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Morphological Productivity in Travel Agent Instagram Captions: A Corpus-Based Analysis

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Abstract

This study aimed to measure the productivity of word-formation processes on travel agents Instagram captions using Baayen's Potential Productivity (PP) formula. This study employed a descriptive quantitative approach through corpus-based analysis. The data were collected from Traveloka and Booking.com captions through documentation, note-taking & coding, and corpus. The data then analyzed using AntConc to identify hapax legomena and calculate the productivity of each process using Baayen's PP formula. The findings revealed twelve word-formation processes in the corpus, with compounding emerging as the most productive process (PP = 0.154), followed by inflectional morphology (PP = 0.095) and derivational morphology (PP = 0.077). The dominance of compounding indicated that tourism discourse strongly relied on lexical combinations to create informative and attractive promotional expressions, followed by inflectional and derivational processes which contributed significantly by emphasizing tourism activities, experiences, and descriptive characteristics. In contrast, acronym & initialism, blending, cliticization, clipping, reduplication, coinage & eponym, suppletion, and onomatopoeia showed relatively low productivity. Furthermore, the findings demonstrated that the Booking.com corpus achieved a higher overall productivity value than Traveloka despite containing fewer tokens, suggesting a greater degree of lexical variation. Overall, the study showed that morphological productivity in tourism promotional discourse was strongly influenced by communicative and persuasive purposes in digital marketing contexts.

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1. Introduction

Morphology is the branch of linguistics that studies word structure and word formation, including how words are constructed and modified in language use(O'Grady & Archibald, 2019; Lieber, 2009). Words are formed from morphemes, the smallest meaningful units of language, which according to Lieber (2009), are classified into free morphemes and bound morphemes (affixes). However, the process of creating words differ in their ability to generate new ones. Some processes remain highly productive and are frequently used to create new words, whereas others have become less productive or fossilized over time (Baayen, 2009; Khalid & Mohammed, 2025; Lieber, 2009).

Morphological productivity refers to the extent to which a word-formation process can actively produce new and recognizable words in a language (Lieber, 2009). According to Lieber (2009) and Katamba (1994), productivity is influenced by factors such as semantic and phonological transparency, the size of the available base forms, and communicative usefulness. More productive processes are therefore more likely to contribute to lexical expansion. To measure productivity quantitatively, corpus-based studies commonly employ Baayen's Potential Productivity (PP), which is based on the distribution of hapax legomena, or words occurring only once in a corpus (Baayen, 2009; Lieber, 2009). As noted by Lieber (2009), active word-formation processes generate many novel forms that, because they are recently created, appear with a frequency of one. These hapaxes serve as primary evidence of a process's ongoing vitality.

The formula of Potential Productivity formula (P) is expressed as P=n1/N, where where P refers to the potential productivity of a specific word-formation process, n_1 represents the number of hapaxes legomena, and N denotes the total number of tokens in the corpus. The ratio (n1/N) represents the probability of encountering a novel form when selecting a random token from the corpus (Baayen, 2009; Lieber, 2009). A higher P value signifies an open, active process capable of generating new vocabulary, whereas a lower value indicates that the process is largely lexicalized and less productive (Lieber, 2009). Thus, a high concentration of hapaxes directly correlates to a more active and innovative morphological system.

As mentioned before, words are created through systematic mechanisms known as word-formation processes. Lieber (2009) defined word formation as processes used to create new words from existing ones. The formation of new word is important, as words are the essential tools for people to symbolize the phenomenon found in life (Khalid & Mohammed, 2025). O'Grady and Archibald (2019) mention fifteen types of word-formation processes, namely Derivation, Compounding, Inflection, Reduplication, Conversion, Clipping, Blending, Acronym and Initialism, and Coinage and Eponyms. The productivity of word-formation processes varies across languages and processes (Lieber, 2009). For instance, compounding is reported as the most productive process in English, affixation in Indonesian, derivation in German, and acronym formation in Russian (Khalid & Mohammed, 2025; Budiman, 2025; Guseva & Zaglyadkina, 2021). Moreover, social media has become an important source of lexical innovation in the digital era (Nelkoska, 2020).

