



Word Formation and Meanings of English Makeup Terms in Indonesian Local Makeup Brands

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Abstract

This research was aimed at analyze the various word formations, their processes, and the meanings associated with English makeup terms in Indonesian local makeup brands. This research used a descriptive qualitative approach. The researchers collected the data by selecting items from The Female Daily Award 2024 official website. The researchers employed Yule's (2020) theory for both morphology and semantics in this study. The data that contained word formation were collected and then analyzed based on the processes of how the words are formed and analyzed the meaning using all the data. The research findings indicate that Indonesian local makeup brands employ four distinct forms of word formation in their English makeup terminology. The research identified four types of word formation, which included compound, clipping, coinage, and multiple processes. Among those types, compound emerged as the most prevalent word formation.

Keywords: *word formation; meanings; Indonesian local makeup*

Introduction

The beauty industry, which has developed and changed over the past few decades in Indonesia, has met people's needs for beauty and self-care. Makeup has become something important in women's lives. Women benefit from using cosmetics as it transforms their self-perception, allowing them to apply makeup to their face and body according to their preferences (Kellie, Blake, & Brooks, 2021). Makeup is necessary to make someone look beautiful and neat in their appearance (Tristiana, Ervina, & Kursistin Handayani, 2024). The growth of local makeup in Indonesia not only shows an increase in the emergence of new local brands but also raises public awareness about better appearance. According to the data, 54% of

Indonesians prefer to use local makeup for their needs (Pahlevi, 2022).

The beauty and personal care market in Indonesia experiences yearly growth (Khoirunnisaa & Septiana Harti, 2023). With high public interest in beauty and self-care, diverse makeup terms have emerged. However, many Indonesian brands prefer using English terms on their products, even though English is not the primary language in the country. This poses a challenge for consumers who struggle to understand these terms. If the meaning of product terms is unclear, understanding the product's essence becomes difficult. Therefore, this research analyzes English makeup terms used in Indonesian local makeup. Additionally, sellers use such terminology to facilitate easier buyer decision-making.

The researcher will analyze the data using morphological theory. Word formation, which is a branch of linguistics, studies the process of creating new words. (Baker & Hengeveld, 2012). According to (Fromkin, Rodman, & Hyams, 2014) word formation involves generating new words based on morphological rules. Yule (2020) defines it as the study of how words are formed. Alongside word formation, the evolution of meaning, studied in semantics, also influences words. (Baker & Hengeveld, 2012) describe meaning as interrelated linguistic information, while (Yule, 2020) highlights its personal attachment to words. According to (Saeed, 2009), the structure of words and phrases determines the meaning of a sentence. The researchers can assert that words and their meanings are interconnected entities. This implies that the existence of words shapes meaning, and words possess their own significance.

The approach theory aims to identify the categories under which local makeup products are classified. (Yule, 2020) proposes nine categories for use: neologism, etymology, borrowing, compounding, clipping, conversion, coinage, derivation, and multiple processes. This type of grouping will help identify the name of the makeup product. To understand the meaning of the local make-up product's name, the researchers will apply the George Yule semantic theory to determine the meaning of the term in the local product name. According to (Yule, 2020), Semantics theory can be divided into two categories: referential meanings and associative or emotional meanings.

The first previous study conducted by (Taqiyyudin & Moehkardi, 2023) examines the processes of word development and the meanings of compound words in articles from National Geographic magazine. The study, employing qualitative methodologies, identified 241 compound words in the January–July editions, revealing a greater prevalence of endocentric compounds relative to exocentric ones. Another study by (Safira, 2022) analyzed word formation in 25 local and foreign cosmetic brand names acquired from Shopee. The findings, derived from a descriptive-qualitative methodology, indicate five types of word formation processes employed in the naming of cosmetic products. The third study conducted by (Izzeti, 2019) examines word-formation processes in the names of

Sophie Paris cosmetic products. The study used qualitative methods and data from the Sophie Paris catalog to find nine word-formation processes. It was emphasized that many processes are used to come up with a single product name.

