



## AN ANALYSIS OF MORPHOSEMANTICS PROCESS ON LIVE TIKTOK ONLINE SHOP

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### Abstract

This research aims to classify word formation processes of thrift terms, identify the types of semantic change, find out the type of contextual meaning found in TikTok live online shop *Thrift Can Be Fun* account. This research used descriptive qualitative method. This research used the theories of Kridalaksana (2007) for word formation process, Chaer (2013) for semantic change and Pateda (2010) for contextual meaning. The results found that there are five types of word formation process, namely affixation, reduplication, conversion, composition, shortening. Then, there are two types of semantic change also found, namely widening and totally changed. Contextual meaning found two types namely, context of purpose and context of object. Conversion was the most word formation process types of thrift terms words that found in *Thrift Can Be Fun* account's TikTok live online shop. The most dominant semantic change types found is totally changed. Then, context of object was the most contextual meaning types that found in *Thrift Can Be Fun* account's TikTok live online shop.

**Key words:** Morphosemantic, Word Formation, Semantic Change, Contextual Meaning, Live Online Shop

### A. INTRODUCTION

Nowadays, technological developments are growing rapidly, especially information and communication technology which makes human activities more efficient both socially and economically. According to Maria & Widayati (2020), information technology is technology that competes throughout the world in various fields, such as telecommunications, information, education and economics. This increase has led people to engage in buying and selling interactions through social media (e-commerce), changing their shopping lifestyle. TikTok is a popular digital marketing tool utilized by businesses as an

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online buying platform. According to Sholichah& Islam (2022), TikTok is an app that allows people to create 15-second videos with music, filters, and other creative features. TikTok has developed very rapidly over the four years since its launch and now has become a very popular.

In 2021, TikTok released a new feature Tiktok shop which is intended to provide opportunities for business people to sell their products by utilizing their creativity for attracting customers to buy. Juliana (2023) also stated, one of the strategies used by TikTok shop for attracting consumers to make purchases is by adding a live streaming feature in the Tiktok shop application. Live feature makes easy to communicate between sellers and potential buyers, especially about the products they sell, the product quality, size, and materials in detail so that consumers can get quality products (Handayani, Fitriadi & Pauzy, 2022). According to Sulistianti & Sugiarta (2022), there are several reasons consumers use online shops on social media, namely the existence of performance expectancy, which provide benefits for buyers to find the items that they are looking for. In addition, it makes it easy for sellers and buyers to make transactions with the features that are provided and provides services in accordance with customer expectations, such as the items ordered in the pictures and the fast shipping time, as well as social influence that encourages individuals to carry out behavioral intentions.

As the audiences of live online shop, they need to understand the vocabulary in the utterances that mentioned by sellers. In this case, there is a morphosemantics change in the seller's use of vocabulary, example : "*kacau ini topinya*". In this case, seller's utterance means the hat that they sell are very good. The word "*kacau*" is dysphemism, where the meaning of "*kacau*" based on KBBI means a mixed feeling of chaos and insecurity. Based on Chaer (2013), dysphemism involves the use of a more direct, emphatic, or negative term in place of a neutral or positive term. So in this context, the seller used the word "*kacau*" as a positive thing to describe that the hat is very good. In this case, the problem appeared that to attract buyers, people have used words that are not usually used in traditional shop or offline shop. Because the involvement of technology which is a shopping application that emits creation words that are interesting to costumers.

The phenomena above can be categorized as one of linguistics phenomena called morphosemantic change. This change is possibly found in utterance of live online shop uttered by the sellers since there is verbal interaction. Morphosemantic is combination of morphological and semantic components in the structure and meaning of words. According to Ariwardani (2019) morphosemantics is a branch of linguistics that studies the structure of words, the process of word formation, and the meaning of word. It concludes that morphosemantic is a combination of "morpho" and "semantics" which relates to the study of the relationship between word structure (morphology) and its meaning (semantic) in linguistic. In the translation domain, aspects of morphosemantics are important fundamental in constructing accurate words. This usually seen from changes in words and meanings intended in the source of the language to communicate in the target language (Maulana&Sanusi, 2020). It

involves the study of the relationship between word meanings and morphology. While semantics is concerned with the meaning of words and how they communicate meaning in sentences and situations, morphology in linguistics focuses on the basic structure of words and how they are produced.

