Word Formation Processes Found on Shopee Live Streaming

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Abstract

Language is always developing and changing. It can be marked by the emergence of new words or new terms that come from various ways. A very striking development of new terms occurred in the field of commerce. Sellers often choose unique or catchy terms or words to entice buyers to join their live stream. With limited words they can type as their live Shopee title, sellers focus on communicating effectively and efficiently. This study aims to analyze several types of word formation processes found on Shopee Live streaming following the theory from Yule (2006). This research is expected to increase understanding of the word formation process contained in Shopee Live streaming. This research method is descriptive qualitative. Data were taken from written texts; such as titles that appear on Shopee Live Streaming and those performed by different Shopee sellers and then they were analyzed in the form of essays. The texts to be analyzed appear on the top left of the buyer's screen while the streaming is in progress. The findings showed that there were 219 words with a variety of formation processes. Borrowing, which involved 131 data, was the most dominant type used by the sellers. By this research, it is hoped that it can explore something that is developing in the community regarding the phenomenon of the use of new words or the mixing of words from Indonesian with English or with local languages, especially on online marketplace.

Keywords: Morphology; Word formation process, Shopee Live Streaming

Introduction

Language always undergoes changes and developments from time to time. It is challenging to avoid a language's changes and developments both internationally (racial languages) and nationally (ethnic languages). This resulted through cultural acculturation, which was preceded by the process of relocating speakers of one language to an environment with speakers of another language. As a result, new dialects, words, and frequently modifications in syntactic structure were created. However, because it adapts to changes in the patterns and life systems of the speaking community, such as the level of education, culture, social, and even mastery of science and technology, language can evolve and develop on its own gradually.

The process of language change can occur for several reasons. Sudarmo (2009) classifies language change in two ways, namely internal changes and external changes. The grammatical system undergoes internal changes, whilst the influence of other languages results in external changes. This change can occur with a very fast process and usually starts from the richness of the lexicon. The more intensive the language contact, the faster the change will occur. External language change is not only limited to the number of lexicon, but can spread to other language elements.

Nowadays, the development of technology is one of the main causes of the language change, especially with the emergence of new words. The rapid development of technology today has resulted in the increasingly widespread use of online media which causing the use and mixing of languages from local and international language that occur in society to become increasingly unstoppable.

The development of online media provides an opportunity for everyone to be able to promote themselves with whatever they have. Besides, they can also get any information from online media. Even some people or a group of people create a business platform in online media. They do all kinds of creativity and ideas to attract customers.

Regarding their activities, they do some efforts to promote their commodity or merchandise. They make or create words to attract the buyers. Sometimes they combine words from local language and international language. They use English or local language to promote their merchandise; even they combine English terms and Indonesian terms.

The existence of online media to sell merchandise has become an attractive thing. Sellers get many benefits from this facility, because they can trade without having to have their own place or building to sell their goods or stuffs. Therefore, sellers can reduce operating costs from renting a place or shop. Likewise, shoppers can surf to find the merchandise they need without having to go to the market or mall. They also save time because they do not have to spend special for shopping. They will be able to easily make buying and selling transactions with their gadgets. The term is currently known as "Online market place".

"Online marketplace" or "electronic marketplace" is a common term used in the digital economy that refers to a place where sellers can sell the products or services to consumers and conduct transaction by using electronic means (Wang & Archer, 2007). The fast development of technology forces the online marketplaces to grow bigger and bigger. The various advantages of the online marketplace make people more interested in signing up and starting the transactions. For sellers, online marketplace can help them to reach the customers easily, to increase a product visibility, it does not need a big capital, it has an easy transaction process, etc. For buyers, online marketplace gives them much time and chance to find the products they want, it gives many choices especially related to the price, etc.