Previous research (Taqiyyudin & Moehkardi, 2023); (Safira, 2022); (Izzeti, 2019) looked at how words are formed in a range of situations, such as when naming a product, selling it, or creating a brand. But there haven't been many studies that look at the English words used by Indonesian makeup brands using both semantic theory and morphology theory. The goal of this study is to examine the various word formations and their meanings in these product names. The study's goal is to look at the different ways that Indonesian makeup brands use English words and what those words mean. Its main goal is to find the most important language processes and explain how they affect how meaning is made and how brands are promoted.

Method

This study used a qualitative approach with a content analysis design (Krippendorff, 2019) was used in this qualitative study to find patterns and meanings in the English words used in Indonesian makeup products for branding and word formation. The researchers used a manual linguistic approach to code word formations (Barlian, 2016), focusing on finding out how words are formed and looking at the subtleties of meaning in the product terms.

The data collection technique involved three steps: (1) identifying and collecting English product names from the Female Daily Award 2024 products, focusing on their word formation processes and semantic processes, and analyzing referential and associative meanings to explore branding strategies; (2) filtering and selecting relevant data, ensuring linguistic accuracy and eliminating unclear terms through peer validation, based on linguistic novelty, branding frequency, and (3) organizing the data by categorizing product names according to word formation processes such as compounding, borrowing, and clipping, linking them to their linguistic and semantic functions for further analysis.

The primary sources for this study included official websites, e-commerce platforms like Shopee, and social media accounts of local Indonesian makeup brands. These platforms provided product names recognized for their branding strategies and linguistic creativity.

Data analysis followed the steps outlined by (Miles, Huberman, & Saldaña, 2014): (1) data condensation, (2) data display, and (3) conclusion drawing/verification. First, the researchers categorized English terms into thematic groups, filtered irrelevant data, and ensured linguistic accuracy through expert reviews. Next, the researchers visually displayed the data to identify

patterns and relationships. Finally, we drew conclusions by connecting the findings to the meanings of product names and ensuring the study's reliability and consistency through peer validation.

Results

After thoroughly explaining a variety of local Indonesian makeup terms, the researchers identified several types of word formation and meaning processes. This table shows the results of the study. The product names were put into groups based on how words are formed, including compounding, conversion, clipping, derivation, coinage, and multiple processes. We also formed the groups based on the meaning of the words, which included referential and associative meanings. The researchers carefully examined each product name for its linguistic structure, and the results reflect the diversity of word formation methods used in the branding of makeup products.

Table 1. The Data of English Makeup Terms in Indonesian Local Makeup Brands

NO	Data	Pattern	Total of Data
1.	<u>DEWDROP! Lips and Cheek Tint</u>	Compounding + NP	
2.	<u>Make It Glow Techno-Fixed Matte Primer</u>	VP + Compounding + NP	
3.	<u>Powerstay 24H The weightless Liquid Foundation</u>	Compounding + NP	
4.	<u>Skinveil Cover Concealer</u>	Compounding + NP	
5.	<u>Wonder Crush Serum Liquid Blush</u>	Compounding + NP	
6.	<u>Ultra-Dreamy Eyeshadow Compact</u>	Compounding + NP	
7.	<u>Intense Precision Jetliner</u>	Compounding + N	
8.	<u>Abracadabrow Tinted Brow Laminator</u>	Compounding + NP	
9.	<u>DreamSetter</u>	Compounding	
10.	<u>Thunder Lash Mascara</u>	Compounding + N	
11.	<u>Creamatte Lip Cream</u>	Clipping + NP	
12.	<u>Glasting Liquid Lip</u>	Coinage + NP	
13.	<u>Hooman Under Control HD Blur Loose</u>	Coinage + NP + Coinage	

	<u>Powder</u>	+ NP	
14.	<u>The Realest Lightweight Skin Tint</u>	Derivation + Compounding + NP	
15.	<u>Sponge-Tip Seamless Liquid Contour</u>	Compounding + Derivation + NP	
	Total		15

