

Compound Words Found in Tati's Video "JLo's Makeup Artist Does My Makeup"

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Abstract--This study is entitled Compound Words Found in Tati's Video "JLo's Makeup Artist Does My Makeup". This study aimed to identify and classify the types of compound words and analyze the meaning of the compound words conveyed in Tati's video "JLo's Makeup Artist Does My Makeup". The data was taken from Tati's videos on YouTube titled "JLo's Makeup Artist Does My Makeup". The method used in data collection was documentation with note-taking techniques. The qualitative method was used in analyzing the data that had been collected. The data analysis was presented using formal and informal methods. The formal method is a method in which the data was presented in tree diagrams. Meanwhile, the informal method refers to the method of presenting the data analysis in words. The results of this study showed that 45 compound words were found in all the conversations in Tati's video "JLo's Makeup Artist Does My Makeup". Based on the two problems of the study, there were three types of compound words: (1) compound nouns, (2) compound adjectives, and (3) compound verbs. In analyzing the meaning of the compound words, it had been found that there were two types: (1) transparent meanings and (2) opaque meanings.

Keywords: compound words, meaning, video

Abstrak--Penelitian ini berjudul Compound Words Found in Tati's Video "JLo's Makeup Artist Does My Makeup". Penelitian ini bertujuan untuk mengidentifikasi dan mengklasifikasikan jenis kata majemuk serta menganalisis makna kata majemuk yang disampaikan dalam video Tati "JLo's Makeup Artist Does My Makeup". Data tersebut diambil dari video Tati di YouTube berjudul "JLo's Makeup Artist Does My Makeup". Metode yang digunakan dalam pengumpulan data adalah dokumentasi dengan teknik mencatat. Metode kualitatif digunakan dalam menganalisis data yang telah dikumpulkan. Analisis data disajikan dengan menggunakan metode formal dan informal. Metode formal adalah metode yang datanya disajikan dalam diagram pohon. Sedangkan metode informal mengacu pada metode penyajian analisis data dengan kata-kata. Hasil penelitian ini menunjukkan bahwa ditemukan 45 kata majemuk dalam semua percakapan dalam video Tati "JLo's Makeup Artist Does My Makeup". Berdasarkan dua masalah penelitian, ada tiga jenis kata majemuk: (1) kata benda majemuk, (2) kata sifat majemuk, dan (3) kata kerja majemuk. Dalam menganalisis makna kata majemuk, ditemukan dua jenis makna: (1) makna transparan dan (2) makna buram.

Kata Kunci: kata majemuk, makna, video

1. Introduction

The process of creating the new word is also called word formation. Word formation is the process of forming words or creating new words by adding or removing affixes which are bound morphemes (O'Grady & Archibald, 2019). Word formation is also defined as the process that is used to form word by taking, adding, removing, and changing the structure of a word or words.

One kind of word formation process is compounding. Katamba (2018) stated that compounding has three types: compound noun, compound adjective and compound verb. Beside the type based on the form, compound word is divided in two types based on the meaning those are transparent meaning and opaque meaning. Compound word can be easily found in social media such as YouTube videos.

YouTube is a popular video sharing platform around society that is used to watch, create, and also upload videos. This video from YouTube was chosen as the object of study because it is the world's largest video website. YouTube video has good or bad impact in many aspects to the society. According to Business of Apps data, a website from <https://www.businessofapps.com/data/youtube-statistics/> accessed on March 31, 2023, YouTube reached 2.5 billion active users in Q2 (the second quartile) 2021, making it one of the most popular apps in the world. YouTube becomes a great platform in the society to learn new things and get entertainment.

The researcher chooses a video from one of the famous channels on YouTube in the makeup world is Tati's video. Tatiana Aleksandra Westbrook or known as Tati is a famous channel on YouTube amongst the makeup world and she well known as gurus makeup. Tati's YouTube videos focus on beauty reviews, tips, and tutorials about makeup. She started her career on YouTube on November 2010, and after that, she became more popular and known as a beauty guru. As of

March 2023, she has 8.38 million subscribers on YouTube and still counting.

