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## English Derivational Suffixes from Handbags Online Advertisement

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### Abstract

This paper aims to survey frequency and occurrence of vocabulary (derivational suffixes) related to the English advertisement of handbags, and to analyze the root and base of vocabulary on derivational suffixes in English handbag online advertisements. 1,000 advertising texts were collected from five websites. The data were categorized by Word-classified forms and analyzed the structures of derivational suffixes by using AntConc to identify word frequency. The result showed that there were 541 words found which can be divided into four formation types: 317 noun-forming words, 106 adjective-forming words, 95 adverb-forming words and 31 verb-forming words, respectively. The most frequent words with derivational suffixes were adjustable (96), compartment (92) and metallic (81). In addition to derivational suffixes obtained from online handbag advertisements, 16 categories were identified: 1) -er, -or and -ar, 2) -ion, 3) -ment, 4) -ence/ -ance, 5) -ness, 6) -ity, 7) -ize, 8) -less, 9) -ful, 10) -y, 11) -ous, 12) -al, 13) -ic, 14) -able/-ible, 15) -ive, and 16) -ly. The results also showed that one vocabulary can be attached more than one suffix. The number of words with suffixes and frequency were sophistication (20), personalize (17) and effortlessly (16) respectively. The results and implications were discussed in this paper.

**Keywords:** Derivations, Handbags, Online Advertisement

### Introduction

English is widely recognized as a gateway to greater education and job prospects. As a result, today's workforce is expected workers to be highly qualified, with the ability to



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consistently enhance skills and participate in lifelong learning (Ahmad, 2016). English has then become one of desirable qualifications for employees to get high-paid job or promotion. However, the basic goal of learning any language is to acquire a simple language for day-to-day communication. As a result, university students all over the world study English to participate in the global economy, labor market, or even get a promotion. In other words, English a key to unlock development prospects and gaining access to critical information (Coleman, 2010).

Although English is well known for its function in facilitating access to knowledge and development possibilities, English language learners have limited knowledge of vocabulary, for example, guessing word meaning and understanding new vocabulary. Many studies in Morphology helps language learners to understand word formation. According to Matthews (1974, p. 38), word formation is the process or consequence of creating new words, known as derived words, from words or word groups with the same root, and it requires a thorough understanding of affixes such as prefixes and suffixes. Inflectional and derivational subclasses are the most common divisions (Krovetz, 1999). Therefore, language learners will be able to greatly expand their vocabulary once they are able to distinguish derivational and inflectional affixes. For instance, Renyaan (1986) reported that knowing affixes (prefixes and suffixes) and their meanings could assist children expand their vocabulary. For language learners, the more they can understand word production such as derivational, the better their vocabulary can develop (Wurandari, 2014). This paper focuses on derivation as it is the most common word-formation process in English (Fizer, 2007).

Considering the growth of online business, English has been used in advertising. As consumers spend more time on the internet consuming media, online advertising is becoming a larger part of the overall advertising business. The goal of advertisements involves persuading customers to act or think in a textually prescribed way so as to increase sales of specific commodities and services (Nord, 1997). Online advertising texts employ a variety of manipulative language methods to gain attention, deliver a message, and persuade consumers. Language used in advertising and commercials, therefore, is very important in promoting the company's products. (Angraeni, 2011). In this sense, language is a medium to



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engage consumers buying products. Various patterns and words are used to catch consumers' attention. Therefore, if learners can understand words used in online advertisements, this will enhance their vocabulary and reading skills, especially in business contexts. This paper, therefore, investigated the use of English derivational suffixes from online handbags advertisement.

### Derivational Suffixes

Derivational affixes are morphemes that are used to produce (or derive) new words by altering the meaning and/or the part of speech. The combining of a part of speech stem with an affix to generate a new word stem is known as derivational (Rachmadie, 1999). A derivational suffix is a suffix that transforms words from one syntactic category into words from another syntactic category (Bacon, 2008, p. 6). Fromkin, Victoria, and Rodman (2011) have suggested that these derivational suffixes result in a new term with a different meaning and is usually a different part of speech. However, the new meaning is linked to the previous one.

Wulandari (2014) states kinds of derivational suffixes are noun forming suffixes (-ance, -ence, -ation, -ment, -ion, -ness, and -ity), verb forming suffixes (-ize), adjective forming suffixes (-able, -ful, -less, -al, -ous), and adverb forming suffixes (-able, -full, -less, -al, -ous), and adverb (-ly). However, according to Rachmadie (1999), there are six types of derivational suffixes:

1. derivational suffixes that change verb to noun: -al, -ure, -y, -ment, -ance/-ence, -sion/-tion/-ion and -or/-er/-ar/-ent.
2. derivational suffixes that change adjective into noun: -ness, -ity, -ism and -th.
3. derivational suffixes that change noun into adjective: -ish, -al, -ly, -like, -ous, -ary, -ic, -less, and ful.
4. derivational suffixes that change verb into adjective: -ive, -ant, -ed/-ing, and -able/-ible.
5. derivational suffixes that change adjective and noun into verb: -en, -ize, -fy, -ish, and -er.
6. derivational suffixes that change an adjective and a noun into an adverb: -ly, -ward, -wise, -long, and -way.