This study sorts the 15 terms into four different word formation processes. Each one shows a different way of using language creatively when naming things. Words combine to form new ones. "Skinveil Cover Concealer" is an example of compounding because it describes a product that covers your skin with a natural veil. "Creamatte Lip Cream" exemplifies clipping by combining and condensing the words "cream" and "matte." This makes a short, easy-to-remember name that stresses the product's light texture and natural, matte, and smooth finish. An example of coinage is "Glasting Liquid Lip," which combines "gloss" and "lasting" in a creative way to make "glasting." A single, powerful word captures the product's promise of both high shine and long-lasting wear. Finally, the phrase "The Realest Lightweight Skin Tint" shows how a multi-process formation works. Adding the "-est" to the word "real" transforms it into "realest," while adding the "-est" to the word "lightweight" transforms it into "lightweight." This process creates a product with a natural, light finish that enhances the skin's freshness and health.

Discussion

The researchers will explain word formation and meanings in this discussion. The study employed 13 brands, including Rollover Reaction, PIXY, MAKEOVER, Rose All Day, Instaperfect, Somethinc, ESQA, Luxcrime, Kiva, Mother of Pearl, Studio Tropik, Wardah Cosmetics, and Emina, based on 15 data points from the Female Daily Award 2024.

The researchers sourced the data and interpretation from the Official Female Daily Award 2024 website (<https://awards.femaledaily.com/winners>), their official website, Shopee, or the official Instagram account.

In analyzing the linguistic aspects of cosmetic branding, the study identifies a gap in "Pola Penulisan Nama Brand Kosmetik" in by Juwinda & Asrini (2022), This paper focuses on the writing patterns of Indonesian cosmetic brand names, acronym, clipping, and the impacts on the perception of those targeted consumers. Yet, while Juwinda's research examined product names in process, she does not

explore word formation processes of blending, compounding or coinage in product name formation or their contributions in forming particular meanings. This gap provides an opportunity to analyze Indonesian makeup product terms through its linguistic aspect, especially the role of word formation in recognizing their meaning.

Datum 1 DEWDROP! Lips and Cheek Tint

DEWDRO + The Lips and Cheek Tint
Compounding Noun Phrase

The analyzed data is a product, "DEWDROP! Lips and Cheek Tint". The word "Dewdrop" was created by combining the words "dew" and "drop," which gives a fresh, natural, and gentle impression, similar to morning dew that refreshes the skin. Then this name is combined with the term "The Lips and Cheek Tint," which explains the product's function to provide a natural color to the lips and cheeks. Its structure consists of a determiner (the), modifier (lips and cheek), and head noun (tint). This product functions as adds color to the cheeks and lips and has an associative meaning that describes refreshing and invigorating morning dew, providing a radiant and natural skin result.

In this data, the following pattern was found:
Word Formation [Compounding + NP]

Datum 2 Make It Glow Techno-Fixed Matte Primer

Make It Glow + Techno-Fixed + Matte Primer
Verb Phrase Compounding Noun Phrase

The analyzed data is a product, "Make It Glow techno-fixed matte primer". "Make It Glow" is a verb phrase that acts as a modifier, describing a glowing result on the skin and creating the impression of healthy and natural skin. The compounding process forms "Techno-Fixed" by combining "techno" (technology) and "fixed" (locked), highlighting technological innovation in product formulation. "Matte" is an adjective that describes the final effect of a non-shiny matte appearance. "Primer" is the head noun, referring to the product's function as a makeup base. "Make It Glow" is a verbal phrase that acts as a modifier, describing a glowing result on the skin and creating the impression of healthy and natural skin. The compounding process forms "Techno-Fixed" by combining "techno" (technology) and "fixed" (locked), highlighting technological innovation in product formulation. "Matte" is an adjective that describes the final effect of a non-shiny matte appearance. "Primer" is the head noun, referring to the product's function as a makeup base. This product has a referential meaning as a makeup base that

prepares the skin for long-lasting results with a matte effect. It also has an associative meaning that reflects technological sophistication, a radiant skin appearance, and a professional finish.