Instagram, in particular, enables users to express ideas, experiences, and promotional messages through captions (Septiani & Rakhmawati, 2025). One domain in which such lexical creativity is especially visible is tourism. As a global socio-economic and cultural phenomenon Rasyidah (2019); Valencia & Pertiwitidar (2024) highlight that tourism continuously develops new vocabulary related to destinations and services. Travel agent Instagram captions frequently employ newly formed and creative words to attract audiences and promote tourism products. For example, the new term "adrenaline junkies" is formed through compounding and inflection, illustrating both word-formation processes

and their productivity in creating meaningful terms. This makes tourism-related Instagram captions a relevant source for analyzing word formation and morphological productivity.

Previous studies have examined the morphological productivity in various contexts, including comparing the productivity of derivational, compounding, and conversion in English (Mustafa, 2025); productivity in English Covid 19 terms (Emayakre, 2022); and productivity in new English words (Karlygash et al., 2023). More previous studies. These studies indicate that compounding is the most productive word-formation process in English. However, studies that specifically explores tourism-related words in travel agent Instagram captions remains limited. The previous studies also mostly relied on Yule's (2010) word-formation theory and provided limited discussion of morphological productivity based on Lieber's (2009) framework.

This study was conducted provide empirical insights into the morphological productivity of word-formation processes in travel agent Instagram captions by integrating the productivity theory of Lieber (2009), supported with the framework of O'Grady and Archibald (2019). Existing studies was extended by shifting the focus from general English to the tourism realm through a comprehensive quantitative, corpus-based methodology. However, this study was based on the crucial question What is the morphological productivity of each word-formation process in the Traveloka and Booking.com corpora? In this vein, authentic linguistic examples were offered to benefit educators and students, while actionable patterns for promotional branding, such as slogans and taglines, were provided for tourism practitioners. What is this study contributed to as the reason why this study needs to be conducted. Furthermore, a foundational reference was established by this study for future morphological research within tourism-related digital discourse and social media contexts.

2. Method

The study employed quantitative approach to provide information by integrating numerical data (Creswell & Creswell, 2023). Specifically in this study, the descriptive quantitative approach was used to show the measurement of the productivity of each word-formation process purposed by O'Grady and Archibald (2019)

The dataset is comprised of English tourism-related captions posted between January and December 2025 by @traveloka.id on https://www.instagram.com/traveloka.id/ and @bookingcom on https://www.instagram.com/bookingcom/. These accounts were selected as representative of authentic digital tourism promotion and popular travel platforms in 2025, Traveloka is the most popular platform in Indonesia and Booking.com is in the world (Semrush, 2026; Semrush 2026) . Accessed initially on 18 December 2025, the data provided a diverse range of tourism-related terminology for analysis.

This study employed triangulation by integrating quantitative analysis through corpus-based productivity analysis, supported by documentation, note-taking, and coding techniques to determine the word-formation processes found in the data. Through this approach, the study combined numerical analysis with descriptive interpretation in order to obtain more comprehensive and reliable findings. Several instruments were utilized in collecting and analyzing the data. AntConc was used as the primary corpus analysis tool, in which the "Word" sub-tool was employed to identify hapax legomena and calculate word frequencies, while the "RegEx" feature was applied to identify linguistic patterns through specific search formulas such as \b(prefix)\w+ for prefixes and \w+suffix\b for suffixes. In addition, Baayen's Potential Productivity formula, P=n1/N was utilized to measure the productivity level of each word-formation process identified in the corpus. Screenshots were also used as documentation to provide visual evidence of the collected data and analysis results.

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Furthermore, Excel coding sheets were employed to classify the data into word-formation categories, in which lexemes involving multiple processes were systematically coded under all relevant categories to ensure accurate classification and analysis.

The data were limited to English tourism-related words found in captions between January and December 2025. Consequently, any words appearing in visual media (pictures or videos), unrelated to tourism, or outside the specified period were eliminated.

This study analyzed the dataset using AntConc to identify word productivity and verify hapax legomena, as proposed in productivity theory. The analysis began with data preparation, which involved extracting the data and removing non-linguistic as well as non-tourism-related elements such as emojis, hashtags, and unnecessary symbols or words. Afterward, the data were classified according to their respective word-formation categories to facilitate systematic analysis. The data processing stage was then conducted using AntConc, particularly through the "Word" sub-tool and the "RegEx" feature, to identify hapax legomena and determine word frequencies within the corpus. Furthermore, the calculation of productivity was carried out by applying Baayen's Potential Productivity formula, P=n1/N in order to measure the productivity level of each word-formation process. Finally, the analyzed data were presented through tables and charts to provide a clearer and more organized visualization of the findings.

