

An Analysis of Compound Words Usage on the @PopBase's X Account in 2024

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ABSTRACT

This study aims to analyze the use of compound words on the @PopBase X account in 2024. Using a qualitative approach and the theory of Delahunty and Garvey (2010), this study focuses on identifying three types of compound words: endocentric, exocentric, and copulative. Data were collected from @PopBase tweets throughout 2024, specifically those related to entertainment news and pop culture. The findings of the study revealed that endocentric compounds dominated the data, with terms such as soundtrack and fanbase being the most frequently used. Exocentric compounds, such as box office and blockbuster, and copulative compounds, such as singer-songwriter and action comedy, also appeared but were less frequent. The study also found that most of the compounds had transparent meanings and the compounds in the posts functioned as nouns. These findings suggest that the use of compound words on @PopBase helps facilitate concise and engaging communication, especially in the fast-paced digital environment of platform X. This study contributes to the understanding of word formation in X application and highlights the evolving role of morphology in online entertainment communication.

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1. INTRODUCTION

Language serves as the primary medium for human communication, enabling individuals to express their thoughts, emotions, and ideas. Hodge and Kress (2016) emphasize that language is not merely a set of signs, but is embedded in social practices, shaping and reflecting cultural contexts, identities, and relationships. Within the field of linguistics, morphology plays a crucial role by focusing on how words are formed and structured. A particularly interesting aspect of morphology is the study of compound words, namely the combination of two or more words to create new meanings. Plag (2003) explains that compounding allows speakers to efficiently form new terms, contributing to linguistic creativity and clarity. Supporting this, Libben and Jarema (2004) highlight that compound words increase both the efficiency and expressiveness of language, reflecting linguistic trends, cultural changes, and ongoing lexical innovations. Therefore, given the vital role that compound words play in shaping efficient and expressive communication, it becomes increasingly relevant to explore how these linguistic forms manifest and evolve within new modes of interaction, especially in today's fast-paced, digital environment.

In light of rapid technological advances, communication patterns have shifted significantly toward online platforms, especially social media. Lieber (2009) notes that compounding is one of the most productive and

adaptable processes in the creation of new vocabulary, allowing language to quickly respond to emerging cultural and communicative needs. As social media becomes more central in everyday life, the flexibility and creativity enabled by compounds become even more essential for users to convey complex ideas succinctly and to participate actively in ever-changing online conversations. This reflects how language evolves not in isolation but as part of an ongoing dialogue between technology, culture, and the communicative habits of its speakers. In line with this, Yule (2019) explains that compounding is a fundamental word-formation process that enables speakers to efficiently generate new meanings by combining existing words, a process particularly evident in dynamic environments like social media where linguistic creativity is constantly stimulated by cultural and technological trends.

In the contemporary digital age, social media platforms, such as X (formerly Twitter), have become vital tools for communication and information exchange (Kottler & Keller, 2016). These platforms allow people to instantly share news, opinions, and ideas across broad audiences, transforming how information circulates on both local and global scales. The account @PopBase on X, with its substantial following of 1.2 million users, exemplifies this phenomenon, serving as a popular source for entertainment news and pop culture updates. The rapid evolution of language on social media platforms, particularly through the use of compound words, has created a unique linguistic landscape that poses challenges for effective communication within the entertainment industry. The @PopBase account on X frequently employs a variety of compound terms to engage its audience. Yet, the diverse and often novel nature of these expressions can lead to ambiguity and misinterpretation among followers, making it difficult for them to fully understand and connect with the content presented. This observation aligns with Grosseck & Holotescu (2008), who highlight that the participatory and fast-paced environment of social media amplifies linguistic innovation and variability, leading not only to enhanced user engagement but also to new barriers in comprehension and meaningful interaction as language continuously adapts and evolves to technological and social shifts. This situation raises important questions about the potential impact of compound word usage on audience comprehension and engagement, as well as the barriers it might create in facilitating meaningful interactions within the entertainment community.

