# Word-Formation of Sundanese Food Names on Instagram Hashtag: A Morphological Study

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**Abstract:** Sundanese cuisine names are popular in everyday social interactions as well as social media, with Instagram being one of them. The purposes of this study are to determine how words are formed and to look at the word-formation patterns that predominate in Instagram hashtags. All Sundanese food names used in this research are related to certain meals. This paper employs a qualitative method that deals with words, not numbers. The results show that blending is the most dominant type in the findings. It indicates that blending is mostly used by Instagram users in their posts.

**Key words:** word formation, Sundanese food, morphological process

*Abstrak: Nama makanan Sunda tidak hanya populer dalam kehidupan sosial praktis tetapi juga di media sosial. Nama makanan Sunda biasanya banyak ditemukan di media sosial dan salah satunya ada di Instagram. Penelitian ini bertujuan untuk mengidentifikasi pembentukan kata dalam hashtag Instagram. Makalah ini juga bertujuan untuk menyelidiki jenis pembentukan kata yang paling dominan di hashtag Instagram. Semua nama makanan Sunda yang digunakan dalam penelitian ini terkait dengan makanan. Makalah ini menggunakan metode kualitatif yang berhubungan dengan kata-kata, bukan angka. Hasil penelitian menunjukkan bahwa pencampuran adalah jenis temuan yang paling dominan. Ini menunjukkan*

*bahwa pencampuran sebagian besar digunakan oleh pengguna
Instagram dalam posting mereka.*

***Kata kunci:*** *pembentukan kata, makanan Sunda, proses
morfologi*

## INTRODUCTION

Sundanese is the second largest ethnic group after the Javanese with a population of 45,000,000 million people spreading throughout Indonesia. The data from Indonesia's central statistics agency on 18 November 2015, indicated that "Occupying the Second Position is the Sundanese by 15.50 Percent." Sundanese is very famous not only for cultural customs but also for the richness of culinary traditions with strong flavors. Therefore, it is understandable that West Java has become a culinary tourist destination for many people.

Due to the prevalence of social media in modern society, the traditional food of Sundanese people has also changed with the times. Sundanese food names are now easily searchable on social media. As the largest social media platform in the world, Instagram provides a lot of information about culinary, especially Sundanese cuisine. Most Instagram users are millennials who primarily use social media to advertise or post culinary-related content. Yet, even if they are not necessarily Sundanese, they employ and are familiar with the vocabulary associated with Sundanese cuisine names. The hashtags that many people follow reflect these phenomena. Instagram users undoubtedly use terminology that alludes to various Word-Formations.

From a morphological perspective, numerous researchers are studying morphological processes, but there are currently few doing research, particularly on Sundanese food names. Numerous patterns that contribute to word creation can be observed in routine tasks. These patterns show how language and language users operate.

Morphology is "the study of the form(s) or word structure or sometimes called the study of morphemes" (Sujatna, et al, 2016) is a branch of linguistics that appears to identify and categorize the patterns of words in its research. Morphology, starting from the smallest unit that can be identified as a free and bound morpheme, can be in the form or structure of words or

morphemes. Free morphemes are distinct from bound morphemes, which bind themselves to other morphemes, in that they can stand alone.

One of the morphological themes covered in this study was the emergence of words in opposition to social media occurrences. All the Sundanese food names used in the study were related to meals. The purpose of the study was to identify the word-formation in the Instagram hashtag and to investigate the most dominant types of word-formation in the Instagram hashtag. The authors hope the study can add to the researcher's knowledge and horizons in the word-formation of Sundanese Food, especially on the social media platform, Instagram.