3. Result

The analysis identified 11 word-formation processes in the corpus, namely compounding, inflectional, derivational, acronym and initialism, blending, cliticization, clipping, reduplication, coinage and eponym, suppletion, and onomatopoeia. The productivity of each process was measured using the Potential Productivity (PP) formula based on the occurrence of hapax legomena in relation to the total number of tokens.

Table 1. Overall Distribution of Word-formation Processes and Potential Productivity in the Traveloka and Booking.com Corpora

No.	Word-Formation Process	Freq.	Total Hapax	Total Token	Total PP
1	Compounding	210	94	609	0.154
2	Inflectional	178	58	609	0.095
3	Derivational	107	47	609	0.077
4	Acronym & Initialism	38	12	609	0.019
5	Blending	33	11	609	0.018
6	Cliticization	5	5	609	0.008
7	Clipping	47	5	609	0.008
8	Reduplication	4	4	609	0.006
9	Coinage & Eponym	10	4	609	0.006
10	Suppletion	12	3	609	0.004
11	Onomatopoeia	2	2	609	0.003
	Total	646	248	609	0.402

The findings showed that the corpus contained 609 tokens that exhibited word-formation processes. However, the total frequency of identified processes reached 646 because some lexical items underwent multiple word-formation processes and were therefore counted more than once. Among these processes, compounding was the most frequent with 210 occurrences, followed by inflectional processes with 178 occurrences and derivational processes with 107 occurrences. The high frequencies of these three categories indicate that lexical innovation in the tourism corpus relied heavily on word combination, grammatical inflection, and affixation.

In contrast, the remaining processes showed considerably lower productivity values. The overall productivity of the corpus reached 0.407, which indicated a relatively high occurrence of hapax legomena in the dataset. Figure 1 below showed more comprehensive display of the results.

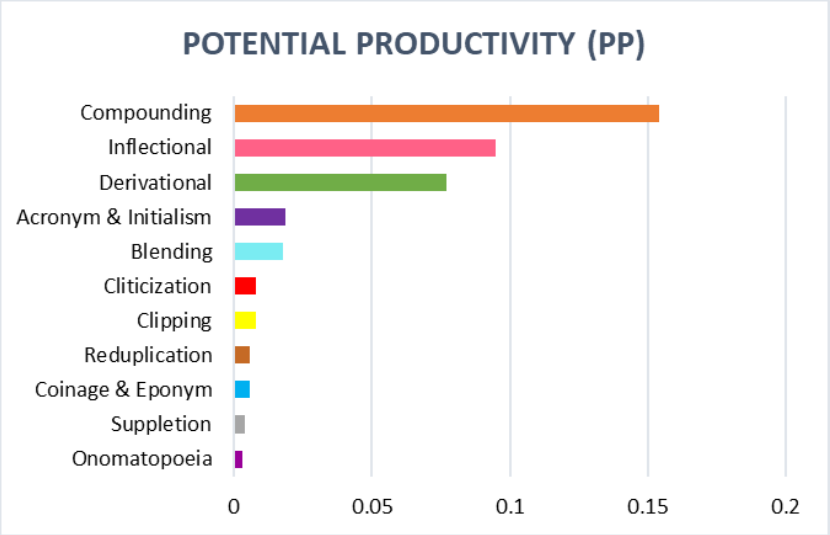

Figure 1. Distribution of Word-formation Processes and the Potential Productivity Across the Corpora

Compounding Potential Productivity

The compounding process was the most productive word-formation processes, which all three sub-types of compounding process were found in the corpora. The first one is open compound which means the compounding words are separated by a space, closed compound is the compound words that written as a single words, and hyphenated compound which separated with a hyphen (O'Grady & Archibald, 2019).

