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Analysis of Word Formation Process of Makeup Product's Names in Make Over Brand

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Abstrak: *Language, as an important part of social life, affects various aspects of social life. Morphology, especially word formation, is an area of study with various applications in social life. This research focuses on analysing the word formation process in product names in one of Indonesia's popular makeup brands, Make Over. The goal of this research is to classify word formation found in make-up product names in the Make Over brand. This research relies on word formation theory by Yule (2010). In his theory, Yule (2010) identifies 10 types of word formation processes: coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronyms, derivation, and multiple processes. This research uses a qualitative method by Creswell (2013) and the observation method. The subject of this research is the makeup product names from the Make Over brand. Meanwhile, the object of this research is the word formation process in makeup product names in the Make Over brand. The findings of this research show that, from 10 types of word formation by Yule (2010), 4 are found. From the total of 14 data, the most popular type is derivation and compounding, with a total of 6 data each, followed by borrowing with 1 data, then lastly, blending with 1 data as well.*

INTRODUCTION

Language is an important part of social life. It is not only a tool for communication. Bauer (2007) views language in various aspects, such as social facts, psychological states, and a series of outputs. Language itself is not merely grammatical as well as vocabulary, but language is also a medium for communication in social context (Aprinita et al., 2025) . From language, human showing emotions, attitudes, and consult meaning in lots of social settings (Zagoto et al., 2025) . Given how language plays a huge role in society, it is not rare to see studies about language. Linguistics itself covers a wide range of studies about language. From the smallest unit of a language to the discourse of certain sentences, studies about language never run out of topics due to continuous phenomena in society. There are many ways to study language phenomena in society. It can be done by observing or analysing language phenomena that already exist in society.

One topic in language that has many phenomena in society is the study of word formation

process. Word formation itself is the study of how new words are formed or made. Yule (2010) stated that the word formation process is the evolution of new terms as an innovation. Meanwhile, O'Grady et al. (1997) stated that the word formation process is one of the components in linguistic morphology. Various experts have their own version of what is considered to be a word formation process. Yule (2010), in his book, stated that there are 10 types of word formation processes: Coinage, Borrowing, Compounding, Blending, Clipping, Back Formation, Conversion, Acronyms, Derivation, and Multiple Processes. Research about word formation process by Paramarta (2022) even found word formation process tend to make the short or compact version of the original words.

The makeup industry is one example of a sector that uses word formation theory for naming its products. The names often combine general words together based on the product's purpose or quality. The industry frequently develops catchy and unique product names that are as attractive as possible to boost popularity of the brand image. Brand image itself has a positive and significant impact to rise buying interest (Puspitasari & Mayasari, 2025). Another thing that can rise buying interest is brand awareness. Costumers tend to choose product that are familiar and memorable due to it is more trustable (Riskayani & Yulianthini, 2025). Names can associate mind, fact, and memory of the brand (Travis, 2000). Costumer's first impression regarding their view, reputation, legitimacy, and value of their product related to the brand imagine (Adi & Telagawathi, 2025) .

Among Indonesian makeup brands, Make Over is one of the familiar local brands. In the research conducted by Heryani et al. (2024) , found that Make Over has a positive public reaction in terms of brand image and word of mouth reputation. Based on Wafa (2026) , Make Over brand is in 5th place of one of the most popular brands in local online shopping platform, Shoppe. Make Over provides professional quality make up products with range of colours, textures, and functions. It can be seen by the way some of their product's names emphasizing the textures or function of the products. Some of the names use unique wording that undergo a morphological process to make the name more memorable and represent the quality or function of the product.

Various studies have been conducted on the word formation process. One study by Asvini & Padmadewi (2023) about word formation process in I am Malala Novel found seven word formation types. From 633 data, five data under of coinages, 34 data for suppletion 130 data for compounding, 5 words of clippings, 14 words of back-formations, 53 words for acronyms, and 392 words for derivations.

Additionally, research by Sutrisno et al. (2023) with the title 'An Analysis of Word-Formation Process Used in Students' Writing at Eighth Grade of SMP Muhammadiyah Mandau.' The goal of this research is to analyse the classification and the most dominant type of word formation process used in students' writing. The research relies on Yule (2010) theory about word formation process. From 10 students' writing as data, the research found 8 types of word formation processes. Inflexion was the most popular with 34.6% of the data, followed by compounding with 22.07% of the data, derivation with 15.38% of the data, borrowing with 11.54% of the data, acronyms with 7.7% of the data, clipping with 3.85% of the data, and coinage with 3.85% of the data.