## LITERATURE REVIEW

This section consists of an explanation of the types of word-formations that will be discussed in data analysis. It only contains the theory related to the findings as Figure 1 in the theoretical outline. They are compounding, blending, and reduplication.
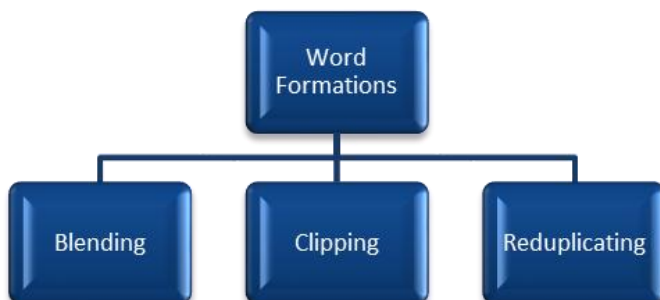


Figure 1:
Types of word-formations discussed in this paper

## A. Blending

Blending words such as brunch, camcorder, and others are familiarly found in language use. Lieber (2004) remarks that blending is a process of word formation in which parts of lexemes that are not themselves morphemes are combined to form a new lexeme. Words in blending words have no relation to each other such as the words *aci* and *dicolok* in *cilok*.

## B.   Compounding

Compound words refer to two words that mostly reflect new meanings. It is different from the phrase that contains two lexical meanings. The words such as White House and white house refer to different references. White House as the compound word is associated with government officials in the United States. White House as a phrase refers to a house that is white. In compounding, two or more lexemes are combined into a new word (Booij, 2005).

## C.   Reduplication

Spencer states that (2001) reduplication is a morphological operation that is followed by copying of that stem and association to the template. Like that statement, Lieber (2004) remarks that reduplication is a morphological process in which all or part of the base is repeated. A word such as zigzag is an example of this word-formation.

## METHOD

This paper employs a qualitative method that deals with words, not numbers. Qualitative methods consist of three kinds of data collection: (1) in-depth, open-ended interviews; (2) direct observations; and (3) written documents (Patton, 1990), also according to Sutopo (2002), descriptive research refers to a detailed and in-depth description of a phenomenon that happens in the field of study. Sutopo (2002) also stated that the data in qualitative research are words, sentences, or pictures that have stronger meanings than numbers and frequencies.

Sutrisno Hadi (1983: 3) says collecting the data, classifying the data, analyzing the data, interpreting the data, and finally drawing conclusions without generalizing carry out the descriptive method. Narbuko and Achmadi (1997: 44) also state that a descriptive method is a research method that tries to give a solution to a problem based on the data.

Based on the definition and criteria such as collecting the data, classifying the data, analyzing the data, interpreting the data, and drawing conclusions about the data, this type of research can be classified as a descriptive method. It is called qualitative since it is a type of research that does not include any calculation or enumeration (Moeleong, 2002: 2).

Moreover, Subroto (1992: 6-7) states that qualitative research is a kind of research that is not designed to use statistical procedures. Then, he mentions that the data used in qualitative research are in the form of words, sentences, discourses, pictures, diaries, memorandums, and videos.

In this paper, the writers first search the data on Instagram hashtags to gain the different types of word forms. Second, the data obtained are categorized into different types of Word-Formations. Third, the most dominant type is provided in the chart. The data is taken from the Instagram application, a specific Instagram hashtag that is followed by many Instagram users. The writer searches some words to gain the most frequent word in the Instagram hashtag to know the use of words in posts. The data are randomly collected in December 2020 to gain the actual use of words.

## RESULTS AND DISCUSSIONS

This chapter provides the types of Word-Formations in Instagram hashtags. The words are familiar in Indonesian cuisine which is shown in Table 2 below. The explanations are served after the data is presented in the table. Each data will be described by conveying its frequency in the hashtag.

Table 1:
Findings of word formation in instagram hashtag

| Blending | Compounding | Reduplicating |
|----------|-------------|---------------|
| *Cireng* | *Nasi liwet* | Arem-arem |
| *Cilok* | *Tutug oncom* | Bala-bala |
| *Cipuk* | *Empal gentong* | Awug-awug |
| *Cimin* | *Genjer oncom* | |
| *Cilung* | *Nasi timbel* | |

A.  Blending

1.  <u>*Cireng (aci digoreng)*</u>

This word is found in the hashtag #cireng which has been posted about 232.000 times. This word contains two different syntactic categories

namely *aci* as a noun and *digoreng* as a verb. Both two words refer to the form and process of a Sundanese food name.

2. ### *Cilok (aci dicolok)*

This word is discovered in the hashtag #cilok which has been posted about 211.000 times. This word contains two different syntactic categories namely *aci* as noun and *dicolok* as a verb. Both two words refer to the form and process of a Sundanese food name.