In Indonesia, the most famous online marketplace is Shopee. According to Riyanto (2019), Indonesia is recorded as Shopee's largest market share, which accounts for 76.2 million visits per month. As an online marketplace that is originally from Singapore, Shopee launched a new feature called "Shopee Live" in 2019 (Millah, 2019) to facilitate the sellers to interact directly with the buyers in a real time. By joining streaming on Shopee Live, sellers can promote, demonstrate, or sell their products directly, while buyers can ask questions related to the products through "chat or text feature" that appears on their screen.

Before live streaming, the sellers usually think and then type the words or phrases as the tittle of their live streaming based on products they sell, the discount they give, the Giveaway they promote, and the special event they held. They often choose unique or attractive terms or words to attract buyers' attention to join their live streaming. For instance, the seller types a phrase *"Kuy merapat disc up to 90% bisa COD"*. From that title, the seller tries to shorten the word "discount" into "disc" and abbreviates the term "Cash on Delivery" into "COD" because they want to communicate effectively

and efficiently, especially because of limited words that they can type as the tittle of their Shopee Live. This fact shows that there are some word formations processes found on Shopee Live streaming, especially when the sellers try to choose or use some words that can attract the buyers' attention.

However, for some new Shopee users or new buyers, they are often confused by the words used by the sellers on Shopee Live because they are not accustomed to using those words or terms before. As the buyers, they need to know the words chosen or used by the sellers to reach effective communication and avoid misunderstanding, especially when they are involved in buying and selling process. By referring to that fact, this study is conducted to examine some types of word formation process found on Shopee Live streaming. This study is expected to advance knowledge of how words are formed on Shopee Live streaming.

The following are the problems that this study will explore:
1.   What types of word formation processes found on Shopee Live Streaming?
2.   What is the type of word formation processes mostly used?

Literature Review

One of the indications of the language development can be marked by the emergence of new vocabulary. In other words, there are always new words that appear and develop in the community. Words are a very important part of language and will continue to experience changes and developments as long as human language is still on this earth.

The smallest group of phonemes that may be pronounced alone and have objective or useful meaning is referred to as a word in linguistics. According to Chrysta (2003), a word is the smallest grammar unit that can be used as a complete utterance on its own, separated possibly by pauses in speech and by spaces in written language. It means that a word can stand alone because it has its own meaning. A group of letter which doesn't have meaning cannot be mentioned as a word. The definition of a "word" can often be learnt along with the writing system in many languages (Haspelmath, 2011).

Meanwhile, Jackendoff (2012) explains that a word is a pairing between pronounceable peace of sound and meaning. To put it another way, a word is different from a random collection of sounds or letters because words, at least to some people, make sense. From the definition of the experts above, it can be concluded that a word is a group of letters that provide its own meaning so that a word can stand alone. Thus, words as a part of language have a very important meaning in communication.

According to Yule (2006), the process of developing and producing new words from the use of existing ones is known as word formation processes. Bauer (2012) argued that the use of word formation is when the rules for the formation of words are not identical with the rules for the formation of sentences. Yule (2006) mentions many types of word formation processes, such as coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronym, derivation prefix and suffix, and multiple processes.

Coinage is a process of forming words that originally started of a trade name of a commercial product which eventually became a general term for the version of the product. The old examples are *aspirin, nylon, Vaseline, zipper*. At the beginning, *aspirin* was a brand of a headache medicine, *zipper* was a brand of a slide

fastener then gradually people recognized that headache medicine as *aspirin* and slide fastener as *zipper*.

The most typical method of processing new English words is borrowing. The English language has borrowed many terms from various languages over the course of its history, including French, Dutch, Persian, Italian, German, Arabic, Tahitian, Japanese, Turkish, and Bantu. Some examples include: the croissant is French, dope is Dutch, the piano is Italian, the sofa is Arabic, etc.

