

## WORD FORMATION PROCESS BY DERIVATION IN TWITTER APPLICATION ON BOY BAND EXO CONTENT

### PROSES PEMBENTUKAN KATA SECARA DERIVASI DALAM APLIKASI TWITTER PADA KONTEN BOY BAND EXO

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#### ABSTRACT

Penelitian ini bertujuan untuk menganalisis proses pembentukan kata secara derivasi menurut teori O'Grady dan Guzman (2010) pada wacana berupa teks yang ditulis penggemar boyband EXO yang bernama EXO-L di aplikasi media sosial twitter. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dan menggunakan teknik dokumentasi dengan cara menangkap layar unggahan penggemar yang berisi teks wacana. Berdasarkan hasil analisis, terdapat 20 macam imbuhan derivasi yang berbeda. Dari jumlah tersebut, 14 akhiran muncul dengan total 34 data, dan enam awalan, meliputi un1-, un2-, dan re-, muncul dua kali, in-, dan dis- dan mis- muncul tiga kali, dan muncul satu kali dengan total 11 data. Penelitian ini menghasilkan total 45 data. Hal ini menunjukkan bahwa penggemar boyband EXO banyak menggunakan kata-kata yang mengalami proses derivasi untuk berkomunikasi, bertukar informasi dan menyampaikan pendapatnya kepada sesama penggemar di aplikasi twitter.

**Kata kunci:** cream soda; derivasi; EXO; proses pembentukan kata

#### Introduction

Twitter is a social networking application that allows users to publish text up to 280 characters, images, videos, and audio chats. In contrast to visual media, this application is dominated by text or tweets including user discourse. Twitter has many displays and features, including homepage, search, notifications, messages, live audio broadcasts (spaces), posting photos and videos (tweets), reposting photos and videos (retweet/RT), following/follower, marking followers/followed, creating hashtags, trending topics. Trending is a prominent phenomenon on Twitter, when a topic is currently viral and widely discussed. According to Mary Cross (2011), trending on Twitter is the primary source for users to learn about current topics, as seen by the usage of hashtags to designate and assess a topic's popularity. Twitter is also a platform for large communities to share information. The community is typically built around one user who regularly contributes information about anything and is followed by many other users who respond by pressing the like button, leaving a comment or even retweeting. In October 2022, Twitter was acquired for \$44 billion, with the aim of transforming the platform into a platform for free expression of opinion and eradicating fake and bot users. The transaction involved a long drama, including the firing of the CEO and thousands of employees. In July 2023, Twitter's new owner changed Twitter's name and logo to X,

with the aim of making it a multi-purpose social media platform, which caused confusion among users.

Sentences constructed word by word on Twitter can be classified as a type of discourse. Yule (2010) defines discourse as "language beyond the sentence" and states that it usually focuses on the analysis of language in texts and dialogues. Discourse is the term used to describe the production of phrases that organically generate a text. Fairclough (2013: 3), discourse is a complicated web of relationships that includes interpersonal contact via writing, speaking, and other mediums rather than merely being a thing or object. Analyzing internal and external relationships while concentrating on meaning and the construction of meaning that influences social life is necessary to comprehend discourse. There are two types of discourse: written discourse and oral speech (Rohana & Syamsudin, 2015). The term "oral discourse" refers to a statement that is directly presented by the speaker, who typically also includes the listener. Speeches, dialogues, monologues, and interviews are just a few of the various ways that oral discourse can be used in a communication process that requires more than two participants. Written discourse is a type of discourse that is covered in this study. It is composed of phrases or text written by someone who wants to convey an idea in writing for any kind of forum.

