
An Analysis Of Word Formation In Local And International Cosmetic Brands

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Abstrak

Penelitian ini berjudul Analisis Pembentukan Kata Pada Merek Kosmetik Lokal Dan Internasional. Dalam penelitian ini, peneliti menganalisis proses pembentukan kata dari 25 merek kosmetik lokal dan internasional di Shopee. Ada dua tujuan dilakukannya penelitian ini. (1) Mengklasifikasikan dan menemukan kategori pembentukan kata pada merek kosmetik lokal dan internasional di Shopee, (2) Mengetahui pola dan makna pada merek kosmetik lokal dan internasional. Dalam penelitian ini, peneliti melakukan penelitian kualitatif dengan pendekatan deskriptif. Untuk teknik pengumpulan data, peneliti menggunakan teknik studi dokumentasi. Peneliti menggunakan teori pembentukan kata oleh Yule (2010). Dari hasil tersebut peneliti menemukan 5 kategori proses pembentukan kata pada 25 merek kosmetik lokal dan internasional. Yaitu 6 item untuk peminjaman, 6 item untuk penggabungan, 4 item untuk pencampuran, 6 item untuk akronim dan 3 item untuk beberapa proses.

Kata Kunci: Morfologi, Pembentukan Kata, Merek Kosmetik

Abstract

This study is entitled An Analysis Of Word Formation In Local And International Cosmetic Brands. In this study, the researcher analyzed the word formation processes of 25 local and international cosmetic brands on Shopee. There were two purposes of conducting this research. (1) To classify and find the categories of word formation in local and international cosmetic brands on Shopee, (2) To find out the patterns and meanings in local and international cosmetic brands. In this study, the researcher did the qualitative research with descriptive approach. For the technique of collecting the data, the researcher used documentation study technique. The researcher used the theory of word formation by Yule (2010). For the result the researcher found 5 categories of word formation processes in 25 local and international cosmetic brands. They were 6 items for borrowing, 6 items for compounding, 4 items for blending, 6 items for acronyms and 3 items for multiple processes.

Keywords: Morphology, Word Formation, Cosmetic Brands

INTRODUCTION

In this chapter, the researcher explained about background of the study, problems of the study, objectives of the study, significance of the study and limitation of the study.

Background of the Study

In this study, the researcher was interested in analyzing local and international cosmetic brands. According to Schuiling and Kapferer (2004), local brands are generally available in a single country or in a narrow geographic area, although these brands may be owned by local, international or global companies. Local cosmetic brands are cosmetic brands originating from within the country. Schuiling and Kapferer (2004) said that they define international brands as brands that have globalized elements of the marketing strategy or mix. The researcher took the object of this research from the online store which is Shopee. Shopee is a platform that provides customers with an easy, secure and fast online shopping experience through strong payment and fulfillment support. The researchers took the object of research from Shopee because based on data from Web Retailers (2021)

Shopee is one of the marketplaces with the most visitors in Southeast Asia, with a total of 197.8 million visits per month.

The researcher believes that this study is an interesting topic to investigate because nowadays the presence of beauty influencers is growing unexpectedly in many countries who are constantly talking about the cosmetic brands around the world. As explained through the Annual Beauty Content Views (2018), there were more than 169 billion viewers who were curious about the beauty content that consists of makeup, skin care, hair care tips and various videos made by beauty influencers. However, there are still many people who do not know that the brand of a cosmetic has meaning in it. By researching cosmetic brands using word formation theory, researchers can find out that behind the creation of a brand there is an implied message conveyed from the product. To understand the product brands, it is useful to study about word formation through the word formation of the brand. Understanding the word formation of the brand can help people or consumers understand the meaning behind the brands.

There are many types of word formation to form new words. According to Yule (2010), word formation process can be classified as borrowing, compounding, blending, coinage, clipping, acronym, eponym, conversion, derivation, backformation and multiple processes. Therefore, the researcher used the theory of the word formation proposed by George Yule, because this theory has many types of word formation processes, the information in Yule's theory is complete, detailed, and easy to grasp, so it is very helpful for the researcher to classified the types of word formation processes in cosmetic brands.