Compounding is the process of combining two distinct words into a single form. In languages like German and English, it is extremely prevalent. The words bookcase, doorknob, fingerprint, sunburn, textbook, wallpaper, wastebasket, and waterball are examples of English compounds. Compound words are not only nouns but also adjective for example: *a fast-food restaurant, a full-time job*

Blending is a process of creating a single new term by combining two separate forms. Blending is typically accomplished by taking only the beginning of one word and joining it to the end of the other word. To talk about the combined effect of *smoke* and *fog*, it becomes *smog.* The other examples: *smaze* is from *smoke +haze*, *smurk* is fron *smoke + murk*, *bit* is from *binary+digit,* *brunch* is from *breakfast* and *lunch.*

Clipping is the process of shortening a longer word. Clipping occurs when a word of more than one syllable is reduced to shorter form, for example: f*acsimile* is reduced to a shorter form *fax.* It is usually beginning in casual speech. Other examples are *gas* as the reduction of *gasoline*, *ad (advertisement), condo (condominium), flu (influenza), phone (telephone).* In educational environment there are many words get reduced as in *chem, exam, gym, lab, math, prof, typo* etc.

Backformation is a particularly sophisticated type of reduction technique in word formation process. In this process, a word that has certain type (commonly a noun) is reduced and changed to another type of word (commonly a verb). In the process, the noun word came first and then the verb form was created later on. Some examples of backformation are a noun *television* reduced into a verb *televise*, the noun *worker* into the verb *work,* the word *editor* into *edit*, the word *babysitter* into *babysit*, the word *emoticon* into *emote*, and so on.

Conversion is the term used to describe a process that shows a change in the function of a word, such as when a noun becomes a verb (without any reduction). Besides the term "conversion", this process is also called as "category change" and "functional shift". Some examples of conversion are when the noun *bottle, chair,* and *butter* used as verbs, as in the following sentences: The babysitter *bottled* the milk last night; The manager tries to *chair* the meeting; and She is *buttering* the bread now. Another example is the change of verbs into nouns, such as *must (a must), guess (a guess),* and *spy (a spy).* There are some phrasal verbs that can be changed into nouns, such as to print out (a print out), and *to take over (a takeover).*

Acronyms are the process of creating new words by combining the initial letters of several words. Acronyms can be pronounced as each separate letter, such as CD (compact Disc) and PIN (Personal Identification Number) and pronounced as new single words, such as NASA (National Aeronautics and Space Administration) with all capital letters and *radar* (radio detecting and ranging) as everyday terms.

Derivation is the most-used word formation process in English. This shows the use of affixes in the production of new terms which is divided into prefixes, suffixes, and infixes. Prefixes are some affixes that are added to the beginning of the word, such as un-

(unhappy), pre- (preview), mis- (mislead), etc. Suffixes are some affixes that are added to the end of the word, such as –ness (happiness), -ful (thankful), -ly (happily), etc. Furthermore, infixes are types of affixes that are incorporated inside another word. This type of affixes is not common in English, but sometimes it is used in certain expressions to show certain emotion, such as *Abso**goddam**lutely!* and *Un**fuckin**believable.*

In the word formation process, it is also possible that a particular word is created by following more than one process. For example, the word *deli* is formed by some processes. It is borrowed from German from the word *delicatessen* and the clipped the borrowed form into *deli*. Another example is the term snowballed as in the sentence *problems with the project have snowballed.* The word s*nowballed* is created from the compounding *snow* and *ball* as noun then it is turned into a verb through conversion process.

Shopee Live Streaming

Currently, Livestream marketplace becomes very popular in Indonesia. It is a new feature on online business that allows customers to see products in detail and get their questions being answered in real time. According to Liu (2021), Livestream marketplace is a business concept in which shops, influencers, or celebrities sell items and services through online video streaming, with the presenter demonstrating and discussing the offering as well as answering audience queries in real time. It is a common thing that online marketplace and online shop sell their products through live streaming. To grab many customers, the livestream is often hosted by the online shop sellers, famous influencers, and even famous celebrities.

