

BOUND MORPHEME ANALYSIS OF TWITTER TRENDS ABOUT KAKAO M ISSUE

Irene Kendy Amalia¹, Lilia Indriani²
*Universitas Tidar
Indonesia
irene.kendy.amalia@students.untidar.ac.id,

Abstract

Morphemes are the smallest part of languages that forms a word or sentence. Morphemes are root words or affixes that build a new word with a detailed meaning or new meaning. In linguistic, morpheme's small part that is important to make a meaningful sentence both literally and figuratively. There are many kinds of morphemes, one of them is bound morpheme. In social media, especially Twitter, which emphasizes authorship and reading content, bound morphemes are vital to building posts or threads. Many posts or threads from this platform show us the issues in our country or around the world. More often, the issues discussed by Twitter users faster becomes a trending topic in search pages and bars. For example, a few days ago, there were controversies between two music platforms and companies. Kakao M and Spotify. These two platforms do something controversial and makes them as one of trending topics in worldwide. In the posts, it contains so many morphemes that build the words and threads. Especially the bound morpheme.

Keywords – bound morphemes, Twitter, trends

Introduction

In the modern era, English was used by many people as a second language, and some of them claimed English is a foreign language that must be learned and used when interacting with the native. On Twitter, we know that all around the world were used to discuss, made an issue trended, and it would be shared worldwide and makes the government or the company that discussed there give a response and the most language used in Twitter is English. Sometimes, Twitter trends helped the acknowledge issues up, took the netizen's attention, and started to discuss them, and made it more trended on Twitter. The latest trended tweets are about the Kakao M Issue. Kakao M is one of the labels that develop a music stream platform collaboration with Naver that only available in South Korea, MelOn. Some of the produced music that Kakao M released was disappeared from Spotify because of the copyright problem. In few days, Kakao M trended worldwide at #5 or higher. Kakao M and Spotify had an agreement, and now the disappeared songs were back and can be listened to on Spotify again, and end, Kakao M, trended. In tweets that make Kakao M trended having bound morpheme inside, every comment, thread containing many bound morphemes that made their tweets mean, can be understood by the readers. Morphemes, which are the smallest unit of language which have mean (Maxwell, 1987). This article describes how the bound morpheme helps build the trended tweets on Twitter and shows how often the bound morphemes are used in Twitter, especially in the trend searching for Kakao M Issue. The uses of bound morphemes can be various, inflectional, or derivational morphemes. Both morphemes built words and sentences to be meaningful and understandable (unknown, 2009). Sometimes, bound morphemes use can switch because of the confusing tenses. It was common to found in Twitter posts, analyzed the function of the bound morpheme needed here.



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

Methodology

The method that Twitter-based research is the descriptive qualitative method. Qualitative and descriptive research methods have been prevalent procedures for researching many disciplines, including education, psychology, and social sciences. These types of research have also begun to be increasingly used in second language teaching and learning (Journals.Sagepub.com, 2003). The terms of qualitative research and descriptive research are sometimes used interchangeably. The steps of the method are: (1) collecting data from the tweets counts the amount of the data, (2) observing and analyzing the kind of the data, (3) classification process of the type of the data with EFL and Corpus approach, (4) describe data based on EFL and Corpus Approach, and (5) identify the uses of the morphemes in the sentences in a tweet. The data come from the influenced tweet that being the top discussed the journals help identify and describe the bound morphemes' classification.

Finding and Discussion

Here was a detailed analysis of the uses of morphemes in many tweets found in the Twitter search bar about Kakao M.

Tweet 1:

"Songs being distributed by Kakao Entertainment (formerly Kakao M) to return to Spotify soon Kakao Entertainment and Spotify are shared to have agreed in negotiations" (balloon_wanted on Twitter, Mar 11, 2021)

This tweet contains many Bound Morphemes. Being that formed from two morphemes, "be" and "-ing" that be categorized as free morpheme and "ing" is one of the bound morphemes. The word "distributed" was formed from two morphemes, namely distribute and "-ed", that changed the form of the word. It becomes passive or past form. The word "shared" was formed from two morphemes, namely "share" as the free morpheme and root word and "-ed" as the bound morpheme used as a changer from root or active form to passive form. The word "formerly" was formed from three morphemes namely, "Form," "-er," and "-ly." The word "negotiations" was formed from three morphemes, and one of them was bound morpheme (-ion). This bound morpheme is used to change a verb to be a noun. For example, the morpheme "-s" was signed if this noun is plural.

