

Fostering morphological and semantic awareness through brand name creation: a task-based approach for Economics students

*Farida Indri Wijayanti¹, Arif Yudi Asmara², Fatimah³,

^{1,2} Universitas Islam Negeri Raden Mas Said Surakarta

³Politeknik Ilmu Pelayaran Semarang

ABSTRACT

This study explores the pedagogical potential of brand name creation in enhancing morphological and semantic awareness among Economics students. Employing a qualitative methodology within a task-based learning framework, the research engaged 120 students in a series of analytical and creative exercises involving both the deconstruction of existing brand names and the development of original, fictitious ones. The study draws on the morphological framework proposed by Tokar (2012) and the semantic typology outlined by Leech (1981), defining morphological awareness as the recognition and application of word-formation processes, and semantic awareness as the ability to interpret both conceptual and associative meanings. Findings indicate notable improvements in students' abilities to identify and utilize a range of morphological processes, including compounding, blending, borrowing, abbreviation, and clipping. Additionally, students exhibited increased sensitivity to semantic dimensions, especially in distinguishing and producing meanings that resonate with targeted consumer associations. A significant number of participants favored the use of eponyms in their brand name creations, citing their perceived positive connotations and stronger associative value. The study concludes that integrating brand name creation tasks into language learning for Economics students can serve as an effective strategy to cultivate linguistic competence, particularly in morphological construction and semantic interpretation. This approach not only reinforces theoretical understanding but also supports practical language application within entrepreneurial and business communication contexts.

Keywords: *morphological awareness, semantic awareness, word formations, associative meaning, brand name*

Article History: Received 21 Mar 2025, Final revision 17 May 2025, Published 18 May 2025

Introduction

Brand name has a significant influence in shaping the marketing strategy. A brand name is what distinguishes a certain product, service, or company that will allow the public to recognize it. A well-chosen brand name has the power to raise awareness and improve perceptions of the product. Conversely, ineffective brand names can seriously impede the success of a product (Klink, 2001). Customers undoubtedly have a preference for some brand names over others that are unproductive or negative. Furthermore, brand names can occasionally be used independently of the quality of the product, therefore sales

could change based only on the brand name (Kato, 2019).

Selecting the right brand name is a crucial step in launching a new product, because brand names are used by customers to identify product details. When naming a new product, there are a lot of factors to consider, including linguistic, legal, and marketing considerations (Giyatmi et al., 2014). Language-focused linguistics plays a significant role in determining the brand name. There are lots of previous researchers that investigate the impact of a brand name on consumer buying behavior from linguistic aspects (Harun et al., 2023;

*Corresponding author: **Farida Indri Wijayanti**, Address: Fakultas Adab dan Bahasa, Universitas Islam Negeri Raden Mas Said Surakarta Jl. Pandawa, Dusun IV, Pucangan, Kec. Kartasura, Kabupaten Sukoharjo, Jawa Tengah 57168, Email address: faridaindri.wijayanti@staff.uinsaid.ac.id, DOI: <https://dx.doi.org/10.30595/lks.v19i2.26209>
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Koshikawa, 2019; Wahab Ali et al., 2017). All of the researchers found significant effect of brand name which considered linguistic aspects on the consumer purchase intention.

Brand-naming strategies can be divided into numerous generic types (Danesi, 2011) that are (1) manufacturer names (The manufacturer's name imbues a product with a code with meanings associated with tradition, reliability, trust, and artistry, depending on the product. Furthermore, it is eponym referring to a person whose name is on the product) e.g. *Gucci, Prada, Ferrari* etc.); (2) fictitious character names (products named after a fictitious character e.g. *Barbie, Wendy's* etc.) , (3) descriptor names (the descriptor name is a word or phrase that describes the product in some way (such as what the product allows users to accomplish with it) e.g. *Closeup, Kleenex*, etc.); (4) suggestive names (suggestive names are those that connect the consumer by allusion to certain lifestyles or psychological domains of meaning e.g. *Acura* car from suggestive word accuracy, future now constructed as hyperbole a forward-looking attitude, etc.); and (5) symbolic names (involve the use of letters, numbers, acronyms e.g. *KFC, 2Bfree*, etc.).