As one of the most famous online marketplaces in Indonesia, Shopee launced "Shopee Live" in 2019 (Millah, 2019). This feature is interesting because it allows sellers to communicate directly with buyers in real time. The main benefits are that sellers can actively promote, show, or offer their products on Shopee Live, while buyers can ask inquiries about the products using the "chat or text feature" that appears on their screen. After asking some questions related to the products, the buyers can go to the next step of buying process whenever they are interested with the products.

There have been some studies conducted which related to word formation process. They were examined by Rosa & Zaim (2014), Faradisa, Aziz, & Yasin (2019), and Sari & Martiwi (2020). Those researchers were interested in conducting similar studies about word formation processes in Indonesian context. Rosa & Zaim's research focused on analyzing "Shift in Word Formation Process of Indonesian Words". They took data from Indonesian newspapers, tabloids, and magazines. In their research, they found that the shift was experienced in the forming new word and it was beyond the standard Indonesian word formation process as regulated in TBBBI, PU-EYD, and PUPI.

Then, Faradisa, et al. (2019) conducted a research entitled "An Analysis of Word Formation Processes Found in Instagram". The data were taken from captions, has-tags, and insta-story on Instagram. The findings showed that theoretically there are eight types of word formation process. However, in this research, the writers found only six types of word formation process, namely borrowing, acronym, coinage, abbreviation, blending, and affixation.

The last, Sari & Martiwi (2020) conducted a research about "Blending Construction in English Foods and Beverages in Indonesia: Linguistics and Cultural Views". The data were obtained from the English food and beverage name or brand taken from offline (by the observation in Mall, shop, and restaurant) and online

searching. The findings showed that there were four types of blending formation or process, namely complex clipped word, back clipped word, fore, and back the clipped word, and phonemic overlapping and clipping.

In sum, this research has similarity with the previous studies in term of analyzing word formation process in Indonesian context. However, none of the previous studies conducted on research by analyzing the texts appeared on Shopee Live Streaming focusing on the word formation process.

Methodology

This study uses a qualitative study which analyzes the word formation processes found on Shopee Live Streaming. Given (2008) points out that qualitative research aims to elucidate the human aspects of a topic by employing specialized approaches to investigate how people see and feel the world. According to Parse (2001), the goal of the qualitative descriptive approach is to investigate a phenomenon in depth while investigating an issue of life events. Then, Miles, Huberman, and Saldaa (2013) note that this approach is a type of research that produces descriptive data in words.

The approach used in this study was descriptive qualitative because the data were taken from the written texts as the tittle appeared on Shopee Live Streaming and the analyzed in the form of essay. In this research, the data collected from screen shot files got from Shopee live streaming.

According to Millah (2019), as a popular online marketplace in Indonesia, Shopee launched a new feature called "Shopee Live" in 2019 to facilitate the sellers to interact directly with the buyers in a real time. In this research, the data were taken from the written texts appeared on Shopee Live Streaming conducted by different Shopee sellers. These texts appeared on the left-top of the buyers' screen while the streaming is on process. The sellers often choose unique or attractive terms or words to attract buyers' attention to join their live streaming. With the limited words that they can type as the tittle of their Shopee live, the sellers focused on communicate effectively and efficiently.

Shopee often holds "mega online sales campaigns" or monthly double-day sales. This data were taken from Shopee's 11.11 Super Shopping Sale on November 11, 2021 at 11.00-11.11 a.m. The researchers randomly chose some shopee sellers that lived on that time by scrolling up and down to find some texts that indicate word formation process. This day was chosen because the numbers of sellers who lived were increasing in line with the various sales campaigns on that day.

In collecting the data, there were several steps that were done by the writer. Firstly, the writers chose the closest and upcoming event which was November 11, 2021 and called Shopee's 11.11 Super Shopping Sale because the numbers of sellers were increasing on that special event. After that, the researchers stayed tuned on Shopee Live and waited for the time to come at 11.00. Secondly, the writer scrolled up and down to read the tittle written by the sellers who were doing live streaming. Then, the writers randomly chose and collected the texts/ tittles posted during the Shopee live streaming. Thirdly, after collecting the texts/ tittles, the writers chose the data that indicated word formation process. Then, those data were captured. Fourthly, the writers wrote down all chosen texts/ tittle and started to categorize the different types of word formation process.