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## Root and Base on derivational suffixes

Words contain intrinsic structure which is generated by word-building elements. Roots and affixes are among the elements (Katamba, 1994, p. 41). A word's root is its irreducible core, with nothing else attached to it. Walk, for example, is a root that appears in a variety of word forms. Walker-walk (root), marker noun –er, and Walks root: walk, inflectional affix: -s. Harley (2006, p. 120) states “The root of a word is its fundamental, content morpheme”. The root with an affix, on the other hand, can have another affix applied to it.

Wulandari (2014) studied the forms and functions of derivational suffixes from short stories. There were four forms: noun suffixes, verb suffixes, adjective suffixes and adverb suffixes. The results showed eight functions of derivational suffixes, including the first suffixes from verb into noun, adjective into noun, noun into verb, noun into adjective, verb into adjective, noun into adverb, verb into adverb and adjective into adverb.

Vörös (2010) studied creativity in advertising slogans based on Word-Formation. Copywriters feel a constant need for adjectives when they are trying to describe products, services, feelings and emotions. Therefore, the best productive way to make a feeling in an advertisement is using adjective-forming suffixes in the English language.

Winiastari (2012) examined the function of derivational affixes and described the process of forming new words in the Now Bali edition September 2012. The results reported there were 10 types of derivational adjectives, those suffixes are –full, -less, -able, -ous, -ive, -al, -y, -ic, -ly, and -ish that were found in the magazine entitled.

Similar to Kinsella (2014)’s work, this study concentrated on the noun suffixes in the novel "Can You Keep A Secret?" and found three noun-suffix categories: First, changing verb to noun (-ation, -al, -er/or, -ment, -ant, -ee, -age, -ing. Second, changing adjective to noun (-ness, -ity). Lastly, changing noun to noun (-hood, -ship, -ess, -er, -ing, -ster, -y/-ie, -eer, -(e)ry, -ful, and -let).

Rustamaji (2015) studied the English advertisement boards in Kendal regency and analyzed the processes of English word formation. The results found that derivation changes the category of a word and its part-of-speech. For example, the suffix –er and –ee can turn a verb into a noun.



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The latest study was done by Nisa (2020) investigating the morphological process within a cyberliterature. It can be concluded that there was a morphological process dealing with roots, bases and stems. The results can be concluded that there was a morphological process dealing with roots, bases and stems. For example: move + ment = movement

From above example, studying the formation of vocabulary used in online advertisement may enable those who work in advertising and commercials to develop their English related to their areas. In terms of teaching, this may help English teachers to prepare teaching materials suitable for online business. The research objectives are presented in the following.

### Objective

Two research objectives are:

1. To classify and analyze the formation of vocabulary with derivational suffixes in English handbags online advertisement.
2. To analyze the root and base of vocabulary with derivational suffixes.

### Methodology

1. Choosing products from top 5 websites. These handbag brands were Micheal kors, Coach, Zara, ASOS, NA-KD, Coach, Furla, Kipling's, Coccinelle, Prada, Dior, Fendi and Louis Vuitton
2. Collecting 1,000 advertising texts from these top-five websites.
3. Identifying vocabulary from collected derivational suffixes
4. Analyzing formation and function of derivational suffixes from vocabulary.
5. Summarizing and reporting the results.

### Research Instruments

1. Microsoft Excel was used to collect data and identify the structure of derivational suffixes.
2. Antconc (Anthony, 2019) was utilized to analyze the frequency and occurrence vocabulary on derivational suffixes.



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## Results and Discussion

### 1. Formation of derivational suffixes

There were four forms and sixteen categories of derivational suffixes from online handbag advertisements: noun-forming suffixes, verb-forming suffixes, and adverb-forming suffixes. Sixteen categories were identified: 1) -er / -or / -ar, 2) -ion, 3) -ment, 4) -ence/ -ance, 5) -ness, 6) -ity, 7) -ize, 8) -less, 9) -ful, 10) -y, 11) -ous, 12) -al, 13) -ic, 14) -able/ -ible, 15) -ive, and 16) -ly.

