THE LANGUAGE STYLE OF LINE WEBTOON *LET'S PLAY*
SEEN FROM THE WORD FORMATION OF TECHNOLOGY TERMS

AN UNDERGRADUATE THESIS
Presented as Partial Fulfilment of the Requirements
for the Degree of *Sarjana Sastra*
in English Letters

By
LESI ANGGRID
Student Number: 154214109

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FACULTY OF LETTERS
UNIVERSITAS SANATA DHARMA
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January 19, 2019
A Sarjana Sastra Undergraduate Thesis

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Defended before the Board of Examiners
on February 11, 2019
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Pada tanggal 17 Januari 2019

Yang menyatakan,

Lesti Anggrid
For my past, present, and future self
ACKNOWLEDGEMENTS

*Alhamdulillahi rabbil ‘alamin.* During the progress of conducting this study, there are many people who have helped and supported me. First of all, I would like to express my gratitude to my thesis advisor, Arina Isti’anah S.Pd., M.Hum. who always encouraged and gave advices to me. Without her I would never be able to achieve this. I would also like to thank to Fransisca Kristanti S.Pd., M.Hum as my co-advisor for her advices. Furthermore, I would like to thank to my academic advisors FX. Risang Baskara M.Hum. and Dr. Bernadine Ria Lestari for their support since day one.

This study would never be done without the support and love from my family. Sincerely, I would like to convey my gratitude especially to my *Ayah* and *Ibu*. Besides, I am also grateful for the support from *Ayuk* Lika, *Mas* Ikhsan, and *Ibrahim*. Without my family support, I would never finish my study.

I also would like to express my gratitude to myself in the past and present for not giving up on everything. It is a proper way to pay some respect for myself. Last but not least, I would like to thank to all of my friends in English Letters Department, Universitas Sanata Dharma. I feel grateful because of their support and help since 2015.

Lesi Anggrid
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ABSTRACT


Language is always developing throughout the year along with the development of technology. This phenomenon is found in the development of comic books. It comes from the printed one into a new form of comic which is a web-comic. One of the most well-known web comics is Line Webtoon. One of the comics is Let’s Play, written by Mongie in Line Webtoon. The story revolves around Sam and Marshall whose jobs are a software developer employee and a game vlogger. Therefore, there are many technology terms found in the comic. This research has intention to focus on the language style seen through the word formation of technology terms in Line Webtoon Let’s Play.

This research has two problems. The first is to identify the word formation processes of the technology terms found in Line Webtoon Let’s Play. The second is to analyze the language style of Line Webtoon Let’s Play based on the result of the first problem. This research utilizes stylistic approach to scrutinize the language style of the comic. For the data, there are particular episodes chosen which are episode six until episode thirteen. Those episodes are chosen since there are many technology terms found in there.

There are two findings in the research. The first finding is that there are twenty nine technology terms, while those terms can undergo more than one word formation process. Affixation is mostly undergone by the technology terms with total twelve terms. The second most appeared word formation process is compounding with nine terms. The next are abbreviation with total five terms and blending with three terms. Afterward, the last is clipping with two terms. Based on the result of the first problem, the second finding is that Line Webtoon Let’s Play’s style is colloquial style.

The analysis proves that affixation and compounding are the most productive word formations in English. Furthermore, colloquial style in Line Webtoon Let’s Play is applied in two circumstances, which are in daily life and work place.

Key words: word formation, technology terms, Line Webtoon Let’s Play, language style
ABSTRAK


Temuan-temuan tersebut membuktikan bahwa afiksasi dan penggabungan kata merupakan proses pembentukan kata yang paling produktif dalam Bahasa Inggris. Selanjutnya, gaya bahasa sehari-hari di Line Webtoon *Let’s Play* diaplikasikan di dalam dua keadaan, yaitu di kehidupan sehari-hari dan di tempat kerja.

**Key words:** pembentukan kata, terminologi teknologi, Line Webtoon *Let’s Play*, gaya bahasa
CHAPTER I

INTRODUCTION

A. Background of the Research

Word is a meaningful part of language. It is because words are assumed as the starting point of a language (McCarthy, 2002, p. 4). It can stand alone to build a phrase or a sentence. Combination of words and pictures can be very powerful and interesting. Moreover, it can make the words more understandable by just looking at the pictures. Glover and McCracken state “the drawing is an aspect of the writing and the writing is an aspect of the drawing” (2012, p. 176). Novels, as one of the most famous literary works being read around the world, can be more interesting than before with the appearance of the illustrations. Those kinds of novels are called as graphic novels or comics.

Comics are one of a tool to express one’s ideas in words and pictures. The form of comic comes with strips or panels that are divided by scenes, consisting of speech or word balloon, and some other things like onomatopoeia and narrations. Comics are very popular for all ages because it serves many stories, such as romance, sci-fi, horror, drama, and superhero. The development of comic has experienced some enlargement.

William Hogarth, with his famous paintings A Harlot’s progress (1731) and A Rake’s Progress (1734), became an inspiration for the growth of visual form in novels. Rodolphe Topffer introduced the modern comic through his work, published in 1840s, histoires en estampes. “He described his work as drawing on
two forms: the novel and the ‘picture-stories’ of Hogarth” (Glover & McCracken, 2012, p. 175). Topffer used captions and handwritings in his panels and was the first artist that truly produced the ‘picture writing’. Many authors were interested in this kind of new forms. In catalogue *High & Low* (1990), this new forms was “a new mode cultural conciliation – a popular form that could make a big, anonymous society feel like a family” (Glover & McCracken, 2012, p. 176). Comics become more popular in late 19th century in the US because of the comic strips on newspapers. *The Yellow Kid* by Richard F. Outcault in 1895 became the first comic in American history.

According to McCloud (1994), in the arrangement of pictures or the art of comic, there is an idea or content that deliver a message (p. 94). This message should not be mistaken and to make sure the message delivers well, the creator of comic books use language to show it. McCloud states that words or language have big contribution to the art to show the idea or the message (1994, p. 94).

In this modern era, comics develop along with the development of technology. Comics are not only published in newspaper or magazine anymore, but also produced in form of books and even a web comic. Web comics are comics that can be accessed through websites or smartphone apps. Because of the development in technology, not many people read comic books anymore, but they tend to open it through their gadgets. One of the most popular web comics right now is Line Webtoon – Daily Comics.

Line Webtoon provides free comics from selected artists. Line Webtoon becomes so popular after its launching in April 2015. According to an online article,
in just two months after its release, Line Webtoon was downloaded more than 1.5 million times and has been accessed by three million people per month (Perdani, 2015).

The researcher chooses one of popular comics in Line Webtoon English entitled *Let’s Play* by Mongie since this comic is the second most popular for romance and drama comics. It rates 9.67, gets five stars, and gets 7.1 million likes in the platform. It tells about Sam, a girl who wants to be a game developer and she is the creator of a game called Ruminate. Ruminate is Sam’s first ever game and it didn’t go well because of the video made by a popular gamer Marshall Law. Then everything became not so good after Sam found out that Marshall Law is her new neighbour. The story basically is about the relationship of Sam as a game developer and Marshall as a popular gamer. The researcher is also interested in the technology terms in the comics since the comic serves many terminologies that are familiarized by people yet still do not know or understand the meaning.

This research focuses on word formation of technology terms found in Line Webtoon *Let’s Play*. Technology terms are always developing throughout the year because of the development of technology. It makes developers or investors form new words to refer to the new technologies. This new words slowly are added to the dictionary, for example, the word ‘internet’ from 1970. The words found by the inventors or developer are experiencing morphological processes. For example, in the word ‘internet’, the word has origin from two words that becomes one. Those two words are ‘inter’+ ‘network’. The process which experienced by the words are compounding.
This research will observe the language style of Line Webtoon *Let’s Play*. It is due to the fact that comics, especially Line Webtoon, has its own style in using a language. The research has the intention to reveal the types of the word formation found and tries to see the different kind of word formation processes occurring in the matter of technology terms. In order to find the language style of Line Webtoon *Let’s Play*, this research uses stylistics to analyse the language style through the word formation of technology terms found in the comic.