Previous studies have examined the use of compound words in various contexts and types of media. Aprilestari (2021) found that compound nouns are dominant in The Jakarta Post's Opinion Column, enabling writers to convey complex ideas concisely and effectively. Furthermore, Nurazizah and Nazhafah (2018) analyzed compound words in Republika News Articles, identifying a diverse mix of noun, verb, and adjective compounds with both transparent and opaque meanings demonstrating their crucial role in enhancing journalistic clarity and creative expression. Sundari and Wahyuni (2024) explored the use of compound words in English-language captions on the official Instagram account of the British Embassy, concluding that compounds most often function as nouns to name places, facilities, or professions, thereby making the information more specific, relatable, and accessible for readers. These findings indicate the broad utility and communicative importance of compound words in various written and digital media settings, showing how they help shape and enrich the language.

While these studies provide valuable insights into the forms, meanings, and communicative roles of compound words across different genres, none have specifically addressed their use and function in entertainment news on X, especially within the @PopBase account. Consequently, there is a pressing need to investigate the particular types of compound words utilized by @PopBase, as well as their implications for the dynamics of communication in digital entertainment news. Understanding how compound words operate in this context could shed light on broader patterns of language innovation and audience engagement in the digital age.

Therefore, this research aims to fill that gap by exploring the ways compound words are used on the @PopBase account on X in 2024. The main research question of this study are: (1) what types of compound words are used in the @PopBase's X account in 2024; (2) What is the meaning of the compound words formed on the @PopBase X account in 2024; and (3) What is the function of the compound words formed on the @PopBase X account in 2024. By gaining a clearer understanding of these linguistic phenomena, this research seeks to contribute valuable perspectives to linguistic studies and to improve our understanding of the dynamics of communication in today's rapidly changing digital-focused society.

2. METHOD

This qualitative research aimed to investigate the usage of compound words on the @PopBase X account in 2024, focusing specifically on tweets related to entertainment news and pop culture. The research corpus comprised all publicly available tweets posted by @PopBase throughout 2024, which were collected through

documentation techniques, specifically by capturing screenshots to maintain the authenticity and accuracy of the data. The study applied content analysis as its methodological approach, utilizing these screenshots as primary textual data for further examination. To systematically organize and analyze the identified compound words, a classification table was employed as a key research instrument. This table allowed for the categorization of each compound word based on its type (endocentric, exocentric, or copulative, guided by Delahunty and Garvey's (2010) framework), its meaning (transparent or opaque, based on Palmer's (1981) semantic theory), and its grammatical function (such as noun, verb, or adjective). Data analysis was conducted through interpretive qualitative content analysis, emphasizing the depth and richness of textual data in accordance with the principles stated by Heigham and Croker (2009) and Hammersley (2013), who highlight the centrality of interpretation in applied linguistics research. To ensure the reliability and credibility of the findings, an inter-rater reliability process was employed in which an independent rater classified the compound words using the same analytical procedures, with the level of agreement assessed through Cohen's Kappa. This methodological process helped guarantee the validity and dependability of the research outcomes.

3. RESULTS AND DISCUSSION

This section presented the findings of the analysis of compound words used on the @PopBase X account in 2024, followed by a discussion interpreting their significance. The data reliability check, conducted using Cohen's Kappa, confirmed the consistency and objectivity of the classification process across all three aspects: types of compound words, types of compound word meaning, and compound word function. A Kappa value of 0.832 for compound word types indicated "excellent" agreement, 0.761 for meaning types showed "good" agreement, and a perfect 1.0 for function demonstrated "perfect" agreement (Altman, 1991). This high inter-rater reliability ensured the trustworthiness of the data and provided a solid foundation for the linguistic analysis.