#### 1.1 Noun-forming suffixes

Six forms of noun-forming suffixes were identified. These can be divided into two categories: verb to noun and adjective to noun as shown as below:

##### 1.1.1 Verb to noun forming suffix including: -er / -or / -ar , -ion, -ment

-er / or / ar : the person who does \_\_\_\_

-ion : the act of doing something

-ment : the act of doing something; product or result of an action

##### 1.1.2 Adjective to noun including: -ence/ -ance, -ness, -ity

-ence/ -ance : the act of doing something

-ness : the state of being something

-ity : the state of being something

#### 1.2 Verb-forming suffix

There was only one form of verb-forming suffix: -ize

##### 1.2.1 Noun to verbs including: -ize: to make, have, become

#### 1.3 Adjective-forming suffixes

Nine forms of noun-forming suffixes were found, and can be divided into two categories: 1) noun to adjective and 2) verb to adjective.

##### 1.3.1 Noun to adjective including: -less, -ful, -y, -ous, -al, and -ic

-less : without

-ful : full of \_\_\_\_

-y : full of, covered with

-ous : full of, covered with

-al : connected with



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**1.3.2 Verb to adjective including:** -able/ -ible, -ive, -able/ -ible : can  
 -ive : has qualities of \_\_\_

**1.4 Adverb-forming suffix**

One form of adverb-forming suffix was identified: - ly

**1.4.1 Adjective to adverb including:** -ly: in a way that is

**2. Root and base with derivational suffixes**

The results showed that one vocabulary can be attached to more than one suffix. The most frequent suffixes were sophistication (20), personalize (17) and effortlessly (16), respectively. Table 1 summarizes morphological process of derivational suffixes used in online handbag advertisement.

Table 1 Examples and morphological process of derivational suffix

No.	Examples	The morphological process
1	Sophistication	Sophist(root) + -ic (suffix 1) + -ion (suffix 2)
2	Personalize	Person (root) + -al (suffix 1) + -ize (suffix 2)
3	Effortlessly	Effort (root) + -less (suffix 1) + -ly (suffix 2)
4	Additional	Add (root) + - ion (suffix 1) + -al (suffix 2)
5	Expressionist	Express (root) + -ion (suffix 1) + -ist (suffix 2)

**Discussion**

This recent study investigated 1,000 English advertising texts of handbags from 13 brands. The results reported that there were four forms of derivational suffixes. Our results were consistent to previous studies (Warunari, 2014; Rachmadie's, 1999) stating that derivational suffixes can be categorized into four types that consist of noun-forming, verb-forming, adjective-forming and adverb-forming. This can be confirmed that these forms are the ways to process word formation in order to create new meaning and change part of speech in English. Our results showed 541 words with derivational suffixes. The most frequent words



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were noun-forming 317, adjective-forming 106, adverb-forming 95, and verb-forming 31 respectively.

Our results were similar to Katamba's study (1994), reporting that words have internal structure which is created by word-building elements. The elements include roots and affixes. Root is the irreducible core of a word, with absolutely nothing else attached to it. The researcher found vocabulary such as End (the root/part of speech is a noun) meaning "A final part of something" becomes Endless (the part of speech is an adjective) meaning "have no end of limit". Moreover, it was found Endlessly meaning "in a way that has or seems to have no end or limit" that from Endless (the base/ part of speech is adjective). Furthermore, it found that one sentence of advertising can have more than one vocabulary with derivational suffixes, an example from the bag ads: "This Bethany Belt Bag is part of the Coach Pride Collection, a celebration of equality, diversity, and authentic self-expression within the LGBTQ+ community this month and every month", there are five suffixes in one sentence; those are collection, celebration, equality, diversity, expression and community

## Conclusion

The objectives of this study are to discover and analyze the vocabulary with derivational suffixes from top 5 websites handbag online advertisement, there is a variety of vocabulary that with different formation and function of derivational suffixes appearing in English online bag advertisements. Understanding word formation and functions including the positions of root, base, noun suffixes, adjectives suffixes, adverb suffixes, verb suffixes, etc. will be useful for L2 learners' perception in language acquisition both reading and writing skill on ad creation. The research findings can be used as guidelines for them in practicing language skills to develop their career, especially as advertising writers. Moreover, vocabularies with derivational suffixes appeared in this study are hoped to be beneficial for language learners as an ad lexicon and a glossary of advertising terms on bags- a kind of popular product, a large market share of women's accessories business.





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### Suggestions for Further Studies

Other studies may investigate English used in online advertisements to enhance vocabulary skill and English course preparation.

1. To study different kinds of ads in order to create various vocabulary categories.
2. To investigate more roots, bases and stems appearing from advertising word lists in derivational suffixes.
3. To example specific parts of speech of formation and function of derivational suffixes.

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