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## Word Formation Processes in Australia Consulate-General Surabaya Instagram Captions

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### Abstract

This study examines word formation processes in the Instagram captions of the *Australian Consulate-General Surabaya*, emphasizing how language creativity shapes institutional communication in digital diplomacy. This study uses a descriptive qualitative approach by analyzing twenty-five captions on the *Australian Consulate-General Surabaya's* Instagram posts in the last five months. It applies Yule's (2010) theory of word formation, including the processes of borrowing, compounding, blending, acronyms, and derivation. The findings show that derivation and compounding are the most dominant strategies used to construct professional and concise messages. In addition, the use of acronyms and borrowing reflects a blend of cultural values and diplomatic practices in social media communication. This study identifies that morphological processes have an important role in effectively promoting bilateral relations between Australia and Indonesia, while enhancing the public image of this institution. Overall, this study highlights how the productivity of language formation in an institution's social media not only increases message effectiveness but also strengthens intercultural communication and supports the implementation of digital diplomacy.

## INTRODUCTION

In the era of technological advancement, Social media become one of the platforms that human use to communicate and share information with each other (Kalukar et al., 2023). One of the platform that most frequently used by people in sharing information is Instagram. Instagram platforms also play a significance role in connecting people worldwide through photos, videos, reels, comment, and direct message (Masyithoh & Milal, 2024). Instagram not only connecting people individually but also for institution. The Australian Consulate-General Surabaya actively uses Instagram as a medium to spread information, promote cultural diplomacy, and interact with local communities between Australia and Indonesia. The captions written in English not only serves as a communication but also reflect language choices and creativity that enhance the institution's image and message.

The language use in Instagram captions is an interesting object of study because it often uses a variety of linguistic strategies to gain attention and convey messages effectively. Word formation process on Instagram caption become an important aspect of language which refers to morphological process of creating new words in social media. This research uses theory of word formation process by Yule (2010) explaining how new words are formed in language, such as borrowing, compounding, blending, clipping, backformation, conversion, coinage, acronym, and derivation.

Several previous study have explored the word formation process, Fikriah et al., (2024) analyzed the word formation process in Selena Gomez's Instagram caption, classifying the word formation types and highlighting Selena's language strategies as a celebrity in her Instagram. Kalukar et al., (2023) analyzed various word formation process in English poster on *Infolomba's* Instagram account and found 360 data with abbreviation as the most dominant appears in the research. Evangeline, (2023) Examining slang in Boost's Instagram captions and posts found 50 slangs formed through coinage, compounding, blending, clipping, conversion, acronym, derivation, and multiple processes. This study highlights the word formation chosen for the purpose of targeted promotion for teenagers. Indrian, (2022) analyzed the word formation process and found that mobile app naming is generally form trough derivation, compounding, affixation, and other creative processes to produce short, memorable, and marketable names. Adha & Dania, (2020) analyzed VOA News articles and found six main processes of word formation including derivation, compounding, acronym, clipping, abreviation and

conversion, which are dominantly used by the media to produce formal and informative lexicons.

However, most of those previous studies focused on word formation process on entertainment and commercial context, so the gap in this research is how diplomatic or official government institution such as Australian Consulate-General Surabaya use word formation in their social media caption. Therefore, this study aims to fill this gap by investigating the morphological process of word formation based on Yule (2010) in the captions of the Instagram account of the Australian Consulate General in Surabaya. This study discusses the identification of the types of word formation used and how this reflects the institution's communication strategy.

## **LITERATURE REVIEW**

### **Morphology**

Morphology is a field of linguistic study that concern on the structure and formation of words from the smallest units called morpheme (Dr.P.Mangayarkarasi, 2025). Aronoff & Fudeman (2011), stated that morphology plays an important role in explaining the connection between word forms and the meanings it contains. Understanding morphology allows researchers to identify the process of new word generation, shape change, and word adaption in communication, including social media.

### **Word Formation**

Word formation is one of the important aspects in the study of morphology that focuses on how new words are created or formed. Yule (2010), stated that the process of word formation reflects the creativity of language in responding to the evolving needs of communication. Yule (2010),also classified the word formation process into several categories which are borrowing, compounding, blending, clipping, backformation, conversion, coinage, acronym, and derivation.

#### ***Borrowing***

Borrowing is a word formation process that taking words from other language to create new words. For example, the English word “piano” from Italian.

#### ***Compounding***

Compounding is a word formation process by combining two or more words to form a new word. For example, “bookcase” is combining from word “book” and “case”.

### ***Blending***

Blending is a word formation process by combining parts of two different word, typically combining the beginning and the end of words to create new terms. For example, “Smog” combining of word “smoke” and “fog”.

### ***Clipping***

Clipping is a word formation process by shortening of longer forms of words. For example, “ad” from word “advertisement”.

### ***Backformation***

Back formation is a word formation process by reduction a word of one type usually noun is reduced to form a word of another type as a verb. For example, the word “televise” from “television”, “emote” from “emotion”.