In analyzing the data, the writers followed some steps conducted by Dornyei (2007), such as transcribing the data, pre-coding and coding, growing ideas, and interpreting the data and drawing conclusion. In the first step, the writers did not need to transcribe the data rather they rewrote the data from the screenshot of sellers' Shopee live streaming and put them in a table. In the next step, the writers thought about the suitable codes that could have been used. After that, in the coding process, some significant data were labeled before being analyzed. In this step, the data were labeled based on the time of posts. The next step is growing ideas. In this step, all possible ideas about the data that appeared were noted. In interpreting the data, the data that contained types of word formation process, such as borrowing, coinage, conversion, etc. were analyzed following the theory from Yule (2006). After analyzing the data, the researcher drew conclusions. In this step, the researchers presented the results of the analysis related to the types of word formation process found on Shopee live streaming.

Finding and Discussion

The findings of this study showed that there are some types of word formation process appeared on the title of Shopee Live Streaming used by the sellers, such as English borrowing, clipping, acronym, blending, and multiple processes. The following table is the example of types of word formation of Shopee Live Streaming.

No	Code/ time	Shopee Live Title	WORDS	Type of word Formation
1	Data 11:04 1	FASHION TERUPDATE, TERHITS	Fashion :	English Borrowing
			Terupdate	Multiple Process= Borrowing+ Derivation
			Terhits :	Multiple Process= Borrowing+ Derivation
2	Data 11:04 2	BIG GIVEAWAY&SALE TAS48RB ❌COD ❌KEEP	BIG =	English Borrowing
			GIVEAWAY	Multiple processes= English borrowing + compounding
			SALE :	English Borrowing
			48RB :	Clipping
			COD :	Multiple processes= English borrowing + acronym
			KEEP :	English Borrowing
3	Data 11:05 1	ALIS & MAKEUP LAINNYA UNDER 100K	Makeup	multiple= English Borrowing + compounding
			Under :	English Borrowing
4	Data 11:05 2	SERBA 48RB TERBARU BONGKARAN PHP	Promo	Multiple=English borrowing + clipping
			voucher	English Borrowing
			koin	Multiple= English borrowing+ substitution
5	Data 11:06	[PROMO 11.11] BANYAK GIVEAWAY, VOUCHER, DAN BANJIR KOIN	Promo	Multiple=English borrowing + clipping
			GIVEAWAY	Multiple processes= English borrowing + compounding
			Voucher	English Borrowing
			Koin	Multiple= English borrowing+ substitution

Table 4.1 Types of word formation

From the table above, it can be seen that there are several word formation processes that happened on the online trade promotion by Shopee. The word processing formation are borrowing, clipping, acronym, blending and multiple processes.

Types of word formation processes
Borrowing

Borrowing is the process by which a word from one language is adapted for use in another. The examples of borrowing found on Shopee Live Streaming are *exclusive, voucher, trendy, live, buy, get, ready, item, special, discount, all, only, cashback, sale, super, dress, blouse, premium,* and *chat.* Those words are borrowed from English and often used or found on online shopping, especially Shopee. More than 80 persen of the word formation on Sophee Live streaming are English borrowing words. The words appeared frequently on the live streaming. The use of the English borrowing word seemed that words are familiar and often found in everyday conversation or everyday activities. From the words, people might not know if the words are from English, for example: *voucher, trendy, dress, all item, cash back, premioum, discount, blouse, sale, super etc.* Some of those words are already adapted into Indonesian through the process of adaptation. Although most of the borrowing words found in these data are from English, there are some words borrowed from other countries such as Arabic French, Scotland and even Javanese.