**B. Problem Formulation**

This research has two problems that are formulated based on the background of the research, as follows:

1. What types of word formation regarding technology terms are found in Line Webtoon *Let’s Play*?
2. How do the types of word formation constitute the language style of Line Webtoon *Let’s Play*?

**C. Objectives of the Research**

This research highlights the language style of Line Webtoon *Let’s Play* seen from the word formation of technology terms. The first objective is to figure out the word formation types of the technology terms. This research classifies the technology terms into each type of word formation processes, such as affixation, compounding, truncation, blending, conversion, and abbreviation, which determine the differences.
Furthermore, the result of the analysis of the first objective is used to analyse the language style of Line Webtoon *Let’s Play*. This is due to the fact that comics, especially Line Webtoon as a web comic, have their own language style.

D. **Definition of Terms**

In this section, the researcher intents to define several terms used in this research in order to avoid misunderstanding and misleading interpretation. The first term is *word formation* which is defined as the process of forming a new word in all possible way (Bauer, 1983, pp. 9-10). The second is *technology term* refers to something related to technology such as computing, networking, hardware, software, or the people working with those technologies (Christensson, 2006).

The third term is *language style*. It is a way of an author using the language in a text. It is a way of giving the same information by using distinctive expression and language variations (Sapriani, Syarif, & Ardi, 2013, p. 58). The fourth is *comic* which has an ambiguity meaning. It can refer to a comic book, a comic strip, or even a person that tell jokes. In this research, comics are defined as a sequential of pictures and images intended to convey ideas and to produce an aesthetic response in the readers (McCloud, 1994, p. 9).

The last is **Line Webtoon**. Line Webtoon – Daily Comics is a web comic by Line Corporation. Line Corporation is a Japanese-based company which has many expansion in many platforms, such as LINE The Global Messenger, LINE Stickers and Creators Market, LINE Games, and LINE Family Apps.
CHAPTER II
REVIEW OF LITERATURE

This chapter contains three parts which are review of related studies, review of related theories, and theoretical framework. In the first part, two undergraduate theses are reviewed since those have similarities to this research. The two undergraduate theses are written by Kusuma (2017) and Vinney (2017). In addition, there are two journal articles written by Raja (2014) and Sapriani, Syarif, and Ardi (2013) which are also reviewed. Besides the similarities, this part also shows the differences in order to avoid plagiarism. In the second part, the researcher reviews theories which are used to achieve the purpose of this research. The last, theoretical framework explains the contribution of the reviews and the theories for this research.

A. Review of Related Studies

The first research is *Minor Word Formation Processes in The Hunger Games Trilogy Novels* by Kusuma (2010). Kusuma analyses the process of minor word formation formed in the *Hunger Games* trilogy novels. The researcher uses morphological analysis to examine the word formation process since it deals with morphemes.

The researcher finds there are six word formations in the novels. Those word formations are cliticization, onomatopoeia, clipping, back-formation, blends, and acronyms. From the analysis, the most used word formation in the trilogy is cliticization which 294 lexical items are formed.
This research deals with similar theory which is morphology and both studies analyse word formation processes that occur in fiction. However, this research and the thesis have a difference. Unlike Kusuma’s research aiming to know the word formation processes, this research has intention to know the language style of Line Webtoon Let’s Play. Therefore, this research goes further analysing the words with stylistics approach.

The second related study is written by Vinney (2017) entitled English Closed Compound Words in Articles Related to Kartini Day Found in The Jakarta Post 2016 and 2017. Vinney aims to identify the compound words found in The Jakarta Post articles related to Kartini Day and to analyse the most found compound words using morphological processes. The analysis of the compound word is divided into two different categories which are structure form and the compound’s meanings.

Vinney finds that there are forty two closed compound from the analysis. From the structure form, there are twenty five compound words formed with un-inflectional compound and seventeen compound words formed with inflectional compound (Vinney, 2017, p. 63). Furthermore, the analysis was done by analysing the meaning of the compound. From the data, it is found that the compound words are mostly have endocentric meaning than exocentric. Vinney (2017) states that the use of endocentric due to the articles talk about facts, so that it mostly uses literal meaning.

The thesis and this research have similarity in the theory used. Both use morphology to help the researcher analyses the words. On the other hand, there are
some differences between this research and the thesis. First the aim is different. The thesis aims to know the meaning of the compound words, while this research analyses more than the form or the meaning of the compound words. This research analyses the language style based on the word formation found in technology terms.

The third related study is a journal article by Raja entitled *Word Formation: A Morphological Analysis* (2014). The article is about how the new words experience the word formation processes. The new words undertake some morphological process in several ways such as affixation, coining, clipping, blending, acronym, and compounding.

According to Raja, there are two methods of word formation. The first method is affixation, meaning a process adding the affix either prefix or suffix to a root or stem word. The second method is other word formations including coining, clipping, acronym, blending, and compounding. Coining is the process of making new words by writers, inventors, scientist, and others. Clipping is the process of cutting the words and blending is the process of blend two words become one word. Acronym is the process of making new words by taking the first letters in a phrase. The last is compounding which combines two words into one word (2014, pp. 84-86).

There are some similarities and differences between this research and the journal article. The similarity is both analysing the morphological process which is word formation. The difference is this research uses comic *Let’s Play* to analyse the word formation happening in technological terms, whereas this research also analysed the language style of comic *Let’s Play*.
The last related study is a journal article entitled *Analysis of Language Style Found in Novel ‘The Last Tycoon’ Written by F. Scoot Fitzgerald* by Sapriani, Syarif, and Ardi (2017). The journal article examines the language style in the novel *The Last Tycoon*. The object of the research is a literary text and use the conversation as the data to analyse the style.

The journal article shows that there are 99 conversations that indicate 104 types of language style appear in the novel. The most used style in the novel is informal style which its percentage is 29.80%, and the others are colloquial with 23.7%, formal with 14.42%, slang with 14.5%, consultative with 10.5%, intimate with 6.7%, and casual with 3.8% (Sapriani, Syarif, & Ardi, 2013, p. 62). The factors that affect the style of the novel are topic, participant/relationship, and setting (Sapriani, Syarif, & Ardi, 2013, p. 64).

Similar to the journal article, this research examines the language style in a fiction. Moreover, both the journal article and this research also use the theory of language style by Kreszner and Mandell (2003) to analyse the style of the language of texts. Nevertheless, the difference of the journal article and this research is shown in the object of the research. Both of the journal article and the research use fictions, yet this research uses a web comic and the journal article uses a novel.

**B. Review of Related Theories**

In this part, there are several theories applied to help the researcher to conduct this research. The theories are stylistics, language style, morphology, and comic.
1. **Stylistics**

Stylistics is a research about expression in a language with the purpose and effect (Verdonk, 2002, p. 4). It means that the idea of the language used creates a certain expression with its purpose and effects. According to Verdonk (2002), the use of language in everyday life is based on a reference. It is based on the distinctive manner of expression (p. 3). A style in writings refers to how the researchers arrange the sentences and the words and how the researchers’ ideas are conveyed (Trimmer, 1998, p. 260).

According to Simpson, the language becomes the object of the stylistics since its various forms, patterns, and level constitute as the index of language functions (2004, p. 2). Simpson suggests seven levels of language which can be used as the approach to conduct stylistic analysis. The table below explains the seven levels of language.

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<tr>
<td><strong>Level of Language</strong></td>
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<tr>
<td>The <em>sound</em> of spoken language; the way words are pronounced.</td>
</tr>
<tr>
<td>The patterns of <em>written</em> language; the shape of language on the page.</td>
</tr>
<tr>
<td>The way words are constructed; words and their constituent structures</td>
</tr>
<tr>
<td>The way words combine with other words to form phrases and sentences.</td>
</tr>
<tr>
<td>The words we use; the vocabulary of a language.</td>
</tr>
<tr>
<td>The <em>meaning</em> of words and sentences.</td>
</tr>
<tr>
<td>Level of Language</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>The way words and sentences are used in everyday situations; the meaning of language in context.</td>
</tr>
</tbody>
</table>

From the table above, it can be known that there are several language level with their own characteristic. Since, the style of Line Webtoon Let's Play is seen through the words formation process which also means the way words are constructed, this research is in morphology level.