In this data, the following pattern was found:

Word Formation [VP + Compounding + NP]

Datum 3 Powerstay 24H weightless Liquid Foundation

Powerstay + 24H weightless Liquid Foundation

Compounding Noun Phrase

The analyzed data is a product, "Powerstay 24H Weightless Liquid Foundation." The word "Powerstay" is the result of compounding "power" and "stay," which describes the product's resilience and durability. "24H" is a numerical phrase that indicates the duration of the product lasting for 24 hours. "Weightless" is an adjective that describes the quality of the product as light, giving the impression that this foundation does not feel heavy on the skin. "Liquid" is an adjective that describes the form or texture of the product, namely a liquid foundation. "Foundation" serves as the head noun, indicating that this product is a type of makeup base. The referential meaning is a liquid foundation that will stay up to 24 hours with a light formula. This associative meaning conveys a sense of a long-lasting, comfortable product, suitable for a perfect statement on daytime and nighttime occasions.

In this data, the following pattern was found:

Word Formation [Compounding + NP]

Datum 4 Skinveil Cover Concealer

Skinveil + Cover Concealer

Compounding Noun Phrase

The analyzed data is a product, "Skinveil Cover Concealer." The word "Skinveil" is formed through a compounding process, which is a combination of the word's "skin" and "veil," creating an association with a thin layer that protects the skin, giving an impression of protection and softness. "Skinveil" gives the impression that this product is capable of providing a smooth and flawless skin appearance, as if the skin is covered by a light yet effective protective layer. Then, "Cover" functions as a verb that describes the main function of the product, which is to cover imperfections on the skin, such as blemishes or acne scars. This name

ends with the noun “concealer,” which refers to a cosmetic product used to hide or cover imperfections on the skin, with a structure consisting of the head noun (concealer) and the modifier (cover) as well as additional modifiers (skinveil). In terms of meaning, this product has a referential meaning as a product to cover skin imperfections, as well as an associative meaning that links the product with protection and a smooth, protected skin appearance from external disturbances.

In this data, the following pattern was found:

Word Formation [Compounding + NP]

Datum 5 Wonder crush Serum Liquid Blush

Wonder crush + Serum Liquid Blush

Compounding Noun Phrase

The analyzed data is a product, “Wonder Crush Serum Liquid Blush.” The word “Wonder” is a root word that describes the wonder or amazement at something, “Crush” is a noun that means a feeling of attraction or fascination, giving an impression that makes users fall in love with the product’s results. The combination of the words “Wonder Crush” forms a compound adjective that indicates a pleasant and new appearance of this product. “Serum” is a root word that refers to a type of skincare product that usually nourishes the skin, giving the impression that this blush has a smooth texture and thus showcasing healthy skin. “Liquid Blush” is a noun phrase that describes the product as a liquid blush that gives a natural color to healthy cheeks. This structure consists of a head noun (blush) that indicates the type of product, with modifiers (liquid, serum) that describe the texture and properties of the product, as well as additional modifiers (wonder, crush) that depict the user experience. In terms of meaning, this product has a referential meaning as a liquid serum that adds color to the cheeks with a natural and fresh result, as well as an associative meaning that links the product with a sense of wonder and a feeling of falling in love with a bright and healthy cheek appearance.