The most common language used in communication on Twitter is English. Graddol (2006), in Nuraeni et al. (2021), says that English is becoming increasingly significant as a worldwide language of communication as the world integrates and internationalizes. English has now dominated many industries, including entertainment, education, technology, economics, and business, though it is not required in social situations. As demonstrated by this study, which examines the word formation process found in the Twitter application in the material of the South Korean boyband EXO posted by their fans worldwide, English acts as a bridge in the exchange of cross-cultural information. The fan base for the boy band EXO is called EXO-L. EXO is a South Korean male vocal and dance group, had 12 members when it first formed in 2012 and split into two subunits: EXO-K (Korean members) and EXO-M (Mandarin members). The group presently consists of nine people, nevertheless, as a result of departures for both internal and external reasons. The study focuses on the return of EXO in July-August 2023, when their album EXIST—which included the main single "Cream Soda" and eight b-sides—was released. Word formation processes in the discourses published by EXO-Ls on Twitter during this time are the topic of the study, and the research data is made up of information and content pertaining to the band's return.

The word formation process is the examination of a word into its lowest unit while maintaining its meaning. The word formation process can be used to discover new terms, absorb information from different languages, and create new words from existing ones. Yule (2010) classifies the word formation process into ten types: (1) coinage, the process of creating new or previously unheard of words. This word development technique is usually used to build a catchy brand or label for a new product. Words found through this approach will usually reflect all similar items that have essentially the same use as the item whose name has been created in the word formation process. (2) borrowing, The process of developing words by gradually absorbing words from various languages. Simply put, the result of this procedure is a word from another country's language that

already exists, then a few elements of the word are modified, or sometimes some are not changed to produce a new word in the country that carries out the word borrowing process. (3) compounding, this word merging process does not require cutting off parts of the word to be combined with another word, one word with one meaning is combined with another word that has another meaning and produces a word with another meaning as well, most of these processes occur with nouns but not infrequently they also produce adjectives. (4) blending, combining two words in part, such as taking only the prefix from the first and the suffix from the second, to form a new term. (5) clipping, a word formation that involves shortening long words by deleting one or more syllables. This seeks to reduce the pronunciation while maintaining the overall message.

Back formation, the process of creating workable words by decreasing or deleting affixes from previously created words. (7) conversion, the process of changing the function of a word, such as a noun into a verb or vice versa, without decreasing any portion of the word. This is the simplest procedure in the word development process because it just modifies the function of the word in communication. This process is also known as zero derivation. (8) acronym, the process of taking the first letters of many words to form a new name that usually defines an object, program, organization, or a place. (9) multiple process, a process that includes more than one word formation process to form a new word. This study solely concentrates on one topic, namely the process of word formation by derivation.

Derivation has unique limitations, according to O'Grady and Guzman (2010). For instance, the suffix -ant cannot be combined with English-derived words; for instance, the words fight and help cannot become fightant and helpant. In contrast, Latin words like combat and assist can be combined with the suffix -ant to become combatant and assistant, which have similar meanings: assistant as help and combatant as fighter. According to the stress of pronunciation and changes in consonants or vowels, O'Grady and Guzman (2010) also distinguish two classes of derivation. The first class comprises the affixes -ity, -y, -ive, -(i)al, -ize, and -ion; if one of these affixes is added to the base word, the sound will change. For instance, the derivation process will change the final consonant c (read: k) in public to s in publicity. The second class is categorized by traits like -ness, -less, -ful, -ly, -er, and -ish that do not alter the sound or are neutral when an affix is added to the root word. The root word won't change if one of these affixes is added. Using information from the twitter application, such as tweets or sentences posted by EXO fans on their twitter page, this study will only examine and discuss one of the theories that have been put forth, which is the process of word formation through derivation, which includes affixes that can alter the meaning and word class of basic words. Francis Katamba (1993) presents a similar argument to O'Grady and Guzman (2010), claiming that the derivation process can result in both big and subtle grammatical modifications. These adjustments may include moving the base word to a different subclass of the same or broader word class. Katamba distinguishes three types of derivation: first, by adding affixes that change the meaning of the root word without changing its word class, as seen in "follow" and "unfollow"; second, by changing the word class, which allows the meaning of the root word to shift, as seen in "hard" and "hardship"; and third, by attaching affixes that do not change the root word's meaning or word class, such as "child" and "childhood." Lieber (2009) defines derivation as the act of creating new words, known as derived words, by adding affixes (prefixes or suffixes)