3. ### *Cipuk (aci kurupuk)*

This word is found in the hashtag #cipuk which has been posted about 43.700 times. This word contains two syntactic categories namely *aci* as a noun and *kurupuk* as a noun as well. Two words refer to the form of a Sundanese food name.

4. ### *Cimin (cilok mini)*

This word is discovered in the hashtag #cimin which is posted more than 5000 times. This word contains the blending word *cilok* which is combined into a word. This word contains two different syntactic categories namely *aci* as a noun and *mini* as an adjective. Two words refer to the form of a Sundanese food name.

5. ### *Cilung (aci digulung)*

This word is found in the hashtag #cilung which has been posted more than 1000 times. This word contains two different syntactic categories namely *aci* as a noun and *digulung* as a verb. Both two words refer to the form and process of a Sundanese food name.

B. ## Compounding

1. ### *Nasi liwet*

This word is discovered in the hashtag #nasiliwet which has been posted about 109.000 times. This word refers to two same syntactic categories, namely nouns. The combination of two words becomes one new meaning in this data. Two words reflect the form of a Sundanese food name.

2. *Nasi timbel*

   This word is found in the hashtag #nasitimbel which has been posted about 22.600 times. This word refers to two same syntactic categories, namely nouns. The combination of two words becomes one new meaning in this data. Two words reflect the form of a Sundanese food name.

3. *Empal gentong*

   This word is discovered in the hashtag #empalgentong which is posted about 21.900 times. This word refers to two same syntactic categories, namely nouns. The combination of two words becomes one new meaning in this data. Two words reflect the form of a Sundanese food name.

4. *Tutug oncom*

   This word is found in the hashtag #tutugoncom which is posted more than 5000 times. This word refers to two same syntactic categories, namely nouns. The combination of two words becomes one new meaning in this data. Two words reflect the form of a Sundanese food name.

5. *Genjer oncom*

   This word is discovered in the hashtag #genjeroncom which has been posted more than 100 times. This word refers to two same syntactic categories, namely nouns. The combination of two words becomes one new meaning in this data. Two words reflect the form of a Sundanese food name.

C. Reduplication

1. *Arem-arem*

   This word is found in the hashtag #aremarem which has been posted about 11.600 times. If words are separated as *arem* only, people mostly cannot recognize it anymore.

2. *Bala-bala*

   This word is discovered in the hashtag #balabalahaneut which is posted more than 500 times. The writer uses the diction *haneut* in hashtag

because the terminology *bala-bala* can refer to something different. If words are separated as *bala* only, people mostly cannot recognize them anymore.

3. <u>*Awug-awug*</u>

This word is found in the hashtag #awugawug which has been posted more than 100 times. If words are separated as *awug* only, people usually can recognize them.
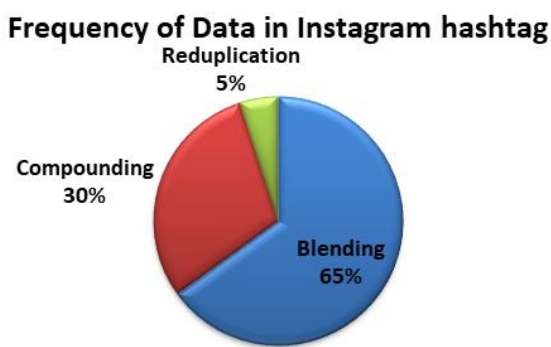


**Figure 2:**
**The frequency of word-formation in instagram hashtag**

Figure 2 represented by the chart shows that the most dominant type of word formation in findings is blending. Blending represented by blue color in pie exists in 65% proportion in findings. Compounding represented by the red color in the pie takes 30% proportion in findings and reduplication represented by the green color has 5% proportion in findings.

## CONCLUSION

The results show that Instagram users mention the names of Sundanese food in their daily posts. The posts can contain information about Sundanese foods or the promotion of foods. Blending has the biggest proportion based on the hashtag. It indicates that blending is mostly used by Instagram users in their posts. The blending words such as *cireng, cilok, cipuk, cimol*, cilor, *cilung*, and others are familiar to Instagram users.

## ACKNOWLEDGEMENT

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