2. **Language Style**

There are three language style levels based on Trimmer (1998). The styles are formal, moderate, and colloquial. The first is formal used long and not simple sentences (Trimmer, 1998, p. 263). Furthermore, the diction is usually employed learned words, extensive vocabulary, and no slang words. It is used by people in a serious situation when there is no means to have closeness with the reader. This style is applied in situations that need dignity and seriousness (Sapriani, Syarif, & Ardi, 2013, p. 59). It is found in scholarly or technical writing for experts, or for essays and speeches that aim at persuasiveness or inspiration (Trimmer, 1998, p. 265).

The second style is moderate. The sentences found in moderate are in medium length and mostly standard structure, yet some with parallel, balanced, and regular sentences (Trimmer, 1998, p. 264). This style is in the middle between formal and colloquial. Therefore, the range of words used are from learned to colloquial and mostly popular words. This style can be used in serious or light; informative or affective. There is a close relationship among speakers but rarely
intimate. According to Trimmer, this style is used in college lectures and discussions (1998, p. 265).

The last style is colloquial. According to Trimmer (1998), the attitude of colloquial style to its subject can be serious or light and it is used with close friends who are in the same background (p. 265). Furthermore, the intimacy or closeness among speakers are one of the factors that make colloquial is different from moderate. Colloquial is used in light, chatty writing and speaking with close friends (Trimmer, 1998, p. 265). The word choices, used in colloquial, are limited to popular words, frequent contractions, and clipped words. The dictions also frequently use utility words and more slangs than in the moderate style.

3. Morphology

The terms ‘word’ has been discussed by the linguists because it is difficult to define because it has many functions in some contexts. The ‘word’ itself has either external or internal structure. The study of internal structure of words is called morphology. Morphology discusses the internal structure of words, and the organised form-meaning relations among the words (Booij, 2005, p. 7). A word has two different functions which are a lexeme and word-forms. The term lexeme is used to refer to all possible forms (sense and reference) that a word has in a particular context. Meanwhile, word-form is used in the particular form that a word has in a particular context (Bauer, 1983, p. 12).

Word formation is defined as the ways in which new complex words are formed in the basis of other words or morphemes (Plag, 2003, p. 13). Morpheme is the smallest meaning unit of a language (Plag, 2003, p. 10). Morpheme has two
forms which are derivational and inflectional. There is the most significance of difference between inflection and derivation. Derivation changes the lexical meaning while, inflection changes grammatical categories. In addition, the other difference is that derivation changes the part of speech (Plag, 2003, p. 16). However, it is only derivations which means to be word formation.

According to Booij (2005), compounding and affixation are the most common types of morphology since both of them produce words with high degree of words relating thoroughly with their semantic analysis (p. 34). However in the development, word formation processes can happen in various ways.

a. **Affixation**

Affix is a bound morpheme that attaches in a free morpheme either at the beginning or at the end. There are three types of affixations, which are infix, suffix, and prefix. The first is infix which is the affix inserted into morphemes (Plag, 2003, p. 11). This does not happen in English, but then it can be seen in Indonesian. For example, in the Indonesian word ‘gigi’ that can be changed into ‘gerigi’ to make it becomes plural.

The second affix is a suffix which is an affix that appears after the roots or the stems (Booij, 2005, p. 29). Suffixes are classified into some groups according to their derivation they produce. Those are suffixes forming nouns, suffixes forming adjectives, and suffixes forming adverbs. For instance, in word ‘addition’, it has head of the word which is ‘add’, a verb, and it gets the suffix {-ion} to make it into a noun.
The third is a prefix attaching before the meaningful element of the words or free morphemes (Plag, 2003, p. 10). The example of prefix is word ‘inadequate’ changing from ‘adequate’ and change with the addition of { -in } that has a meaning is ‘not’. Meanwhile, neoclassical elements or often called as combining forms are affixes that are originally derived from Latin or Greek words (Plag, 2003, p. 74). Because of some reasons, this affixes are treated as compounds rather than as affixes.

Tree diagram is employed to show the process of affixation and to ease the analysis. For instance, ‘addition’ has ‘add’ as the root. The word changes by addition {-ion} which makes its part of speech into a noun.

```
addition (N)  
   /      
add (V)  -ion
```

b. **Compounding**

Compounding (sometimes also called composition) is defined as the combination of two words to form a new word (Plag, 2003, p. 133). Compound words in which the head of the word identifies the meaning of the entire word is called as endocentric. Meanwhile, exocentric is a compound word which the head does not determine the meaning of the entire word (Plag, 2003, p. 145). For instance, word ‘egghead’ means intelligent and it does not mean a head shaped like an egg or something that is related to an egg or a head. To know the organization of compound words easily, a tree diagram is applied, as follows:
Compound is also divided into three groups based on the head of the words and the function of compound. The first is nominal compound, as an illustration ‘laser printer’ whose head is a noun (Plag, 2003, p. 145). The second is adjectival compound, for example ‘blue-eyed’ which has a function as an adjective (Plag, 2003, p. 153). The last is verbal compound which means a compound whose head is a verb. For instance, ‘dry-clean’ has a verb as its head (Plag, 2003, p. 154).

c. **Truncation**

Truncation is a morphological process which the derived word loses particular phonetic material from the base (Plag, 2003, p. 116). It has three different types which are truncated names, {-y} diminutives, and clipping. Truncated names are used to show familiarity of people (Plag, 2003, p. 117). The example of a truncated name is the name ‘Abigail’ is shortened into ‘Gail’ by people who close to the person. The second is {-y} diminutives used to express not only familiarity but also positive attitude towards something (Plag, 2003, p. 117). For instance, word ‘comfortable’ changes into ‘comfy’.

The third is clipping which is defined as a mixed bag of forms shortened from larger words and share a common function (Plag, 2003, p. 121). It has one or more syllables of a word. The most common clipping contains the initial part of the word. For example, word ‘professor’ becomes ‘prof’. Those two examples still has
the same meaning with the origins. Clipping usually uses in specific communities, however, it find the way to larger communities (Plag, 2003, p. 121).

According to an online journal article by Jamet (2009), clipping has three types. The first is back-clipping defined as a clipping of the final part of the word (Jamet, 2009). For instance, word ‘mike’ is originated from word ‘microphone’. This type is usually linked to back formation process. However, there are some differences between both processes. Back formation is not transparent since the process cannot be seen and it changes the part of speech of the word. Meanwhile, back-clipping form can be traced back and it does not change the part of speech of the word (Jamet, 2009).

The second type is clipping of the beginning part of the word called fore-clipping (Jamet, 2009). For example, word ‘telephone’ is shortened into ‘phone’. The last type is syncope. It is a clipping form of both the beginning and the final part of the word (Jamet, 2009). For instance, word ‘flu’ is derived from word ‘influenza’.

d. Abbreviation

Abbreviation is formed by taking initial letters of multi word sequences to become a new word (Plag, 2003, p. 126). There are two types of abbreviation. The first is acronym which must be pronounced as the whole words not as the series of letters. For example, NASA is an acronym of National Aeronautics and Space Administration. It must be pronounced as /nasa/ not /en ei es ei/.

On the other hand, not all abbreviations are treated as a one word. If it is pronounced with each individual letter, it is called initialism (Plag, 2003, p. 127).
For example, BBC cannot be pronounced as a whole because it contrasts with the English phonological rules. It is pronounced as /biː-biː-siː/.

e. **Blending**

According to Bauer (1983), blending can be defined as a new word formed from parts of two or more different words (p. 234). Blending is the process of combining two or more words to become one word by deleting some syllable of the source words.