There are four categories in analyzing brand name from linguistic preferences that are syllable structure, tone structure, semantic structure and morphological structure (Chan & Yuan Huang, 1997). Similarly, four elements that are believed to characterize all brand-name languages (Lowrey et al., 2003): (1) phonology. Phonetic devices deal with vocal sounds and the characters in a language that stand in for those sounds; (2) orthography. It is related to word spelling including uncommon or erroneous spellings; (3) morphology. The study of morphology examines how words are formed by combining roots, prefixes, and suffixes such as affixation; (4) Semantics. It studies the fundamental meanings of words, phrases, and texts, including the application of metaphors.

This study focused on two elements in analyzing brand names that are morphological and semantic elements. Dealing with morphological elements, some previous

researchers have conducted investigation morphological process for various established brand names such as (Anggrisia, 2020; Brdar-Szabó & Brdar, 2023; Chulakova et al., 2024; Giyatmi et al., 2014; Voronina & Ismagilova, 2016). Empirical previous studies have consistently focused new and established brand name in the industry rather than imaginary brand names. In teaching EFL learners, the ways in which students can develop morphological awareness in creating brand names need to be explored to assist students in determining appropriate brand names.

Morphological awareness is the ability to recognize and understand the smallest linguistic element (Apel, 2014). Furthermore, (Kirby et al., 2012) defined morphological awareness as conscious understanding of a word's morphemic structure and their ability to consider and modify that structure. Here, "ability" refers to the metalinguistic ability to understand, take into account, and modify morphemic properties, allowing one to expand words into more complex and nuanced forms (Diaz, 2024). Morphological awareness has been broadly examined to their contribution for reading comprehension (Deacon et al., 2014; Kirby et al., 2012; Zhang & Koda, 2013). However, in teaching English for economics, morphological awareness is needed to help the students understand word processes so that they can expand their vocabularies and communicate effectively in academic and workplace setting. Word process that usually analyzed in brand name is word formation. Word formations are the construction of new words from existing words (Trask & Stockwell, 2007). Furthermore, word formation is the process of creating new words by adding prefixes and suffixes, as well as by combining, shortening, summarizing, or borrowing from other languages to alter the original form of a word (Fitria, 2021).

There are some previous researches who have studied word formations used in brand names such as (Giyatmi et al., 2014); (Borisovna & Rinatovna, 2016); (Anggrisia, 2020); (Rizki Nanda Safira & Ferry Kurniawan, 2022), and (Syaputri et al., 2023). Words formations that were found by previous

researchers in established brand name include: (1) compounding (When two or more words are combined to create a single word with a new meaning e.g. sunlight, rose brand, fruit tea, etc.); (2) blending (create a new word by combining the components of two words e.g. *Popice* (popular+ice), *Bismart* (biscuit+smart), *Yofit* (yogurt+fit), etc.); (3) affixation (the process of creating a word by appending specific affixes, such as prefixes or suffixes, to the root. e.g. *Creamy* (cream+y), *Sweetly* (sweet+y), etc.); (4) reduplication (repeat the entire or a portion of the words e.g. *Coca Cola*, *Snips Snaps*, *Choky Choky* etc.); (5) abbreviation (originates from the first letter or letters of a word or phrase. e.g. *CDR* (Calcium D Redoxon), *WPC* (Wings Porcelain Cleaner), etc.); (6) clipping (to cut or to shorten the longer word e.g. *Fres* from fresh, *Lux* from luxurious, etc.)

Furthermore, creating brand name can be seen from semantics approach (Klink, 2001). Klink proposed that in creating new brand name should be meaningful. Similarly, for most firms, having a meaningful brand name is advantageous (Motoki et al., 2022). Customers can infer a lot from a brand name, not just from its literal meaning but also from the connotations that distinguish between product makers (Maurya & Mishra, 2012). (Leech, 1981) has elaborated seven types of meaning that are (1) conceptual meaning: logical, cognitive, or denotative content; (2) connotative meaning: what is expressed through the meaning that language assigns; (3) social meaning: what is

Method

This study used qualitative method in order to describe and attempt to interpret the morphological and semantic awareness of 120 Economics students. Technique for data collecting were tasks and semi structured interview. Firstly, the students were given materials related to language used in brand name especially viewed from morphological and semantic aspects. Secondly, students' morphological knowledge was reinforced by morphological tasks, which also lay the groundwork for the development of word formation of branding skills. Thirdly, students' semantic knowledge was strengthened by

said about the social context in which language is used; (4) affective meaning: what the writer or speaker expresses as their attitude and feelings; (5) reflected meaning: what is expressed by relating association to another meaning of the same phrase; (6) collocative meaning: what is expressed through word associations that frequently occur in the context of another word' and (7) thematic meaning: what is conveyed by the message's structure in terms of emphasis and sequence.