to a base or root word, resulting in a word with a distinct meaning. Prefix affixes have examples such as un-, mis-, dis-, re-, pre-, etc. and suffix affixes have examples such as -ly, -ing, -er, -less, etc. The following are also examples of words that have undergone the derivation process as follows unhappy, disconnective, rewrite, sadly, boiling, happier, fearless.

The researcher used two reference papers that were similar in order to finish this post after providing a lengthy explanation of the word formation process through derivation above. While the second reference looks at the word formation process using data from a poll of Pakistani students who exchange messages via SMS, the first reference looks at the word formation process as a whole using data from the Instagram application. Referring to the correlation between the two reference papers described above and this study, the researcher uses both of these papers as a guide for examining the word formation process associated with a communication application feature like Instagram and SMS with Twitter. The way the words are analyzed and categorized into different types of word formation processes, along with the similarity in the data format used in both papers and this study, is what led the researcher to use these two papers as references. However, the author also made some differences in subsequent research. The object and type of word development examined in this study set it apart from the two other studies; The process of word formation process through derivation will be the sole focus of this study, which will use data objects taken from the Twitter application pertaining to the July–August 2023 comeback of EXO.

## Method

This study examines social processes and individual or collective thought using qualitative approaches. Three primary steps are involved in qualitative research, according to Pahleviannur (2022): addressing social issues, construction (examining the significance of occurrences), and conclusions (gathering information to derive new interpretations). The study's central focus is the construction process, where researchers delve deeper to comprehend the social background. In-depth descriptions of social events are provided by descriptive approaches, which concentrate on the derivation of words through affixes. The Twitter app provided the study's data, including conversations about the boy band EXO and the hashtags that fans used, like "EXO," "EXOL," and "EXIST."

The researcher collects data using documentation techniques, taking screenshots of information from Twitter. According to Hamzah (2019), qualitative research typically uses descriptive methods for data collecting, such as observations, interviews, or documentation. Since the data is textual and only accessible via the Twitter platform, the documentation technique was selected. In order to analyze the data, the researcher uses certain keywords to search for pertinent textual discourse and describes the results. A tree diagram will be used to group and evaluate data pertaining to EXO's return and affixes in order to illustrate word class and meaning alterations. The book on affixes by O'Grady (2010) is cited in this analysis method. This study's data presentation is done informally, and the findings are presented in the form of explanatory paragraphs with tree diagrams to help readers from different backgrounds understand them.

## Result and Discussion

No.	Types of derivational affixes	Frequency
1.	-ful N to A	4
2.	-ion V to N	3
3.	Un <sup>2</sup> - A to A	2
4.	-ness A to N	4
5.	-ity A to N	3
6.	-er V to N	3
7.	In- A to A	3
8.	-ly A to Adv	3
9.	-able V to A	1
10.	Re- V to V	2
11.	-less N to A	1
12.	-ment V to N	2
13.	-ing V to N	1
14.	-ive V to A	4
15.	Dis- V to V	1
16.	Mis- V to V	1
17.	-en A to V	2
18.	-ous N to A	2
19.	-ize N to V	1
20.	Un <sup>1</sup> - V to V	2
TOTAL		45

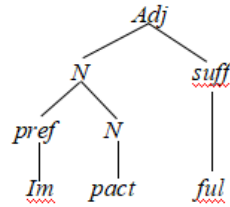
37 findings of information on EXO's most recent resurgence were discovered by the researcher on Twitter pages. Based on these data's results, a table in the study's appendix will show the types and token counts of each data search conducted using hashtags and associated keywords. There were 45 types and 1,034 tokens. The author also presents the findings of the data analysis in tabular form after determining the type and token. Based on O'Grady and Guzman's (2010) theory, the results of this description are presented as affixes that allude to the derivation process.

