

## MORPHOLOGICAL ANALYSIS ON THE WORD IN THE E-COMMERCE TERM

Wahyu Trimastuti<sup>1</sup>, Santy Christinawati<sup>2</sup>  
Polytechnic of Piksi Ganesha Bandung  
Bandung, Indonesia  
[trimastutiw@gmail.com](mailto:trimastutiw@gmail.com)

### *Abstract*

*The purpose of the research is to discuss the form of morphology on the words in the e-commerce terms. It describes the types of word formation and explain the meaning of the terms. In analyzing the data the writer uses morphology analysis. The research is qualitative research. The data are taken from e-commerce terms. The writer uses document and observation method to collect the data. The writer analyses the words based on the elements of words. In this research showed that the word formation categories that found in the e-commerce terms are derivation word, compounding word, and phrase. Those terms have complexity in the process of its formation and have specific meaning. Therefore, it necessary to be explained more detailed to avoid misunderstanding in communication.*

**Keywords:** morphology, word formation, contextual meaning, e-commerce

## INTRODUCTION

Recently, development of internet and information technology led development of business. The developing technology make people easier to fullfill their needs, such as the use of *e-commerce*. Nanehkaran (2013: 190) states that *e-commerce* is one of the developing technology on business that refers to buying and selling goods in the service online. *E-commerce* for the industry refers to online transactions which used to business of goods and service via the web. There are many special terms or word that found in *e-commerce*. Those terms have specific meaning, special word formation and different with daily meaning, for instance, "*black friday*". Word formation

process is the process by which new word are created or inverted. There is morphological process of how the word "*black friday*" is formed. The first the word is trimmed in the end of word. It means the day that follows thanksgiving day and traditionally, starts the holiday shopping season. Seller giving discounts on all their products (both online or offline).

That is important to understand the terms of each community. It is intended to get proper word to show the intention. New word formation is intended to get more clearly intention and meaning. The form of new words that used by people has purpose to get proper intention. So they can commuunicate or do interactions with others

community easier and can avoid miss understanding.

The new word formation will develop according to social needs that can make easier to communicate with the others. This is the examples of morphological process, they are as follow: affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopaeia, and antonomasia.

In this research, the writer discusses about word formation of were found in *e-commerce* terms. There are the research problems formulated as 1) what kinds of word formation are found in *e-commerce* terms? 2) what are the meaning of *e-commerce* terms?

## METHOD

In linguistics morphology refers to the mental system involved in word formation or to the branch of linguistics that deals with words, their internal structure, and how they are formed (Mark & Kirsten,2008,p.1). In this way, Morphology is the study of the word formation which learns about the function of words structure or semantic function. The object of morphology is terms that have correlation with formation of words. Actually, the

process of new word formation created different meaning and different class. On the other hand, Morphology also studies possibility words transition and the meaning of words which appear as result the change of word formation.

(Katamba,1994,p.30) argues that morphology is the study of the formation and internal organization of words. It studies about morphemes, their variation, and their combination in words. Based on those theories above, it can be defined that Morphology is the study of words deeply which is included the word structure and the process of new word formation. (Murray,1995) state that there are morphological processes, they are as follow:

### 1. Affixation

An affix is a morpheme when adding some other morpheme such as a root or stem to change its meaning (Katamba,1994,p.44). Addition or affixation is a morphological process in which an affix or affixes are added to one or more free morpheme. Affixes can be attached before or after the base. For instance, using the root use as our base, we can form the new lexical items by

adding-less to give use-less. There are several types of affixation:

a. Prefixes are attached in the beginning of free morphemes or other prefixes (re-, un-, sub-, in- and dis-).

e.g: dis-agree, re-fresh, re-tell.

b. Suffixes are added in the end of the morpheme or other prefixes.

e.g: goods, movement, lovely, ended

c. Simulfixes are a prefix and suffix attached simultaneously to a base

e.g: -“en-en” in “enlighten”

d. Infixes are added in the middle

e.g: fantastic - fanfreakingtastic

## 2. Compounding

Plag (Plag, 2003, p.133) defined that compounding is the combination of two words to form a new word. This process is the combinations between two or more words put together to form a new lexical item/produce new word (noun, verb, adjective, or preposition)

e.g: self-help, cat lover, whitewash, etc

## 3. Reduplication

There are generally three types of reduplication, they are exact

reduplication, rhyming reduplications, and partial reduplications e.g: bye-bye, fuzzy-wuzzy, zig-zag.