From the survey of 120 Economics students at Faculty of Islamic Economics and Business of UIN Raden Mas Said Surakarta, about 39.2% preferred to be entrepreneur for their future job after graduating and the material about language of brand name and tagline was very needed (42.6%) and needed (43.9%) (Wijayanti, 2024). To evaluate whether the students have improved their ability especially in linguistics, this study was carried out to analyze the students' work in analyzing the established brand name and creating their own fictitious brand name. This study has two considerations. Firstly, morphological awareness is tested to know the students' ability to consider, work with, and apply word formation rules in classifying and analyzing brand name. Secondly, semantics awareness is examined to see the students' ability in analyzing the meaning of established brand name and creating meaningful fictitious brand name.

semantic tasks in looking types of meaning in brand name.

Current measures of morphological awareness to assess awareness include non-referenced measures that assess inflection and derivations (Apel, 2014). The tasks commonly asked the students to fill missing part or complete a sentence with an affixed word. Next, experimenter designed tasks including segmenting/ blending tasks, judgement tasks, and analogy tasks. This study can be included as experimenter designed tasks that involve segmenting/ blending tasks. In this case, the students did not only segment words but also

classify and analyze other morphological processes especially word formations in brand name.

To know the development of morphological and semantic knowledge experienced by the students, the following tasks were administered:

Task 1

1. Finding established brand name in the internet
2. Analyzing word formations and types of meaning of the established brand name
3. Finding conceptual meaning of the established brand name in dictionary
4. Analyzing other types of meaning of the established brand name based on their own understanding.

Task 2

1. Creating own fictitious brand name
2. Analyzing word formations of own fictitious brand name
3. Finding conceptual meaning of own fictitious brand name

4. Analyzing other types of meaning of fictitious brand name based on their understanding

The first task measured the understanding of the classification of word formation dan types of meaning that were used in established brand name from various sources such as internet, media social, and so forth. The second tasks measured the ability to perform morphological process of word formation with their imaginary or fictitious brand name as well as elaborate their types of meaning.

Three steps are taken in the data analysis process: (1) enumerate the data from the subject research; (2) determine the word formation process and types of meaning of the chosen data based on the classification using the framework of word formation by (Tokar, 2012) and the types of meaning by (Leech, 1981); (3) elaborate the word formation processes and type of meaning according to the students' explanation in the tasks' responses; and (4) dig the students' consideration and perception in creating fictitious brand name.

Results and Discussion

Based on the tasks provided, the students are able to analyze established brand names. Furthermore, the students can create their own fictitious brand name. The word formation processes identified through analysis and creation included compounding, blending, borrowing, abbreviation, and clipping. In terms of meaning, students elaborated on both established and fictitious brand names by interpreting conceptual, connotative, and affective meanings. The following are some students' task responses in classifying and analyzing brand name:

1. Compounding

Compounding creates compound lexemes, or lexemes whose lexes can be divided into at least two roots, whose signified are partially or completely representable in terms of their signifiers of the constituents (Tokar, 2012). It occurs when a word is made up of two or more roots to reflect the new meaning. The students easily completed exercises in creating brand names using compound words. The

following is an example of a student's work in analyzing and in categorizing the compounding process of established brand name.



Figure 1.

<https://www.lionair.co.id/>

The example of brand name made by compounding is "Lion Air". Conceptually, the meaning of lion is a large powerful animal of the cat family, that hunts in groups and lives in Africa and southern Asia having yellowish-brown fur and the male with long thick hair round its neck (Hornby, 2013). Furthermore, "air" means the space above the earth where planes fly (for plane) (Hornby, 2013).

Unlike other brand name such as “Garuda”, “Merpati” and “Wings” which have collocative meaning with the word “air”. Brand name “Lion air” has connotative meaning. The connotative meaning of name “Lion” is taken from the characters of lion that are king or leader, large, strong, brave and powerful. Therefore, the brand name is in accordance with the mission of “Lion air”, i.e. becoming the country’s leading low-cost carrier <https://www.lionair.co.id/>.



Figure 2.

https://www.instagram.com/blendtea_wng?igsh=dDcxCHpiZnFxc2Jz.