Based on Hamawand (2011), Morphology studies how words are composed of units of meaning and this science aims to describe word structures and patterns of word formation in a language. It examines how words, sounds, and patterns are formed in a language that have meaning. It determines how morphemes combine to form different words, and how these words can be further modified through the addition of affixes or other morphological changes. According to Fromkin (2014) morpheme is the most basic unit of grammatical function in linguistics. Morphemes are formed to understand how they combine to form words. Kridalaksana (2007) stated morphological process as a process that changes lexemes into words.

Semantics study of meaning which involves examining the relationships between words, and how these meanings combine to form related messages (Leech, 1974). Semantics refers to the study of meaning in language, which include how words, phrases, sentences, and texts convey meaning. In semantics, semantic change occurs which refers to the evolution or modification of the meaning of words or phrases over time. Rohbiah (2020) said, semantic change refers to modifications in the meanings and functions of words in a language's vocabulary throughout time, expressing the lexical content of following phase. According to Chaer (2013) stated, there are factors causing the change in meaning; developments in science and technology, social and culture development, different area of use, association, response different, term development, sense response exchange, abbreviation, and grammatical process. Semantic change can occur due to various linguistic, social, cultural, and historical factors.

Speakers can use language more effectively to convey messages and understand messages received from other people by understanding the relationship between words and meaning. It aims to reveal the underlying concepts and ideas that are expressed through the language. Pateda (2010), summarizes the types of meaning into 29 types of meaning. One of the types is contextual meaning. Lyon (1984) said contextual meaning is the meaning of words that suit the situation in which they are used. Contextual meaning arises as a result the relationship between the utterance and the situation when the utterance is used or meaning appropriate to the context (Suwandi 2019, as cited in Sucihati 2021). Meaning can provide different meanings in different situation. On the other hand in certain situations sentences will have the same meaning.

Moreover, some studies above related to issues have been researched by several researchers, such as Rahman (2022) entitled “Semantic Shift of English Internet Slangs Used in Social Media: Morphosemantic Analysis”. This research identified most common morphological process through word formation found in lexical of English internet slang and identified most common type of shift of meaning used by netizen on social media. Makincoiri (2021) entitled “A Morphosemantic Analysis of Characters’ Names in The Manuscript of *Serat*

*Kadis Nepsu Sekawan'* described morphosemantics study of the names of characters in the manuscript KNS. Then, Ariwardani (2019) entitled "A Morphosemantic Analysis of Market Names in Bantul Regency Special Region of Yogyakarta" examined the market names in Bantul Regency from a morphosemantic perspective. Viramdani (2017) entitled "Morphosemantic Analysis in Electronic Product Brands" explained types of word formation occur in electronic products brands from several developed countries and to comprehend how they denote the meaning.

Further, to explore more about the problem mentioned, the theories of Kridalaksana (2007), Chaer (2013) and Pateda (2010) were used to analyze the data. According to Kridalaksana (2007), word formation processes consist of five processes, which are affixation, reduplication, composition, conversion, and clipping. Pateda divides contextual meaning into ten types, which are Context of Person, Context of the Situation, Context of Purposes, Context of Whether or not a Formal Conversation, Context of Speaker's Mood or Listener's Mood, Context of Time, Context of Place, Context of Object, Context of Completeness of Speech and Hearing Devices, and Linguistic Context. Chaer (2013) stated that a change in meaning becomes widespread in a word or lexeme which previously only had one meaning, but due to various factors it becomes so other meanings. Chaer (2013) classified semantic change into five types: Widening, Narrowing, Totally Changed, Euphemism, and Dysphemism. This research used Kridalaksana (2007), Chaer's theory (2013) and Pateda's theory (2010) appropriated for this research since it explained the word formation process, contextual meaning and semantic change found in utterance live online shop.

## **B. RESEARCH METHOD**

In this research, The researcher used the descriptive qualitative method to analyze the study. It was conducted by directly observing data sources and collecting data in the form of words. Glass and Hopkins (1984) stated that descriptive research is a collection of data that describes a particular problem, followed by organizing, categorizing, describing, and explaining the collected data. Furthermore, Williams (2007) highlights that descriptive research methodology allows the formation of the current situation or phenomenon that is being studied. The researcher proceed this research used the theories of Kridalaksana (2007) for word formation process, Chaer (2013) for semantic change and Pateda (2010) for contextual meaning.

