





The 15<sup>th</sup> National and International Conference  
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"  
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and markets also use English, and 90% of academic papers published in various academic disciplines such as linguistics are written in English (Crystal, 1997). In today's global world, English is the most commonly spoken language, consequently the importance of English cannot be denied or ignored (Nishanthi, 2018).

Given all the benefits of using English in businesses around the world, its use can increase the profits and awareness of the business. It secures them a position in the global market and allows them to reach almost every corner of the world. The most prominent example of this is the use and usefulness of English in global advertising. Many studies have shown that English is the most common foreign language used in advertising (e.g. Bhatia, 1992).

Advertising is a form of communication. It can be informative and compelling in nature. Using mass media or new media encourages consumers to buy goods and services (Jefkins, 1992). The advertising can promote new products or existing products (Benson-Eluwa, 2004). In other words, it is an advertising act that represents a public notice or public notice in the meaning of a dictionary (Tyagi & Kumar, 2004). In business and marketing, advertising is an inexpensive advertisement for a product or service in public, intending to attract people's attention and increase the number of sales of those products and services (Petley, 2003).

A compound word is a word formation process that forms a new word derived from two or more independent words. Words that are part of the link can be free morphemes, (Fromkin & Rodman, 1998). Morphemes can be divided into combined morphemes, free morphemes, and null morphemes. Freestyle morphemes can form words by themselves (freestyle). For example, books, paper, cars, etc. Rich morphemes, whether bound or free, must be represented by words that contain at least one other word's morpheme. For example, usefulness, magnification, readability, etc. Null morpheme two is a null morpheme with no phoneme content. For example, the null plural of deer and sheep (Srijono, 2010). The components of English compound words are the following part-speech categories: Nouns, adjectives, adverbs, and prepositions English compound words belong to the noun, verb, and adjective classes and are composed of at least two constructive bases that are members of the noun category: verbs, adjectives, adverbs, or prepositions (Katamba, 1993, p. 304).





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## Scope

This study focuses on the analysis of English compound nouns, compound verbs, compound adjectives, compound adverbs, and compound pronouns structures from online smartphone advertisements.

## Methodology

1. Survey top total revenue growth of electronics stores online in first-party net sales 2020 on the website ecommerceDB.com. Five websites were found and ranked in the following: Amazon.com, Apple.com, Jd.com, Bestbuy.com, and Suning.com.
2. Among the top five total of electronics online stores, smartphone products were found on every website.
3. Collect 1,000 smartphone ads from the top rank Amazon.com.
4. Identify the word frequency from the ads by using Antconc program (Anthony, 2019) and categorize the vocabulary.
5. Categorize compound words structure found in online smartphone advertisements.
6. Analyze the data, summarize, and discuss the results.

## Results and discussion

### 1. Category of vocabulary from smartphone online advertisement

The results show twelve word categories: display size, random access memory (ram), storage, processor, battery capacity, sim card, color, display resolution, rear camera, operating system, refresh rate, and brand, as summarized in Table 1.





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No.	Categories	Examples of vocabulary
11	Refresh rate	30fps, 60fps, 90fps, 120fps, 144fps
12	Brand	Blackview, Xiaomi, Realme, OnePlus, Samsung, Huawei, Motorola, Google, Apple, Asus, Sony, Total wireless, TCL, Unihertz, Tracfone, LG, Seawolf, Blu, Oukitel, Zte, Nokia, Alcatel, Ulefone, Cubot, Kyocera, Simple moblie, Umidgi, Caterpillar, DOOGEE, Lenovo, Blackberry

## 2. Types of compound words

Among 1,000 ads, the results have found five types of compound words as follows: compound nouns at 43%, compound adjectives at 40%, compound verbs at 7%, compound adverbs at 4%, and compound pronouns at 4%, respectively. Table 2 presents five types of compound words.

Table 2 Types of compound words

No.	Types	Freq. (%)	Examples of Compound words
1	Compound nouns	43	fingerprint, smartphone, low light, bluetooth, touchscreen
2	Compound adjectives	41	wide-angle, waterproof, ultrawide, brand new, outstanding
3	Compound verbs	7	download, update, withstand, undergo, showcase
4	Compound pronouns	4	anyone, anything, itself, something, yourself
5	Compound adverbs	2	together, anyway, anymore, anytime



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## 2.1 Compound noun structures

When analyzing compound words obtained from 1,000 online smartphone advertisements, there were eleven compound noun structures. The most common compound noun structures were N.+ N. at 43%, Adj. + N. at 14%, and V. + N. at 14%, respectively. Table 3 summarizes compound noun structures.