Problems of the Study

Based on the background it can be concluded that the research problems is:

1. What categories of word formation are there in local and international cosmetic brands on Shopee?
2. How are local and international cosmetic brands patterns constructed and their meanings developed related to the context of beauty?

Objectives of the Study

Based on the research problems the objectives of the study is:

1. To classify and find the categories of word formation in local and international cosmetic brands on Shopee.
2. To find out the patterns and meanings in local and international cosmetic brands.

Significance of the Study

The researcher hopes that the results of this study can be useful and beneficial for the readers and people who are interested about cosmetic brands. The researcher also hopes that this research can help people to understand the patterns of word formation and the meanings of word formation in cosmetic brands. Furthermore, hopefully this research can be an additional reference for English Department students who are interested to investigate about word formation.

Limitation of the Study

The researcher limited the study to 25 cosmetic brands taken from Shopee. The researcher took cosmetic brands that have meaningful words so it can be analyzed using word formation theory. The 25 cosmetic brands selected by the researcher include: Lacoco, Wardah, Créant, PAC, Klavuu, Laneige, SASC, Azarine, Everwhite, Make Over, Y.O.U, Covermark, Dew It, M·A·C, Somethinc, LipGhost, E.L.F., Nutrilash, Beautetox, Gloskin, Secondate, BAD Lab, Madame Gie, House of Hour, GOBAN.

RESEARCH METHOD

This chapter explained about method of the study, object of the study, technique of collecting the data and technique of analyzing the data.

Method of the Study

In this study, the researcher used descriptive qualitative research. According to Cresswell (2014), that qualitative is an approach to explore human phenomena. Ary, Jacobs, Razavieh & Sorensen (2009), stated that the purpose of qualitative research is deep understanding rather than numerical data analysis. In this study, the researcher described and explained the pattern of word formation and the meaning of cosmetic brands. This research does not construct a new theory but produces and proves an existing theory by providing further explanation in the findings and discussion. This study analyzed and identified the process of word formation and meaning of cosmetic

brands using structural morphology theory. Furthermore, the data are classified into several categories by using Yule's (2010) theory.

Object of the Study

The object of this study is 25 local and international cosmetic brands including Lacoco, Wardah, Créant, PAC, Klavuu, Laneige, SASC, Azarine, Everwhite, Make Over, Y.O.U, Covermark, Dew It, M·A·C, Somethinc, LipGhost, E.L.F., Nutrilash, Beautetox, Gloskin, Secondate, BAD Lab, Madame Gie, House of Hour, GOBAN. Among the many cosmetic in the world, the researcher have selected several brands that can be analyzed by using word formation theory. The object is taken from an online store, which is Shopee. The brands selected in this study are several cosmetic brands which are composed of words that have meaning.

Technique of Collecting the Data

To collect the data and information related to this research, the researcher used documentation study technique. According to Sugiyono (2015) documentation is a method used to obtain the data and information in the form of books, archives, documents, writings, numbers and pictures in the form of reports and information that can support the research.

The researcher took several steps to collect the research data, including:

1. The researcher took the data of local and international cosmetic brands that are sold in online store which is Shopee.
2. The researcher also took the data on the internet contained on the official website of cosmetic brands related to the purpose of the brand being created, whether the manufacture of the brand was related to the content and ingredients contained in cosmetic products or related to the life of the brand owner.
3. The researcher took some notes on the words related to cosmetic brands such as, what ingredients are contained in cosmetic products and who the owner or the founder that created the product.

Technique of Analyzing the Data

The researcher used content analysis as the technique to analyze the data in this study. According to Bathia (2018) content analysis is one of the most common methods for analyzing qualitative data. It is used to analyze documented information in the form of the text, media or even physical items and this method used depends on the research question.

Then the researcher used the technique of analyzing the data through the following steps:

1. The first step was classified the data. The data classification was based on the research questions.
2. The second step was to display confidential data and applied the word formation based on Yule's theory to answer the research questions of this study.
3. Among the cosmetics around the world, the researcher randomly selected several brands that can be analyzed using word formation theory.