In this data, the following pattern was found:

Word Formation [Compounding + NP]

Datum 6 Ultra Dreamy Eyeshadow Compact

Ultra-Dreamy + Eyeshadow Compact

Compounding Noun Phrase

The analyzed data is a product, "Ultra Dreamy Eyeshadow Compact." The word "Ultra" serves as a prefix to bolster the subsequent word, creating an impression of exceptional or high quality. In this instance, "Ultra" indicates that this eyeshadow possesses a superior quality or effect, surpassing that of an ordinary product. "Dreamy" is an adjective that describes an impression that is soft, alluring, and full of whimsy, giving associations to a beautiful and mesmerizing eye look. "Ultra-Dreamy" forms a compound adjective that describes a visual impression that is extraordinary and enchanting. Then, "eyeshadow" serves as a head noun, characterizing a type of cosmetic product that adds color to the eyelids. Finally, "compact" is a noun that indicates the form of the product, which is eyeshadow in a compact and easy-to-carry form. This name forms a noun phrase with a structure consisting of a modifier (Ultra, Dreamy) and a head noun (Eyeshadow), with the additional modifier (Compact) describing the physical form of the product. The product is a referential product (a compact eyeshadow of exceptional quality that gives a wonderful look to the eyes) and an associative product by which the product is associated with the look of the beautiful, dreamy, subtle eyes.

In this data, the following pattern was found:

Word Formation [Compounding + NP]

Datum 7 Intense Precision Jetliner

<u>Intense Precision</u> + <u>Jetliner</u>
Compounding Noun

The analyzed data is a product, "Intense Precision Jetliner." The word "intense" is an adjective that describes a profound force or appeal, suggesting that this product provides a sharp and dramatic effect, ideal for a more prominent and striking eyeliner look. "Precision" is a noun that indicates a level of precision or accuracy, implying that this product is designed to provide a highly accurate and precise application. The combined words "Intense Precision" form a compound adjective that describes the quality of this eyeliner that is not only powerful but also extremely precise in application. Lastly, "Jetliner" is a noun that refers to a type of eyeliner that has a firm and smooth line-like shape, perhaps describing the sharpness and smoothness of the application of this product, with associations to the speed and smoothness of jet flights, indicating a product that is simple and smooth to use. The name forms a noun phrase with a structure consisting of a modifier (Intense, Precision) and a head noun (Jetliner), which together describe an eyeliner product with sharp results and high precision application. In terms of meaning, the product has a referential meaning as an eyeliner that gives a precise

and firm line and an associative meaning that associates the product with a dramatic and precise look.

In this data, the following pattern was found:

Word Formation [Compounding + N]

Datum 8 Abracadabrow Tinted Brow Laminator

Abracadabrow + Tinted Brow Laminator

Compounding Noun Phrase

The analyzed data is a product, "Abracadabrow Tinted Brow Laminator." The word "Abracadabrow" is an example of coinage, which is the formation of a new word derived from the combination of the word's "abracadabra" (a magic word often used in magic) and "brow." The use of the word "Abracadabrow" gives the impression that this product has an almost magic-like effect, which can magically and perfectly change the appearance of the eyebrows. It also adds a fun and catchy element to the product name, which attracts consumers' attention. Furthermore, the adjective "tinted" describes the nature of the product, which not only adds color to the eyebrows but also imparts a natural color. The noun "Brow" refers to the groomed area, specifically the brows, which are the primary focus of this product.

Finally, "laminator" is a noun that indicates the main function of the product, which is to give a laminating effect to the brows, aiming to make them thicker, more regular, and longer lasting. This name forms a noun phrase with a structure consisting of a modifier (Abracadabrow, Tinted) and a head noun (Brow Laminator), which as a whole describes a product that provides color and a laminating effect on the eyebrows. In terms of meaning, this product has referential meaning as a product for coloring and laminating eyebrows, as well as associative meaning that associates the product with the magical impression and perfect transformation of eyebrows, giving a long-lasting, organized, and attractive look.

In this data, the following pattern was found:

Word Formation [Compounding + NP]

Datum 9 Dreamsetter

Dreamsetter

Compounding

The analyzed data is a product, "Dreamsetter." "Dreamsetter" is a product name that combines elements that evoke imagination and convey the product's function in a simple yet effective way. The word "Dream" is a noun that refers to a dream or hope, which gives the impression that this product can help realize a desired outcome or change something for the better, similar to the way one pursues or

realizes a dream. The word "setter" is a noun that refers to something that sets or organizes; in this case, it refers to a product that works to set or lock in makeup to keep it lasting. The combined words "Dreamsetter" form a compound noun that describes a product with the ability to set or lock in a look that appears ideal and desirable, similar to how one pursues a dream and makes it come true. In meaning, the product has a referential meaning as a product that functions to set or lock in makeup, as well as an associative meaning that associates the product with a look that is flawless, long-lasting, and can fulfill the user's beauty expectations or dreams. The name implies that this product is the key to achieving a maintained and ideal makeup result throughout the day.