Table 2. The Compounding Sub-types and the Potential Productivity

Compounding Sub-types	Total Hapax	Total Token	Total PP	Percentages (%)	Example	Notes
Open Compound	61	609	0.100	65	Feris wheel	Ferris + wheel
Closed Compound	23	609	0.037	24	Housekeeping	House + keeping
Hyphenated Compound	10	609	0.016	11	Pet-friendly	Pet + friendly
Total	94	609	0.154	100		

The findings demonstrated that open compounds were the most productive compounding subtype with 61 hapax items and a PP value of 0.100, contributing 65% of the total compounding productivity. Closed compounds ranked second with 23 hapax items and a PP value of 0.037 or 24%, while hyphenated compounds became the least productive subtype with 10 hapax items and a PP value of 0.016 or 11%. The distribution could be seen more comprehensively with the figure 2 below.

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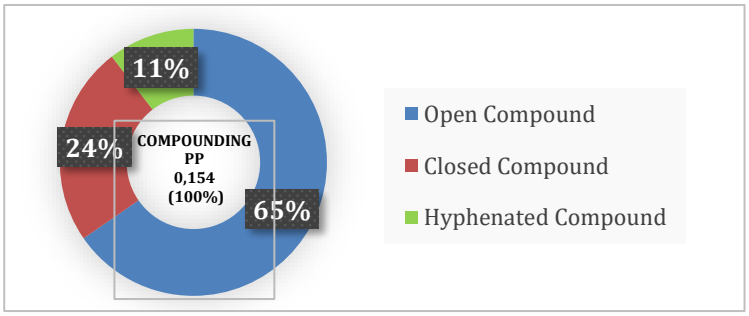

Figure 2. Distribution of Compounding Potential Productivity

Inflectional Potential Productivity

Inflectional was the second most productive word-formation process in the corpora. This study divided the results of the inflectional process based on the three word-categories, which are Nouns, Verbs, and Adjectives.

Table 3. The Inflectional Sub-types and the Potential Productivity

Inflectional Sub-types	Total Hapax	Total Token	Total PP	Percentages (%)	Example	Notes
Nouns	36	609	0.059	62.1	Holidays	Holiday+ s
Verbs	19	609	0.031	32.7	Hiking	Hike + ing
Adjectives	3	609	0.004	5.2	Warmer	Warm + er
Total	**94**	**609**	**0.095**	**100**		

The analysis of inflectional morphology revealed that noun inflections became the most productive category with 36 hapax items and a PP value of 0.059, contributing 62.1% of the total inflectional productivity. Verb inflections ranked second with 19 hapax items and a PP value of 0.031 or 32.7%. In comparison, adjective inflections showed the lowest productivity with only 3 hapax items and a PP value of 0.004 or 5.2%. Figure 3 showed the result more comprehensively.

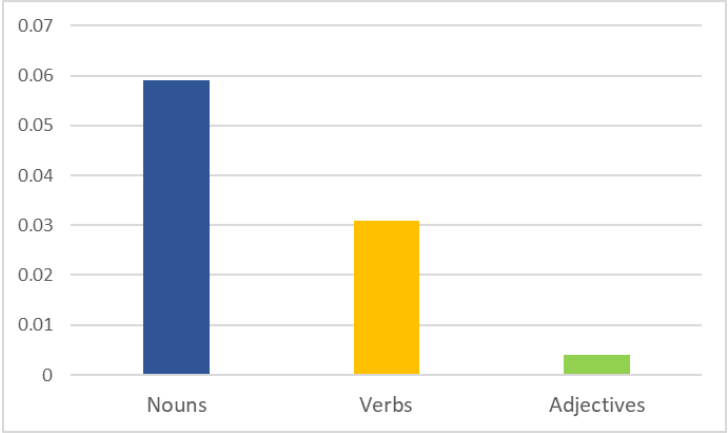

Figure 3. Distribution of Inflectional Potential Productivity

Derivational Potential Productivity

Derivation process is the third most productive word formation processes in this study. The sub-types of derivational following the Haspelmath (2002) framework which divided the derivational process into nine sub-types. In this study, only six sub-types were found, which could be seen in table 4.