The table describes how words develop through derivation, citing the Online Etymology Dictionary and the Online Cambridge Dictionary. The Online Etymology Dictionary provides a full explanation of a word's roots while adhering to the Kamus Besar Bahasa Indonesia (KBBI).

Data 1:

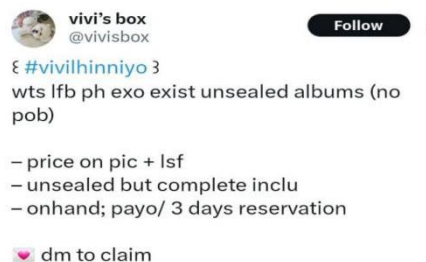


The word impactful appears on the twitter page written by the account owner @yuri1228 related to a comment praising one of the EXO members on the latest content. This word is explained in the tree diagram as follows.

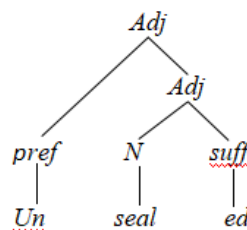


The word above has the root word pact, according to the online etymology dictionary, which is included in the noun class which means agreement, consent. Then, it experiences the addition of the prefix im- and the suffix -ful into the word order, flanking the root word, changing the word class and also the meaning. The word impactful as a whole in the context above means having an impact, having an impact or having an effect with the intention of having a big impact on the account owner on two entities that collaborate well, with the adjective class. The data above was uploaded by the account owner on August 31, 2023 at 15:11 WIB.

Data 2:



The word unsealed appears on the twitter page written by the account owner @vivisbox which is related to buying and selling albums. This word is explained in a tree diagram as follows.



The word above has the root word seal, based on the online etymology dictionary into the noun word class which means seal, something that can prevent the entry of a gas or liquid substance into a sealed, locked, wrapped product. In this data, the writer takes the word sealed (the -ed affix is an inflection) with the adjective word class and means sealed, then adds the un- affix as a prefix that gives the meaning of a negative trait or the

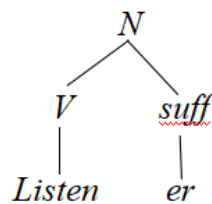


opposite of the meaning of the root word itself. The addition of un- to the word order changes the word class and meaning. The word unsealed as a whole in the context above means not sealed, the album sold by the account owner is an EXO album in good condition but the seal has been opened, with an adjective word class. The data was uploaded by the account owner on August 20, 2023 at 15:40 WIB.

Data 3:



The word listeners appeared on a twitter page written by the owner of the @surprisebichies account which was related to a notification regarding the decreasing number of monthly listeners of the EXO group on a music application, and was urged to listen to more songs from the EXO group in order to increase the number of monthly listeners. This word is explained in the following tree diagram.

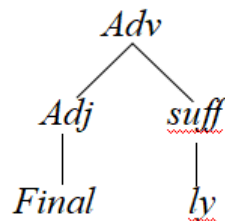


The word above has the root word listen, according to the online etymology dictionary, which is included in the verb word class which means to listen. Then, it experiences the addition of the suffix -er (and -s which is included in the form of an inflectional affix that gives the word function to be intended for many people) into the word order, changing the meaning and also the word class. The word listeners as a whole with the context above means listeners or people who listen to EXO songs monthly on one of the music applications, with the noun word class. The data above was uploaded by the account owner on July 29, 2023 at 14:59 WIB.

Data 4:



The word finally appeared on the Twitter page written by the account owner @NaufalOmar98 which related to his experience visiting The Cream Soda House, a promotional pop-up store for EXO's new album which contained various souvenirs, albums, and the cream soda drink itself which was used as the album concept. This word is explained in the following tree diagram.