FINDINGS AND INTERPRETATIONS

This chapter focused on the analysis of the data obtained. The data was several cosmetic brands in Shopee and all the data obtained will be presented in detail in this chapter.

Findings

From 25 cosmetic brands, the researcher found 5 categories of word formation. Those are borrowing, compounding, blending, acronyms and multiple processes. The data found are dominated by borrowing and compounding, acronyms and then followed by blending and multiple processes. The selected data are presented in the table below.

Word Formation Processes

Borrowing

Lacoco

The word "*lacoco*" borrowed from the French language which means "*coconut*", which has the philosophy of "*a tree with all benefits*". The word "*lacoco*" is categorized as a noun class. Based on the philosophy above, similar to the coconut tree which has many benefits, then Lacoco wants to make products that has many benefits for people who use Lacoco products.

Wardah

The word "*wardah*" is originally from Arabic, which means rose. Hence, it can be concluded that the word "*wardah*" is categorized as a noun. Wardah is one of the cosmetic brands from Indonesia that sells halal cosmetic products. Aside from being a pioneer of local cosmetic brands that sell halal products in Indonesia, the name Wardah is taken from Arabic, because the purpose of this brand is to

sell cosmetics that are liked by Muslim women. Especially in Indonesia, because most of Indonesian people are Muslim.

Créant

The word "*créant*" is borrowed from the French, which means to create. Therefore, it can be concluded that the word "*créant*" is categorized as a verb. As the owner of Créant, Devienne, who has been a beauty content creator for almost six years, has directly used various kinds of cosmetic products. Along the way she has learned various kinds of characteristics of a wide range of products and which offer the best result. Through Créant, she conveyed the message that she wants to create a new product to bring out everyone's natural beauty without insecurity.

Klavuu

The word "*klavuu*" is originated from two Swedish words "*klar*" and "*vu*". The word "*klar*" means "*clear*" and the word "*vu*" means "*view*" in English. Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. Besides having different meanings, the words "*clear*" and "*view*" also have different word classes. The researcher found that the word "*clear*" was categorized as an adjective, while the word "*view*" was categorized as a noun class. Klavuu is a beauty brand from South Korea. Klavuu presents some of its newest products that contain pearls, which have various benefits for brightening facial skin. Through the words "*klar*" and "*vu*" the brand Klavuu conveys their philosophy of delivering clear and clean products for the consumers.

Laneige

The word "*laneige*" is borrowed from the French "*la neige*", which means "*snow*" in English. The researcher found that the word "*snow*" is categorized as a noun class. Same as Klavuu, Laneige is a beauty brand from South Korea which was founded in 1994. Based on the name of the brand Laneige which means "*snow*", Laneige sells beauty products that can brighten facial skin. In accordance with the slogan "*Feel the Glow*" Laneige not only gives glow to the skin, but also confidence in life. Laneige believes that everyone should shine with radiance from the outside and inside that is as unique as themselves.

Azarine

The word "*azarine*" or "*azarein*" is borrowed from the Arabic which means "*blooming flowers*". So the word "*azarine*" can be categorized as a noun class. This is related to the flower-shaped logo of this brand itself. Azarine was founded in 2002. At first, Azarine was created to present Indonesian herbal Spa recipes with various aromas and series. Azarine products always try to specifically heal and maintain your skin health by using selected natural active ingredients. Now, Azarine also has many types of other beauty products such as makeup, hair care and nail polish.

Compounding

Compounding is the process of forming word by combining two separate words to produce a single form (Yule, 2010). Compound word is made up from two or more words. Usually, the words that combined are free morpheme. There are many English words constitute the process of compounding found in the cosmetic brands. The researcher also found a brand which is a category of modified compounding. Modified compounding is the process of combining words made with some adjustments. Below is the detailed analysis of compounding process in cosmetic brands.

Everwhite

The word "*everwhite*" consists of two morphemes, "*ever*" and "*white*". Both of the words "*ever*" and the word "*white*" are free morphemes that can stand alone and have their own meaning. After doing further investigation, the researcher found that both are compound words, but have different meanings and different word classes. The word "*ever*" is categorized as an adverb, while the word "*white*" is categorized as an adjective. The word "*everwhite*" means the eternal white. The brand Everwhite has one purpose by making this product itself which sells cosmetics to brighten the skin and make the skin white.