There are two types of blending. The first type is dealing with existing compounds shortened to form a new word and its meaning is determined by the second element modified by the first element. The example can be taken from word ‘motel’. The word consist two different words which are ‘motor’ and ‘hotel’ (Plag, 2003, p. 123). It is not a kind of motor yet it is a kind of hotel. The second type identifies the referents of the word from both elements (Plag, 2003, p. 123). According to Plag, blending has a rule based on type 2 which is

\[ A \ B + C \ D = A \ D \]

For example, word ‘Spanglish’ which is derived from ‘Spanish’ and ‘English’. The meaning of the word is coming from both ‘Spanish’ and ‘English’.

f. **Conversion**

Word formation process which has the derived word’s part of speech change from the base of the word without observable process is called conversion (Plag, 2003, p. 107). It is usually converting verb into noun, noun into verb, adjective into noun, or adjective into verb. The example of conversion changing noun into verb is in word ‘the file’ can be used as ‘to file’. The noun form of the word has meaning
as a folder or box for holding paper. Meanwhile, ‘to file’ means place something in a folder or box.

4. Comics

Comics have different features which make it different from the other fictions. Those devices which are imagery, timing, and encapsulation use to deliver ideas, messages, and stories as the fundamental function of comics.

   a. Imagery

   Comic books deal with two communication devices which are words and images. It uses imagery as the device to convey the authors’ statements through facial expressions, postures, and symbolistic backdrops (Eisner, 1985, p. 13). The images are used as one of the communication device beside languages in a comic. It is used to convey the message of the story. Eisner states that the success or the failure of use image as a method of communication depends on the content and the context which the readers are familiar with the meaning and emotive impact of the image itself (1985, p. 14).

   Words are made of letters. Letters are symbol arranged out of images coming from the forms, objects, postures, and others phenomena. It contributes to the meanings and it is not affected by the changes of inflection and sound level (Eisner, 1985, p. 14). Words in comics are used to give the conversation, to add sounds, to show symbols of thought, to give a narrative bridge, and to convey information such as location, time, and thought (Eisner, 1985, pp. 18-20).
b. Timing

Time in comic is an essential structural element. People determine and notice it through the memory of experiences and it has psychological impacts (Eisner, 1985, p. 25). Time is an important element of comic since it tries to achieve a certain message or emotions. According to Eisner (1985) timing is defined as the phenomenon of duration and the experiences (p. 25). There is a difference between time and timing. Time is an action that happen in seconds, while timing is an action with result is extended to enhance emotion (Eisner, 1985, p. 25).

A framing speech or a balloon is a device capturing the sound of the characters. Balloons should be arranged in a sequence that follows the rules which are following the actions, giving position of the speakers, and contributing to the measurement of time (Eisner, 1985, p. 26). Balloons, in the development, are given task to add the meanings, give narrations, and convey the character of sounds to its narratives.

There is a difference between balloons of conversation and balloons of thought. Balloons of conversation usually has rectangular or round shape, while balloons of thought is usually cloud-like. Balloon or framing speech, used as the representation of speech and sound, is useful in allocation of time.

Framing time or panel is one of fundamental devices of comic. It function not only to express its borders but also the position of the readers in relation to the scenes and shows the time of the events (Eisner, 1985, p. 28). Panels have the function to show the time’s movement, the framing of the images in order to give a limitation of the actions, thoughts, and locations (Eisner, 1985, p. 38). The size of
the panels also contribute to the story rhythm and route of time therefore, the action becomes more segmented (Eisner, 1985, p. 30).

c. **Encapsulation**

Encapsulation or visual narration is utilized to capture or ‘freeze’ one part in what is in reality an interrupted flow of action (Eisner, 1985, p. 39). It means that the artist or author shows an experience of the character that can be seen from the readers’ point of view since the one of the fundamental function of comic is to converse ideas with words and pictures involving the movement of certain images through space.

C. **Theoretical Framework**

In order to answer the first problem formulation, theory of morphology specifically word formation by Plag (2003) is used. The theory is applied to analyse the word formation processes since the technology term deals with the construction of a new word.

The result of the categorization of the technology terms in the first problem formulation is employed to analyse the language style of the comic. Therefore, stylistics by Verdonk (2002) and language style by Trimmer (1998) are applied to help the researcher analyse the language style. In addition, the comic theory by Eisner (1985) also helps the researcher to know the context where and when the technology terms in the comic used.
CHAPTER III

METHODOLOGY

In order to complete this research, the methodology is structured into three parts which are object, approach, and method of the research. The first is the object of the research explaining this research’s object. The second is the approach of the research explaining stylistic approach as the device to examine the problem of this research. The last is method of the research describing how the data are collected, arranged, and examined.

A. Object of the Study

This research focused on the word formation of technology terms found in Line Webtoon Let’s Play by Mongie. It is a comic published by Line Webtoon – web based comics. The comic has 42 episodes and it is still ongoing, yet the episodes used are episodes six until thirteen since the technology terms mostly found in those episodes. The technology terms were chosen since the comic revolves around the world of programming and games. Since the technology terms usually are created based on two or more words combined, it deals with word formation processes such as, affixation, compounding, truncation, abbreviation, conversion, and blending.
B. Approach of the Study

In this research, stylistics was chosen as the approach of the research. According to Leech & Short, stylistics is defined as the research of style and from the linguistics’ point of view, it deals with the form of expression (2007, p. 11). This research has an intention to examine the language style of web comic Let’s Play through the word formation of technology terms. Language style is the way to show one’s expression in a formal or informal situation (Sapriani, Syarif, & Ardi, 2013, p. 59). By this, the purpose of the research is to find out the style of language in Line Webtoon Let’s Play.

C. Method of the Study

To conduct this research, there are two ways taken which are data collection and data analysis.

1. Data Collection

This research applied purposive sampling method by taking the words of technology terms from particular episodes in comic Let’s Play. According to Dawson (2009, p. 50), the researcher chose quota sample which the researcher decided particular sample to be observed. To gather the data of technology terms, first, the researcher read the comic intensively and wrote down the technology terms that possibly undertake word formation processes. Furthermore, the words were listed and categorized based on the word formation processes.
2. Data Analysis

In order to answer the first problem, the words were listed and categorized according to the word formation processes of each word. To figure out the word formation processes, the researcher identified the base of the words. After the base of the words were found, the researcher analysed the morphemes modifying the head.

*Oxford Living Dictionary* which is an online dictionary was used to help the researcher figure out the origin of the words. The researcher utilized an online dictionary since the data are about technology and the dictionary is frequently updated along with technology development. The researcher did not use technology terms dictionary since in order to reveal the word formation process of particular terms, the definition of the base words can only be found in approved dictionary, such as Oxford Dictionary. However, there are some words that cannot be found in *Oxford Living Dictionary*, therefore the researcher used *Urban Dictionary*. It is an online dictionary containing words which are not yet registered in *Oxford Living Dictionary*. Then the type of word formation processes that happened in the words is identified.

The next step was employed to examine the language style of the comic *Let’s Play*. In order to analyse the style, the researcher used the data of the first problem. From the first problem’s analysis, it can be recognized which word formation process mostly undergone by the technology terms. The word formation process is described in order to determine the language style.
CHAPTER IV
ANALYSIS RESULTS AND DISCUSSIONS

This chapter is distributed into two main distinctive parts. The first part discusses the word formation processes in the technology terms found in Line Webtoon Let’s Play. This part answers the first question of the problem formulation. The second part discusses the language style of Line Webtoon Let’s Play through the result of the first discussion. This second part answers the second problem formulation.

A. Word Formation Processes of Technology Terms Found in Line Webtoon Let’s Play

This part of the chapter deliberates the types of word formation processes in Line Webtoon Let’s Play. There are twenty nine words included as technology terms, which can be seen in appendix 1. There are some words which experience more than one word formation processes. From those words, it can be seen that the technology terms are often mentioned by the characters since in the comic Let’s Play, the two main characters work as a programmer and a games vlogger.

The table below is the summary of the word formation processes in the words related to technology found in Line Webtoon Let’s Play.

<table>
<thead>
<tr>
<th>No</th>
<th>Word Formation Processes</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Affixation</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Compounding</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Abbreviation</td>
<td>5</td>
</tr>
</tbody>
</table>
From the table above, it can be seen that there are thirty one technology terms undergoing different word formation processes in Line Webtoon *Let’s Play*. The most frequent word formation process is affixation with total twelve words. Additionally, the affixation mostly changes the part of speech of words into nouns. Moreover, there are more four word formation processes undergone by the technology terms.