Borrowing words that are used in Shopee are not only come from English, but there are some borrowing words come from other languages such as: French, Italian, Arabic and Scotland and the last is form Javanesse. The example of borrowing words from Arabic is Bismillah. The word 'Bismillah" appeared several times in some of the promotion. In addition there is a borrowing words from Scotland for the word: *TARTAN. Tartan is* a patterned cloth consisting of criss-crossed, horizontal and vertical bands in multiple colours. Tartans originated in woven wool, but now they are made in many other materials (Wikipedia.org). The other borrowing words comes from Javanesse. Javanenese is a local language which also influence the use of language in the Sophee live promotion. Some words of Javanese are: *AMBYAAR* and *Kuy. Ambyaar* in Indonesian Language means '*pecah*' It is similar to *sold a lot* in English meaning. Meanwhile, *Kuy* means *this* or *that.* The words, *Kuy giveaway juga,* means that, 'these things' are give away as well*.*

Clipping

Clipping is the process of shortening a longer word. Clipping occurs when a word of more than one syllable is reduced to shorter form. *Shopee live streaming* as the online trading use many words that sound interesting and easy to be used understood by the people. Some examples of clipping found in the data are yg (from yang), cardy (from cardigan), and say (from saying. Comparing with other word formation found in this data, Clipping occurred rare. The other clipping is BUND from *bunda.*

Acronym

Acronyms are the process of creating new words by combining the initial letters of several words. Acronyms can be pronounced as each separate letter, such as CD (compact Disc) and PIN (Personal Identification Number) and pronounced as new single words, such as NASA (National Aeronautics and Space Administration) with all capital letters and *radar* (radio detecting and ranging) as everyday terms. Some word formation

using acronyms found in data 9, data 15, data 21,   data 34, data 37, data 38, data 44, and 57. Acronyms found in the data are *DASUL* for *Daster Sultan*, *GA* for give away, *CELPEN* for *celana pendek*, *CD* for *celana pendek*, *DLL* for *dan lain lain*, *RB* from *ribu*, *jabar* from *Jawa Barat.* In this data, *celana pendek* is written using the acronym *CELPEN* and in other location was written as *CD.* Both of the acronyms are familiar for our society

Blending

Blending is a process of creating a single new term by combining two separate forms. To talk about the combined effect of *smoke* and *fog*, it becomes *smog.* The other examples: *smaze* is   from *smoke   +haze*, *smurk* is   fron *smoke   +   murk*, *bit* is from *binary+digit*, *brunch* is from *breakfast* and *lunch.* In the data, it is found the blending word, such as mantul is the blend of *mantab* and *betul* and ongkir for the combination of *ongkos* and *kirim*. In the data above, the word formation blending is also rare to occur.

Multiple processes

A particular word which is created by following more than one process is called multiple processes. In this study, there are some multiple processes of word formation occured:

English borrowing+compounding.

From the data above, there are some word formations which are categorized as English borrowing + compounding. The words are: *give a way, make up, home dress, hot pants, outfit, big sale, new stock, all item, best seller, wear collection, big sale, skin care, hot sale, last day, crewneck.*

English borrowing+substitution:

The other multiple processes of word formation that occured in *Sophee live streaming* as an online trade promotion is English Borrowing + substitution. Substitution happened in certain way; for example, by changing the letter either vowels or consonants because of the change of the pronounciation which are adjusted with Indonesian language. Some of the words formations which categorized as English borrowing + substitution are: *koleksi (data39), diskon (data 13, 23, 26, 39, 45, 49), spesial (data 25, 51)) (produk (data 45), favorit (data 45), koin (data 5, 31), katun (data 9) , bebs (data 12), gaiss (data 50)* , guysss (data 46).

