

## ABSTRACT

**Osi Sutra Devani. 1165030148. *Non-Affixational Word Formation in the Comments of PewDiePie's YouTube Channel*. An Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Dr. Hj. Ruminda, S.S., Hum.; 2. Ika Yatmikasari, S.S., M.Pd.**

**Keywords: Non-affixational, word formations, YouTube**

This research discusses non-affixational word formation in a YouTube channel. It is a language phenomenon happens in social media. This research aims at finding kinds of non-affixational word-formation on the comments of PewDiePie's YouTube channel and analyzing their morphological process. In conducting the research, the researcher refers to word formation theory by Plag (2002:134-160). He divided word formation into two, those are compounding and derivation. This research is focused on one of the derivational types. It is derivation without affixation or also called non affixational word formation. This theory is supported by some other theories, such as Aronoff and Fudeman's derivation theory (2011:199-122), and Yule's word formation theory (2010:56-58). The researcher used qualitative method to analyze and expose the obtained data. The data source of the research is the people's comments that are written on the videos comment column of the most popular YouTuber. He is Felix Arvid Ulf Kjellberg which is well known as PewDiePie named after his channel on YouTube. The result of the research shows there are two kinds non-affixational word formation found according to theory. Those are abbreviation and truncation. Based on the form, abbreviation divided into two initials and non-initials abbreviation. However, there are also found other non-affixational word-formations which are not mentioned in the theory. They are alphabetic word formation, numeric word formation, and letters change. The number of the data found shows 50 words which is included non-affixational word formation. The 50 words are 14 abbreviation formed by initials, 7 abbreviations formed by non-initials, 12 truncation, 5 alphabetic word formation, 1 numeric word formation, and 11 letters change word formation.

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**Kata Kunci:** *Non-affixational, word formations, YouTube*

Penelitian mendiskusikan *non-affixational word-formation* yang terjadi di sebuah channel YouTube. Ini merupakan sebuah fenomena bahasa yang terjadi di media sosial. Penelitian ini bertujuan untuk menemukan jenis *non-affixational word-formation* pada komentar-komentar yang ditulis di channel YouTube PewDiePie dan menganalisis proses morfologis terbentuknya. Dalam melakukan penelitian ini, peneliti mengacu pada teori plag mengenai *word formation* (2002:134-160). Plag membagi pembentukan kata menjadi dua, yaitu *compounding* dan *derivation*. Penelitian ini difokuskan pada salah satu jenis *derivational* yaitu *derivation without affixation* atau disebut juga dengan *non-affixational word-formation*. Teori ini didukung oleh beberapa teori lain, seperti teori Aronoff dan Fudeman tentang *derivation* (2011: 199-122), dan teori Yule tentang *word formation* (2010:56-58). Peneliti menggunakan metode kualitatif untuk menganalisis data yang diperoleh. Sumber data penelitian ini merupakan komentar orang-orang yang ditulis di kolom komentar video YouTuber paling terkenal. Dia adalah Felix Arvid Ulf Kjellberg yang dikenal sebagai PewDiePie di channel YouTube-nya. Hasil penelitian menunjukkan terdapat dua macam *non-affixational word-formation* yang ditemukan menurut teori yaitu *abbreviation* dan *truncation*. Berdasarkan bentuknya, *abbreviation* dibagi kedalam dua jenis yaitu *initials abbreviation* and *non-initials abbreviation*. Namun, juga ditemukan *non-affixational word-formation* lain yang tidak disebutkan dalam teori yaitu *alphabetic word formation*, *numeric word formation*, dan *letters change*. Jumlah data yang ditemukan sebanyak 50 kata yang termasuk pada *non-affixational word-formation*. 50 kata tersebut yaitu 14 *abbreviation* yang terbentuk dari inisial, 7 *abbreviations* yang terbentuk dari bukan inisial, 12 *truncation*, 5 *alphabetic word formation*, 1 *numeric word formation*, dan 11 *letters change word formation*.