Make Over

The word "*make over*" is categorized as compound word because it is formed by combining two free morphemes, "*make*" and "*over*". Both of these words are considered as free morpheme since they are independent and have a meaning by themselves. Besides having different meanings, the words make and over also have different word classes. The researcher found that the word "*make*" was categorized as a verb class, while the word *over* was categorized as an adverb class. The word "*make over*" means the process of improving the appearance of a person or a place, or of changing the impression that something gives. The word "*make over*" is a term to describe a thing that has changed

for the better. Likewise in the world of beauty, “*make over*” is a term to given to humans who change their physical appearance for the better. Physical appearance itself can be in the form of body shape, changing the shape of the face, hair coloring and others. “*The world needs a Make Over and it starts from you*”, with that slogan, Make Over invites women to be free to express themselves and show the world that freedom and expression are communication around the world.

Covermark

The word “*covermark*” is made up from two words, “*cover*” and “*mark*”. Both “*cover*” and “*mark*” are free morphemes that can stand alone and they have different meanings. Based on further investigation conducted by the researcher, it was found that “*cover*” and “*mark*” also have different word classes. The word “*cover*” and the word “*mark*” can be categorized as a noun class. The word “*covermark*” itself means covering a mark, such as a birthmark or a scar on the skin. Covermark products were created based on the experience of the founder. Lydia O’Leary, who was born with a red birthmark on her face, faced rejection from a job despite graduating from college with excellent grades. It based on her experience that Lydia created the Covermark product in hopes of helping others to cover up birthmarks, port wine stains, burns, scars and other imperfections on their skin.

Dew it

The word “*dew it*” is constructed from the two free morphemes, “*dew*” and “*it*”. Based on the investigation conducted by the researcher, it was found that “*dew it*” is a compound word. Both the word “*dew*” and the word “*it*” are free morphemes that have different meanings. In addition, these two words also have different word classes. The word “*dew*” is categorized as a class of noun, while the word “*it*” is categorized as a pronoun. The word “*it*” can be categorized as an objective pronoun because “*it*” acts as the object of the verb “*dew*”. If the word “*dew it*” is combined, then the meaning of the words becomes to moisturize or make the skin moist. In the world of beauty, the term “*dewy*” or “*dew it*” is a very common thing. Based on the personal experience of the CEO and founder of the brand Dew it, Rachel Lakihami has a busy lifestyle. She never had the time to nourish her dry skin. Hence, she decided to create Dew it as a body skincare solution that not only is easy to use but also encourages women to return to prioritizing themselves in their busy lifestyles.

Somethinc

The word “*somethinc*” is categorized as compound word because it is formed by combining two free morphemes “*some*” and “*thing*”. In this brand, the name “*somethinc*” is written based on the same pronunciation of the word “*something*”, but is not written in the correct English writing system. In the brand “*somethinc*”, the letter “*g*” is changed to the letter “*c*”, but the reader still can understand that the word “*somethinc*” has the same meaning as the word “*something*”. After further investigation, the researcher found that the word “*some*” and the word “*thing*” have different meanings and have different word classes. The word “*some*” is categorized as an adjective, while the word “*thing*” is categorized as a noun. If the word “*some*” and the word “*thing*” are combined into “*something*” then the word class changes to a pronoun. Somethinc is present in the world of beauty in 2019. The concept of the brand Somethinc is “*We created Somethinc, because we believe that there is always #SomethincForUs (Yes, You & Me)*”. Irene Ursula, is the owner of Somethinc, which aims to create local skincare and makeup that has the best quality and is Halal certified for women in Indonesia. Through *Somethinc*, she also wants to provide high quality cosmetics with the best formulation, clean ingredients, Halal certified, at affordable prices.