### ***Conversion***

Conversion is a word formation process by changing the function of the words without changing its form, usually from noun use as a verb. For example, from word “chair” become “to chair”.

### ***Coinage***

Coinage is the word formation process of creating words that are completely new and have never existed before. These words are usually used as a product or company brand name. For example, “google” and “aspirin”.

### ***Acronym***

Acronyms are new words constructed from the first letters of a series of existing words. For example, “NASA” and “UNESCO”.

### ***Derivation***

Derivation is a morphological process in word construction that involves adding morphemes to a base word to create a new term with a distinct meaning or function. Derivation can occur when affixes like as prefixes, infixes, or suffixes are added to a base word. Some familiar examples are the elements un-, -ful, -less, -ish, and -ness which appear in words like “unhappy”, “joyful”, “careless”, “boyish”, and “sadness”

## **RESEARCH METHODS**

In this study, the researcher used qualitative descriptive approach to analyze the types of word formation used in the Instagram caption of Australian Consulate-General Surabaya. The qualitative descriptive design was chosen because the research focused on describing linguistic phenomena in natural contexts rather than measuring them

numerically. The data for this research were taken from the caption on Australian Consulate-General Surabaya Instagram posts. The researcher used twenty-five caption on Australian Consulate-General Surabaya Instagram posts which are selected from several posts in the last few months, from May until September 2025. After collecting the data, the researcher identified words in captions that contain word formation processes then classified types of word formation such as coinage, borrowing, compounding, blending, clipping, acronym, conversion, and derivation based on Yule (2010) theory. After classifying the types of word formation process, the researcher calculated the frequency of each types to determine which word formation process is the most dominant used in the caption of on Australian Consulate-General Surabaya Instagram posts. The researcher presented the data of word formation frequency on the table. After that, the data contained in the table were explained in detail in the form of a descriptive narrative to describe more clearly the results of the data analysis presented in the table.

## FINDINGS AND DISCUSSION

Based on the analysis of word formation process in Australia Consulate-General Surabaya Instagram captions during last few months start from May until September 2025, the research results are obtained in the following table below.

**Table 1. Word formation processes**

No.	Types of Word Formation Processes	Frequency
1.	Borrowing	33
2.	Compounding	56
3.	Blending	5
4.	Clipping	0
5.	Backformation	0
6.	Conversion	0
7.	Coinage	0
8.	Acronym	51
9.	Derivation	165
	<b>Total</b>	<b>310</b>

Based on the data table above, the researcher found various types of word formation processes in the Instagram caption of Australia Consulate-General Surabaya in shaping public image and conveying message effectively. The following below is explanation about borrowing process.

**Table 2. Borrowing processes**

No.	English Words	Process of word formation
1.	University	Université (old french)
2.	President	Président (old french), Praesidens (Latin)
3.	Music	Musique (old french), mousiké (Greek)

4.	Sunan	Susuhunan (Javanese)
5.	Wayang	Bayang (Javanese)

The analysis of the borrowing process found in the Instagram captions of the Australian Consulate General in Surabaya shows that several English words used in the posts are borrowed from other languages such as Old French, Latin, Greek, and Javanese. This reflects how English has developed through linguistic contact and cultural exchange across regions. In data number 1, the word “university” was borrowed from old French *université* that means “community” or “whole”. In data number 2, the word “president” also was borrowed from old French *Président* and originally from Latin *praesidens* which means “one who presides” or “leader”. In data number 3, the word “music” was borrowed from old French *musique* and originally from Greek *mousiké* that means “art of the Muses”. These words show how English borrowed many terms from classical languages, especially through French influence during the Middle English period.

This research also identified local borrowing from Javanese, such as in data 4 and 5. The word “Sunan” comes from Javanese *Susuhunan* that refer to “respected religious leader”. The word “Wayang” originates from word *bayang* that means “shadow” representing Indonesia’s tradition puppets theatre. The use of Javanese-origin words reflect the cultural identity. The word choices demonstrate the institution’s effort to appreciate Indonesian culture and promote cultural connection between Australia and Indonesia.

The compounding process in the captions combines two or more words to form new meanings, making the language sound more natural and concise while maintaining a formal and professional tone. The following table below is the sample of analysis.

**Table 3. Compounding processes**

No.	English Words	Process of word formation
1.	Network (n)	net (n) + work (n)
2.	Milestone (n)	Mile (n) + stone (n)
3.	Firsthand (Adj)	First (Adj) + hand (n)
4.	Hometown (n)	Home (n) + town (n)
5.	Workshop (n)	Work (n/w) + shop (n)

In the data 1, the word “network” is combining from two free morphemes “net” and “work”. Both morphemes can stand alone and have own meaning, but when combined they form new word with different meaning, refers to a group or system that is connected for a particular purpose. In data 2, word “milestone” is combining from “mile” and “stone” which means an important stage of progress. In data 3, word “firsthand” is combing from “first” and “hand” that have new meaning “direct experience”.

