The process of producing new words by applying existing ones to new contexts is known as conversion. With new uses appearing regularly, the conversion process is especially fruitful in Modern English. The Viral New Words are the result of the creativity of the younger generation on social media. However, the introduction of a

new word does not tend to alter its function; instead, it simply updates the word, making it newer, or it can be considered a slang term. In this study, researchers were unable to identify new words through the conversion process.

3.7 Acronym

According to Yule (2017), acronyms are new words created from the first letters of a group of phrases or sentences. Abbreviations are becoming increasingly common, so they are often used in everyday conversations. In the book Yule (2017), acronyms stand alone. Examples of acronyms are *USA* for *United States of America,* and many other examples mentioned. According to O'Grady (2016), acronyms are formed by taking the initial letters of (some or all) the words in a phrase or title and pronouncing them as a word. In this study, the researchers found 1 data on the acronym process in viral new words on popular social media platforms Instagram and TikTok.

Data 6

Figure 6 GRWM as an Acronym

A woman who works as an influencer is named @sashazhania. The woman uploaded a makeup video of herself doing her activities in the car, using the description "*GRWM* on the go."

***"GRWM* on the go"**

Taken from @sashazhania

The word GRWM is categorized as an acronym. Acronyms are formed by taking the

initial letters of several words combined. *GRWM* is a word taken from the words "Get Ready with Me" and taken from the first letter of each word, so that **GRWM** is formed.

GRWM refers to the interaction with the audience through self-prepared video content. *GRWM* relevance in the use of social media about beauty and fashion as a form of online communication. From this explanation, it can be concluded that the implicit meaning of *GRWM* is a creator who shares experiences in preparing beauty or fashion appearances to achieve a specific goal.

In addition to the data found above, there are also other data, namely" JOMO*," "GOAT," and" AI."* JOMO is categorized as a word formed by the process of creating an acronym, as it is derived from the initial letters of each word and then combining them. The root word of *the word JOMO* is "Joy of Missing Out." *JOMO* is the opposite of FOMO. *GOAT* is identified as an acronym because of the process of forming the word by taking the first letter of each word. *GOAT* is a basic abbreviation for "Greatest of All Time." From the initial letters, the word "*GOAT*" was formed. *AI* is identified as a word form with an acronymization process. The acronym is a word formed from the letters of words. *AI* is derived from the root word "Artificial Intelligence," which is then abbreviated to *AI.*

3.8 Borrowing

Borrowing words refers to the adoption of words from other languages. In this study, researchers did not find a new word that only uses process borrowing. In this study, researchers found that borrowing occurs concurrently with other word formation processes, resulting in multiple methods of word formation.

3.9 Derivation

It is derived by employing numerous tiny "bits" of the English language that are typically not included separately in dictionaries (Yule, 2017). These small "bits" are generally described as affixes. The derivation process involves adding affixes to a word to create a new word. Some familiar examples are the elements un-, mis, pre-, -ful, -less, -ish, -ism, and -ness, which appear in words like unhappy, misrepresent, prejudge, joyful, careless, boyish, terrorism, and sadness. Researchers do not find new words on popular social media platforms with this process. In this study, the researchers found a difference in 2 datasets with the explanation:
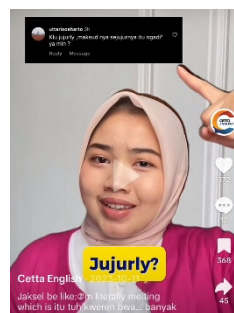
Data 7

Figure 7 Jujurly as a Derivation

An English-speaking specialist account explains the meaning of several words, one of which is "*jujurly.*"That is why

"jujurly?"

Taken from @cettaenglish

The word *"jujurly"* is identified as a derivation because it has the suffix "-ly" and is derived from the word "jujur," which means "through" via a suffix process. The word *jujurly* is a new word that has gone viral because it seems unique, almost like "honestly."

By inference, *jujurl*y is an awareness of the importance of honesty. *Jujurly* relevance to socializing effectively. The implicit meaning refers to the language used to convey honesty and facilitate socialization effectively.