LipGhost

The word “*lipshost*” is categorized as a compound word because it is formed from the combination of two free morphemes “*lip*” and “*ghost*”. Both “*lip*” and “*ghost*” are free morphemes that can stand alone and they have different meanings. Based on the investigation conducted by the researcher, it was found that the words “*lip*” and “*ghost*” belong to the same word class. The researcher found that the words “*lip*” and “*ghost*” are a class of nouns. LipGhost is a newcomer brand in the world of beauty. LipGhost, which was founded in 2020, is here as a magical makeup brand filled with spells. For people who like the mystical things and horror contents, it must be familiar to the Youtube channel “*Jurnal Risa*”. Risa Saraswati, with her two teammates, Riana Rizki and Indy Ratna who are behind the “*Jurnal Risa*”, launched a makeup brand with a quite unique theme. Based on Risa’s life experience, the name LipGhost was chosen because it relates to her life which has always been filled with horror and mystical stories since she was a child. Risa, Riana and Indy as the founders of LipGhost, created a lip cream product that has a unique packaging shaped like a magic wand, which has the concept of “*the offering of three female witches*” which is Risa, Riana and Indy.

Blending

Blending is the process of forming words by combining two separate forms to produce a new term (Yule, 2010). Blending is similar to compounding but blending only takes parts of word to create a new word. For example, “brunch” from “breakfast and lunch” and “emoticon” from “emote and icon”. The following table lists brand names applying blending process of cosmetic brands:

Nutrilash

The word “nutrilash” formed from the combination of two words that are combined into one, *nutrition* and *lash*. The word “nutrilash” is categorized into a blending process because these two words are shortened from “nutrition” to “nutri” and from “eyelashes” to “lash”, then combined into one word, “nutrilash”. The words “nutrition” and “eyelashes” have different meanings but have the same word class. Based on further investigations carried out by the researcher, it can be found that the words “nutrition” and “eyelashes” are both categorized as a class of nouns. The word “nutrilash” can be interpreted as providing nutrition for eyelashes. The presence of the Nutrilash brand in the world of beauty started with many women who complained about their eyelashes problems. So in 2017, the brand Nutrilash released a beauty product that is useful for overcoming eyelashes problems and nourishing eyelashes so they do not fall out easily.

Beautetox

The next blending process found in the brand Beautetox. The word “beautetox” is combined from two words, “beauty” and “detox”. The word beauty is shortened to “beaut” and the word “detox” is shortened to “etox”, and then combined into one word “beautetox”. Based on the research conducted by the researcher, the word “beauty” and the word “detox” have different meanings and different word classes. The word “beauty” is categorized as a noun, while the word “detox” is categorized as a verb. Based on its name, the brand Beautetox sells beauty products that aim to detox and exfoliate the skin. Beautetox created a product in the form of a scrub with a serum content that is useful for brightening the skin, moisturizing and can be used for everyday which not only removes dead skin cells but also provides nutrients to the skin so that it makes the skin look softer, brighter and radiant.

Gloskin

The word “gloskin” consists of two words, “glow” and “skin”. The word “gloskin” is included in the blending process because it comes from two words, which is “glow” that shortened to “glo” and added with the word “skin” behind it. The words “glow” and “skin” have different meanings and different word classes as well. Based on the result of research conducted by the researcher, it was found that the word “glow” was included in the adjective category, while the word “skin” was included in the noun category. So, if it is concluded according to its meaning, the word “gloskin” means bright skin or glowing skin. “Art, Beauty and Perfection” according from this philosophy, the GloSkin brand presents the magic of the art of high-level beauty without surgery. GloSkin products provide treatments to brighten and make the skin glow without harming the skin and strive to always provide the best for the consumers.

Secondate

The word “secondate” is categorized as a blending process because it is formed by two words which is, “second” and “date”. The word second and date are combined into one to form the word “secondate”. Based on the further investigations carried out by the researcher, the word “second” and “date” have a different meanings and different word classes. The word “second” is categorized as an adjective, while the word “date” is categorized as a noun. Secondate name created based on the personal experience of the founder of this brand. Gitta Amelia and Titan Tyra are two women who have been friends since they were toddlers. They always spent the day together until they grew up and then finally one day when they were drinking coffee together, Titan asked Gitta about “are you close to someone for now?” and Gitta shyly replied that she was going on a “second date” this week. Because they both thought that Gitta and her boyfriend’s second date was something special, so they chose “secondate” for the cosmetic product they were made together.