In this data, the following pattern was found:

Word Formation [Compounding]

Datum 10 Thunder Lash Mascara

Thunder Lash + Mascara

Compounding Noun

The analyzed data is a product, "Thunder Lash Mascara." Lightning produces a loud sound known as "thunder," which conveys an impression of immense power, excitement, and impact. The use of this word in the context of mascara implies a dramatic effect and large volume on the lashes, like electrifying lightning. "Lash," then, is a noun that refers to the lashes, A cosmetic product that makes the lashes look fuller, longer and flatter, "Mascara" is the head noun. It is a common name for the product that comes with a dramatic and powerful effect on the lashes. Associated with power, the product is a mascara with a voluminous and dramatic effect on the lashes, in terms of meaning., The lash has a significant impact and a stunning, full-volume look to the lightning bolt.

In this data, the following pattern was found:

Word Formation [Compounding + N]

Datum 11 Creamatte Lip Cream

Creamatte + Lip Cream

Clipping Noun Phrase

The analyzed data is a product, "Creamatte Lip Cream." "Creamatte" is an example of clipping, which is the process of combining and cutting two words to form a new, more concise word. The name comes from the combination of the word's "cream" and "matte". "Cream" refers to the soft, dense texture of the product, giving it a rich and comfortable feel upon application, while "matte" refers to the non-shiny finish of the product, creating a smooth, shine-free look. The clipping process took place by combining these two words into one new, more practical word, "Creamatte," which is easier to remember and pronounce. In meaning, "creamatte" refers to a product that provides a matte finish with a creamy texture, combining the comfort of cream with a matte, shine-free result. The name forms a noun phrase with a structure consisting of a modifier (creamatte) and a head noun (lip cream). In terms of referential meaning, this product is a lip cream that offers color and a matte finish on the lips and an associated meaning that associates the product with the sense of softness, comfort, and an elegant and modern lip appearance.

In this data, the following pattern was found:

Word Formation [Clipping + NP]

Datum 12 Glasting Liquid Lip

Glasting + Liquid Lip
Coinage Noun Phrase

The analyzed data is a product, "Glasting Liquid Lip.". The word "Glasting" is a coinage, which is a new word formation derived from the combination of the word's "gloss" (meaning shiny or glossy) and "lasting" (meaning long-lasting), implying that this product gives lips a lasting shine. The use of this word conveys the impression that the lips will appear radiant and maintain their position over time. Then, "liquid" is an adjective that describes the liquid form of the product, indicating that this product has a liquid consistency that is simple to apply on the lips with smooth results. "Lip" is a noun that refers to the lips, which are the main focus of this product. The name forms a noun phrase with a structure consisting of a modifier (Glasting, Liquid) and a head noun (Lip), which describes the product as a liquid lipstick with a long-lasting shine effect. In terms of meaning, the product has a referential meaning as a liquid lipstick that provides shine and softness to the lips and an associative meaning that associates the product with the appearance of shiny, hydrated, and long-lasting lips.