3.10 Multiple Processes

Multiple processes are involved in word formation, which are carried out through various steps. Referring to Yule (2017), the phrase "problems with the project have snowballed" can be examined as an example of compounding, as it combines the words "snow" and "ball" to create a noun that is subsequently converted into a verb.

Data 8
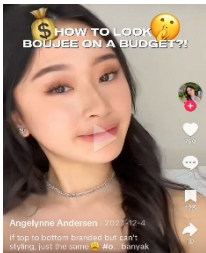
Figure 8 Boujee as a Multiple Processes

A beauty influencer account that provides tips to look luxurious but with an affordable budget.

"HOW TO LOOK BOUJEE ON A BUDGET?!"

Taken from @angelynne _and

Boujee is categorized as a multiple-process system because it has two processes occurring during its formation. *Boujee* is a new word that has gone viral on social media platforms. The process of forming the word *"boujee"* involves borrowing and clipping. Borrowing: The word *boujee* comes from the French word "bourgeoisie."

Clipping: *boujee* is a form of clipping from the root word "bourgeoisie," which is "cut or" removed to become *a boujee.*

Boujee is often referred to as a form of luxury, and it has relevance that describes a specific social class or social status. *Boujee* has the implicit meaning of a word that describes a luxurious, elegant, classy lifestyle.

Data 9

Figure 9 Kalcer as a Multiple Processes

A TikTok account with the name of @govifashion that shares fashion style tips to look" kalcer.*"*

"Jangan lupa pake krincingan segambreng biar kamu *kalcer* banget."

Taken from @govifashion

The word *kalcer* is a new term that has gone viral on social media. *Kalcer* is identified as a word that involves multiple processes because its formation requires more than one process. The process is borrowing and clipping. Borrowing: *Kalcer is* derived from the English word *culture.* Clipping: The word *'culture'* is changed to *'kalcer'* to make it easier to pronounce.

These two processes coincide. *Kalcer* is identified as multiple processes. *Kalcer* is referred to as cultural awareness and relevance in communicating and expressing oneself, whether through fashion or others. The implicit meaning of *'kalcer'* is a culture that emerges on social media, whether in fashion or someone's activities,

which are trendy and have the potential to become a habit that others adopt.
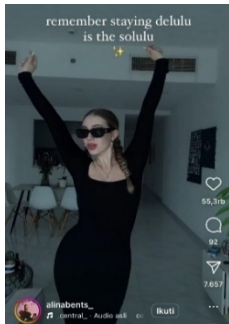
Data 10

Figure 10 Delulu as a Multiple Process

An Instagram account with @alinabents' name that expresses staying "*delulu" as a solution in her life.*

"Remember, staying *delulu* is the solulu."

Taken from @alinabents

The word *"delulu"* is categorized as a compound word because it has two processes coinciding during its formation. The process is clipping and derivation. Clipping: *delulu* goes through the process of cutting words from *'delusional'* to *'delu'*. Derivation: The word *"delu"* gets extra word suffixes, *-lu*. The derivation is accomplished using many small "bits" of the English language, which are not usually listed separately in dictionaries (Yule, 2017). Through two processes that occur at once in the formation of the simultaneous, it can be concluded that *delulu* is categorized as a multiple compound word.

Infer that the word *delulu* describes a person who is aware of their unrealistic behavior. Still, if relevant, the word *delulu* is pertinent in helping to make others aware of their unrealistic behavior. *Delulu* can be implied as a word that

someone is thinking of something unrealistic or unreasonable.

Lookmaxxing is categorized as a word formation type of multiple processes because of the formation of words through two processes at once, namely blending and derivation.

Blending: a word that goes through the blending process, namely, *lookmax. Lookmax* consists of a combination of two words, namely "look" and "max," which comes from "maximal." Meanwhile, Yule (2017) noted that the combination of two separate forms to produce a single new term is also present in a process called blending. In this process, the word "lookmax" is combined with the suffix "ing" to form *"lookmaxxing"*.