In further parts of this section, the discussion is divided into five different parts according to the word formation processes. Those processes are affixation, compounding, abbreviation, clipping, and blending. It is used to ease the researcher to analyse the word formation processes.

1. **Affixation**

Based on the findings, there are twelve technology terms undergone affixation as the word formation processes. Table below is the summary of the technology terms with affixation.

<table>
<thead>
<tr>
<th>No</th>
<th>Words (Part of Speech)</th>
<th>Affix</th>
<th>Head (Part of Speech)</th>
<th>Episode</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>player (noun)</td>
<td>-er</td>
<td>play (verb)</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>developer (noun)</td>
<td>-er</td>
<td>develop (verb)</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>information (noun)</td>
<td>-ion</td>
<td>inform (verb)</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>gamer (noun)</td>
<td>-er</td>
<td>game (noun)</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>controller (noun)</td>
<td>-er</td>
<td>control (verb)</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>soundproofing (noun)</td>
<td>-ing</td>
<td>soundproof (adj)</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>recording (noun)</td>
<td>-ing</td>
<td>record (verb)</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>server (noun)</td>
<td>-er</td>
<td>serve (verb)</td>
<td>11</td>
</tr>
</tbody>
</table>
From the table above, the head of the words mostly have nouns and verbs as their parts of speech. Words which are extended by word formation is called open class, including nouns, adjectives, and verbs (Booij, 2005, p. 51). The affixes modifying the words are suffixes. There are three different suffixes which are {-er}, {-ing}, and {-ion} forming the technology terms in Line Webtoon Let’s Play.

a. Suffix {-er}

Suffix {-er} has a meaning as someone who does the action. However, in this context, suffix {-er} changes the meaning of the words which are verbs into nouns related and used for technologies. There are nine words undergoing suffixation with {-er}. Eight of them which are ‘player’, ‘developer’, ‘follower’, ‘gamer’, ‘server’, ‘vlogger’, ‘subscriber’, and ‘viewer’ are referring to a person not a tool like one word which is ‘controller’. Those words are the words that have verbs as the head of the word and it changes into nouns by adding {-er} (Booij, 2005, p. 52).

Some of the words which are ‘player’, ‘follower’, ‘subscriber’, ‘developer’, and ‘viewer’ are often misinterpreted by people, yet in Line Webtoon Let’s Play, the words are used in a technology. According to English Oxford Living Dictionary (2018), word ‘developer’ means a person or a thing that develops something. Moreover, the word used in the comic refers to a company or a person who develops
or invents software. Furthermore, term ‘follower’, in the comic, refer to someone who is tracking a particular person, group, or organization on a social media websites or applications (English Oxford Living Dictionary, 2018). ‘Subscriber’ means a person who has set to receive or access a service (English Oxford Living Dictionary, 2018). In Line Webtoon Let’s Play, the term refers to people who receive notifications and access a video in websites or applications.

Term ‘viewer’ is also related to a video in websites or applications. However, ‘viewer’ is defined as a person watching television or a film (English Oxford Living Dictionary, 2018). In Line Webtoon Let’s Play, the term is used to indicate a person watching a video in websites or applications. The suffixation process of word ‘player’ can be seen in the tree diagram below.

```
player (noun)
   /|
   /|
verb  suffix
   /|
play  -er
```

From the tree diagram above, it can be known that word ‘play’ added by suffix {-er} which makes it is changed from a verb into a noun. ‘Play’ in the comic means to be involved in a game (English Oxford Living Dictionary, 2018). After getting
addition suffix {-er}, the word has meaning as a person who takes part in a computer game (English Oxford Living Dictionary, 2018).

For another word, below is the tree diagram of word ‘controller’:

```
controller (noun)

verb

suffix

control -er
```

The tree diagram shows the process of affixation by the suffix {-er} of the verb ‘control’. In the comic’s context, ‘controller’ means a device to play the video game or to control the characters in the game. It is based on the meaning of ‘control’ which is to make a machine or something to work in the way you want it how (English Oxford Living Dictionary, 2018).

b. **Suffix {-ing}**

Suffix {-ing} has a function to change the part of speech of a verb into a noun. The researcher found there is only one technology term in Line Webtoon Let’s Play added by suffix {-ing}. The term is ‘soundproofing’.

The term ‘soundproofing’ is derivational suffix changing a verb into a noun. The word also has adjective as its part of speech. However, in this case the term is a noun since it is appeared as subject. ‘Soundproofing’ refers to a device or a tool
that makes a sound cannot pass through it. The process of affixation is shown by the tree diagram below.

c. Suffix {-ion}

Based on the analysis, there is one term formed by suffix {-ion} which is ‘information’. Suffix {-ion} changes a word having verb as its part of speech into a noun. According to Plag (2003), sometimes allomorph {-ation} is needed in some cases (p. 90). Word ‘information’ is found in Line Webtoon Let’s Play and the process is shown in the tree diagram.
The figure above shows the process of the changing of the part of speech. The meaning also change. It has ‘inform’ as the head and gets addition from suffix {-ion}. Word ‘inform’ means to tell somebody about something (English Oxford Living Dictionary, 2018). After getting addition, the word becomes ‘information’ and it defines as facts or details about something or somebody (English Oxford Living Dictionary, 2018). In the comic, word ‘information’ is used by Sam to refer to particular details about a program or a software.

2. **Compounding**

Compounding is the most productive of word formation process in English along with affixation (Plag, 2003, p. 132). In Line Webtoon *Let’s Play*, there are nine technology terms experiencing compounding. The technology terms are summarized in the table below.
Table 4. Compounding of Technology Terms

<table>
<thead>
<tr>
<th>No</th>
<th>Words (Part of Speech)</th>
<th>Head (Part of Speech)</th>
<th>Modifier</th>
<th>Episode</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>software (noun)</td>
<td>ware (noun)</td>
<td>soft</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>database (noun)</td>
<td>base (noun)</td>
<td>data</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>workstation (noun)</td>
<td>station (noun)</td>
<td>work</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>interface (noun)</td>
<td>face (noun)</td>
<td>inter</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>soundproof (verb)</td>
<td>proof (verb)</td>
<td>sound</td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td>prototype (noun)</td>
<td>type (noun)</td>
<td>proto</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>live stream (verb)</td>
<td>stream (verb)</td>
<td>live</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>online (adj)</td>
<td>line (noun)</td>
<td>on</td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td>upload (verb)</td>
<td>load (verb)</td>
<td>up</td>
<td>13</td>
</tr>
</tbody>
</table>

From the table above, all of the technology terms are endocentric compounds. According to Plag (2003), endocentric compound defines as a compound that the semantic head is inside the compound, while exocentric compound is that the semantic head of the words is outside the compound (p. 145).

a. Nominal Compound

There are five nominal compound words in the technology terms found in Line Webtoon *Let’s Play* which have meanings and part of speech that are related to the head of the word. Nominal compound is a compound in which its head part of speech is a noun (Plag, 2003, p. 144). Plag (2003) states that noun-noun compounds are the most common type of compound in English (p. 145). However, from five nominal compounds found, there is only one technology term which is noun-noun compound. The word is ‘database’. ‘Database’ is defined as data which are stored in a computer and used in a various way. The three diagram below shows the process of compounding.
Another is verb-noun compound. The word ‘workstation’ is a verb-noun compound with its head ‘station’ which is a noun. In the context, ‘station’ means a place where a specified activity is done. Meanwhile, ‘workstation’ is defined as a place where somebody works with a computer. The process of compounding is seen in the tree diagram below.
The tree diagram shows that the word ‘work’ does not determine the part of speech of word ‘workstation’. It is due to the fact that the word’s part of speech is inherited from the right-hand member (Plag, 2003, p. 145). It means that the part of speech of the word is determined by the head of the word which is usually placed in the last of the word or in the right of the word.

Another word is ‘prototype’. Word ‘proto’ is a combining form defined as original, first, or primitive. ‘Proto’ is derived from Greek word that has definition which is the first and is usually combined with noun or adjective (English Oxford Living Dictionary, 2018). Afterward, the head of the technology term ‘prototype’ is ‘type’ meaning the quality or the features of the thing.