The data of this research were collected from words that have morphosemantic phenomena in TikTok live online shop. The data source were the Tiktok live online shop video on *Thrift can be fun* account with a duration of 2 hours. In choosing the TikTok account in this research, the author had criteria to consider and ensure the relevance of the data as follow :

1. The account sells Secondhand goods
2. The account does live streaming everyday
3. Live duration 2 times a day about 2-4 hours each live streaming.

## C. RESULT AND DISCUSSION

### 1. Research Finding

#### a. Word formation

In this research, the researcher analyzed types of word formation found of Thrift terms of three types in live online shop by *Thrift Can Be Fun* account. Kridalaksana's (2007) theory was used in this research. There are five types of word formation based on Kridalaksana (2007), which are affixation, reduplication, composition, conversion, and shortening. The findings of the analysis is as below:

No.	Word Formation	The Amount of Data Found
1.	Affixation	3
2.	Reduplication	2
3.	Conversion	11
4.	Composition	1
5.	Shortening	2
Total:		19

From the table above, there are 19 words of thrift terms that found in *Thrift Can Be Fun* account's TikTok live online shop. However, based on the table above, the most frequently used category for *Thrift Can Be Fun* account's TikTok live online shop is conversion.

No.	Data	Translation	Types
1.	<i>Menua</i>	Aging	affixation
2.	<i>Berdua</i>	Both	affixation
3.	<i>Digigit</i>	Bitten	affixation
4.	<i>Bolak-balik</i>	Back and forth	reduplication
5.	<i>Gondal-gandul</i>	Hanging	reduplication
6.	<i>Keriting</i>	Curl	Conversion
7.	<i>Rungkad</i>	Destroyed	Conversion
8.	<i>Tempur</i>	Combat	Conversion
9.	Outdoor		Composition
10	<i>Kabar</i>	Tidings	Shortening
11	<i>Nekat</i>	Reckless	Shortening

#### 1.) Affixation

Affixation is the formation of new words by combining roots or bases with affixes, such as bound morphemes which are processes in morphology. The data are shown in the following data:

##### (Datum 1) “*suratnya sudah menua*”

*Menua* (aging) = *me* + *tua*(old)

The word that has morphosemantic phenomenon is the word “*menua*”. The affix *me* + *tua* (a) = *menua*(v). In KBBI, the word “*menua*” means to grow old. However, the word “*menua*” in this case has the meaning of being lost. The seller showed a letter on

the back of the hat that they were offering which the text on the letter had disappeared.

**(Datum 5) “berdua cuman 120 ribu”**

*Berdua*(both)=*ber* + *dua*(two)

The word that has morphosemantic phenomenon is the word “*berdua*”. The affix *ber* + *dua* (num) = *berdua*. in KBBI, the word “*berdua*” means two people who are together. However, the word “*berdua*” in this utterances means that the seller is offering two hats at a low price. So, the word “*berdua*” referred to the two of hats.

**(Datum 15) “setelannya digigit aja”**

*Digigit* (bitten) = *di* + *gigit* (bite)

The word that has morphosemantic phenomenon is the word “*digigit*”. The affix *di* + *gigit* (verb) = *digigit*. in KBBI, the word “*digigit*” means clamping with teeth. However, the word “*digigit*” in this utterances means that the seller explained a hat that has a slightly torn strap.

**2.) Reduplication**

Reduplication is a process of reduplicating the base of a word. The data are shown in the following data :

**(Datum 2) “yang ACG bolak-balik”**

The word that has morphosemantic phenomenon is the word “*bolak-balik*”. In KBBI, the word “*bolak-balik* has the meaning of something that repeatedly moving from one direction to another. In this case, the seller used the word "*bolak-balik*" which is referred to a hat that they were offering. The hat had two different colors on the top of the hat and the bottom of the hat.

**(Datum 6) “masih ada gondal gondul nya tuh”**

The word that has morphosemantic phenomenon is the word “*gondal gondul*” . the word "*gondal gondul*" comes from the Javanese language which means hanging. In KBBI, the word hanging has a meaning that is to be hung or hooked on something higher. in this expression, the seller mentions "*gondal gondul*" showed the audience the tag label that is still on the hat.