Tweet 2:

"So Seventeen is the most affected artist by this Kakao M and Spotify issue? We lost nearly 1B stream. It is so frustrating. The fans worked hard for years to have that 1B. I am a daily streamer of Seventeen's discography on Spotify, and it sucks that my fav songs have been removed." (babycaratsii on Twitter, Mar 1, 2021)

There are many combinations of morphemes that can be found in these tweets. Affected was formed from two morphemes, affect as the free morphemes and "-ed" as the bound morpheme. This bound morpheme changed the root word into passive or past form.



The word “nearly” was formed from ‘near’, an adjective that reformed to adverb after the bound morpheme “ly” was added. The word “frustrating”, formed from root word or free morpheme ‘frustrate’ and bound morphemes ‘-ing’ the bound morpheme ‘-ing,’ here was used to change the root word into a continuous form. The word “fans” formed from ‘fan’ and ‘-s’. The bound morpheme was ‘-s’ here. It functioned as a nominal changer from a singular form to a plural form.

The word “worked” formed from ‘work’ and ‘-ed’. The bound morpheme ‘-ed’ is used to change the word context into past form. The word “daily” was formed from "day" and bound morpheme "ly" that changed the noun "day" into an adjective form. The word “removed” was formed from 3 morphemes "re-," "move," and "-ed" the morpheme "re-" is used to change the word into reaction form (repetition of action), and "-ed" used to sign if the word is in past form. The word “streamer” was formed from "stream" and "-er" as the bound morpheme. This bound morpheme has no meaning if standing alone, but "-er" can change the verb form into noun form as a person who does a job, in this case, streaming.

Tweet 3:

Imagine saying that IU is unpopular because she is not a part of the big 3 Kpop companies, but these bosses of Kakao M — the most prominent music distributor in Korea who owns Melon & has 50 subsidiaries, saying that IU "Brought Loen back to life" when they almost got bankrupt (jieundlwrma on Twitter, Mar 11, 2021)

The word “saying” was formed from root word or free morpheme "say" and bound morpheme “ing” this bound morpheme used as changer from root word or simple form to continuous form. The word “companies” formed from free morpheme company and bound morpheme “-s” with little changing following the new sound formed. The word “bosses” formed from free morpheme “boss” and bound morpheme “-s” with little change to fit the forms. “-s” in this context changes singular form into plural form.

Also found another tweet about Kakao M.

Kakao M counters Spotify's statement saying it was Spotify who chose not to renew the agreement, even after a request from Kakao M "due to Spotify's policy that they must simultaneously proceed with the domestic and global contracts" (Jeff_Benjamin on Twitter, Mar 1, 2021)

Word counters formed from free morpheme counter and bound morpheme “-s”. It was simultaneously built up from three morphemes, “simul”, “-eous”, and “-ly”, that changed from verb forms into adjective-adverb form. The word “proceed” to build from two morphemes, “Process” and bound morpheme “-ed” which changed from active form and passive form. The word “contracts” come from two morphemes contract and the bound morpheme “-s”.

After calculating the data from three example tweets, the researcher found that in this Twitter topic, the tweets were mainly formed on the past form because the topics they talked about is an issue that comes few days before they trended it and also use plural formed words because they were talking more than two things. The other information that the researcher found is, our present data show that the decomposition of morphologically structured words does not rely on the precise positional encoding of letters constituting the morpheme boundary.



Table 1. Bound Morpheme Found in the Twitter

Bound Morpheme	Collected data
-ed	6
-eous	1
-er	2
-ing	2
-ly	4
Re-	1
-s	6

Conclusions

In Twitter and also other social media platforms, morphemes, specially bound morpheme, are vital parts that build a tweet or are called for making captions in another social media. Because the word would be meaningless and confusing to read if there was no bound morpheme. The function of bound morpheme here is for making the word meaningful and understandable. As an EFL student, it is no problem if the uses of the bound morpheme are incorrectly directed or written because it does not matter as long as we understand the topic being discussed. Nevertheless, have to slowly improve it so that English quality is on par with the native speakers.