According to Newsweek on October 5th, 2019, a website from <https://www.newsweek.com/>, Tati is referred as widely considered to be a progenitor of YouTube's beauty scene and the mother of YouTube beauty community. One of the most popular video of hers on YouTube entitled "JLo's Makeup Artist Does My Makeup" was the data of this study. The video was uploaded on March 19th, 2023. The duration of the video was 30:38. This study used the content of the video which started from 0:29 minutes to 28:47 minutes. As a special guest appearing in this video, Tati invited Scott Barnes who was Jennifer Lopez's or JLo's famous makeup artist. The interesting part of the video is Scott Barnes does JLo's makeup technique on Tati's face. Since the video gains a lot of viewers on YouTube, it makes many beauty vloggers also recreate the makeup. Aside from the popularity of this video, there are many compound words found in the conversation between Tati and Scott. There are 106 data with word repetition found in this video conversation that contains compound words and selects 45 unique data particularly. The video can be accessed through the link <https://youtu.be/ovAru8Wog3g>.

There are several previous studies related to the topic of compound words. In this section, five previous studies are taken through three undergraduate theses and two journal articles as references reviewed for this study.

An undergraduate thesis conducted by Handayani (2020) entitled "A Morphological Analysis of Compound Words Used in Novel 'With Eyes Closed: The Color of Drowning' by Jason Miranda". The documentation method is used in collecting the data, and the steps are reading the novel, underlining the words, selecting and collecting the data systematically in accordance with the types and the meaning of compound words. The theory used in analyzing the data is the theory of compound words proposed by McCarthy (2002) as the main theory and supported

by the semantic approach used to analyze the meaning of these compound words. The study clearly shows the meaning classification of compound words with endocentric and exocentric compounds. The endocentric compounds are 56 data while the exocentric compounds are 45 data. The previous study is relevant due to this study also explains the type of compound words.

The next undergraduate thesis is conducted by Octavianti (2021) entitled "Compound Words Found in Articles of The Jakarta Post Website". The study aims to identify the types of compound words and analyze the meanings of compound words found in articles on The Jakarta Post website. She takes eight articles related to science & technology, lifestyle, and business from December 2020 until February 2021 as the object of the study. In identifying the types of compound words, the researcher uses the theory of compound words proposed by Katamba (1993). Meanwhile, in analyzing the meaning uses the theory of meaning proposed by Palmer (1981). The researcher uses the qualitative method and triangulation technique in analyzing the data. According to the data, the researcher found that the compound noun is the most common type of compound words in the data source, with 24 compound words. Then, it is followed by seven compound verbs and four compound adjectives. There are similarities and differences between Octavianti's study and this study. The difference is the object of the study. The previous researcher's study uses the article on The Jakarta Post Website as the object while this study uses YouTube video (JLo's Makeup Artist Does My Makeup) as the object. Even though the object is different, the two theories that are used in the previous researcher's study and this study are similar since both studies.

The other related topic is an undergraduate thesis written by Yanti (2018) entitled "Types and Meaning of Compound Words Found in Medical Textbook Entitled Gray's Basic Anatomy". The data for the study are collected through documentation method with note-taking technique.

The study uses two theories in order to analyze the data. The types of compound words are identified using compounding theory proposed by Plag (2003). The result shows that there are three types of compound words found in the medical textbook entitled "Gray's Basic Anatomy"; they are nominal, adjectival, and neoclassical compounds. Nominal compounds are discovered in 37 data while adjectival compounds are 42 data, and neoclassical compounds found in 135 out of 214 data. However, verbal compounds are not found in the medical textbook. The compounds with transparent meaning are 197 data while compounds with opaque meaning are only 17 data.