**3.) Conversion**

Conversion is process of shifting the function of word without changing the form. The data are shown in the following data:

**(Datum 3) “*karetnya keriting ini*”**

The word that has morphosemantic phenomenon here is “*keriting*”. In KBBI, the word “*keriting*” means small curly hair. There is a shift in the function of the word “*keriting*” to an adjective that has the meaning of stretch. In this case, the seller used the word “*keriting*” to inform the audience that the hat was slightly stretched.

**(Datum 17) “*Ketik gas dulu lah*”**

The word that has morphosemantic phenomenon here is “*gas*”. In KBBI, the word “*gas*” means a light substance with air like properties. However, there is a shift in function in the word “*gas*” without changing its form. Where the word “*gas*” is a noun. Then, the word shifts to a verb which means to start. The seller used the utterances as the opening of their live stream to check the audiences so that they immediately start on their live stream.

**(Datum 3) “*kondisi tempur guys*”**

Based on the datum above, the word “*tempur*” has morphosemantic phenomenon. In KBBI, the meaning of “*tempur*” is war or combat activities in the context of military or other physical conflict. There is a shift in the function of the word “*tempur*” to adjective that has the meaning of damaged. In this utterance, the word “*tempur*” is used by seller in describing a hat that has a little damage.

**4.) Composition**

Composition is a process of combining two words or more to produce a single term. The datum are shown in the following :

**(Datum 10) “*bahannya outdoor guys*”**

Based on the datum above, the word that has morphosemantic phenomenon is “*outdoor*”. The word is formed from the combination of two English words, namely “*out*” (meaning outside) and “*door*” (meaning door). The word “*outdoor*” is used to refer to anything related to outdoor activities. However, in this utterance, the word “*outdoor*” is used by the seller to tell the audience that the hat is a suitable for golf.

**5.) Shortening**

Shortening is an process of removing one or more part of lexeme or lexeme combination of lexemes so that it becomes a new pattern that can be regarded as a word. The data are shown in the following data :

**(Datum 13) “masuk ni centang kabar”**

Based on the datum above, the word that has morphosemantic phenomenon is “*kabar*”. The word “*kabar*” has the meaning of a report about an event. In this utterance, the word “*kabar*” is an abbreviation of a combination of words that becomes a new pattern. The word “*kabar*” the abbreviation of “*kondisi baru*”. The seller shows a hat that still in a good and new condition.

**(Datum 16) “Yang mau ketik nekat 70”**

Based on the datum above, the word that has morphosemantic phenomenon is “*nekat*”. In Indonesian, the word “*nekat*” means stubborn. In this utterance, the word “*nekat*” is an abbreviation of “*navy pekat*”. The seller explained the color of the hat that offered was a deep navy blue.

**b. Semantic Change**

The second research question is about semantic change in TikTok live online shop by *Thrift Can Be Fun*. Theory by Chaer (2010) is used to answer this question. There are five types of semantic change based on Chaer (2010), which are widening, narrowing, totally changed, euphemism, and dysphemism. The result of semantic change is provided in the table as follows:

No.	Semantic change types	The amount of data found
1.	Widening	6
2.	Totally changed	13
Total :		19

From the table above, the types of semantic change found in the utterances of seller’s *Thrift Can Be Fun* account in live online shop can be seen. There are 19 words are found and the most dominant types found is totally changed.

No.	Data	Translation	Types
1.	<i>Menua</i>	Aging	Widening
2.	<i>Dewa</i>	Deity	Widening
3.	<i>Lawas</i>	Old	Widening
4.	<i>Sikat</i>	Brush	Totally changed
5.	<i>Gas</i>	Gas	Totally changed
6.	<i>Pedes</i>	Spicy	Totally changed

**1.) Widening**

A word or lexeme can expand if the meaning has one meaning. Then, due to various factors, another meaning emerged which was still related to the original meaning. The data are shown in the following data:



**(Datum 20) “*Suratnya sudah menua*”**

The word that undergoes semantic change is “*menua*”. The original meaning of “*menua*” is getting old. In this utterances, the meaning of the word “*menua*” is faded and slightly missing. So a hat that has been offered by seller was an old hat which means the tag has faded.