The word above has the root word final, based on the online etymology dictionary, which is included in the verb class which means the end, last. Then, it experiences the addition of the suffix -ly into the word order, which changes the meaning and also the word class. The word finally as a whole with the context above has the meaning finally or in the end which is intended for the visit of the account owner who can reach the temporary pop-up store which is used as a place for EXO group promotion, with the adverb class. The data above was uploaded by the account owner on July 16, 2023 at 23:40 WIB.

Data 5:





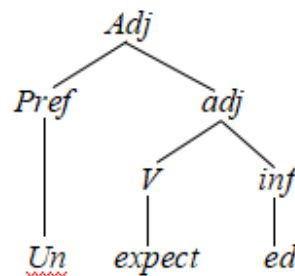
Gabby  
@ksooheartsmile

Follow

To the EXO's Cream Soda choreographer/s,  
I hope you have good sleep everyday, traffic  
lights green whenever you're crossing, an  
unexpected bill left in your pocket, delicious  
meals whenever wherever, & good mental  
health. #EXO\_CreamSoda #EXO\_EXIST

The word unexpected appeared on the twitter page written by the account owner @ksooheartsmile which is related to the words praying for the best for the

choreographer of the EXO group dance because they have made very good movements. This word is explained in the tree diagram as follows.



The word has the root word expect, based on the online etymology dictionary, it is included in the verb word class which means to guess, assume, expect. Then, it experiences the addition of the suffix -ed to become expected as a form of inflectional affix that can change the word class into an adjective. After becoming a word with a new word class, the prefix un- is added as a form of derivation that changes the meaning but does not change the word class. The word unexpected as a whole with the context above has the meaning of unexpected or not expecting which is aimed at the expression of good prayers given by fans to the choreographer of EXO's latest song for giving their best, with the same word class, namely adjective. The data above was uploaded by the account owner on July 12, 2023 at 19:05 WIB.

Data 6 :



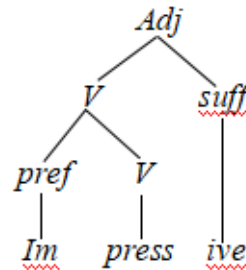
마리암  
@yam\_mar13

Follow

Top tier visuals, impressive vocals & good  
dancers..EXO slayyyyyy!

#EXO\_CreamSoda

The word impressive appears on the Twitter page written by the account owner @yam\_mar13 which is related to positive comments in the form of admiration after watching EXO's latest video clip. This word is explained in the following tree diagram.



The word has the root word press, based on the online etymology dictionary, which is included in the verb word class which means to press, to press. Then, it experiences the addition of the prefix im- and the suffix -ive into the word order, changing the word class and also the meaning. The word impressive as a whole in the context above has the meaning of impressing or giving a deep impression with the intention that fans are very impressed with the voice and dance movements displayed by the EXO group, with the adjective word class. The data above was uploaded by the account owner on July 12, 2023 at 17:16 WIB.

## Conclusion

This study examines the process of word production by derivation, which involves the addition of prefixes or suffixes to words. This process creates new words with distinct meanings and classes than their original versions. The findings of the research revealed 37 data points, with a total of 1,034 tokens acquired from Twitter using proper related keyword search approaches and documented by screenshots. Suffixes dominate the analysis results, with 34 terms incorporating suffixes. Affixes detected include -ful, -ion, -ness, -ity, -er, -ly, -able, -less, -ment, -ing, -ive, -en, -ous, and -ize, all of which follow the derivation formula established by O'Grady & De Guzman (2010). In addition, 11 words employ prefixes, including un-, in-, re-, dis-, and mis-. Based on these findings, it is possible to assume that EXO boy band fans who use Twitter frequently communicate using words that have gone through a derivation process. The use of these terms demonstrates how fans connect, voice opinions, and share their experiences on social media.

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