Acronym

Acronym is a type of word formation process that creates a new word derived from the initial of several words. The word may be pronounced as spelling like UNESCO or just initial word like FBI. However, some linguists refer to this process (such as FBI) as initialization, where a word is pronounced by initializing its first letter. The further analysis of the acronym word formation process will be presented below.

PAC

The brand PAC is a kind of acronym process. The acronym process is occurred when the long word consists of some morphemes shortened by taking some of the first letter to represent the word. In this case, the brand PAC is shortened from *Professional Artist Cosmetics*. The first letter P represents *Professional*, the letter A represents *Artist*, and the letter C represents *Cosmetics*. The way to pronounce this acronym is should be pronounced as a word. The way to pronounce PAC is [pek]. PAC initially created by Martha Tilaar to fulfill the needs of high quality stage artistic look. With an endless variety of choices that give more imagination space for professional makeup creations, the PAC products range has a complete range of bold and expressive colors that are suitable for edgy, fashionable and adventurous personalities. So the brand PAC has the meaning of cosmetics that are made to create professional makeup and look artistic. The vision of PAC is to become a pioneer of professional Asian make up by providing international quality and amazing decorative cosmetics in order to fill the needs of professional makeup artists.

SASC

The brand SASC is a kind of acronym process. SASC is shortened from *Socially Aware Sexy Cosmetics*. The first letter S represents *Socially*, the letter A represents *Aware*, the letter S represents *Sexy*, and the letter C represents *Cosmetics*. As well as PAC, the way to pronounce this brand is also should be pronounced as a word. The way to pronounce this brand is [sasI]. SASC was founded with the idea of how beauty impacts society and the environment. Priscilla Pangemanan, as the co-founder of SASC is committed to running her business with the sociopreneur concept, which is a combination of business and social activities. This drives her to produce the best products with the right formula and not only to make women feel beautiful but also to empower women around us. Some of SASC's profits are often donated to foundations in need. Now SASC has routinely supported 9 foundations with various focuses in Indonesia.

Y.O.U

Y.O.U is a kind of initials acronyms as well. It is formed by initial letter of a set of other words *Youthful, Outstanding, Unique*. The first letter Y represents *Youthful*, the letter O represents *Outstanding*, and the letter U represents *Unique*. The brand should be pronounced by each letter in the abbreviation because it is initialism. The way to pronounce this brand is [wal],[ou],[ju:]. But sometimes there are also those who call it like a word "you". The cosmetic brand Y.O.U is a newcomer to the world of beauty in Indonesia. In 2018, Y.O.U officially introduced high quality cosmetic products for Indonesian women. Y.O.U answers the concerns of women who are afraid of their makeup fading in a busy day with a range of high quality long lasting cosmetics, so that women in Indonesia don't have to bother with retouching to continue to look beautiful and they have more time to focus on their activities. Y.O.U's Business Director, Mega Wu said, Y.O.U carries the "Modern Glam" concept in all of its product designs and the tagline Long Lasting Beauty. In addition, Y.O.U comes from the acronym *Youthful, Outstanding and Unique*, the word *Youthful* means Y.O.U's young soul who dares to try new things and bring new trends; and then the word *Outstanding* means the products are high quality and innovative; and the words *Unique* means this brand has its own characteristics.

E.L.F.

The brand E.L.F. is a kind of acronym process. The word "elf" usually means a fairy or maybe a supernatural being from folklore, usually described as a small figure in human form with pointed ears and has magical powers. But in this case, the brand E.L.F. is shortened from several words *Eyes, Lips, Face*. The first letter E represents *Eyes*, the letter L represents *Lips*, and the letter F represents *Face*. The way to pronounce this brand is should be pronounced as a word "elf". As the name suggest, the brand E.L.F. sells products that are used for the eyes, lips and face. Some of them are mascara, eyeliners, lipsticks, lip glosses, blushes, bronzers and brushes. E.L.F. is made with the concept of high quality cosmetics but have a low price. "You get the best of the beauty-verse without killing your wallet", is the goal of the E.L.F. brand for all women in the world. The brand E.L.F. also confirms that they sell cosmetics made from 100% vegan and no animal testing.