Next is brand name “Blend Tea”. The brand name “blendtea” was very famous and familiar among the students. The students analyzed that the brand name was a combination of two words that are blend and tea. The conceptual meaning of blend tea that the students got from dictionary is mixture of a different types of the same thing (tea) (Hornby, 2013). Based on student work, “blend tea” also has collocative meaning that is the word “blend” that is word association occurring in the context of another word such as coffee, spices, etc. that has associative meaning of fresher and full of flavor.



Figure 3.

<https://www.instagram.com/wedrink.indonesia?igsh=MWU0NmV2cHF5aXhrMg==>

The next example of compounding is brand name “wedrink”. It was analyzed by the student as a combination of two words “we” and “drink”. We is pronoun used as the subject of a verb and another person or other people (Hornby, 2013). Considering the affective meaning, the student analyzed that the way the brand name “wedrink” is organized the message has different meaning from “Youdrink” or “Drink!”. The feelings and attitudes consideration towards the choice of word, the use of “you” and imperative form “drink!” create distance and negative feeling and attitude of the consumer with the product. The student’s interpretation of the use “we” in the brand name indicating close relationship with the consumer.

The next task involved creating the students’ own fictitious brand names. Only 21 students created brand names using the compounding process. The first example is the brand name “Shifa beauty”. It was derived from the first name “Shifa Mulia”. “Shifa” has conceptual meaning that refers to (Arabic name) medicine or cure. Furthermore, the brand name “Shifa beauty” can be associated with the product to give natural care and beauty. “Cure” is to make a person healthy again after an illness” (Hornby, 2013) and “beauty” is the quality of being pleasing to the senses or to the mind” (Hornby, 2013).

The next brand name created by the student is Florecita Florist. It was from the original name of the student that is Deby Florecita. In Indonesian language, florecita means “gadis bunga” or flower girl. In conceptual meaning, “Flower” is the colored a plant from which the seed or fruit develops (Hornby, 2013). The meaning of flower is associated with a wish of the student’s parents for her to grow into a girl surrounded by a lot of love, sincerity, happiness and peace. The student who created this brand name aimed for *Florecita Florist* to be well-received, conveying a sincere message that would evoke feelings of pleasure and peace in customers entering the shop and purchasing flowers.

Similar with the previous students who created brand names based on their own names, the brand name ‘Aisy Star’ was derived from

the last name of the creator, 'Noni Rahadatul Aisy.' Aisy comes from Arabic name referring to live with full of enthusiasm. "Star" refers to a large ball of burning gas in space that we see as a point of light in the sky at night; a famous and excellent singer, performer etc. (Hornby, 2013). The student chose word star because it has connotative meaning of hope and excellent achievement which was in line with the meaning of Aisy's name. The student wanted their product to shine like stars and go through the process of enthusiasm and passion.

2. Blending

Blends are created from two (or sometimes more) content words and, like compounds, are either semantically hyponyms of one of their parts or display some sort of paradigmatic property (Beliaeva, 2014). Anisomorphic lexeme-building, or blended lexemes, are created through the process of blending. These are lexemes that have parts of their input lexemes shortened (Tokar, 2012). Common words are frequently creatively altered or combined to create distinctive labels for brands and products. Blending is one such tactic, which involves combining two words while keeping some parts of them separate (Brdar-Szabó & Brdar, 2023).

These following were two examples of blending that were analyzed by the students from established famous brand name:



Figure 4. (<https://www.mitsubishi.com/>)

"Mitsubishi" is a word formation of blending words "mitsu" and "hish". "Mitsu" means "three", and "Hishi" means "water chestnut". Japanese have used the word for a long time to denote a rhombus or diamond shape. The conceptual meaning of brand name "Mitsubishi" refers to the three-diamond emblem (<https://www.mitsubishi.com/>).

Denotatively, diamond is a clear precious stone of pure carbon, the hardest substance known (Hornby, 2013). According to student's analysis, the meaning of "Mitsubishi" not only denotatively as three diamonds, but it can be associated connotatively with luxury and quality. Therefore, this brand name has positive connotative meaning in providing luxurious and advanced quality and technology in its products, and making sure that consumers are worth to buy it.



