

## BIBLIOGRAPHY

- Abeck, R. (1966). Food and Beverage Management. In *Cornell Hotel and Restaurant Administration Quarterly* (Vol. 7, Issue 3). <https://doi.org/10.1177/001088046600700301>
- Adha, A. D., & Dania, R. (2020). Morphological Analysis of Word Formation Found in VOA News Articles. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, 8(2), 458–470.  
<https://doi.org/10.24256/ideas.v8i2.1613>
- Adhani Aditya, F. (2021). *Word Formation of English Slang Words in Selected Songs in Rich Brian's S Album Amen*. 12(3).
- Arikunto, S. (2006). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka cipta.
- Auli, R. (2020). *An Analysis of Word Formation in English Translation of Holy Qur'an by Maulawi Sher 'Ali*. 1–63.  
<https://repository.ar-raniry.ac.id/id/eprint/12828>
- Azkiyah, S. M., Sundari, D. W., & Hum, M. (2013). *Word Formation Analysis On English Terms From Toyota Yaris March*.
- Beliaeva, N. (2019). Blending creativity and productivity: on the issue of delimiting the boundaries of blends as a type of word formation. *Lexis - Journal in English Lexicology*, 14, 0–22.  
<https://doi.org/10.4000/LEXIS.4004>
- Bernard Davis, Andrew Lockwood, Peter Alcott, A. Ioannis Pantelidis. (1966). Food and Beverage Management. In *Cornell Hotel and Restaurant Administration Quarterly* (Vol. 7, Issue 3). <https://doi.org/10.1177/001088046600700301>
- Budiyono, S., Pranawa, E., Yuwono, S. E., Widya, U., & Klaten, D. (2021). Language as a Communication Tool, Motivation, Achievement, Negotiation, and Business Professionally.

- Seminar Nasional Riset Linguistik Dan Pengajaran Bahasa (SENARILIP V), Senarilip V, 5–6.*  
<http://ojs.pnb.ac.id/index.php/Proceedings/73>
- Chulsum, I. P. H. (2020). *An Analysis of Word Formation Processes of Jargon Word in Online Shop to Improve Vocabulary* (Doctoral dissertation, State Islamic University).
- DEWI, WIDIA SARI (2022) AN ANALYSIS OF WORD-FORMATION PROCESS FOUND IN EDUCATIONAL ARTICLES OF THE JAKARTA POST WEBSITE. Diploma thesis, UIN RADEN INTAN LAMPUNG.
- Fatmawaty, R., & Anggraini, P. A. (2019). an Analysis of English Word Formation Processes in Beats Apart Novel By Alanda Kariza and Kevin Aditya. *Jurnal ELink*, 6(1), 164.  
<https://doi.org/10.30736/e-link.v6i1.125>
- Ferreira Nunes, A. K., de Cássia Amorim Barroso, R., & Fernandes Santos, F. (2019). The use of Triangulation as a tool for validation of data in qualitative research in Education . *THE 4th WORLD CONFERENCE ON QUALITATIVE RESEARCH*, 334–336.  
<https://proceedings.wcqr.info/index.php/wcqr2019/article/view/307>
- Fitri, N., & Pamungkas, A. D. (2023). the Use of Code Switching and Code Mixing By Indofood and Unilever Food Advertisements on Television. *INFERENCE: Journal of English Language Teaching*, 5(3), 251.  
<https://doi.org/10.30998/inference.v5i3.12792>
- Hidayat, T. M., & Mu'man, M. (2020). the Word Formation Process of Slang Words in Rich Brian'S Song Titled Dat Stick. *PROJECT (Professional Journal of English Education)*, 3(4), 483. <https://doi.org/10.22460/project.v3i4.p483-488>

- Iskandar, Stanley Andhika (2022) *Analisis Pengaruh Daya Tarik Iklan dan Promosi Penjualan terhadap Impulse Buying pada E-commerce Shopee di Jakarta / Stanley Andhika Iskandar / 26180194 / Pembimbing : Morryessa Brandinie*. Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta.
- Janesick, V.J. (2002), *The choreography of qualitative research design*, in: Denzin, N.K. & Lincoln, Y.S. (eds.), *Strategies of qualitative research*, 2nd edition, CA: Sage Publications Inc.
- Kelly-Holmes, H. (2005). Foreign Languages in Advertising Discourse. *Advertising as Multilingual Communication*, 15, 27-66. [https://doi.org/10.1057/9780230503014\\_2](https://doi.org/10.1057/9780230503014_2)
- Leedy, P. D., & Ormrod, J. E. (n.d.). *Practical Research Planning and Design*.
- Lieber, Rochelle. (2009). *Introducing Morphology*. New York: Cambridge University Press.
- Listiani, N. K. M., Suwastini, N. K. A., Dantes, G. R., Adnyani, N. L. P. S., & Jayantin, I. G. A. S. R. (2021). YouTube as Digital Learning Resources for Teaching Bilingual Young Learners. *Proceedings of the 2nd International Conference on Technology and Educational Science (ICTES 2020)*, 540(Ictes 2020), 156-162. <https://doi.org/10.2991/assehr.k.210407.230>
- Luthfiyati, D., & Kholiq, A. (2017). The Analysis of Word Formation. *Linguistic, English Education and Art (LEEA) Journal*, 1(1), 30-36.
- Luthfiyati, D., Kholiq, A., & Zahroh, I. N. matus. (2017). The Analysis of Word Formation Processes in the Jakarta Post Website. *Linguistic, English Education and Art (LEEA) Journal*, 1(1), 30-36. <https://doi.org/10.31539/leea.v1i1.30>
- Masithoh, T. (2014). *Word Formation Process At Pazzo Pancake Menu Names in Kudus Extention Mall Tholchah Masithoh*.