**(Datum 33) “*Topi dewa mau kita jual murah aja nih*”**

The type of semantic change that occurs in this word is widening, where the original meaning of the word “*dewa*” is a person or thing that is highly revered. In this utterance, the meaning of the word “*dewa*” is something very good. So the hats offered are the best and most in demand.

**(Datum 38) “*tag-an nya aman tapi lawas aja bang*”**

The word that has semantic change is “*lawas*”. The original meaning of “*lawas*” is old. In this utterance, the word “*lawas*” means something missing. The seller explained that the text on the tag label on the hat had disappeared.

**2.) Totally Changed**

Changing words that have nothing to do with the original meaning. The data are shown in the following data:

**(Datum 37) “*sikat kak sava*”**

The type of semantic change that occurs in this word is totally changed, where the meaning of “*sikat*” is cleaning tool made of fiber bristles while “*sikat*” in seller’s utterance refers to buy the hat.

**(Datum 36) “*ketik gas dulu lah*”**

The word that has semantic change is “*gas*”. The original meaning of “*gas*” is a light substance that is like air, while “*gas*” in seller’s utterance refers to start the live.

**(Datum 26) “*pedes ga mas harganya*”**

The word that undergoes semantic change is “*pedes*”. The original meaning of “*pedes*” is chili flavor. While the word “*pedes*” means something expensive.

### c. Contextual Meaning

The third research question is determining contextual meaning found in TikTok live online shop by *Thrift Can Be Fun* account. Theory by Pateda (2010) was used in this research. The findings of the analysis is as below:

No.	Context	The amount of data found
1.	Context of purposes	2
2.	Context of object	17
Total:		19

Based on the table above, it can be seen that three out of ten types of contextual meaning found in utterances of seller's *Thrift Can Be Fun* account in live online shop. There are 19 words that found and the mostly used type of contextual meaning is context of object.

The data in this research can be seen in the following table:

No.	Data	Translation	Types
1.	<i>Sikat</i>	Brush	Context of purposes
2.	<i>Gas</i>	Gas	Context of purposes
3.	<i>Pedes</i>	Spicy	Context of object
4.	<i>Enak</i>	Delicious	Context of object
5.	<i>Lawas</i>	Old	Context of object

#### 1.) Context of Purposes

Context in someone's attempt to reach out, order, request and order the interlocutor or listener to do something. The data are shown in the following data:

##### (Datum 55) "*ketik gas dulu lah*"

Based on the datum above, the context of purpose is "*gas*", because the seller asks the audience to type the word "*gas*" as a code to start the live immediately.

##### (Datum 56) "*sikat kak sava*"

The word "*sikat*" can be said as context of purpose, where the seller asked the buyer to immediately take the hat that has been offered during the live.

## 2.) Context of Object

This refers to the focus of the conversation which influences the meaning of the words used. This is the context and method used as a reference in expressing something. The data are shown in the following data:

### (Datum 45) “*pedes ga mas harganya*”

Based on the datum above, the word “*pedes*” refers to the hat has been selling. In this context, the seller read out the audience's question which ensured the price of the hat was expensive or not.

### (Datum 50) “*semakin banyak belanja semakin enak*”

The context of object in this utterance is “*enak*”. The word “*enak*” refers to bonus. which the seller explain that if the buyer buys a lot of hats, they will get a lof of bonuses.

### (Datum 57) “*tag-an nya aman tapi lawas aja bang*”

The word “*lawas*” refers to the label tag of the hat. In this context, the seller showed a hat and explained that the label tag on the hat was faded.

## 2. Discussion

From the discussion above, the data found the following results. The majority of utterances in live online shop TikTok by *Thrift Can Be Fun* account that are subjected to the morphological process of conversion with a total data of 11 words. According to Kridalaksana (2007), conversion is process of shifting the function of word without changing the form. It may be happened because the communication needs between the seller and the audience. The words mentioned by the seller have a variety of meanings that adjust to the seller's communication needs towards the audience.