From the data number 5 and 31 , the word *koin* is from the English word *'coin.'* There is a change from the letter *'c'* into *'k'* which is adjusted into Indonesian spelling for the letter *'c'* which is pronounced as '*kei.*' In addition, the word *diskon* is from English word *discount.* In this online promotion the English word *discount* is not constantly written as *diskon (in data 13,);* but sometimes it is written as *discount* which use the original borrowing but on the other occation it was written as *disc (data 40).* So there is no consistency in using the word *discount.*

The word *produk* (from data 45) is from the English word *product.* There is a substituon of the letter *'ct'* into *'k'* since the letter *'ct'* in Indonesian is pronounced a*s 'k.'* The other words that apply the borrowing and substitution are *koleksi* from the word *collection, spesial* from *special, katun* from the word *cotton*, *bebs* from the word *babby*, and the last is the word *gaiis* from the word *guys.*

English borrowing+clipping

English borrowing + clipping also occurred in Sophee live promotion. The processes of word formation are found in data number 6, 8, 11, 42, 15, 56, 32,47, 24, 27, 31, 33, 40, 42, 49. The words are *pcs, 500K, 15K, promo, 10k, disc, midi, ORI, comfy, 4(for), Cardy.*

The word ***pcs*** (in data 6) is from the word ***pieces***. ***Pcs*** is an English word which is also categorized as clipping from the word ***pieces*** *Next,* in the live promotion some prices are written in two ways: using the word ***RB*** (ribu) using an Indonesian Language and the other occation using *K*, for example ***15K, 10K, 500K***. In fact ***'K'*** is from ***Greek 'chilioi'*** which means thousand (ribu). The use ok ***'K'*** instead of RB (ribu) then is categorized as multiple process: Greek borrowing + clipping.

The other words that applied English borrowing+ clipping are *promo* which is from the English word *promotion*, and *midi* (from the word medium). The word ***disc*** is from the English word ***discount.*** On the live promotion, to say *discount* the seller sometimes also used the word *diskon* which is included the multiple process of English borrowing+ substitution. Meanwhile the other words are ***ORI*** which is from the word ***original***; ***COMFY*** is from *comfortable* and ***CARDY*** is from the word ***cardigan.***

English borrowing +acronym

The next multiple process is English borrowing + acronym.   However, this process only occurred 2 times. Those are for the words: COD and DP. These words are found on the data number 2, 30, 43, 49. *COD* is the acronym of *cash on delivery*. It is a way of payment after the stuff that is bought arrived at the home of the buyer. Meanwhile ***DP*** is the acronym of ***down payment***. It is an initial payment made when something is bought on credit.

English borrowing-addition.

This multiple process occurred when English borrowing are combined with addition. In this data, it happened once. This is for the word *GUYSSS* (data 46). The original word is *guys*. The addition of letter '*SS*' actually does not follow the rules of English grammar which is to express the plurality. The adding word *SS* for *GUYSSS* seemed to emphasize the spelling of the word itself.

English borrowing-derivation

Derivation is the process of word formation by adding affixes. Affixes either in Indonesian or Emglish are used to form nouns, verbs, adjectives, adverbs. In this data there are some words of English that are combined with Indonesian derivations. The data that applied this word formation processes of English borrowing + Indonesian derivation are found in the data   . Those words are *terupdate* . *Ter-* is Indonesian prefix, and *update* is English word. Then the word *terupdate* means the most update. It is used to express the superlative comparison. The other word is *terhits.* It is the combination of the Indonesian prefix *ter-* and English word *hits. Hits* means popular. The word *terhits* can mean *the most populer.*

Clipping+ substitution

The next multiple word process is *clipping + substitution*. It is the combination of clipping and substitution. In the data above there are two words that categorized as the

clipping and substitution. Those are found in data number: for the words *Tsaii* and *murce.*

The original word of *Tsaii* is *Sayang.* The clipping of the word *Sayang* is *Say.* Then there is a substitution of the word *Say* becomes *Tsaii.* In fact the use of the word *Tsaii* is not familiar yet with the word *Tsaii.*

Arabic borrowing + substitution

The borrowing words that were used in the Sophee Live Streaming online promotion not only from English, but also   from other languages such as Arabic, French, and Italian.