Table 4. The Derivational Sub-types and the Potential Productivity

Derivational Sub-types	Total Hapax	Total Token	Total PP	Percentages (%)	Example	Notes
Deverbal Nouns	19	609	0.031	40.4	Destination	Destine + ation
Denominal Adjectives	17	609	0.027	36.1	Cultural	Culture + al
Deadjectival Nouns	4	609	0.006	8.5	Wellness	Well + ness
Denominal Nouns	3	609	0.004	6.4	Japanese	Japan + ese
Deverbal Adjectives	2	609	0.003	4.3	Executive	Execute + ive
Deverbal Verbs	2	609	0.003	4.3	Recharge	Re + charge
Total	**47**	**609**	**0,077**	**100**		

The analysis showed that deverbal nouns became the most productive derivational category with 19 hapax items and a PP value of 0.031, representing 40.4% of the total derivational productivity. Denominal adjectives ranked second with 17 hapax items and a PP value of 0.027, contributing 36.1%. Deadjectival nouns contributed 4 hapax items with a PP value of 0.006 or 8.5%, while denominal nouns accounted for 3 hapax items with a PP value of 0.004 or 6.4%. Deverbal adjectives and deverbal verbs each produced 2 hapax items with a PP value of 0.003 or 4.3%. This could also be seen in figure 4.

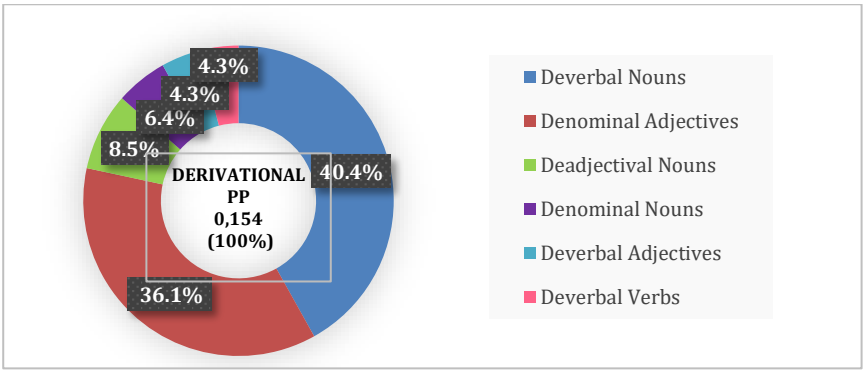

Figure 4. Distribution of Derivational Potential Productivity

Other Minor Word-formation Processes Potential Productivity

The other word formation processes in this study could be classified as minor, since these processes contributed fewer productivity in the corpora as shown in table 5.

Table 5. The Minor Word-formation Processes and the Potential Productivity

Process	Total Hapax	Total Token	Total PP	Example	Notes
Acronym & Initialism	12	609	0.019	• ASAP • CET	• As Soon As Possible • Central European Time
Blending	11	609	0.018	Oceanarium	Ocean + Aquarium
Cliticization	5	609	0.008	Vancouver's	Vancouver + possessive/aux
Clipping	5	609	0.008	Expo	Exposition
Reduplication	4	609	0.006	Win-win	Win+win
Coinage & Eponym	4	609	0.006	• Vespa	• Brand name

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				• Muggle	• Term from novel
Suppletion	3	609	0.004	Flight	Past/participle form
Onomatopoeia	2	609	0.003	Whoosh	Mimic the sound of wind and fast

Acronym and initialism obtained a PP value of 0.019, followed by blending with 0.018. Cliticization and clipping shared the same PP value of 0.008, while reduplication and coinage and eponym both reached 0.006. Conversion and suppletion each obtained a PP value of 0.004, whereas onomatopoeia became the least productive process with a PP value of 0.003. The same results could be seen in the form of chart in figure 5.