The tree diagram above shows the compounding process of the word ‘prototype’. ‘Prototype’ is defined as the first design of something which other forms are developed (English Oxford Living Dictionary, 2018). Other nominal compounds are ‘software’ and ‘interface’. ‘Software’ is an adjective-noun
compound. ‘Software’ is described as a program used to operate a computer. In addition, the part of speech of the word is a noun since, the head of the word is ‘ware’.

On the other hand, the word ‘interface’ has ‘inter-’ which is a prefix as the modifier. Its meaning is between or among. However, the term ‘interface’ means a layout or a menu in computer. ‘Inter-‘ is not included as affixation in this research. It is due to the fact that the term ‘inter’ does not give the certain meaning to the head of word ‘face’ and does not change the part of speech of the word.

b. Verbal Compound

There are three verbal compounds found in Line Webtoon Let’s Play. The technology terms found are ‘soundproof’, ‘live stream’, and ‘upload’. Plag (2003) says that a compound with a verb as the head may have a noun, an adjective, and a verb as their modifier (p. 154). However, word ‘upload’ has an adverb as its modifier. The figure below shows the process of compounding of word ‘upload’.

\[
\text{upload (verb)} \\
\text{\quad adverb} \quad \text{verb} \\
\text{\quad up} \quad \text{load}
\]
‘Upload’ means send or give a data to another computer (English Oxford Living Dictionary, 2018). The verb ‘load’ means to put, to send, or to give something. Other term is ‘soundproof’. It has the definition to make a room or building resistant to the way of sound. Meanwhile, the comic use the term in a noun form that has been discussed in affixation. The process of compounding for word ‘soundproof’ shows in the tree diagram below.

![Tree Diagram for 'soundproof'](image)

The last technology term experiencing verbal compounding is ‘live stream’. This compound has an adjective as the modifier of the verb. The term ‘live stream’ means to broadcast or to receive a live video of an event over the internet (English Oxford Living Dictionary, 2018). The process is revealed in the tree diagram below.
c. **Adjectival Compound**

Adjectival compound is not a compound that the head is an adjective, but a compound word that has a function as an adjective. It may have nouns and other adjectives as its non-heads (Plag, 2003, p. 152). There is only one adjectival compound in the technology term found in Line Webtoon *Let’s Play*. The term is ‘online’. It is described as connected to the computer (English Oxford Living Dictionary, 2018).
3. Abbreviation

In Line Webtoon *Let’s Play*, there are five technology terms undergoing acronyms and initialism as the word formation processes. The table below shows the summary of the technology terms experiencing acronyms and initialism.

<table>
<thead>
<tr>
<th>No</th>
<th>Technology Terms (Part of Speech)</th>
<th>Words (Part of Speech)</th>
<th>Word Formation</th>
<th>Episode</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GUI</td>
<td>Graphical User Interface</td>
<td>Initialism</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>MMORPG</td>
<td>Massively Multiplayer Online Role-Playing Game</td>
<td>Initialism</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>DKP</td>
<td>Dungeon Kill Points</td>
<td>Initialism</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>DPS</td>
<td>Damage per Second</td>
<td>Initialism</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Robot</td>
<td>Residents Official Board of Technology</td>
<td>Acronym</td>
<td>12</td>
</tr>
</tbody>
</table>

From the summary above, it can be seen that in acronyms and initialisms, orthography of the words is important. Plag (2003) states some acronyms and initialisms may derive by a combination of larger sets of initial and non-initial letters (p. 126). The table shows that from five technology terms, one of them is an acronym. However, there are four terms that are initialisms.

a. Initialism

Initialism is an abbreviation of the words spelled with either capital or lowercase letters and pronounced by naming each individual letter (Plag, 2003, p. 127). There are four technology terms found in Line Webtoon *Let’s Play* undergoing initialism formation process. Those terms are ‘GUI’, ‘MMORPG’, ‘DKP’, and ‘DPS’. From four initialism words, there are three of them relating to one context, which are ‘MMORPG’, ‘DKP’, and ‘DPS’
The first is ‘GUI’. It stands for Graphical User Interface. It implies an interaction between users and electronic devices by using graphical items such as windows, icons, and menus, used by most modern operating system. It is an initialism since it is pronounced as /dʒiːjuː/ not as a whole word. It also happens with the other words. ‘MMORPG’ is pronounced as /ɪməʊəpiːðʒiː/, hence it is distinct from English phonological rules. According to Urban Dictionary, ‘MMORPG’ is defined as a type of game that allows players to compete each other in real-time online network (Jackson, 2005).

The term ‘DKP’ is pronounced as /dəkiːpiː/. The term is commonly used in MMORPG as a currency among players to bid or buy items received in dungeons (Summerbreeze, 2006). The last term ‘DPS’ is also used in MMORPG to qualify the damage weapons do in the game (Jeb, 2004). It is pronounced as /dɪ piːɛs/.

b. Acronym

Acronym is an abbreviation of words that is pronounced as the whole words not as the sequence of letters (Plag. 2003, p. 127). In Line Webtoon Let’s Play, there is one technology term experiencing acronym as the word formation process. The term is ‘robot’.

‘Robot’ stands for Residents Official Board of Technology. According to Oxford Living Dictionary, ‘robot’ is defined as a machine accomplished of performing many complex actions automatically, especially one programmable by a computer. Plag (2003) states that acronym applies the regular reading rules since the words are not contrast with the English phonological rules (p. 127). The term ‘robot’ is pronounced /rəˈɒbət/ as it is not against the English phonological rules.
4. **Blending**

Blending is a word formation process by combining two or more words into one and by deleting some material from one or both the source words (Plag, 2003, p. 122). The materials deleted are either phonetic and orthography of the words. In blending, the meaning of the word usually determines by the second word, then the first word is the modifier.

In Line Webtoon *Let’s Play*, there are some technology terms undergoing blending. The table below is the summary of the terms found.

<table>
<thead>
<tr>
<th>No</th>
<th>Words (Part of Speech)</th>
<th>Second Element (Head)</th>
<th>(First Element) Modifier</th>
<th>Episode</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bit</td>
<td>Digit</td>
<td>Binary</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Email</td>
<td>Mail</td>
<td>Electronic</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Vlog</td>
<td>Log</td>
<td>Video</td>
<td>13</td>
</tr>
</tbody>
</table>

By looking at the table, it can be seen that there are three of twenty nine technology terms experiencing blending as the word formation process. The terms are ‘bit’, ‘email’, and ‘vlog’.

The first technology term is ‘bit’. It is a blending of two words which are ‘binary’ and ‘digit’. The term ‘bit’ is defined as the smallest units of information used by a computer as either a 0 or 1 in binary notation (English Oxford Living Dictionary, 2018). It has ‘binary’ as the first element of the word which is the modifier. Afterward, word ‘digit’ is the second element of the word or the head of the word.

Word ‘digit’ means any of the numbers from 0 to 9 forming part of numbers (English Oxford Living Dictionary, 2018). As the head of the word, ‘digit’
determines that the definition of ‘bit’ is related to numerals. Moreover, word ‘binary’ is denoting a system of numerical notation that has 2 rather than 10 as a base (English Oxford Living Dictionary, 2018).

Email is the second technology term that undergoes blending as a word formation process. Email is described as a way of sending or delivering messages and data to other people using computers connected to networks (English Oxford Living Dictionary, 2018).

From table 7, it shows that the second element of the word or the head of word is ‘mail’. Therefore, the first element of the word as a modifier is ‘electronic’. According to Oxford Living Dictionary, ‘mail’ is a message or package that is sent and delivered (2018). Meanwhile, word ‘electronic’ means concerned with electronic equipment (English Oxford Living Dictionary, 2018).

A B + C D = A D

Above is the rule of blending according to Plag (2003, p. 123). The A, B, C, D refer to the syllables of the words involved. According to the rule, it takes the initial syllable of the first word and the last syllable of the second word to become one word. In that case, the term ‘email’ is suitable with the rule. However, word ‘electronic’ has four syllables. It can be considered that the blend word uses the initial syllable of word ‘electronic’. Since word ‘mail’ only has one syllable, it can be considered that ‘mail’ is taken as its last syllable.