From the two processes that coincide in the formation of the word *'lookmaxxing'*, it can be concluded that indeed *'lookmaxxing'* is a *multi-process. Lookmaxxing* is referred to as a form of awareness of the importance of maintaining appearance and applying appearance to confidence. The awareness to maintain this appearance can enhance social skills and help you express yourself. *Lookmaxing is* relevant as a way of communicating in discussing a maximal appearance. *Lookmaxxing* is implied as a form of self-awareness of the importance of appearance, so that it makes a person improve their appearance.

In addition to the data found above, there are also other data, namely" lookmaxxing*" and "solulu." Lookmaxxing* is categorized as a word formation type of multiple processes because it involves the formation of words through two processes simultaneously, namely blending and derivation.

Blending is a term that refers to the blending process, specifically, *lookmax. Lookmax* consists of a combination of two words, namely "look" and "max," which comes from "maximal." Meanwhile, Yule (2017) noted that the combination of two separate forms to produce a single new term is also present in a process called blending. Meanwhile, "derivation" is the word that became the blending "lookmax," which is added with the suffix "-ing" to become *"lookmaxxing."*

The word *solulu* is categorized as multiple processes because it has two processes at the same time in the formation of the word. The process is clipping and derivation. Clipping: *Solulu* goes through the process of cutting words from *"solution"* to *"solu."* O'Gredy (2016) describes clipping as a process that shortens a polysyllabic word by deleting one or more syllables. Derivation: the word *solu* gets extra word suffixes *-lu.* Through two simultaneous processes in the formation of this word, it can be concluded that *solulu* is categorized as a compound word.

According to Yule (2017), blending is a process of combining parts of two words into a new word (e.g., brunch from breakfast + lunch). On social media, blending is especially common because of limited space and the need for quick, expressive communication. Its creative and catchy nature makes it ideal for memes and hashtags, often making words go viral. Studies such as Zappavigna (2016) and Evans (2020) also highlight the dominance of blending in online language use. The creative appeal of blending allows users to create new words that are unique and easily go viral. Blends are memorable and widely used in memes and hashtags. In Yule's framework, blending represents linguistic innovation in the digital age, where boundaries between words are broken down to create new efficiencies and aesthetics in language. Other processes, such as combining, clipping, monetizing, and derivation, appear in social media discourse, but in smaller numbers. While historically significant in the development of vocabulary, these processes are less adaptable to the fast pace and informal nature of digital communication. Yule (2017) refers to coinage as "rare and limited", which is consistent with these findings. Interestingly, some processes, such as reverse formation, conversion, and borrowing, are noticeably absent or rare in the analyzed social media data. Back-formation typically occurs in the evolution of more formal language, and its presence in informal, socially conditioned spaces is minimal (Plag, 2018). Borrowing, which involves the adoption of foreign words, may require more prolonged cultural integration and is less spontaneous than blending or clipping, making it less visible in viral content. In summary, blending and clipping dominate due to their communicative effectiveness and social resonance.

4. CONCLUSION

In this digital era, social media platforms such as Instagram and TikTok are widely used for communication, education, and social interaction. These platforms allow information to spread quickly and dynamically often introducing new

words. The emergence of these new words shows how language adapts to changing social and cultural contexts, and each word formation follows a specific process. This study newly analyzes 25 viral words from Instagram and TikTok based on Yule's (2017) theory of word formation, which identifies seven out of ten possible processes: Coinage, Compounding, Blending, Clipping, Acronym, Derivation, and Multiple Processes. Among those, Blending is the most common, found in 10 datasets. Acronyms and Multiple Processes followed, with fewer occurrences of Coinage, Clipping, and Derivation. Notably, the processes Backformation, Conversion, and Borrowing were not found, likely because some words undergo multiple processes or these processes are rarely used in the current social media context. This research highlights the significant role of social media in the creation of new words and expanding vocabulary, reflecting societal shifts. These new words not only serve as tools for communication, but also reveal how people adapt to different situations, express emotions, and interact with others.

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