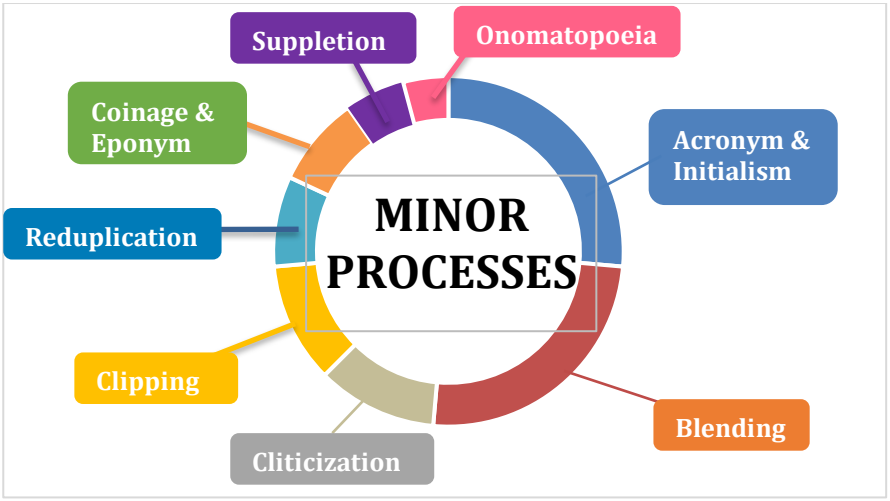

Figure 5. Distribution of Minor Word-formation Processes Potential Productivity

Comparative of Potential Productivity Between Traveloka and Booking.com

This study revealed that the Traveloka and Booking.com captions have a big gap of data in terms of hapaxes and tokens, which automatically also effects the potential productivity of each platform. The data could be seen in table 6.

Table 6. Comparative of Potential Productivity Between Traveloka and Booking.com

Corpus	Total Hapax	Total Token	Total PP
Traveloka	159	415	0.383
Booking,com	89	194	0.458
Combined	248	609	0.407

Individually, the Traveloka corpus obtained a PP value of 0.383 with 159 hapax items from 415 tokens, while the Booking.com corpus produced a higher PP value of 0.458 with 89 hapax items from 194 tokens. These findings suggested that Booking.com demonstrated a slightly higher degree of lexical productivity despite containing fewer total tokens than Traveloka. The results also could be seen in figure 6 in the form of chart.

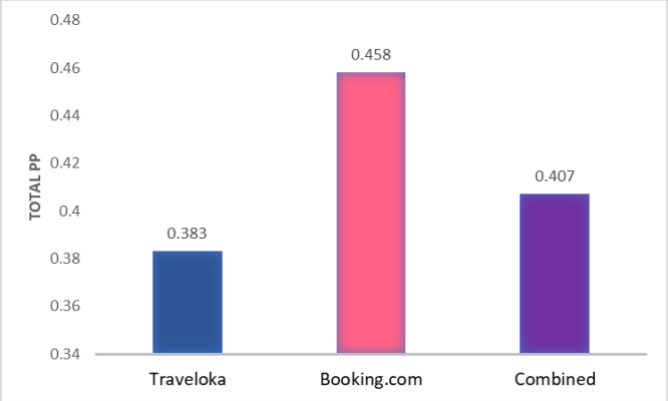

Figure 6. Comparative of Potential Productivity Between Traveloka and Booking.com

4. Discussion

The findings demonstrated that compounding became the most productive word-formation process in the corpus. This result indicated that the tourism and hospitality discourse in Traveloka and Booking.com strongly relied on the combination of lexical items to create new meanings and attract readers' attention. The dominance of compounding process suggested that lexical combinations were preferred since words in tourism industry often combine two lexical to name a new, specific type of tourist or travel as a demand in creative tourism industry (Sandyha & Polonska, 2023; Supartini et al., 2024). Expressions such as travel fair, business class, sleeper bus, and family-friendly reflected how tourism-related concepts were commonly formed through compounding. The high productivity of compounding also reflected the flexibility of English morphology in digital tourism promotion, which I this case is the captions. Through compounding, platforms could create concise but informative and creative expressions to named services, facilities, and travel experiences as well as supporting the idea that compounding allowed rapid lexical innovation growth (Supartini et al., 2024).

Inflectional morphology became the second most productive process. Based on the results, the dominance of noun inflections showed that plural markers frequently appeared to describe tourism destinations, facilities, and services, such as hills, massages, and pick-ups. Meanwhile, verb inflections were commonly used to express activities and promotional actions such as hiking, skydiving, and first-served. Most of the verb inflections use the suffix "-ing" to describe the process of the activity, which in the captions, were used to persuade the audience as an invitation to actively engage and immerse in the activity being offered (Karimalievna, 2024). The relatively low productivity of adjective inflections indicated that comparative and superlative forms were less varied in the corpus. The positive adjectives were used, such as happier, warmer, and happiest to shape the readers emotions, attitudes, and beliefs toward the activities or tourism attractions being offered (Goshkheteliani & Kalandia, 2022).