Data Reliability Check

Table 1. The data reliability check form using Cohen's Kappa

No	Aspect Analyzed	Sub-Categories	Rater	Co-Rater	Score
1.	Type of Compound Word	Endocentric	35	35	0.832
		Exocentric	7	8	
		Copulative	4	3	
2.	Meaning of Compound Word	Transparent	39	38	0.761
		Opaque	7	8	
		Noun	38	38	
3.	Function of Compound Word	Adjectives	7	7	1.000
		Adverb	1	1	

Based on the calculation of the Kappa coefficient through the SPSS 27 application, it was found that the Kappa coefficient was 0.832, with a standard error of 0.090 and a significance value of 0.000. According to the Kappa coefficient category (Altman, 1991), the assessment agreement between raters and co-raters was classified as excellent. The significance value of 0.000, which is less than 0.05, indicated a significant agreement between the rater and co-rater assessments. Thus, it could be concluded that the assessment agreement between raters and co-raters demonstrated excellent reliability in measuring the type of compound word.

Based on the calculation of the Kappa coefficient through the SPSS 27 application, it was found that the Kappa coefficient was 0.761, with a standard error of 0.131 and a significance value of 0.000. According to the Kappa coefficient category (Altman, 1991), the assessment agreement between raters and co-raters was classified as good. The significance value of 0.000, which was less than 0.05, indicated a significant agreement between the rater and co-rater assessments. Thus, it could be concluded that the assessment agreement between raters and co-raters demonstrated good reliability in measuring the meaning of compound words.

Based on the calculation of the Kappa coefficient through the SPSS 27 application, it was found that the Kappa coefficient was 1, with a standard error of 0.000 and a significance value of 0.000. According to the

Kappa coefficient category (Altman, 1991), the assessment agreement between raters and co-raters was classified as perfect. The significance value of 0.000, which was less than 0.05, indicated a significant agreement between the rater and co-rater assessments. Thus, it could be concluded that the assessment agreement between raters and co-raters demonstrated perfect reliability in function measurement

Types of Compound Words Found in @PopBase's X Account

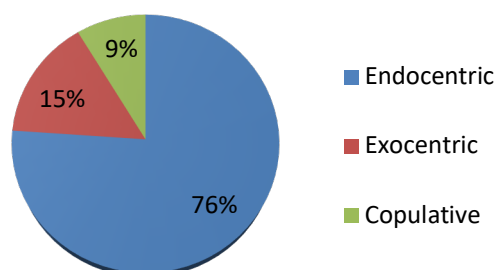


Chart 1. The types of compound word found in @PopBase's account

The analysis revealed that endocentric compounds were the most dominant type, accounting for 76.1% (35 words) of the total. This indicated that most compound words used in @PopBase's tweets had a structure where the meaning of the compound was a subtype of its head word, making their meaning relatively transparent and directly related to the main word. Exocentric compounds were less frequent, with 7 words (15.2%), suggesting meanings that were not directly derivable from their constituent parts. Copulative compounds were the least common, with only 4 words (8.7%), characterized by two equally contributing elements without a dominant head.

Types of Meaning of Compound Words Found in @PopBase's X Account

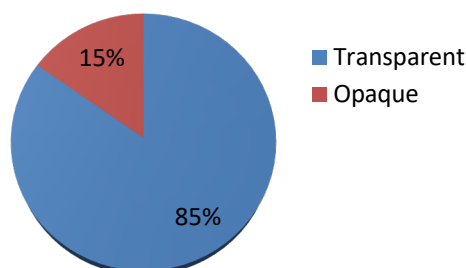


Chart 2. The types of meaning compound word found in @PopBase's account

The identified compound words were further categorized by their meaning type (transparent or opaque) based on Palmer's (1981) theory. The majority of compound words (84.78%, 39 occurrences) exhibited transparent meanings, implying that their overall meaning could be easily inferred from their constituent parts. This suggested a preference for clear and direct communication. Conversely, opaque meanings were found in 7 instances (15.22%), indicating that these terms required contextual knowledge or specialized understanding for full comprehension.