The first journal article published in a humanist journal related to this study entitled "English Compound Nouns in Short Story *The Star-Child* by Oscar Wilde", written by Pratiwi (2018). The study aims to identify the types of English compound nouns and analyzes the meanings of English compound nouns found in the short story "The Star-Child". In analyzing the data, the researcher uses two kinds of theory. The first theory is proposed by Katamba (1993) about the semantic head of compound nouns, and the second is the theory of meaning proposed by Palmer (1981). The researcher uses the qualitative method in analyzing the data. In the study, the researcher discovered 34 words of endocentric compound nouns, five words of exocentric compound nouns, and one copulative compound noun. This shows that the endocentric compound nouns are the most common type that appeared in the story. The relation with this study is the topic that discusses compound words, the theories that the researcher applied are the theory of compound words by Katamba (1993) and the theory of meaning by Palmer (1981). The difference with this study, the researcher only discusses compound nouns while this study discusses the general types of compound words, and the researcher uses the short story as the data source. The researcher study's strength is that the researcher avoids the broad discussion of compound words and only focuses on the English

compound noun. The weakness is that the researcher does not mention a specific reason why the researcher herself chose compound words as the topic. This study is relevant since it discusses compound words and provides an excellent example of analyzing the data.

The last journal article published in an international journal related to this study entitled “Indonesian-English Compound Word Equivalence”, written by Hikmaharyanti (2020). The researcher’s study aims to analyze Indonesian-English compound word translation equivalence since both of them have different classifications and characteristics to be investigated. The data source of the researcher’s study is novels entitled *Lelaki Harimau* and the English version of Man Tiger. The researcher uses the descriptive qualitative method in analyzing the data. The researcher herself also analyzes English compound words based on their forms, such as open form, closed form, and hyphenated form. The result of this previous study is that English compound words as the target language meets the meaning of Indonesian compound words as the source language even though the shift occurs mainly in structure shift. However, those represent the meaning and have the same lexical features. The similarity with this study is the topic discusses compound words. The difference is that the researcher uses English and Indonesian compound words as the data source while this study only uses English compound words.

This present study discusses the types of compound words are found in Tati's video “JLo’s Makeup Artist Does My Makeup” according to the theory proposed by Katamba (2018). Besides, this study also discusses the types of meaning from these compound words are conveyed based on the theory of Palmer (1984) which is considered important since it might have different new meanings after the word is combined with another word.

2. Research Method

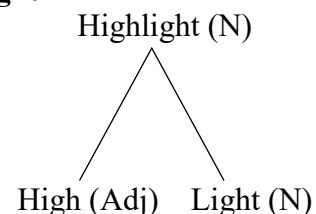
Documentation method was used to collect the data in this study which means that was taken from Tati’s video “JLo’s Makeup Artist Does My Makeup”. Meanwhile, qualitative method was used to analyze the data in this study which means that the information gathered is not in numerical form. Qualitative method was applied to analyzing data in order to classify the types of compound words based on the theory of compound words by Katamba (2018) and to analyze the meaning of compound words based on the theory of meaning by Palmer (1984). In addition, this study used both formal and informal methods in presenting the data analysis. Formal method is a method in which the data was presented by tree diagrams. Meanwhile, the informal method refers to the method of presenting the data analysis in words.

3. Result and Discussions

This part presents the results and discussion of the data from Tati’s video “JLo’s Makeup Artist Does My Makeup”. According to Katamba (2018), compound words can be divided into three types, namely compound nouns, compound adjectives, and compound verbs. Furthermore, it is also followed by the analysis of meanings contained in compound words found on Tati’s video, including transparent and opaque meaning based on the theory of meaning by Palmer (1984).

3.1 Compound Noun

a. Highlight



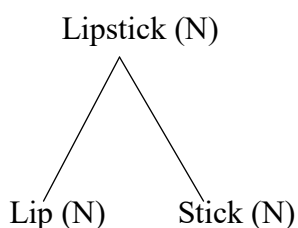
Source text from transcript of subtitle: “Well you do plenty of things but my audience knows how obsessed I am with JLo’s makeup and highlight.” (0.29)

Based on the tree diagram above, the compound word *highlight* consists of two

independent words, *high* and *light*. According to Katamba (2018:305), a compound noun may consist of an adjective followed by a noun. The word *high* belongs to an adjective, followed by the word *light* belongs to a noun. Those two morphemes are free morphemes that can stand alone and have meaning by themselves. Furthermore, these two words formed the compound word *highlight*, which belongs to a noun. The stress of *highlight* falls on the first word *light*, thus *highlight* can be called a true compound. This compound word can be categorized as a closed compound since those two words joined together without a space.