M•A•C

The brand MAC is a kind of acronym process. The way to pronounce this brand is also should be pronounced as a word [mæk]. The brand MAC is shortened from *Make-up, Art, Cosmetics*. The first letter M represents *Make-up*, the letter A represents *Art*, and the letter C represents *Cosmetics*. MAC has been around since 1984 from a counter in a Toronto, Canada department store. Makeup artist and photographer Frank Toskan and salon owner Frank Angelo became frustrated with the lack of well-photographed makeup, so they decided to make their own cosmetics. At first, they only sold MAC

products from salons to fellow makeup artists, as well as model and photographers. Then after word-of-mouth spread, finally the popularity of MAC products is increasing and growing to all corners of the world and including in Indonesia. MAC has a vision to be the world's leading professional makeup authority with unrivaled expertise in the art of cosmetology.

GOBAN

The brand GOBAN is a kind of acronym process. GOBAN is shortened from *Gorgeous Beautiful Angels*. The letters GO represents *Gorgeous*, the letter B represents *Beautiful*, and the letters AN represents *Angels*. The way to pronounce this brand is also should be pronounced as a word [goban]. The brand Goban first launched into the world of beauty in 2016. Angel Chyntia as the founder of Goban, first came up with the idea of making cosmetics in 2012 when she had just returned from France to Indonesia. After being a makeup artist for a long time in France, Angel wanted to apply his knowledge to create her own beauty product. In her opinion, these three words have an important meaning and purpose behind them, which means that all women can look beautiful like *Angels* when they use Goban cosmetic products.

Multiple Processes

Multiple processes is a word formation process which is happened by combining more than one word formation processes to create a word (Yule, 2010). This process is called multiple processes because certain words in English may involve more than one process in forming new words. An example of multiple processes is "*waspish*". It is involved in the process of acronyms and derivation. The acronym *WASP* (*White Anglo-Saxon Protestant*) has lost its capital letters and is attached to the "*ish*" suffix in the derivation process (Yule, 2010).

BAD Lab

The brand BAD Lab is a kind of multiple processes from the acronym process BAD in which the abbreviation of *Brave And Daring*. The first letter B represents *Brave*, the letter A represents *And*, and the letter D represents *Daring*. Then it is combined with the word *Lab* which is the clipping process from the word *Laboratory*. BAD Lab is a fairly new brand in the world of beauty. BAD Lab is made with carefully selected and formulated ingredients specifically for men who love to travel, doing outdoor activities and talk less. According to the interview conducted by Froyonion, Falen Jacob, who is the manager of the BAD Lab brand, said that today's men should be able to look tidy and smell good, so if we respect ourselves with a tidy appearance, of course people around will also respect us.

Madame Gie

The brand Madame Gie is multiple processes from the borrowing word from French *madame* which means *Mrs.* in English. Then, the word *Gie* is the eponym process from the name of the owner of the brand, Gisella Anastasia. Madame Gie is a cosmetic brand that was established in 2018. Madame Gie provides quality cosmetic products at economical prices for women throughout Indonesia. Madame Gie aims to meet the public's need for affordable and safe cosmetics for health and is proven by the registration of all Madame Gie products at BPOM. The name Madame Gie was chosen to be this brand because according to Gisella, the word *madame* is a very suitable word to describe the nuances of her vintage-themed makeup line.

House of Hur

The brand House of Hur is a kind of multiple processes because it is from the compounding process in which the word *House* and the word *of* are combined and then it is added by the word "*Hur*" as the eponym process. Dahye Hur or commonly known as Sunny Dahye is a beauty influencer and Youtuber from South Korea who was lived and studied in Indonesia. Sunny Dahye ventured to release her own beauty brand, titled "*House of Hur*". The name "*Hur*" itself is taken from her family name "*Heo*" or "*허*" which sounds like the word "*her*" in English. House of Hur has the concept of "*All about Hur/Her*" which refers to all women who want to look beautiful with their feminine side. In her brand logo, she also added a yellow dot which means "*sunshine*" (a nickname for her fans) as an expression of gratitude to the fans that have supported her. Sunny Dahye is determined to consistently make the products that combine the benefits of makeup and skincare at once in one product. Especially when using a mask while on the move makes the skin more sensitive, she wants the product not only to give a color on the face, but also to help nourish the skin.