Figure. 5

(<https://www.uniqlo.com/>)

The second established brand name was "Uniqlo". Initially, the brand name "Uniqlo" should be "Uniclo" as a shortened form of "Unique clothing". The typo was made by an employee error when registering the brand name, the "C" in the contracted name was misread as "Q" becoming "Uniqlo" (<https://www.uniqlo.com/>). "Unique" denotatively means being the only one of its kind; very special or unusual (Hornby, 2013). Connotatively, the word "unique" can be associated with inspiration for being confident because of specialness and exclusivity. Sometimes, people are unconfident wearing clothes that are different and unusual, that is why this brand name has a value for its brand name to be original and uncommon to highlight personal or characteristics traits.

Blending was the students' most preferred morphological process in creating brand name. More than a half students (64 students) chose blending to create their own brand name. An example of the student's own work in creating blending is "Naysol Fashion". "Nay" is taken from the name "Nayla" which is Arabic name referring to success. "Sol" from the word "solace" which means a feeling of emotional comfort when you are sad or disappointed; a person or a thing that makes

you feel better or happier when you are sad or disappointed (Hornby, 2013). Associative meaning of brand name "Nayla Fashion" is a hope for being successful and a sense of ease, support, and optimism and positive outlook in adverse situations. Similarly, "Nasya tea" was a combination of two words that were Nayla and Syarifah (Arabic name) referring to success and honor. This brand name also has a value that it will not only be a successful product but also it will be respected by the customers.

"Falconus Shoes". The student was inspired from the Falcon Peregrinus bird which is the fastest animal in the world that has been recorded to date. Falcon Peregrinus was taken and blended into "Falconus". The connotative meaning of this brand name is motivation for being faster, more resilient, and active. Through the "Falconus", it is desired to direct and inspire the buyers never give up and always try harder and faster.

"Eura Fashion" is derived from "Euphoria Amara Fashion". Conceptually, "Euphoria" means an extremely strong feeling of happiness and excitement that usually lasts only a short time" (Hornby, 2013). It has affective meaning that are a strong sense of joy or happiness, and a feeling of excitement, pleasure and spirited. Furthermore, Amara was taken from the student's name, and it was inspired from Sanskrit language which means eternal life. Therefore, brand name "Euphoria Amara Fashion" can be associated with the feeling of the student who created this brand name to become a brand which is happiness eternity. This is in contradictory with the meaning of euphoria that only a short time of happiness, the word "Amara" emphasizes eternal happiness.

Next example is "Sybrow" which is derived from "Aisy" and "Brownies". Aisy is Arabic name which means spirit. Another example is "CuSari Tea". The brand name was taken from Latin name for the roselle flower (Hibicus Sabdariffa". Sari was derived from the name of the student Pusitasari. Roselle flower can be used as verbal tea that is benefit for the health of body.

3. Borrowing

The technique of constructing a stylistically distinct allolex of a lex of an already-established lexeme involves borrowing signifiers from foreign languages (Tokar, 2012). Another way to name a product is to take a word from another language and use it (Brdar-Szabó & Brdar, 2023).

This example is the student's work of analyzing the established brand name.



Figure. 6

(<https://www.wardahbeauty.com/id>)

The brand name is borrowed from Arabic name which means rose. Connotative meaning of rose is passion, love and romance. Therefore, this brand name symbolizes beauty, purity, and elegance. The brand name desires to support, care, and understand the wish of every woman to always feel calm, beautiful and comfortable with their look (<https://www.wardahbeauty.com/id>).



Figure 7.

<https://www.nike.com/id/>

The example of borrowing found by the students was in the brand name "Nike". Nike was taken from the Greek winged goddess of victory (https://en.wikipedia.org/wiki/Nike,_I nc). It has connotative meaning that symbolizes the sound of speed, movement, power, success and motivation.

There were seven students who preferred borrowing process in making their

own brand name. The example of the student's brand name with borrowing process was "Dynamic Lunaris". The brand name reflects the spirit of discovery and progress. The word is borrowed from "Lunaris" the Latin word for "moon" which describes something bright and emitting light in the midst of darkness. The next example of the student's brand name was "Eleganza Chic Store". The brand name can be classified either compounding and borrowing. The word "eleganza" was borrowed from Italian word that means creating an impression of grace, high class. While chic refers to a trendy modern appeal. Therefore, the student who create this brand name desired to provide a product with not only elegant appearance but also full of style.