The meaning of the word *high* can be determined as rising or extending upward a great distance. Meanwhile, the word *light* can be defined as something that makes vision possible. Typically, the new combination of words creates a new meaning. These two words are combined to form the compound word *highlight*, which made the meaning shifted into ‘something (such as an event or detail) that is of major significance or special interest.’ It can be concluded that the compound word *highlight* has a transparent meaning. The compound word with transparent meaning is shown by how to determine the new meaning. Two words with different meanings combined into one word have a new meaning. If the new meaning has a relationship to the meaning of its components, then it belongs to transparent meanings (Palmer, 1984).

b. Lipstick



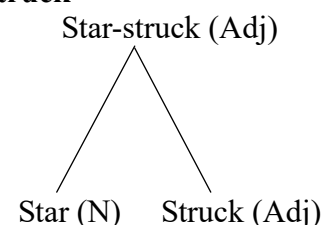
Source text from transcript of subtitle: “There was a lipstick called bronze coin and I used it as a highlighter, lip, eye shadow.” (3.44)

From the tree diagram above, the compound word *lipstick* is formed by combining two words, *lip* and *stick*. The words *lip* and *stick* belong to the noun word class. Those two morphemes are free morphemes that can stand alone and have meaning by themselves. The combination of these words formed a compound word *lipstick* which belongs to a noun. The stress of *lipstick* falls on the first word *lip*, thus *lipstick* can be regarded as a true compound. This compound word can be categorized as a closed compound because the two words are joined together, forming a single word without a space.

The meaning of the word *lip* can be explained as either of the two fleshy parts that form the upper and lower edges of the opening of the mouth. In comparison, the word *stick* has the meaning used as a woody piece or part of a tree or shrub. Furthermore, after these two words are combined, it formed the compound word *lipstick* that means ‘coloured cosmetic applied to the lips from a small solid stick.’ It can be concluded that the compound word *lipstick* has an opaque meaning because the meaning is hard to determine from each part, either from *lip* or from *stick*.

3.2 Compound Adjective

a. Star-struck



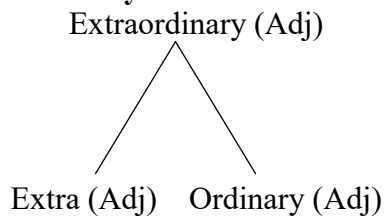
Source text from transcript of subtitle: “Hey guys welcome to today's video I am a little bit star-struck at the moment. I have Scott Barnes with me.” (0.10)

Based on the tree diagram above, the compound word *star-struck* is formed by

combining two words: *star* and *struck*. According to Katamba (2018:306), a compound adjective may contain a noun followed by an adjective. The word *star* belongs to a noun, followed by the word *struck* belongs to an adjective. Those two morphemes are free morphemes that can stand alone and have meaning by themselves. After these words are combined, they form the compound word *star-struck* which belongs to a compound adjective. The stress of *star-struck* falls on the first word *star*, thus *star-struck* can be regarded as a true compound. The compound word *star-struck* can be categorized as a hyphenated compound because it has a hyphen (-) which is used to join parts of the words.

The word *star* means a celestial body that emits its own light. Meanwhile, the word *struck* can be defined as closed by or subjected to a labor strike. Furthermore, these words form the compound word *star-struck*, which made the meaning shifted into ‘fascinated or greatly impressed by famous people, especially those connected with the entertainment industry.’ From its meaning, the compound word *star-struck* has an opaque meaning since the meaning is hard to predict from its parts.

b. Extraordinary



Source text from transcript of subtitle: “I take extraordinary talented people and make their beauty match their talent.” (27.56)

As presented on the diagram, the compound word *extraordinary* consists of two independent words, *extra* and *ordinary*. A compound adjective may consist of an adjective followed

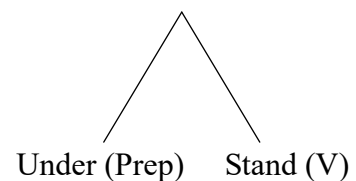
by another adjective (Katamba, 2018:306). Both the words *extra* and *ordinary* belong to the adjective word class. Those two morphemes are free morphemes that can stand alone and have meaning by themselves. After these two words are grouped, they form the compound word *extraordinary*, which belongs to an adjective. The stress of *extraordinary* falls on the first word *extra*, thus *extraordinary* can be regarded as a true compound. This compound word can be categorized as a closed compound since it consists of two words combined together to form a single word.