Derivational morphology ranked third in productivity, indicating that affixation processes which change meaning or alter word classes remained important in promoting tourism through captions. The two most productive sub-types of derivation revealed that nouns and adjectives were the dominant word categories in the corpus. The high occurrence of deverbal nouns suggested that verbs were frequently transformed into nouns to construct concepts related to activities, experiences, and tourism professions, such as *accommodation*, *exhibition*, and *photographer*. This finding reflects the tendency of tourism captions to package events and experiences as marketable products (Čivre et al., 2024). In addition, denominal adjectives also demonstrated high productivity, as words such as *cultural* and *seasonal* played a significant role in describing the characteristics of tourism

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attractions. These adjectives helped influence the emotional responses and perceptions of readers within promotional tourism discourse, specifically captions (Goshkheteliani & Kalandia, 2022).

The lower productivity of blending, acronym and initialism, clipping, and other minor processes indicated that these formations were less central in the corpus. Even though these processes contributed to lexical creativity, their occurrence remained limited compared to compounding and derivation. Acronyms and initialisms mainly appeared in technological or promotional terms, while blending was often used to create trendy or modern expressions.

The results also revealed that Booking.com obtained a higher PP value (0.458) than Traveloka (0.383), despite containing considerably fewer tokens. Since Potential Productivity is calculated by dividing the number of hapax legomena by the total number of tokens, this result indicates that Booking.com generated a larger proportion of words occurring only once in the corpus. A high concentration of hapax legomena is generally associated with productive word-formation processes because newly coined or less conventional lexical items tend to appear infrequently. Therefore, the higher PP value suggests that Booking.com employed a more diverse and innovative vocabulary, introducing a greater variety of lexical forms relative to the size of its corpus.

In contrast, although Traveloka contained a substantially larger number of tokens (415 compared to 194), its lower PP value indicates that lexical items were reused more frequently throughout the corpus. This pattern suggests a stronger reliance on recurring vocabulary and formulaic expressions commonly found in tourism promotion, such as repeated references to destinations, facilities, services, and promotional features. Consequently, the proportion of hapax legomena was lower relative to the corpus size, resulting in reduced productivity. These findings demonstrate that corpus size alone does not determine morphological productivity; rather, productivity depends on the proportion of unique lexical items generated within the corpus. Thus, Booking.com exhibited greater lexical innovation, whereas Traveloka showed a higher degree of lexical repetition and consistency in its promotional language.

Overall, the findings indicated that morphological productivity in tourism through Traveloka and Booking.com Instagram captions was strongly influenced by communicative purposes. The dominance of compounding, inflectional morphology, and derivational morphology reflected the need to create informative, attractive, and easily understandable expressions in digital tourism promotion. These processes enabled tourism platforms to efficiently construct promotional language while still maintaining lexical creativity.

5. Conclusion

This study examined the morphological productivity of word-formation processes in tourism-related Instagram captions from Traveloka and Booking.com by applying Baayen's Potential Productivity framework and the word-formation classification proposed by O'Grady and Archibald. The findings revealed that compounding was the most productive word-formation process, followed by inflectional and derivational morphology. These results indicated that the captions mainly relied on lexical combinations, grammatical inflections, and affixation to construct attractive, informative, and persuasive expressions for digital audiences. The dominance of compounding reflected the tendency of tourism discourse to efficiently create new tourism-related concepts and services, while inflectional and derivational processes supported the expression of activities, experiences, and descriptive characteristics of tourism attractions.

The study also demonstrated that minor processes such as blending, clipping, acronym and initialism, reduplication, suppletion, and onomatopoeia contributed less significantly to lexical innovation within the corpus. In addition, the comparison between the two corpora showed that Booking.com achieved a higher productivity value despite having fewer tokens, suggesting a greater degree of lexical variation compared to Traveloka.

However, this study was limited to English tourism-related captions collected from only two Instagram accounts within a one-year period. The findings therefore cannot be generalized to all tourism industry captions in other social media platforms. Future studies are recommended to investigate larger and more diverse corpora, include multilingual tourism account, or compare productivity across different social media platforms and tourism industries. Further research may also explore the relationship between morphological productivity and audience engagement in digital marketing communication

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