Borrowing process can be found in this student's work that was "Khwām sāmākhkhī Café". The student who created this brand name was inspired by Thai words which means togetherness. From this brand name, the student hoped that through togetherness people can understand the importance of sharing joys and sorrows and make hard things feel easier if it is done together. Furthermore, borrowing can also be seen in the student's brand name "Kenkō mie". The student who made this brand name was concerned Japanese word "Kenkō" which means healthy. The value of this brand name was to create noodles with Indonesian flavors that are healthier and more suitable for dieting, and it made dieting more relaxing and enjoyable. Lastly, Lièzee Donuts was inspired from the word Liè (Chinese word) which refers to "hunting". Zee was derived from the last letter Z pronounced as zee. The final letter of alphabet "z" was associated with final place in giving customer satisfaction and impression.

4. Abbreviation

Traditionally, abbreviations have been divided into acronyms and alphabetisms. The former are phonetic pronunciations of abbreviations. The latter are acronyms that are spoken like regular words (Tokar, 2012). Acronyms are orthographical blends that are created by joining the first letters of compounds or phrases to form a new pronounceable word

(Callies, 2006). The first type of abbreviation found in the student's work of established brand name is acronym of "IKEA" brand name.



Figure 8

<https://www.ikea.com/>

The brand name is an acronym of founder Ingvar Kamprad's initials; Elmtaryd, the family farm where Kamprad was born; and the nearby village of Agunnaryd, Kamprad's hometown in Småland, southern Sweden. <https://en.wikipedia.org/wiki/IKEA>.

Next, acronym was found in the student's work of brand name "3DOA". The brand name of "3DOA" was taken from the name of the children of Sadono's family as the student's father. "DOA" stands for Dita, Ody, and Aqila. "Doa" in English is pray referring to speak to God especially to give thanks or ask for help (Hornby, 2013). This is in line with the value of the meaning that are hoped by the student considering how lucky her father blessed with three children and hoping prosperous life.

The next example was an established product found by the student in the internet which was categorized in abbreviation of alphabetisms.



Figure 9.

https://id.hm.com/id_en/

This brand name of clothing fashion is taken from the abbreviation of the founders that are Hennes and Mauritz (https://id.hm.com/id_en/).

Twenty-three students chose the abbreviation process in creating brand names. The brand name was "BC Bread & Cake". "BC" for the brand name is derived from two ideas of formation. Firstly, BC refers to the products that are Bread and Cake. Secondly, "B" was taken from the initial name of the

student as the owner that is “Bebi”, and she took “C” from Latin word “Crustulam” which means cake. “Bebi” is an Indonesian slang word from word “bayi” and English word “baby”. The value of “B” which is taken from “Bebi” is expression of love. Furthermore, “Crustulam” is to show little thing but sweet and valuable. Therefore, the brand name has a value in conveying love and precious.

Next brand name’s example made by the student was brand name “RJ fashion”. The brand name is abbreviated from the word “Rose” and “Jealousy”. “Rose” was taken from the student’s name Kusuma Wardani (Javanese name which refers to the flowers’ park including rose, etc.). Roses from the student’s view was symbol of prosperity, kindness and softness. Furthermore, jealousy for positive connotative meaning refers to passion and motivation. Therefore, this brand name value is to make all consumers remain confident without jealousy, and motivate to be active and move freely without any obstacles.

Third example of abbreviation is brand name “KS” for abbreviation of “Kirana Skin”. “Kirana” was derived from the student’s name Kiran which come from Sanskrit word referring to a beam of light. Regarding to the value of the name Kirana, the product was intended to make the consumer have beautiful and shining skin by buying and using the product. Lastly, “QN Hijab” was inspired from the initial letter of the name “Qoyyimah Nurul” which then abbreviated into “QN”. The meaning of the name is straight and shining light. Therefore, the message from the brand name is to inspire buyers to always follow the right path.

ACC was an abbreviation from “Asmaraloka Cake and Cookies”. “Asmaraloka” comes from classical Indonesian language which means the realm of love. This brand name can be associated with love and affection. Based on the connotative meaning, “asmaraloka” cakes and cookies are made with a sweet and loving touch so that customers can experience an unforgettable, pleasure and delicious product.

5. Clipping

Clipping is a reduction in length of an input lex (Tokar, 2012). This is the act of shortening a word without altering its meaning. There are three types of clipping (back clipping, fore clipping and mid clipping). Back clipping are lexes with clipped outputs that preserve the rear portion of their non-clipped input lexes. The fore portion of their non-clipped input lexes is preserved in fore-clippings, which are clipped output lexes. This following is an example of clipping in established brand name found by the student.



Figure 10.