Electronic + Mail = Email

It shows that the term ‘email’ takes each initial part of each words’ syllables in order to make a new one word.
The last technology term is ‘vlog’. This term is a blend of two different words which are ‘video’ and ‘log’. ‘Vlog’ means a log in form of a video. However, this term is defined as a video documentation about a person’s life, thoughts, and interests (ZMD, 2005). Word ‘log’ means a record of particular events, usually a journey of something (English Oxford Living Dictionary, 2018).

Different from the term ‘email’, this term does not use the initial syllables of the words to make a new word. From the modifier ‘video’, it just takes one letter which is ‘v’ and take a whole word of ‘log’.

5. Clipping

Clipping is a process of shortening a word that only with one or two syllables. In Line Webtoon Let’s Play, there are some technology terms undergoing clipping as its word formation process. The words are summarized in the table below.

<table>
<thead>
<tr>
<th>No</th>
<th>Words (Part of Speech)</th>
<th>Head (Part of Speech)</th>
<th>Word Formation</th>
<th>Episode</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>app (noun)</td>
<td>application (noun)</td>
<td>clipping</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>stats (noun)</td>
<td>status (noun)</td>
<td>clipping</td>
<td>9</td>
</tr>
</tbody>
</table>

From the table, the technology terms, that have undergone clipping as the word formation process, have the same part of speech as the head. Similarly, clipping words share a common function, specifically to show familiarity with the meaning of the words (Plag, 2003, p. 121). Both of them are back-clipping since it is only has its first syllable.

The meaning of the term ‘app’ is the same as word ‘application’. It is defined as a program used to do a particular job in a computer (English Oxford
Living Dictionary, 2018). In addition, the term ‘stats’ has the same meaning as word ‘status’. The term ‘stats’ in Line Webtoon Let’s Play means the level of the characters in a game. It is similar to the definition of word ‘status’ which is the level of position given to something (English Oxford Living Dictionary, 2018).

B. Language Style of Line Webtoon Let’s Play

This part discusses the language style of Line Webtoon Let’s Play. The style is examined by using the result of the analysis of word formation processes in technology terms. In accordance to Simpson (2004), word formation processes are scrutinized under morphological level which deals with the way words are constructed and their constituent structures (p. 5).

Style means particular manners of someone’s talking and writing. It makes a reference to a distinctive way of expression through a medium. However, style in language marks an expression distinctive, the effects, and the use of it. According to Verdonk (2002), style in linguistic context focuses on language features inside a text, such as the typography, sounds, words, phrases, and sentences. This research deals with construction of words which makes the research is in morphology level. It is as the result of the researcher’s intention to examine language style through word formation processes of technology terms found in Line Webtoon Let’s Play.

From the result of the first discussion, it is shown that the most occurrence of word formation process is affixation. The words are added by affixation in order to change their part of speech. There are twelve words undergoing affixation
process. Those word can be found in eight episodes which are episode six up to episode thirteen.

From suffix {-er}, the words are originated from verb which change into nouns. Those words’ contexts do not change yet the referent is changed. For instance, word ‘player’ has the same context as its original word ‘play’ which is taking part of something. The difference is only from the referent. Word ‘play’ is the activity, while ‘player’ is the one who does the activity. This also occurs to the other words added by affixation.

The affixation words found are familiar in this era. It is owing to the fact that the words have been used by people around the globe as a result of the development of technology. Many people use internet to explore the world. By doing that, people find that the technology terms in Line Webtoon *Let’s Play* are understandable without them searching for its meaning.

Additionally, the technology terms found are also applied in their conversation. The second most frequent of word formation process is compounding. The most common types of morphology are compounding and affixation since they create new words with high degree comprehensively along with their semantic analysis (Booij, 2005, p. 34). The words compounding found are endocentric compounds. It means that the compound words have the same meaning with the head of the words. Meanwhile, the head of compound words is easily understand since it is used words that have already been utilized in people around the world.
Based on the analysis, language style of Line Webtoon *Let’s Play* is **colloquial style**. According to Sapriani, Syarif, & Ardi, colloquial style is one of types of speech usually used in everyday life (2013, p. 60). This part is separated into two sections since in Line Webtoon *Let’s Play*, colloquial style occurs in two different occasions. The first is in daily life and the second occurs in the work place.

1. **Daily Life**

The technology terms found are used by the characters in their daily life. In order to illustrate, word ‘vlogger’ in the comic is applied by the author without any reference. The picture below is the screenshot of the use of word ‘vlogger’ in Line Webtoon *Let’s Play*.

**Pic. 1**
From picture 1, the author uses some affixation words that are related to technology without giving any reference. Those words are ‘vlogger’, ‘subscriber’, ‘follower’, ‘upload’ and ‘viewer’ in one panel. In order to show the terms that are related, the author employs encapsulation. In accordance with Eisner (1985), by using encapsulation, the author gives an experience of a character seen from the readers’ perspective and its function is to convey the idea by freezing a scene (p. 39). It can be assumed that the author considers the readers understand the meaning of the terms used.

In addition, the panel shows that the words found are utilized by a character to introduce herself to someone else. It can be known that the person who she is talking with understands the meaning and the context of those terms. It indicates that the other character is familiar with the words and might use it in her or his everyday life.

The technology terms undergoing affixation are familiar since the head of the words have been used by people in daily life. Other examples are words ‘player’ and ‘controller’. By reading Line Webtoon Let’s Play, the readers automatically understand the context of words ‘player’ and ‘controller’ since the story revolves around games. Meanwhile, word ‘player’ can be understood as someone who takes part in an event such as sport activity. Similarly, word ‘controller’ can be misinterpreted in a different context.
Picture 2 shows a panel when Link and Sam have a talk. Sam answers Link’s question by mentioning a clipping word ‘app’. However, Sam does not give any explanation about word ‘app’. It reveals that the term has been used by people in everyday life. Technology terms in Line Webtoon Let’s Play usually appear when the main characters are in their circle of friend since they play the same game or have the same interest with each other. Additionally in the comic, Sam and her friend, named Link, are known having a close relationship.
They talk with each other casually without any formal language. Picture 3 and picture 4 show how some terms use by the characters casually.

**Pic. 3**

**Pic. 4**

Additionally, the picture 4 also shows that the topic of conversation is simple and not a serious subject. Sam and her friend Umed do a small talk in office. Moreover, the topic of small talk is simple and informal. According to Trimmer (1998), colloquial style’s subject is light since it is utilized with close friends informally (p. 265).

The other example can be seen in Line Webtoon *Let’s Play* when the term ‘DKP’ is shown. It is revealed by their conversation that the word has already used by people since 2007 and it is not a new word that people need to find the meaning.
of word ‘DKP’. The picture 5 shows the use of the term by Marshall and Sam when they accidentally meet in the neighbourhood.

**Pic. 5**

The author of Line Webtoon *Let’s Play* uses some terms which are abbreviation of words or phrases. Those words are ‘GUI’, ‘bit’, ‘MMORPG’, ‘DKP’, ‘DPS’, and ‘robot’. Colloquial style is used to give information by using simple words and terminology in a particular situation (Reficha, 2005). For instance in Line Webtoon *Let’s Play*, the author gives the meaning of the abbreviation word in the beginning of an episode so the readers are not misinterpreted.
Picture 6 is one of the examples on how the author gives meaning about a term. It functions so the readers understand about the term that the author uses later in the episode.

Colloquial style usually contains slang words. Some of the terms are included as slangs. Those words are ‘DKP’, ‘DPS’, and ‘MMORPG’. The definitions of the terms cannot be found in Oxford Living Dictionary, yet the definitions are found in Urban Dictionary.

2. **Work Place**

The words utilized in Line Webtoon *Let’s Play* are the part of the characters’ daily life. The characters use the words usually in their work places since the two main characters work as a software developer and a game vlogger. However, the technology terms are used not only in characters’ everyday life as well as in their work place. Colloquial style is also applied in a group of people in a particular
occupation and it is utilized a special lexicon for a particular profession (Řeřicha, 2005). There are terms used by the characters in their work place as software developer employees. Those terms are ‘software’, ‘developer’, ‘bit’, ‘prototype’, ‘GUI’, ‘database’, ‘information’, ‘workstation’, and ‘interface’. The words are found when the characters use it with their colleagues.