Other research is by Sopiah et al. (2023) about 'An Analysis of Word Formation Process of English Slang Used in Camp Rock Movie Script.' The research focuses on the analysis of word formation from slang words in the Camp Rock film script. This research uses George Yule theory as the basis. The research found 5 types of word formation processes. The one that is most dominant was clipping, with 57% of the data, followed by acronyms with 19% of the data, then blending with 14% of the data, followed by derivation and compounding, which each had 5% of the data.

Another study is by Sundari & Faisal (2023) about 'Analysis of Word Formation Process in

Register Used by English and Indonesian Football Commentary'. This research analysed the word formation process that appears in football commentary. The research uses several word formation theories from different experts such as George Yule, Katamba, O'Grady and Guzman, and Stockwell & Minkova. The findings of this research identified 78 data and a total of 6 types of word formation processes, such as compounding, coinage, borrowing, derivation, reduplication, and abbreviation.

Although previous studies have contributed to the application of word formation processes in real life, there is no research on word formation process in product names for the sake of marketing, especially in cosmetic brands, yet. Product names represent commercial communication that can affect product sales. A catchy and memorable name that represents the product well often becomes the reason why a certain product becomes popular. By studying the word formation process in Make Over makeup product names, the researchers can better understand how strategic morphological application affects the commercial or marketing aspects of an industry.

Based on this consideration, this research aims to analyse the word formation process of makeup product names in the Make Over brand using Yule (2010) theory. This research will identify the types of word formation that appear in this brand. This research only focuses on one brand, Make Over, as one of familiar local makeup brands in Indonesia. Furthermore, the findings of this research can be used as a reference for future research on related topics or for a deeper understanding of the application of word formation processes in commercial language.

METHOD

This research uses qualitative methods. This research has the purpose of understanding the findings. In his book, Creswell (2013) argues that qualitative research focuses on a deep understanding of phenomena in a natural setting. This research focuses on a deep understanding of the word formation process in Make Over makeup product names.

This research focuses on a specific case, which is the phenomenon of the word formation process in product names in the Make Over brand. From that focus, the research subject suitable for this research is the makeup product names from Make Over. Meanwhile, the object of this research is the word formation process in makeup product names in the Make Over brand. The data for this research are from product names under the makeup category on the Make Over official website.

Furthermore, this research uses the observation method for data collection. The observation itself will be conducted based on the purpose of the research. In this case, any terms/words from makeup product names from Make Over that are indicated to fall under the word formation process. The source of the data itself is the official website of Make Over (https://www.makeoverforall.com/).

Additionally, Creswell (2013) theory for data analysis is used for this research. Four steps of analysis are data management, reading & taking notes, describing & classifying data and, lastly, interpreting data. This research will manage the data by grouping all data as one to make the next process easier. Second, the data will be read/screened, and notes will be taken if necessary for the next process. After that, the data will be described, classified, and interpreted at the same time to organise the data, determine the classification, and decide the final classification based on the goal of this research.

RESULT AND DISCUSSION

Result

Table 1. Types of Word Formation Process Found in Product Name in Make Over Make Up Brand

No	Word Formation Types	Total Data
1	Derivation	6
2	Compounding	6
3	Borrowing	1
4	Blending	1
Total		14

Table 2. Data of Word Formation Process Found in Product Name in Make Over Make Up Brand

No	Data	Word Formation Type
1	Hydrastay	Blending
2	Palette	Borrowing
3	Eyeshadow	Compounding
4	Highlighther	Compounding
5	Hyperblack	Compounding
6	Powerstay	Compounding
7	Superstay	Compounding
8	Waterlite	Compounding
9	Definer	Derivation
10	Demi-Matte	Derivation
11	Refill	Derivation
12	Transferproof	Derivation
13	Waterproof	Derivation
14	Weightless	Derivation

This research found that, from a total of 14 data, 4 word formation processes were found. Derivation is the most popular, with a total of 6 data. Then, followed by compounding with 6 data, then by borrowing with a total of 1 data. The last is blending with 1 data in total. The findings also found that the data mostly reflecting the main function, effect, or quality of the product. It is in line with how a name supposed to be represent the product itself. The quality or function of the product could be easier to identify.

Derivation

Data 9

Definer

Definer has word ‘define’ (verb) as a base word. The addition of ‘-er’ suffix change the word class from a verb to a noun. ‘Definer’ still has the same meaning as ‘define.’ The meaning of define itself in this case is to emphasis or giving definition of certain spot in face to enhance the appearance. The product itself is an eyebrow pen with strong quality to define the shape of eyebrows.