REFERENCES

- Beyersmann, E., McCormick, S. F., & Rastle, K. (2013). *Letter Transpositions within Morphemes and across Morpheme Boundaries*. *Quarterly Journal of Experimental Psychology*, 66(12), 2389–2410. doi:10.1080/17470218.2013.782326
- Denise Cummings-Clay, Hostos Community College. (n.d.). *The Structure of Language | Child Development*. Lumenlearning. Retrieved May 30, 2021, from <https://courses.lumenlearning.com/atd-hostos-child-development-education/chapter/the-structure-of-language/>
- DERIVATIONAL MORPHEMES IN ENGLISH*. (2010, September 20). My Courses. <http://my-uad-courses.blogspot.com>
- Dwight L. Bolinger (1948) On Defining the Morpheme, *WORD*, 4:1, 18-23, DOI: 10.1080/00437956.1948.11659323
- Free Morphemes and Bound Morphemes | VLearn*. (n.d.). Vlearn. Retrieved June 1, 2021, from <https://vlearn.fed.cuhk.edu.hk/wordformation/internalstructure/freemorphemes/>
- Havas, V., Waris, O., Vaquero, L., Rodríguez-Fornells, A., & Laine, M. (2015). *Morphological learning in a novel language: A cross-language comparison*. *Quarterly Journal of Experimental Psychology*, 68(7), 1426–1441. doi:10.1080/17470218.2014.983531
- Harsa, L. N. (2012). Introduction to Words and Morphemes. *BING4316-M1*, 2–45. <http://repository.ut.ac.id/4243/1/BING4316-M1.pdf>
- Kakao M. (2021, May 27). In *Wikipedia*. https://en.wikipedia.org/wiki/Kakao_M_kakao_M_-_Twitter-zoekfunctie. (n.d.). twitter. Retrieved June 1, 2021, from https://twitter.com/search?q=kakao%20M%20&src=typed_query
- kakao M Spotify - Twitter-zoekfunctie*. (n.d.). Twitter. Retrieved March 12, 2021, from https://twitter.com/search?q=kakao%20M%20Spotify&src=typed_query



- Krott, A. (1996). *Some remarks on the relation between word length and morpheme length*. *Journal of Quantitative Linguistics*, 3(1), 29–37. doi:10.1080/09296179608590061
- Martini, I. D. A. K. "Derivational of Bound Morpheme." *International Research Journal of Management, IT and Social Sciences*, vol. 3, no. 1, 31 Jan. 2016, pp. 15-22.
- Maulidia, S. N., Brilian, A., Safitri, M., Firdaus, R., Evansam, R. G., & Siswanto, A. (2019). MORPHEME ANALYSIS OF ENGLISH LANGUAGE. *JOSAR (Journal of Students Academic Research)*, 2(1), 37-47. <https://doi.org/10.35457/josar.v2i1.796>
- Maxwell, M. M. (1987). The Acquisition of English Bound Morphemes in Sign Form. *Sign Language Studies*, 1057(1), 323–352. <https://doi.org/10.1353/sls.1987.0015>
- Morphology. (n.d.). Mnstate.Edu. Retrieved May 29, 2021, from <https://web.mnstate.edu/houtsli/tesl551/Morphology/page4.htm>
- Spotify. (2008, October 7). In *Wikipedia*. <https://en.wikipedia.org/wiki/Spotify>
- Tariq, Tahir & Rana, Misbah & Sultan, Babar & Asif, Muhammad & Rafique, Nida & Aleem, Shehzad. (2020). An Analysis of Derivational and Inflectional Morphemes. *International Journal of Linguistics*. 12. 83. [10.5296/ijl.v12i1.16084](https://doi.org/10.5296/ijl.v12i1.16084).
- ThoughtCo. *What is Morphology?* (n.d.). Retrieved June 1, 2021, from <https://www.thoughtco.com/morphology-words-term-1691407#:~:text=Morphology%20is%20the%20branch%20of,The%20adjective%20form%20is%20morphological>.
- ThoughtCo. (2020, January 24). *What Are Inflectional Morphemes?* ThoughtCo. <https://www.thoughtco.com/what-is-an-inflectional-morpheme-1691064#:~:text=In%20English%20morphology%2C%20an%20inflectional,number%2C%20possession%2C%20or%20comparison.&text=These%20suffixes%20may%20even%20do%20double%2D%20or%20triple%2Dduty>.
- What Are Morphemes in English?* (n.d.). ThoughtCo. Retrieved June 1, 2021, from <https://www.thoughtco.com/what-is-a-morpheme-1691406>
- Wikipedia contributors. (n.d.). *Twitter*. Wikipedia. Retrieved June 1, 2021, from <https://en.wikipedia.org/wiki/Twitter>