Types of Function of Compound Words Found in @PopBase's X Account

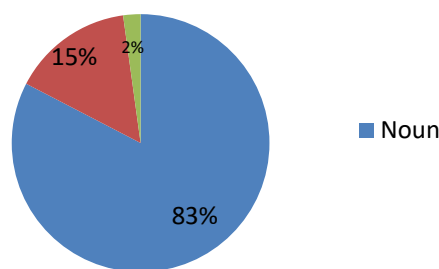


Chart 3. The function of compound word found in @PopBase's account

The analysis revealed that most compound words functioned as nouns, accounting for 82.61% (38 words). This highlighted their primary role in naming objects, concepts, or entities concisely. Compound words functioning as adjectives were also present, with 7 occurrences (15.22%), used to describe or modify nouns. The use of compound words as adverbs was very limited, with only 1 occurrence (2.17%).

The findings of this study revealed several important aspects about the use of compound words on the @PopBase account on the X platform in 2024. The reliability test using Cohen's Kappa indicated a high level of agreement between the main rater and the co-rater across three parameters: types (kappa = 0.832/excellent), meanings (kappa = 0.761/good), and functions (kappa = 1.0/perfect) of compound words. According to Altman (1991), these reliability scores ranged from good to excellent, further supporting the validity of this research and ensuring that the process of data classification was consistent and objective. The use of co-rating and statistical reliability was crucial in qualitative research, especially in linguistic studies, because it minimized bias and showed that the findings could be replicated by other researchers using similar methods.

Focusing on the first research question, the findings revealed that the majority of compound words used by @PopBase were endocentric noun compounds, accounting for 76.1% of all compounds identified. Endocentric compounds such as "fanbase," "soundtrack," and "spoiler alert" were formed and used because of their concise nature, helping to deliver specific and complex ideas more efficiently and directly to readers. This was in line with Aprilestari (2021), who argued that compound nouns were widely used in journalistic and digital contexts because they helped create short yet clear messages that suited the rapid and information-driven nature of social media communication. On the @PopBase X account, the use of endocentric compound nouns showed an awareness of the need to package news, facts, and entertainment information in a way that was practical and easily absorbed by audiences who often read posts while multitasking or rapidly scrolling through their feeds. The dominance of this type of compound word reflected a strategy to maximize clarity and effectiveness, especially considering the limited character count and competitive digital ecosystem on the X platform.

Focusing on the second research question, this study analyzed the meanings of the compound words used by @PopBase and found that most of them had transparent meanings, with 84.78% falling into this category. Examples included "soundtrack," "unit sales," and "singer-songwriter," all of which were easily understood by followers because their overall meanings were clear from the combination of their parts. This finding supported the results of Nurazizah and Nazhafah (2018), who noted that transparent compounds were frequently selected in digital media to ensure clarity and to minimize the risk of misunderstanding among readers. Meanwhile, opaque compounds such as "box office" and "blockbuster" were used less frequently, but their presence was still significant. The use of opaque compounds indicated an assumption that most followers had sufficient background knowledge of entertainment and pop culture to understand specialized terms without extra explanation. Thus, the balance between transparent and opaque compounds by @PopBase showed an effort to make their content accessible to new users while simultaneously keeping it interesting and familiar for loyal fans who were well-acquainted with industry jargon and slang.

Focusing on the third research question, the analysis regarding the grammatical functions of compound words demonstrated that most were used as nouns (82.61%). This was consistent with the findings of Sundari and Wahyuni (2024), who highlighted the key role of compound nouns in specifying objects, professions, and events in both captions and posts. The predominance of noun compounds in @PopBase tweets suggested that the main communication goal was to deliver precise facts, meaningful updates, or important news items, all of which were central to effective entertainment news reporting. However, this study also discovered that compound words were used as adjectives, for instance, "high-profile" and "record-breaking," and as adverbs, such as "backstage." Although these uses were less frequent, they demonstrated the versatility of compound words to not only name things but also to describe qualities and provide additional context. This flexibility allowed @PopBase to craft richer and more engaging posts, stay concise, and fit more information even within the strict character limits of the X platform. Overall, this multi-functional use of compounds supported

@PopBase's communication strategy as they optimized language for concise, informative, and engaging entertainment content.