From the data above there are some borrowing words from Arabic used in the promotion. Those words are *Jilbab, Gamis, Mukena*. In our society, those words are quite familiar for Indonesian people. The word Jilbab is originally from Arabic: Jalaba. Then in Indonesia there is a process of substitution becomes Jilbab. The other word is *Gamis* which is originally from Arabic: *qhomis.*   *Qhomis* then underwent the substitution process becomes *Gamis.* The last word is *mukena.* Originaly, *Mukena* is from Arabic*: Miqna. Mukena* is a special garment that covers the head to the upper half of the body (sometimes the whole body) of Muslim women, worn by Indonesian women only for prayer*.*

French borrowing + substitution

Some of the clothing terms that we know come from various countries,   including England, France, Italy. In the data above there are some terms that originally come from French such as *kulot* (data 46) and *flannel* (data 35) The word *kulot* is originally from French: *cullote.* In the Indonesian Dictionary, *culottes* are defined as wide-cut pants and knee-length. Others interpret *culottes* as a combination of a skirt and pants, namely pants that have a wide cut. By the process of substitution, it becomes kulot. The other word is *flanel. Flanel* is originally from French: *flanelle.* By the process of substitution, it becomes *flannel.*

Italian borrowing+substitution

In the data above there is a word *brukat. Brukat* is originally from Italian: Broccato. According to Indonesian Dictionary, *Brukat* is silk cloth embroidered with gold or silver thread. By the process of substitution the word *broccato* became *brukat.*

After analyzing the data, it was found that there were five types of word formation processes appeared on the Shopee Live streaming, such as borrowing, clipping, acronym, blending, and multiple processes. Otherwise, there some types that could not be found, such as coinage, compounding, backformation, and conversion. In borrowing, most of the words were from English. It is a common thing since English as global language is used on the internet: on online shopping. The sellers and buyers are already accustomed to using those loan words on online transaction. Besides, there were also some words which borrowed from other languages, such as Arabic (Bismillah), Javanese (ambyar), and Sundanese (gaskeun).

After analyzing all data, it is found that there 219 words with different types of formation processes taken from 57 different titles of Shopee Live Streaming provided by 57 different Shopee accounts/ sellers. From the table above, the writers found that the type of word formation process that was dominantly used by the sellers was English borrowing that consisted of 131 words.

After that, multiple processes were in the second position which 63 words found. These included variations of processes, such as English borrowing-compounding, English borrowing-substitution, English borrowing-clipping, English borrowing-addition, Greek borrowing-clipping, English borrowing-acronym, English borrowing-derivation, Clipping –substitution, Arabic borrowing-substitution, French borrowing-substitution, and Italian borrowing-substitution. Then, it was followed by clipping 11 words, acronym 9 words, and blending only 2 words.

Conclusion

This research was conducted to analyze the word formation processes found on Shopee Live Streaming by using a theory from Yule (2006). Yule mentions that there are ten types of word formation processes: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, and multiple processes. The writers then collected the data from 57 online shops/ sellers that did the live streaming and wrote the title to gain the buyers.

After analyzing the word formation processes and the most frequent word formation processes of Shopee Live Streaming, the findings showed that there were 219 words with different types of formation processes. The type of word formation process that was dominantly used by the sellers was borrowing that consisted of 131 data. Then, it was followed by 63 multiple processes with variations of processes. After that, it was followed by clipping 11 words, acronym 9 words, and blending 2 words.

From the findings, the Indonesian sellers tended to use English borrowing words on their live streaming to interact with their buyers/ customers. It is a common thing since English as global language which is used on the internet and in this case it is used on online shopping. Furthermore, the writers are curios and invite further research to conduct similar investigation but in different online platforms.

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