In data 4, word “hometown” is combining from “home” and “town” which refers to someone’s place of origin. These words are categorized as close compound words because they are written as single units without spaces, and the meaning cannot be simply interpreted from each separate part. In data 5, word “workshop” is combining from “work” and “shop” which means place where people engage in specific activities or training. These compound words are often used in professional and educational contexts, showing how the Consulate promotes collaboration, achievement, and community engagement. Through compounding, the captions convey ideas more effectively and help build a positive and credible institutional image.

Blending process is combines part of two different word to create a new form. This process is often used to create creative and attractive expression in social media. Here the sample of the analysis.

**Table 4. Blending processes**

No.	English Words	Process of word formation
1.	OzAlum	Australia + alumni
2.	Edventure	Education + Edventure

In data 1, the word “OzAlum” is formed by combining word “Oz” as an informal abbreviation of “Australia” and “alumni”. When combined, OzAlum refers to alumni of Australian educational institutions. In data 2, the word “Edventure” is a blend of “education” and “adventure” that refers to explorative learning activities. The combination of words shows how the Consulate uses modern and creative forms to connect with young audiences to promote Australian educational and cultural values in an engaging way.

The process of acronyms that found in the caption on the Instagram account of the Australian Consulate General in Surabaya shows how the name of the program or institution is abbreviated into a simpler and easier to remember form so that it can promote various bilateral activities more concisely and professionally.

**Table 5. Acronym processes**

No.	English Words	Process of word formation
1.	FSAI	Festival Sinema Australia Indonesia
2.	ILLA	Indonesian Language Learning Ambassadors
3.	AIMEP	Australia – Indonesia Muslim Exchange Program
4.	AGIC	Australian Grain Industry Conference
5.	WAEJUC	Western Australian East Java Universities Consortium

In data first, FSAI stands for Festival Sinema Australia Indonesia Representing a cultural event that promotes collaboration in the film industry between Australia and

Indonesia. ILLA stands for Indonesian Language Learning Ambassador highlights language and cultural exchange initiative programs. AIMEP (Australia–Indonesia Muslim Exchange Program) and AGIC (Australian Grain Industry Conference) show programs focused on interfaith dialogue and professional cooperation. Meanwhile, WAEJUC (Western Australian East Java Universities Consortium) represents a higher education partnership fostering institutional cooperation. Overall, the acronyms used in the Instagram caption of the Australian Consulate-general Surabaya are use to convey a brief and memorable message so as to introduce the name of institution’s activity or program in professional way and enabling efficient communication with the audience.

The process of derivation in captions always involve adding affixes to the base word so as to change the form and meaning of a word and produce descriptive and more formal expressions.

**Table 6. Derivation processes**

No.	English Words	Process of word formation
1.	Connection (n)	Connect (v) + ion
2.	Development (n)	Develop (v) + ment
3.	Actively (Adv)	Active (Adj) + ly
4.	Meaningful (adj)	Meaning (n) + ful
5.	Scholarship (n)	Scholar (n) + ship

In data 1, the word “connection” comes from the verb “connect” with the suffix -ion, forming a noun that expresses the result of the action. In data 2, the word “development” comes from the base word “develop” as a verb with the suffix -ment, which turns the form into a noun meaning to show the process or result. In data 3, the word “actively” comes from the verb “active” with the suffix -ly change the form as an adverb describing the way an action is performed. In data 4, the word “meaningful” combines the noun “meaning” with the suffix -ful to change the form as an adjective that expresses having value or importance. In data 5, the word “scholarship” is formed from the word “scholar” as a noun with the suffix -ship, creating a noun that refers to the financial provided by an institution or university to support an individual education. These examples show how derivation enhances the vocabulary used in captions and increases professionalism in conveying institutional messages. Overall, the various word formation processes used in the captions demonstrate how linguistic creativity encourages effective and professional communication in promoting bilateral relations between Australia and Indonesia.

## CONCLUSION(S)

This study shows that there are various of word formation processes used in the Instagram captions of the Australian Consulate General in Surabaya, with the dominance of derivation and compounding contributing as the main strategy in building the institution's image and conveying messages effectively. The word formation process reflects language creativity that is able to adapt to the communication needs of official institutions in the social media era. In addition, the use of acronyms and borrowing processes shows the combination of language and cultural values in fostering intercultural communication in digital diplomacy. Overall, the results of this study show the adaptation process of language by combining local cultural values and modern digital diplomacy practices to strengthen the institution's reputation in social media. This study only use twenty-five captions post on Instagram Australia Consulate-General Surabaya in last five months so that the data obtained is still limited and less in-depth. Therefore, the researcher hope that future studies can take more captions as data so that the analysis can be conducted in more comprehensive and detailed. Furthermore, further research is expected to describe more accurately describe the language used and communication strategies in social media statements of diplomatic institutions.

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