## 4. Conversion

Conversion is a process where a word changes its morphemic status without overt addition to its form. This conversion is usually a class changing process where in some cases it is very obvious which morphemic function started first and which is after the conversion took place, e.g: care (verb) – care (noun), like (verb) – like (conjunction)

## 5. Borrowing

Borrowing is word that taken from another language (Bauer, 2001). In other words, borrowing is a process where words from one language are used in another with or without some phonological. e.g: banana (African), education (European), spaghetti (European), piano (Italian).

## 6. Acronymy

Acronymy can be pronounced as one word or spelled out individually in which case they are known as alphabetisms, e.g: OPEC – Organisation of Petroleum

Exporting Countries, WHO – World Health Organisation

#### 7. Clipping

Clipping is shortening of a polysyllabic word. It is a process in which a word is formed by shortening of polysyllabic words without paying attention to the derivational morphology of the word (or related words). It ignores lexical and morphemes boundaries and out in the middle of a morpheme, e.g: hi-tech from high technology, ads from advertisement, doc from doctor, mat from mathematic, etc.

#### 8. Blending

Blending is parts of two already – existing words are put together to form a new word (Bauer, 2001). It is a combination of the parts of two words, usually the beginning of one word and the end of another. In blending, the sound and meaning of two or more words are merged to form a new word. They are compounds made in an unorthodox way by joining chunk of word-forms belonging to two distinct lexemes, e.g: brunch from breakfast and lunch, smog from smoke and fog, mocamp from motor camp, shoat from ship and boat.

#### 9. Onomatopoeia

Onomatopoeia is invented which (to native speakers at least sound like the sound they name or the entity which produces the sound (Bauer, 2001), e.g: hiss, sizzle, buzz, and beep.

#### 10. Antonomasia

Antonomasia is the process when a personal name, a place name or a brand name adapts a new meaning usually referring to common noun related to the proper noun, e.g: Xerox (proper noun) – photocopying machine (c.noun), Pampers (proper noun) – diapers (common noun)

In this study the morphological processes that will be discuss are divided into acronymy, derivation, and compounding. Meanwhile, meaning is also central to the experience of using language, as anyone knows who has ever listened to people talking in an unknown language. Without knowing the meaning of utterance, it is difficult to understand what the contain of person talking and hard to identify the separate words which constitute it (Riemer, 2010, p.2). Therefore it is important to analyze the meaning of *e-commerce* terms to avoid misunderstanding.

Semantics is the systematic study of meaning, and linguistics semantic is the study of how language organize and express meanings (Kredler,1998,p.3).As stated by Nikelas (Nikelas,1988,p.50), there are three features of language. First, language has sound. Second, language is systematic. Third, language always has meaning. Meaning has important relation with language, because of this people also need a study about meaning that gives clear explanation of meaning. They will be easy to show their intention in daily activity.

According to Larson (Larson,1988,p.271), meaning can be classified into four. There are as follow:

1. Grammatical meaning. It has two definitions involving the meaning expressed by grammatical ending, word order or intonation in part of meaning varies from one from of paradigm to the other.
2. Lexical meaning is the meaning that is given by dictionary.
3. Textual meaning is the meaning that is acquired from the relationship among one word to another word in a sentence
4. Contextual or situational meaning that arises from the situation or context

where the words, phrase, sentence and expression are used.

Lexical meaning is term that equivalent with term word meaning, and it has the technical term again, lexeme is dictionary words (Lyons,1995). Meanwhile the contextual meaning is the word meaning connection with language using of situation Chaer (1994, p.290). In this study, the e-commerce terms will analyze based on the term of semantic features by using contextual meaning. As stated by Larson, contextual meaning is the meaning that arises from the situation or context where the word, phrase, sentence and expression are used.

## **Discussion**

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

### **1. Affixation**

An affix is a morpheme which only occurs when attached to some other morpheme or morphemes (Katamba,1993,p.43). An affixation is an extremely common morphological process in language.

The sample of data are *subcategory*, *shopify*, and *development*.