Interpretations

From the findings and the analysis of the data above, it is shown that from eleven categories of word formation proposed by Yule (2010), there are five categories of word formation processes found in cosmetic brands. Those are borrowing, compounding, blending, acronyms and multiple processes.

First, the word formation process found in local and international cosmetic brands is borrowing. The researcher have found in several cosmetic brands on Shopee which have borrowed words from other languages such as the words "*Iacoco, créant and laneige*" from French, the words "*wardah and azarine*" from Arabic, and the word "*klavuu*" from Swedish.

Second, the word formation process found in local and international cosmetic brands is compounding. The results found by the researcher in the cosmetic brands such as "*everwhite*" a combination of "*ever* and *white*", "*makeover*" a combination of "*make* and *over*", "*covermark*" a combination of "*cover* and *mark*", "*dewit*" a combination of "*dew* and *it*", "*somehinc*" a combination of "*some* and *thinc/thing*", and "*lipghost*" a combination of "*lip* and *ghost*".

Third, the word formation found in local and international cosmetic brands is the blending process. There are several blending processes found in cosmetic brands such as "*nutrilash*" which from "*nutrition* and *eyelashes*", "*beautetox*" from "*beauty* and *detox*", "*gloskin*" from "*glow* and *skin*", and "*secondate*" from "*second* and *date*".

Fourth, word formation found in local and international cosmetic brands is acronyms. Those are PAC from (*Professional Art Cosmetics*), SASC from (*Socially Aware Sexy Cosmetics*), E.L.F from (*Eyes, Lips, Face*), M•A•C from (*Make-up, Art, Cosmetics*) and GOBAN from (*Gorgeous Beautiful Angels*). While the brand Y.O.U from (*Youthful, Outstanding, Unique*) is a kind of initialism.

Fifth, the last word formation found in local and international cosmetic brands is multiple processes. There are three multiple processes that the researcher found in cosmetic brands. The first is "*BAD Lab*", which the word "*BAD*" is the acronyms from (*Brave And Daring*). Then it is combined with the word "*Lab*" which is the clipping process from the word "*Laboratory*". Second is "*Madame Gie*", which is multiple processes from the borrowing word from French "*madame*" which means "*Mrs.*" in English. Then, the word "*Gie*" is the eponym process from the name of the owner of the brand, *Gisella Anastasia*. The last is the multiple processes of "*House of Hur*". The word "*House*" and the word "*of*" are combined and then it is added by the word "*Hur*" as the eponym process from the name of the brand's owner, *Sunny Dahye Hur*.

CONCLUSIONS AND SUGGESTIONS

This chapter explained the conclusions based on the discussion and research findings, and the suggestions for future researchers to conduct better research.

Conclusions

From the analysis of word formation in cosmetic brands above, it can be concluded that of the 25 cosmetic brands found, they can be categorized into 5 categories of word formation processes. Those are borrowing, compounding, blending, acronyms and multiple processes. The details of each amount are 6 items for borrowing, 6 items for compounding, 4 items for blending, 6 items for acronyms and 3 items for multiple processes. From the many cosmetic brands found, it can be concluded that the word formation process in cosmetic brands is dominated by borrowing, compounding and acronyms, then followed by blending and multiple processes. On the other hand, word formation processes such as coinage clipping, backformation, conversion, eponyms and derivation cannot be found in word formation in cosmetic brands.

Suggestions

The researcher proposes several suggestions related to the topic and the results of this study. First, for linguistic students, the researcher hopes that this research can be useful for those who want to enrich their knowledge in the field of morphology. Hopefully this research can be used by lecturers, teachers or students to increase knowledge in the world of beauty. Second, the researcher hopes that this research will be useful for other researchers who are interested in conducting research on word formation in other fields. Finally, the researcher suggest for women who are interested with makeup, skincare or anything related to the world of beauty, so that this research can help as much as possible for them.

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