Data 10
Demi-Matte

The root of the word is 'matte' (adjective). 'Matte' here means a dull colour, opposite shiny. Meanwhile, 'demi-' means partly or not fully. The addition of prefix 'demi-' change the meaning of the main word. 'Matte' refers to a dull colour, and 'demi-matte' means semi matte or partly matte colour, not fully dull. In this case, the product is a face complexion, a cushion, that has an ability to give non oily skin but not overly matte that can would make cakey finish.

Data 14
Weightless

Weightless has 'weight' (noun) as the base of the word. The addition of '-less' suffix changed the word meaning to the opposite. 'Weightless' now means something that has no weight. In this case, the name is used for a face complexion, a foundation, with lightweight formulation for indoor and outdoor activity. The non heavy formulation here is used as the main selling point of the product.

Compounding

Data 3
Eyeshadow

The word 'eyeshadow' comes from the combination between 'eye' and 'shadow.' The word eyeshadow usually refers to a tool that is used to make a depth or accent to eyelid by colour. In this case, the product itself is a base or primer before using an eyeshadow. The product itself is not an eyeshadow. But something that supposed to be used before eyeshadow.

Data 5
Hyperblack

The word 'hyperblack' is a word that was formed from two different words. The first word is 'hyper' and the second is 'black.' 'Hyper' is a word that means something above average or excessive. 'Hyperblack' means intense black. In this case, 'hyperblack' is a name of an eyeliner that is claimed to have very high or intense black colour for drawing line.

Data 6
Powerstay

'Powerstay' is a word with 'power' and 'stay' being combined. The word 'powerstay' has both quality of both the base words, which means a strength to make things stay. In this case, the product is a lip product that is claimed to be strong enough to stay on lips for 24 hours.

Borrowing

Data 2
Palette

Palette is a word that is originally comes from French word. Originally, *palette* is a tool that is used for holding paint by painters. In makeup products, *palette* is still used as a place to contain colours but the usage is for face. The product itself is an eye product that has various colours in it.

Blending

Data 1

Hydrastay

The word 'hydrastay' is the combination of 'hydration' and 'stay.' Later part of the word 'hydration' is not included, resulting the word 'hydrastay.' The word hydrastay itself means keeping the hydration or making the hydration last. The product is a face complexion, a foundation, that has main ability to lock hydration in face when being used.

Discussion

The discussion of this research finds that the data is in line with Yule (2010) theory for derivation, compounding, borrowing, and blending. According to Yule (2010), derivation is a process of adding small language elements to existing words. The small language elements here are affixes. Prefixes, suffixes, and infixes are part of affixes. All the data that under derivation are in line with the theory. Then, compounding is the process of combining two different words to form a new word (Yule, 2010). The meaning of the new word generally carries the quality and the meaning of both original words as all the data that fall under compounding in this research. Next, borrowing itself is a word formation process where a new word is directly taken from another language (Yule, 2010). As this research data for borrowing also in line with the borrowing theory. Lastly, blending is the creation of a word by merging parts of two words into one new word/phrase (Yule, 2010). Unlike compounding, which merges the full letters of the words, the blending process does not use all the full letters of the words. The data in this research that fall under borrowing has part that is not included in the new word.

From the 4 previous studies that also analyse word formation, the similarity that can be found is that compounding and derivation both can be find in all data. Even if the usage frequency of both compounding and derivation is different in each research, it can be seen that compounding and derivation are quiet often being used in various field as research by by Asvini & Padmadewi (2023) about word formation process analysis in a novel, Sutrisno et al. (2023) is about students writing, meanwhile, research by Sopiah et al. (2023) about word formation in English slang in a movie script, and research by Sundari & Faisal (2023) is about word formation process in English commentary.

CONCLUSION

Based on the research, it can be concluded that there are 4 types of word formation found in makeup product names in the Make Over brand. From the total of 14 data, derivation and compounding are the most popular, with a total of 6 of data for each type, followed by borrowing with 1 data, and blending with 1 data as well. Most of the makeup names in this research represent the meaning, function, or the main quality of the product. All of the data that fall under one of the 4 word formation types in this research are in line with the Yule (2010) theory.

Additionally, if we compare this research with Asvini & Padmadewi (2023), Sutrisno et al. (2023), Sopiah et al. (2023), and Sundari & Faisal (2023), we can see how all the research including this research has derivation and compounding data. Despite in terms of different subject of each research, derivation and compounding are a common word formation process generally.

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