Data: subcategory

Analysis:

*Subcategory* is derived from (*sub-*) and *category*. In the part of speech level, *category* is a noun and (*sub-*) is an prefix. Meanwhile, in morpheme level, *subcategory* consists of two morphemes. *Category* is free morpheme as meaningful element of the word and (*sub-*) is a bound morpheme. This process called prefixation, prefixation happens when a bound morpheme is attached in pre-position before the morpheme. In addition, *subcategory* is a noun. The meaning of *subcategory* is a category within a category. Usually the child of a parent category. A general category, can have many subcategories.

*category (noun) – subcategory*  
*(noun)*

Data: shopify

Analysis:

*Shopify* is derived from *shop* and (*-fy*). In the part of speech level, *shop* is noun and (*-fy*) is an suffix.

Meanwhile, in morpheme level, *shopify* consists of two morphemes. *Shop* is free morpheme as meaningful element of the word and (*-fy*) is a bound morpheme. Moreover, from this construction, that word *shopify* is formed by a noun and suffix (*-fy*) became an adjective. *Shopify* means managing every details of selling online, retail stores and on the go to orders. It also helps *e-commerce* business launch in no time.

*shop (noun) – shopify (verb)*

Data: development

Analysis:

*Development* is derived from *develop* and (*-ment*). In the part of speech level, *development* is verb and (*-ment*) is an suffix. *Development* consists of two morphemes. *Develop* is free morpheme as meaningful element of the word and (*-ment*) is a bound morpheme. Moreover, from this construction, that word *development* is formed by a verb and suffix (*-ment*) became a noun. The meaning of *development* is adding modules to

making a site perform different functions, to creating a theme for a site. In addition, it is all about the configuration, customization, and changing of architecture to suit a merchant's needs

*develop (verb) – development (noun)*

## 2. Compounding

Compounding is the process where two or more roots or free morphemes combine to produce a new word. There is no limit to type of combination between or among the free morpheme. That means that any class of words both major and minor. Compounds can occur either with both the words joined together or occurring apart from each other, whether hyphenated or not. The sample of data are *home page*, *code freeze*, *black friday*, *green monday*, *monitor shopping*, *sofa shopping*, and *up selling*.

Data: Home page

Analysis:

The compound *home page* is formed by combining the noun 'home' and the noun 'page'. It can be analyzed that the compound *home*

*page* is formed by two elements from the same grammatical category, then the two words (elements) construct a new words as a noun compound *home page*. The meaning of *home page* is one of ways to create trust among visitors to help convert them into buyers concerning with brand of the products.

Data: Code Freeze

Analysis:

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

Data: Black Friday

Analysis:

The compound *black friday* is formed by combining the adjective 'black' and the noun 'friday'. It can

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

Data: Green Monday

Analysis:

The compound *green monday* is formed by combining the adjective ‘*green*’ and the noun ‘*monday*’. It can be analyzed that the compound *green monday* is formed from two elements in the different grammatical category, then the two words (elements) construct a new words as a noun compound *green monday*. The meaning of *green monday* is a term that describe its best sales day in December. It usually occurs on the 2nd Monday of December.

Data: Monitor Shopping

Analysis:

The compound *monitor shopping* is formed by combining the noun ‘*monitor*’ and the verb ‘*shopping*’. It can be analyzed that the compound *monitor shopping* is formed from two elements in the different grammatical category, then the two words (elements) construct a new words as a verb compound *monitor shopping*. The meaning of *monitor shopping* is consumers using their computers and mobile devices to surf the web much like they use to peruse malls and window shop, only now it involves browsing various online stores without buying anything.

Data : Sofa Shopping

Analysis:

The compound *sofa shopping* is formed by combining the noun ‘*sofa*’ and the verb ‘*shopping*’. It can be analyzed that the compound *sofa shopping* is formed from two elements in the different grammatical category, then the two words (elements) construct a new words as



a verb compound *sofa shopping*.  
*Sofa shopping* refers to consumers shopping online with a laptop or mobile/tablet device while on a couch or in bed during later evening hours between 8 pm – 12 am.

Data: Up Selling

Analysis:

The compound *up selling* is formed by combining the preposition 'up' and the verb 'selling'. It can be analyzed that the compound *up selling* is formed from two elements in the different grammatical category, then the two words (elements) construct a new word as a verb compound *up selling*. The class of the word can be determined from the first word. The meaning of *up selling* is enticing a customer to buy more expensive products, an upgrade or add-ons with the hopes of increasing their final order value

### 3. Acronymy

Acronymy is the process of abbreviation which combines in several words a title or first few letters of each word. The sample of

data are B2B, B2C, CRO, PPC, CPC.