In this data, the following pattern was found:
Word Formation [Coinage + NP]

Datum 13 Hooman Under Control HD Blur Loose Powder

Hooman + Under Control + HD + Blur Loose Powder
Coinage Noun Phrase Coinage Noun Phrase

The analyzed data is a product, “Hooman Under Control HD Blur Loose Powder.” The word ‘Hooman’ is a currency coinage from the word human, which is in turn a casual, informal form employing a more relaxed, appealing pitch to young audiences. The move towards product marketing and the use of “Hooman” adds an element of quirkiness, fun, and a more personalized approach to the whole product concept. As well, the phrase “Under Control” is formed using a prepositional phrase indicating that the product gives you control over the skin's appearance to mean that it helps to give clean, flawless makeup results. The term “HD,” a coinage (acronym) in the beauty industry, stands for “high definition,” signifying high-quality and smooth results, akin to a high-quality image. thus, it is associated with a clear and flawless skin appearance. The term “blur” refers to the product's ability to smooth and camouflage skin imperfections. The term “loose powder” refers to the powder's loose consistency. The head noun in it indicates his type of product, and modifiers (HD, blur, under control) define his characteristics and qualities of that product. With respect to meaning, this product has referential meaning in that it has a blur effect on the loose powder type and has associative meaning in that this product conjoins the product with high quality and simple use.

In this data, the following pattern was found:
Word Formation [Coinage + NP + Coinage + NP]

Datum 14 The Realest Lightweight Skin Tint

The Realest + Lightweight + Skin Tint
Derivation Compounding Noun Phrase

The analyzed data is a product, “The Realest Lightweight Skin Tint.” “The Realest” is a derivation of the root word ‘real’ that is suffixed with -est, turning it into a superlative form meaning ‘most real’ or ‘most authentic.’ This phrase implies that this product is the best choice that offers authenticity and high quality. “Lightweight,” derived from “light” and “weight,” is a compound adjective that

describes a lightweight product, giving the impression that this skin tint will not feel heavy or irritating on the skin. "Skin Tint" is a noun phrase that describes the product as a light for the skin, with "skin" as a modifier that describes the function of the product and "tint" as the head noun that states the type of product. It can show that this phrase gives examples of multiple processes. Referentially, the product is a light skin color that has a natural effect on the skin, while its associative meaning implies a product with a natural, light finish that gives the impression of a fresh, radiant skin appearance.

In this data, the following pattern was found:

Word Formation [Derivation + Compounding + NP]

Datum 15 Sponge-Tip Seamless Liquid Contour

Sponge-Tip + Seamless + Liquid Contour
Compounding Derivation Noun Phrase

The analyzed data is a product, "Sponge-Tip Seamless Liquid Contour." "Sponge-Tip" is a compound noun that combines the words 'sponge' and 'tip,' describing the sponge-shaped applicator used to apply the product in an effortless and precise manner. "Sponge-tip" implies that the product's design enhances comfort and control during use. "Seamless," which comes from the root word "seam" and the ending "-less," is an adjective that describes a product's finish with no lines that can be seen. This means that the contour will look natural and blend in with the skin, with no clear difference between the skin and the product. "Liquid" is a noun that refers to the form of the product, which is in a liquid consistency that allows for smoother application and simple blending. Finally, "Contour" is the head noun that describes the main purpose of the product, which is to shape and define the contours of the face. The name forms a noun phrase with a structure consisting of a modifier (sponge-tip, seamless) and a head noun (contour), which together describe the product as a liquid contour with a sponge applicator that produces a seamless finish. There are two kinds of meanings for this product. The referential meaning posits that this product functions as a liquid contouring agent, facilitating effortless facial shaping. The associative conjures up images of a smooth, precise application and the appearance of natural results.

In this data, the following pattern was found:

Word Formation [Compounding + Derivation + NP]

Conclusion

Based on the research findings and discussion, the study utilized 13 brands and 15 data points from sources of data. This study focuses on the different types of word formation and the processes involved in creating these words. According to (Yule, 2020), nine categories are proposed. There are four types of word formation and meanings found in English terms in Indonesian local makeup brands: clipping, coinage, compound, and multiple processes. The researchers synthesize the word formation process from these data and find out that, among English terms linked to Indonesian local makeup brands, the term "compound" is more dominant than other terms. The researchers also processed all the data in terms of their theoretical meanings, referential meanings, and associative meanings. Morphological and semantic processes include the formation of words and their meaning.

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