Table 3 compound noun structures

No.	Compound noun structures	Freq. (%)	Examples of Compound nouns
1	N.+N.	43	screenshot, silkscreen, wallpaper, nighttime, worksite
2	Adj.+N.	14	high-fidelity, hotspot, software, hardware, background
3	V.+N.	14	talk time, touchscreen, passcode, bandwidth, bloatware
4	N.+V.	8	leaflet, network, tablet, neckband, podcast
5	V.+ Prep.	6	carryover, breakthrough, startup, layout, cutout
6	Prep.+V.	5	output, input, outlet, downlink
7	V.+Adj.	3	playback, feedback
8	V.+V.	3	workflow, droplet
9	N.+Adv.	1	farewell
10	N.+N.+N.	1	craftmanship
11	V.+N.+N.	1	workmanship



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## 2.2 Compound adjective structures

There were ten compound adjective structures. Most compound adjective structures were N. + Adj. at 38%, Adj. + N. at 24%, and Adj. + Adj. at 12%, respectively. Table 4 presents compound adjective structures found in online smartphone advertisement in English.

Table 4 Compound adjective structures

No.	Compound adjective structures	Freq. (%)	Examples of Compound adjectives
1	N.+Adj.	38	wireless, brand new, waterproof, Hands-free, Lag-free
2	Adj.+N.	24	all-day, wide-angle, high-definition, high-end, high-level
3	Adj.+Adj.	12	all-new, rear-mounted, ultrawide, high-powered, long-lasting
4	N.+N.	8	award-winning, mind-boggling, attention-grabbing, eye-popping, eye-catching
5	Prep.+N.	8	on-screen, outdoor, underwater, indoor, on-board
6	V.+Adj.	3	beloved, standalone
7	Adj.+Prep.	3	amped-up, built-in
8	N.+V.	1	time-lapse
9	Prep.+Adj.	1	overall





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### 2.3 Compound verb structures

The results also show four compound verb structures found in online smartphone advertisements. The most common compound verb structure is Prep. + V. at 61%, V. + V. at 15%, and N. + V. 15%, respectively, as shown in Table 5.

Table 5 Compound verb structures

No.	Compound verb structures	Freq. (%)	Examples of Compound verbs
1	Prep.+V.	61	upload, download, update, withstand, upgrade
2	V.+V.	15	become, live steam
3	N.+V.	15	electroplate, binge-watch
4	V.+N.	8	showcase

### 2.4 Compound adverb structures

There were six compound adverb structures found in English smartphone online advertisements. The most common compound adverb structure is Adj. + N. at 50%, Prep. + V. + Pronoun. at 25% and Adj. + Adv. at 25%, respectively, as shown in Table 6.

Table 6 Compound adverb structures

No.	Compound adverb structures	Freq. (%)	Examples of Compound adverbs
1	Adj.+N.	50	anyway, anytime
2	Prep.+V.+Pronoun.	25	together
3	Adj.+Adv.	25	anymore



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### 2.5 Compound pronoun structures

The results also report two compound pronoun structures found in English online advertisements of smartphone. The most common compound pronoun structure is indefinite pronoun + Noun at 63% and possessive adjective + reflexive at 37%, respectively as shown in Table 7.

Table 7 Compound pronoun structures

No.	Compound pronoun structures	Freq. (%)	Examples of Compound pronouns
1	Indefinite Pronouns+Nouns	63	everything, everyone
2	Possessive Adjectives+Reflexive Pronouns	37	ourselves, yourself, itself

### Conclusion and Discussion

All types of compound words can be found in this study. There are 176 compound words which are categorized into five types: 78 compound nouns, 73 compound adjectives, 13 compound verbs, 4 compound adverbs, and 8 compound pronouns. This supports the idea that compounding is one of the processes of creating a new word (Spencer, 2001, p. 1). The creation of new words should be discussed when teaching English. Importantly, this seems to imply that when teaching English in commercials and advertising, preparing course materials, as well as helping language learners to better understand English in online advertisements, all types of compound words should be taught.

Compound nouns are the most dominant compound words found in this study. This is similar to the result of the study of a *morphological analysis of compound words in the English translation of surah al-baqarah translated by Abdullah Yusuf Ali* (Maulina, 2019), which also found that compound nouns are the most dominant of compound words.



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Handayani's investigation (2020) also investigated compound words in the novel "With Eyes Closed: The Color of Drowning" by Jason Miranda. The result also revealed that compound nouns are the most dominant of compound words. These suggest that when teaching English for advertising, compound words, especially compound nouns should be paid a lot of attention.

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