Data: B2B

Analysis:

Acronymy *B2B* refers to Business to Business, this acronymy are formed by shortcut incorporated into name. The meaning of *B2B* is the business model and process of one company selling to another.

Data: B2B2C

Analysis:

Acronymy *B2B2C* refers to Business to Business to Consumer, this acronymy are formed by shortcut incorporated into name. The meaning of *B2B2C* is one of business model that goes directly to consumers themselves to offering their products.

Data: CRO

Analysis:

Acronymy *CRO* refers to Conversion Rate Optimizing, this acronymy are formed containing only initial letters. The meaning of *CRO* is activity that increases the user experience in website in order to get high percentage to visitors or customers.

Data:PPC

Analysis:

Acronym *PPC* refers Pay Per Click, this acronymy are formed containing only initial letters. The meaning of *PPC* is an advertising method for internet marketing where advertisers pay publishers for every click received on their ad.

Data:UX

Analysis:

Acronym *UX* refers User Experience, this acronymy are formed containing only initial letters. *UX* refers to how a person feels when interacting with a website, application, device, or other computing system. User experience can create perception good judgment and trust between customer and seller.

## CONCLUSION

The result of this research sows that the word formation process used to create or form a new word in *e-commerce* terms, such as affixation, compounding, and acronymy. The process of affixation found kinds of affixation, such as prefixation, e.g: subcategory and suffixation,e.g: shopify and development. The types of compound which

are found in this study are compound noun that the elements construct in compound noun combination between (N and N), (adj and N) and compound verb that the elements construct in compound verb combination between (N and V), (prep and V). In addition, the process of acronymy are formed by containing only initial letters, e.g: CRO, PPC, UX and shortcut incorporated into name, e.g: B2B, B2B2C.

Understanding word formation is importance, because the resources of this language have been enriched by word-formation process. A word can be changed into a very from it base. Meanwhile, a language creates new words by process of word formation, it enriches the vocabulary or terms in language which have new meaning. An example is the word '*black friday*' as an noun which is derived form by combining the adjective '*black*' and the noun '*friday*'. The meaning of '*black friday*' is different with its original word and has contextual meaning that is the day that follows thanksgiving day and traditionally starts the holiday shopping season. It offers promotions and major discounts on all products in their stores (both online and offline). Therefore, it is important to analyze

the meaning of *e-commerce* terms to avoid misunderstanding and to make easier communication with the others in social needs.

## REFERENCES

- Aronoff, Mark and Fudeman, Kirsten. (2008). *What is Morphology*. Cambridge: Blackwell Publishing.
- Bauer, Laurie. (2001). *Morphological Productivity*. Cambridge: Cambridge University Press.
- Chaer, Abdul. (1994). *Linguistik Umum*. Jakarta: Rineka Cipta
- Katamba, Francis. (1994). *English Word*. London: Clayss ltd.
- Katie. (2015). *Ecommerce Glossary of Terms and Definitions for Merchants*. Retrieved July 18, 2018, from [www.demacmedia.com](http://www.demacmedia.com)
- Kredler, Charles. (1998). *Introducing English Semantics*. New York: Routledge.
- Larson, M.L. (1988). *Penerjemahan Berdasarkan Makna*. Jakarta: Arean.
- Lyon, John. (1995). *Linguistics Semantics an Introduction*. New York: Cambridge University Press.
- Matthews, Peter<sup>2</sup>. (1991). *Morphology*. Cambridge: Cambridge University Press.
- Murray, T.E. (1995). *The Structure of English: Phonetics, Phonology, Morphology*. Massachusetts: Allyn and Bacon.
- Nanehkaran. (2013). *An Introduction To Electronic Commerce*. Retrieved July 20, 2018, from [www.ijstr.org](http://www.ijstr.org)
- Nikelas, Syanwin. (1998). *Pengantar Linguistik Untuk Guru Bahasa Jakarta*: Depdikbud.
- Plag, Ingo. (2003). *Word Formation in English*. Cambridge: Cambridge University Press.
- Riemer, Nick. (2010). *Introducing Semantics*. USA: Cambridge University.
- Spencer, Andrew. (1991). *Morphological Theory: An Introduction to Word Structure in Generative Grammar*. Cambridge: Cambridge University Press.
- Yule, G. (1998). *Explaining English Grammar*. Oxford University Press.