In summary, the overall findings of this study confirmed that @PopBase's use of compound words was not random, but a planned effort to support concise, informative, and engaging content on the X platform. The reliance on transparent, endocentric compound nouns maximized clarity, while the inclusion of compound adjectives and adverbs demonstrated linguistic creativity. The use of both transparent and some opaque compounds reflected both inclusiveness for new users and connection with experienced fans. These patterns illustrated how digital content creators like @PopBase continuously adapted language to the evolving communication landscape, effectively maintaining relevance and audience engagement.

4. CONCLUSION

This study concluded that entertainment compound words were widely used in shaping communication on the @PopBase X account throughout 2024. The research successfully identified several types of compound words, with endocentric compound nouns being the most dominant, followed by exocentric and copulative compound words. The frequent use of endocentric compounds, such as "fanbase" and "soundtrack," indicates that @PopBase strategically utilizes these lexical formations to present entertainment news, highlight trending topics, and discuss pop culture phenomena in a way that is both concise and engaging. This pattern is well-suited to the fast-paced, character-limited nature of Platform X, where brevity and clarity are of paramount importance. The meanings of compound words found on the @PopBase account were generally transparent and easy to understand, which makes them effective tools for quickly conveying information to a broad and diverse audience. Such transparency supports ease of communication and ensures that followers, regardless of their familiarity with popular culture, can still access and comprehend the topics being discussed. However, the occasional use of opaque compounds commonly understood by core entertainment followers adds a layer of industry-specific nuance and fosters a sense of belonging among users who are more familiar with entertainment jargon. In terms of grammatical function, the compound words identified in @PopBase tweets demonstrated diverse roles. The majority functioned as nouns, serving to name entities, concepts, or events directly. Others functioned as adjectives or adverbs, enabling @PopBase to provide additional descriptions, attributes, or modify other words, thus making their content livelier, more varied, and contextually rich. This variety of roles reflects the strategic use of morphology to maximize the communicative impact within the constraints of the platform. The reliability of the data analysis was confirmed by high inter-rater reliability values for all three aspects analyzed namely, type, meaning, and function of compound words indicating that the classification process was conducted systematically and objectively. As mentioned by Altman (1991), kappa values above 0.70 indicate good agreement, which further supports the credibility and dependability of these findings. Overall, the use of compound words in the @PopBase X account illustrates how language can be innovatively adapted to meet the evolving needs of online communities, particularly within the entertainment industry. The consistent findings of this study highlight the importance of compound words in serving not only as functional vocabulary but also as a tool for engaging and informing diverse audiences, thereby underscoring the crucial role of morphology in digital communication practices today.

This study analyzed the types of compound words, the types of meanings, and the functions of compound words used in the @PopBase X account, particularly within the sphere of entertainment news and digital communication. Although this study has provided useful insights and contributed to the understanding of word formation on social media platforms, the research is still far from perfect and leaves ample room for future exploration and improvement. Therefore, the researcher offers several suggestions addressed to lecturers, readers, and fellow researchers. It is hoped that this research can be used as a reference or starting point for the study of compound words, especially within the context of digital entertainment news, and specifically regarding their application and effect on the X platform. For lecturers and readers, the findings may serve as additional material for courses or discussions related to morphology, digital linguistics, or media studies. For future researchers, it is recommended to expand the scope of research by investigating the use of compound words not just on the @PopBase X account but also across different social media platforms such as Instagram, Facebook, TikTok, or even YouTube, to enable comparison of linguistic patterns and further refinement of the findings. Furthermore, future studies might consider exploring other linguistic features such as slang, hashtags, or abbreviations in the online entertainment news domain. Researchers could also utilize mixed methods or quantitative approaches to gain deeper insights and strengthen the generalizability of the research. Finally, the researcher welcomes any constructive criticism and suggestions for further improvement of this research. It is hoped that this study can make a positive contribution to the development of morphological studies and broaden the understanding of how language adapts and evolves in the age of digital communication, especially in the context of entertainment on the X platform.

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