However, Anita (2021) has different results using the same theory. In Anita's (2021) research, the most common word formation process found is abbreviation. This study discussed slang speech sentences in *Dagelan* Instagram account uploads. The slang words expressed words that are often used in daily communication through posts and comments on *dagelan* accounts. The slang used is in the form of abbreviated words, the placement of the letters is reversed, the word is twisted and many others. In another research, Arnanta (2021) has different results from this research. The most common word formation process is reduplication. It happened because the data from this study examined the utterances in FadilJaidi's social media account comments. Reduplication word formation occurs to provide emphasis to clarify the message conveyed by the comment writer.

Then the most common type of semantic change found is totally changed with 13 words, followed by widening with 8 words. According to Chaer (2013), totally changed is changing words that have nothing to do with the original meaning. Moreover, Chaer (2013) stated, there are factors causing the change in meaning, such as; developments in science and technology, social and cultural development, different area of use, association, response difference, term development, sense response exchange, abbreviation, grammatical process. Based on the data above, the first factor affected totally changed is term development in which the seller developed terms by utilizing new vocabulary and creating new meanings. The second factor is different area of use because buying and selling activities in live online shop have their own vocabularies that were understood and applied in that context. This may happened because of the seller's creativity in selling and attracting attention according to the needs of the audience.

This result in line with Wijaya (2023) which also found totally changed that were the most semantic change types in song. It happened because of the creativity of musician in making song lyrics that used allusions that have words from the original meaning into something that totally changed. Furthermore, this result is also in line with Fareza (2020) which found totally changed was the most semantic change type in absorbent vocabulary (*gariraigo*) in Dr. Stone Manga. It happened because the animated adaptation of the Dr. Stone manga combined science fiction with modern themes, which contained many *gariraigo* terms, and many *gairaiigo* change their lexical meaning in this manga.

However, Aziza (2021) has different result which the most common semantic change is dysphemism. This research discussed about slang language in Instagram. It may happened because dysphemism often used in context of humor and satire which allowed them to communicate critically yet in an entertaining way. In another research, Salsabilla (2023) also had different result. This study discussed the semantic change found in Instagram. The most common type of semantic change is widening. It may be due to the rapid social interaction in social media, when terms can expand to form other new meanings.

In contextual meaning, the most found is the context of object with 17 words of data. According to Pateda (2010), context of object is a tool used as a reference in expressing something. It refers to the object of the talk. Based on the data above, Context of object is commonly found because the seller showed the specific meaning of the object that the seller is talking about. By considering the context, the seller chose the most appropriate words to describe or explain the object appropriately. This result in line with Chotimah (2021) which also found context of object was the most contextual meaning types in song. This happened because of the context of object in song lyrics, which aimed to describe the meaning and message of the song. However, Wijaya (2023) and Wardani (2019) have different results using the same theory. Both of these studies discussed the

contextual meaning in the song. The most common type of contextual meaning found in both studies is context of situation. It may be happened because the words in song lyrics were often used to express certain feelings, emotions or stories. In this context, the meaning is adjusted to the situation of the song to create a deep experience for the listener.

#### **D. CONCLUSION AND SUGGESTIONS**

This research was conducted to find out the morphosemantic phenomenon that occurs in the utterances of secondhand goods sellers in the live online shop by Thrift can be fun account. After analyzed the data, the researcher found the types of word formation, semantic change and contextual meaning. The most common type of word formation process in the live is conversion where there are many words that shift without changing their form. The researcher also found two types of semantic change used in the live online shop. The most used semantic change type is totally changed where there are words that have nothing to do with the original meaning in the seller's expression, second is widening where there are words that develop due to audience factors and secondhand goods that they sell from the live so that other meanings appear that are still related to the original meaning. Regarding to the research, the researcher also found three out of ten types of contextual meaning. The most common type of contextual meaning is context of object. Context of object refers to the focus of the conversation between the seller and the audience so that it affects the words used and the seller uses these words as a reference in expressing something.

Based on the findings above, the researcher analysed morphosemantic occurrences in TikTok live online shop. The researcher classified the word formation process, identified the type of semantic change and found out the type of contextual meaning found in TikTok live online shop. The researcher suggests to the future researcher conduct a more in-depth case study of the morphosemantic phenomenon. The future researcher can discuss morphosemantics from an entertainment perspective, namely song lyrics. The future researcher analyze the role of morphosemantics and how the words in these song lyrics are chosen to create strong or emotional images in the minds of listener.

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