ABSTRACT

Dhiya, Kharisma S. 2024. *Phenomena of Using Word Formation Found in Selected Food and Beverage Online Advertisement.* **Skripsi**, English Education Department, Faculty of Teacher Training and Education Islamic University of Kadiri. Supervisor 1: Kristanti Yuntoro Putri, M. Pd., Supervisor 2: Sri Wulandari, M. Pd.

Keyword: Word Formation, Online Advertisement, Food and Beverage

This research discusses the use of word formation in food and beverage online advertisements. The research focuses on analyzing the word formation used in online advertisements using George Yule's seventh edition theory as the main theory.

The purpose of this research is to find out the type of word formation used in food and beverage advertisements. This study also aims to identify the most common type of word formation used in food and beverage advertisements. Thus, this research is expected to describe the message conveyed to the audience.

The study was carried out using a descriptive qualitative research design. The data was taken from the Sooya Chan YouTube channel which was uploaded in January - June 2024. The results of the research the most common type of word formation in this study is derivation, there are 8 data or 34,78% of the 23 word formation processes. Meanwhile, there is word formation which includes forming other types of words as well. Namely borrowing 17,39%, compounding 21,74%, Clipping 8,70%, coinage 8,70%, and multiple processes 8,70%.

The findings of this research can be employed to enhance linguistic theory associated with advertising

development, especially in the context of persuasive language, thereby enabling consumers to become more critical of advertising messages.