The word *extra* can be defined as added to the usual quantity or amount. Meanwhile, the word *ordinary* can be defined as not being unique among others. These two words form the compound word *extraordinary*, which made the meaning shifted into ‘beyond ordinary or usual.’ From the meaning, the compound word *extraordinary* has a transparent meaning since the meaning can be predicted from the words *extra* and *ordinary*.

3.3 Compound Verb

a. Understand

Understand (V)



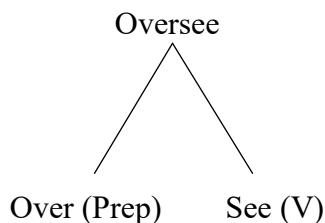
Source text from transcript of subtitle: “When I started doing makeup I would go to the counters and I was trying to figure out products because I didn't understand it.” (12.11)

From the diagram above, the compound word *understand* combines two independent words, *under* and *stand*. Katamba (2018:307) stated that a common type of compound verb consists of a verb followed by a prepositional or adverbial particle. The word *under* belongs to a preposition, followed by the word *stand* belongs

to a verb. Those two morphemes are free morphemes that can stand alone and have meaning by themselves. Then, these words form compound word *understand*, which belongs to a compound verb. The stress of *understand* falls on the last word *stand*, thus *understand* can be regarded as a phrasal compound. The compound word *understand* can be categorized as a closed compound since there is no space between the first part and the other.

The word *under* has the meaning as extending or directly below. Meanwhile, the word *stand* can be defined as having or maintaining an upright position, supported by one's feet. These words are combined and form the compound word *understand*, which made the meaning shifted into 'perceive the intended meaning of (words, a language, or a speaker).' From its meaning, the compound word *understand* has an opaque meaning because the meaning is hard to predict from its parts.

b. Oversee



Source text from transcript of subtitle: "Turn to the camera just turn your head oversee that." (22.03)

As presented on the diagram, the compound word *oversee* is formed by combining two words, *over* and *see*. The word *over* belongs to a preposition, and the word *see* belongs to a verb. Those two morphemes are free morphemes that can stand alone and have meaning by themselves. The combination of these words formed the compound word *oversee*, which belongs to a compound verb. The stress of *oversee* falls on the last word *see*, thus *oversee* can be regarded as a phrasal compound. This

compound word can be categorized as a closed compound because the parts are joined together forming a single word.

The meaning of the word *over* can be determined as being at a higher position than something else. Meanwhile, the word *see* means to be aware of what is around using the eyes. These two words form the compound word *oversee*, which made the meaning shifted into 'to watch over a job to ensure that it is done correctly.' From the meaning, the compound word *oversee* has an opaque meaning because the meaning cannot be predicted from its parts.

4. Conclusion

The discussion answering the first problem of this study was to identify the types of compound words found in Tati's video "JLo's Makeup Artist Does My Makeup". The result is that there are three types of compound words using the theory proposed by Katamba (2018). Those types are compound nouns, compound adjectives, and compound verbs. A compound noun was the most common type found in the data source, with 28 data belonging to this type. The second common type found was compound verbs with 12 data. Meanwhile, the compound adjective found in the data was five data, making this the last type of compound word.

The second problem was analyzing the meaning of the compound words in Tati's video "JLo's Makeup Artist Does My Makeup" using the theory of meaning proposed by Palmer (1984). There are two types of meaning found in the data source, transparent and opaque meaning. Most of the compound words found has the opaque meanings. Twenty-eight data have opaque meanings. Meanwhile, compound words with transparent meanings are having less numbers than opaque meanings. It consists of 17 data.

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