- Merriam, Sharan B. (2009). *Qualitative Research A Guide to Design and Implementation*. Jossey Bass: A Wiley Imprint
- Merriam-Webster. (2020). Definition of Advertisement. Retrieved from <https://www.merriam-webster.com/dictionary/clitic>
- Miles, Matthew B and A. Michael Huberman. (1994). *Qualitative Data Analysis 2nd Edition*. United States: SAGE
- Moleong, L. J. (2018). *Metodologi penelitian kualitatif*. Bandung : PT Remaja Rosdakarya.
- M. Weilbacher, William. (1984). *Second Edition Advertising*. New York: Macmillan Publishing Company. Print
- Nederstigt, U., & Hilberink-Schulpen, B. (2018). Advertising in a Foreign Language or the Consumers' Native Language? *Journal of International Consumer Marketing*, 30(1).<https://doi.org/10.1080/08961530.2017.1363008>
- Oyesomi, K. O., & Salawu, A. (2019). Assessing the uniqueness of indigenous language in advertising: Analysis of figurative language used in selected telecommunication yoruba advertisement in Nigeria. *Qualitative Report*, 24(10), 2574-2591. <https://doi.org/10.46743/2160-3715/2019.3878>
- Panggabean, F. O., Deliana, D., & Nasution, E. H. (2023). Analysis of Word Formation Process in Online Advertisements. *Radiant*, 4(1), 53–63. <https://doi.org/10.52187/rdt.v4i1.136>
- Peng, Y., Chen, S., & Wang, S. (2022). Word knowledge and word usage: a cross-disciplinary guide to the mental lexicon. In *International Journal of Multilingualism*. <https://doi.org/10.1080/14790718.2022.2148677>
- Plag, I. (2002). *Brought to you by : www.English-Learners.com Word-formation in English*.
- Putriana, I. K. A., & Chulsum, H. (2020). *AN ANALYSIS OF WORD FORMATION PROCESSES OF JARGON WORD IN ONLINE SHOPTO IMPROVE VOCABULARY THESIS*

- Submitted in Partial Fulfillment of the Requirements for Gaining the Degree of Education Bachelor in English Language Education.*
- Runuk, R. M. A. (2021). *Word Formation of English Slang Words in Selected Songs in Rich Brian ' S Album Amen*. 12(3).
- Sabila Alta Nindyakirana. (2022). AN ANALYSIS OF WORD FORMATION PROCESS IN COCO MOVIE Submitted by : Sabila Alta Nindyakirana.
- Sari, M. Y. (2018). An Analysis OfWord Formation Processes Used In Social Media.
- Sembiring, R. S. N., Syahputra, M. H., Raudah, R., & Nurmala, D. (2023). Word-Formation Processes in Loc'S Site Poem: Morphological Study. *PHILOLOGY Journal of English Language and Literature*, 3(1), 25–30.  
<https://doi.org/10.32696/pjell.v3i1.1955>
- Siahaan, C. K. (2020). *an Analysis of Word Formation in Instagram of Sharena Delon: Morphological Approach Thesis*.
- Sinawang Deka Fitria Sari, Sri Wulandari, E. (2024). AN ANALYSIS OF LANGUAGE STYLE IN TAYLOR SWIFT'S SPEECH AT NEW YORK UNIVERSITY'S CLASS OF 2022. 6(1), 41–53.
- Sugiyono. (2013). *Metode Penelitian Kualitatif Kuantitatif dan R&D Edisi 19*. Bandung: Alfabeta
- Susanti, M. (2017). *Morphological Process of English Terms in Beverage Product Name*.
- Yin, R. K. (2018). Case Study Research and Applications: Designs and Methods (6th ed.). SAGE.
- Yolanda, R. (2023). *ANALISIS DIKSI DAN GAYA BAHASA PADA IKLAN PRODUK KECANTIKAN DI MEDIA YOUTUBE*, 4(1), 88–100.
- Yule. (2010). *The Study of Language*. Cambridge: Cambridge University Press.

Yule, George. (2020). *The Study of Language 7th Edition*. New York:  
Cambridge University Press.