(Asus.com)

“ASUS” takes its name from Pegasus, the winged horse in Greek mythology that symbolizes wisdom and knowledge. ASUS embodies the strength, purity, and adventurous spirit of this fantastic creature, and soars to new heights with each new product it creates. (Asus.com)

Clipping was the students’ least preferred morphological process in creating brand name. Only five students created brand names through the clipping of words. A student applied the fore clipping formation as illustrated in the brand name “Fah Florist”. Fah is a shortened from the student’s name (musriFah) taken from Arabic language referring to glory. Glory is fame, praise or honour that is given to somebody because they have achieved something important; a special cause for pride, respect or pleasure (Hornby, 2013).

“Nikmat Tofu” was another example of the student’s brand name. The name “Nikmat” was inspired by the middle name Dziada Nikmatul Mufida. Then, the name “Nikmatul” was back clipped into “Nikmat”. “Nikmatul” is derived from Arabic name which means blessing and favor. Clipping was also found in the student’s brand name “Mel drink”. The

brand name was taken from the name "Amelia" which was shortened into "Mel". "Mel" was also inspired and borrowed from the Latin word referring to "honey". "Honey is a sweet sticky yellow substance made by bees that is spread on bread, etc.; a way of addressing somebody that you like or love (Hornby, 2013). Associative meaning of this brand full of sweetness and love product.

In the creation of brand name word formations, most students employed personal names. These are commonly called as eponym. Eponym is usually used to refer to a person, actual or imaginary which most frequently used to refer to the name of an object, discovery, location, etc. based on the name of the person who is linked with it (Brdar-Szabó & Brdar, 2023). For the students' point of view, the brand names which come from a personal name were perceived to be more memorable than from another name. Furthermore, the students preferred to make some word formation form eponym because trendy consideration. They perceived that brand name needs to be trendy. This is in line with (Harun et al., 2023) views that a brand-new or innovative product needs a catchy name to convey that it will offer customers something different from what they have experienced in the past.

Based on the interview, the students perceived that brand name should be memorable, unique, attractive, and expressive. This is in line with the (Chulakova et al., 2024) who stated that the following characteristics should be assigned to brands: nominative, informative, aesthetic, distinctive, influential, and appealing. Similarly, brand name should be memorable, simple to recall, impressive,

Conclusion

Brand name creativity tasks provide effective and engaging activities for enhancing Economics students' morphological and semantic awareness. This study demonstrates that students can significantly enhance the ability to analyze and apply various word-formation processes strategies in brand naming, which contributes to the development of lexical competence. In addition, semantic awareness enables students to explore different layers of meaning, helping them evaluate and

meaningful, and distinctive (Abelin, 2015; Giyatmi et al., 2014; Koshikawa, 2019).

In terms of morphological awareness, the students recognized the necessity of forming words and believed that brand names would be more attractive when created using compound words rather than simple ones. This is in accordance with (Anggrisia, 2020) who stated that a company product's name needs to have clever wordplay, and in this situation, morphology especially word formation processes would be the most important factor. One of the functions of the word formation process is to make brand names more identifiable and preferred by consumers.

For semantic awareness, the students chose the words that have positive connotative meanings. They avoided negative association of meaning because it will be not advantageous and it make consumer not interested with the product. The positive association of meaning such as motivation, spirit, happiness, comfort, and so forth enhance the way people view the brand name. Semantic awareness increases students' ability to utilize semantics to show brand name uniqueness. The meaningfulness of brand name is essential (Abelin, 2015). This is in line with (Klink, 2001) finding that ability to combine semantics and sound symbolism has a comparatively large impact on consumers' preferences for the product positioning. Furthermore, (Koshikawa, 2019) states that consumers form an impression of brands through meaningful names increase product memorability, and encourage brand preference and purchases.

create brand names that are both meaningful and impactful. In the semantic domain, students not only learn to understand conceptual meaning but also associative meaning. Since brand names require positive associative meanings to leave a strong impression and build consumer appeal, this skill is particularly valuable. Morphological and semantic awareness also enhances students' ability to use word formation and meaning strategically, allowing them to

highlight a brand's uniqueness. The uniqueness and meaningfulness of a brand name are essential for effective brand name identity. By incorporating tasks that integrate both morphological and semantic elements, educators can strengthen students' linguistic

abilities and creativity. Embedding these skills within English for Specific Purposes (ESP) instruction supports a more applied and relevant language learning experience.

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