Some words, specifically the terms undergoing affixation and compounding, are found in the conversation among the characters in the work place talking about their works or just casually talking with each other. For instance, there are some words mentioned when the main character, Sam, is in the meeting in her office where she works. The words can be seen in the pictures below showing the use of words which are ‘software’ and ‘developer’.
Pic. 7

Picture 7 displays that those words are used in context of working. One of the character uses the words without given any information or meaning before he uses it. However, the other characters understand about the meaning and the context of the terms. It can be seen by the characters’ expressions. Their facial expressions reveal that they are not confused or do not understand what the other character means. By looking at the imagery utilized, the author shows the content and the context of the terms. It is because the author uses image as a technique of
communication depends on the matter and situation (Eisner, 1985, p. 14). It displays that the technology terms found are often used in their life as software developer employees.

The author delivers the information about terms used by people working in a software developer company. Sam, as a software developer employee, uses some terms when she is working on a new application. By this, the author also gives the information what kind of job software developer is. It shows in picture 8 below.

**Pic. 8**
In addition, the author also employs different way to give the information. Picture 9 below shows how the author gives the meaning of a term by using a conversation in their work place. The term is used and explained through a conversation between employees.
CHAPTER V

CONCLUSION AND SUGGESTION

This research found that there are five different word formation processes of technology terms in Line Webtoon Let’s Play. The word formation process appeared the most within the selected episodes is affixation with the total of twelve words. The second most appeared is compounding with eight words in total. Abbreviation comes in third place with six total words. Furthermore, clipping occurred in two words and blending also occurred in two words. It can be concluded that affixation and compounding is the most productive word formation in English.

From the result of first analysis, it can be assumed that the language style of Line Webtoon Let’s Play is colloquial style. It is because the technology terms undergoing affixation have heads that have been used in people around the globe in their daily life. Moreover, compounding as the second most occurred word formation is all endocentric which means the meaning of the words are literal or the same with the head of the words.

Another reason is that colloquial style occurred in a group of people that have the same background and occupation. It is revealed from the use of technology terms by the characters of Line Webtoon Let’s Play appeared in their daily life or work place. It can be concluded that colloquial style have topics which can be serious in a formal situation and light in informal situation. There are some terms included as slang, while colloquial contains slang words.
The researcher suggests for future researcher to examine this research deeper. There are two suggestions. The first is to analyse the language style of other comics by using the same approach. The future research can analyse the style from different level of language. The second suggestion is to analyse this research further by examining the function and effects of the language style used by the author.
REFERENCES


## APPENDICES

### Appendix 1: Technology Terms of Line Webtoon *Let’s Play*

<table>
<thead>
<tr>
<th>No.</th>
<th>Technology Terms</th>
<th>Part of Speech</th>
<th>Word Formation Processes</th>
<th>Episode</th>
<th>Language Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>GUI</td>
<td>noun</td>
<td>abbreviation</td>
<td>6</td>
<td>colloquial in work place</td>
</tr>
<tr>
<td>2.</td>
<td>player</td>
<td>noun</td>
<td>affixation</td>
<td>6</td>
<td>colloquial in daily life</td>
</tr>
<tr>
<td>3.</td>
<td>software</td>
<td>noun</td>
<td>compounding</td>
<td>6</td>
<td>colloquial in work place</td>
</tr>
<tr>
<td>4.</td>
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<td>noun</td>
<td>affixation</td>
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<td>colloquial in work place</td>
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<td>noun</td>
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<td>6</td>
<td>colloquial in work place</td>
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<td>7</td>
<td>colloquial in work place</td>
</tr>
<tr>
<td>8.</td>
<td>App</td>
<td>noun</td>
<td>clipping</td>
<td>8</td>
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</tr>
<tr>
<td>9.</td>
<td>interface</td>
<td>noun</td>
<td>compounding</td>
<td>8</td>
<td>colloquial in work place</td>
</tr>
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<td>affixation</td>
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<td>colloquial in daily life</td>
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<td>11.</td>
<td>controller</td>
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<td>affixation</td>
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<td>colloquial in daily life</td>
</tr>
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<td>blending</td>
<td>8</td>
<td>colloquial in work place</td>
</tr>
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<td>13.</td>
<td>soundproofing</td>
<td>noun</td>
<td>compounding + affixation</td>
<td>9</td>
<td>colloquial in daily life</td>
</tr>
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<td>14.</td>
<td>prototype</td>
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<td>Part of Speech</td>
<td>Word Formation Processes</td>
<td>Episode</td>
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<td>16</td>
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</tr>
<tr>
<td>21</td>
<td>online</td>
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<td>compounding</td>
<td>11</td>
<td>colloquial in daily life</td>
</tr>
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<td>server</td>
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<td>affixation</td>
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<td>23</td>
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<td>abbreviation</td>
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<td>colloquial in daily life</td>
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<td>email</td>
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<td>25</td>
<td>vlogger</td>
<td>noun</td>
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<td>13</td>
<td>colloquial in daily life</td>
</tr>
</tbody>
</table>
Appendix 2: Screenshots of Technology Terms in Line Webtoon Let’s Play Episode 6
H: HAVE YOU MADE THE ROLE ASSIGNMENTS FOR THE NEW CONTRACT YET?

I: I WILL GO OVER ASSIGNMENTS IN THE MEETING, SAM.

O: OUR CLIENT IS IN LONDON, AND I WAS UP UNTIL 2AM LAST NIGHT GOING OVER THE DETAILS WITH THEM.

H: IT’S JUST THAT...

I: I’VE BEEN WORKING ONLY ON DATA ENTRY SINCE I STARTED HERE.

H: AND I’D REALLY LIKE TO WORK ON THE GUI FOR THE NEXT PROJECT.
REMEMBER THIS IS FOR A MEDICAL OFFICE, SO THE INTEGRITY OF OUR SOFTWARE IS ESSENTIAL.

THE ASSIGNMENTS FOR THIS PROJECT ARE AS FOLLOWS...

ALEX AND KWANG-SUN, YOU TWO WORK TOGETHER AS THE DEVELOPERS.

WE COULD PROBABLY USE A LARGE PORTION OF THE KING CONTRACT FOR THE LIBRARY.

MMHNN...

YEP.
Plagiarism is an unlovely act.

Freddie, you’re on solutions architect.

Keep in contact with the client to be sure we’re giving them everything they need.

Right.

Limed, you’re on the GUI design.

Work closely with Alex and Kwang-Sun to help with the assembly of the software.
Episode 7

UWED, did you see who took the Ellesmere files?!

That information might be sensitive...!

U-UWED?

Why are the files in your work station?
Episode 8

Hey Sam, how are you doing?

Any big plans for tonight?

Kinda.

I'm working on a new app game and want to spend some time tonight programming it.
THAT'S WHY I GOT HIT!

I'M A GOOD GAMER, SERIOUSLY!

COME ON!

ANGRY WHITE GIRL WALK

I THINK MY CONTROLLER IS BROKEN!
That should sum up some of the important bits on G.U.I. design, Jacob.

Did you have any questions for me?

Whoa!

So what you're saying is that G.U.I. stands for "graphical user interface"?
I CAN HANDLE THE GRAPHICS FOR THE INTERFACE, BUT I DON'T HAVE THE ART SKILLS TO CREATE GAME SPRITES.

I GUESS I'LL NEED TO FIND AN ARTIST TO COMMISSION, OR BUY A LICENSE FOR EXISTING ASSETS.

BUT THAT MAY LEAVE THE GAME LOOKING TOO GENERIC IF I DON'T GET CUSTOM ART.

FOR NOW I'LL FOCUS ON THE BACKEND WHILE I FIND A SOLUTION FOR THE ART.

Episode 9

[SORRY ABOUT THE NOISE! SOUNDPREING ARRIVES TOMORROW!]

- MARSHALL LAW]
If it's cool for me to say, I did have a concern with your prototype.

In this example, you have alternate shading staggered between each row of this table and the colors you chose are a light orange and a light green.
Episode 10

↑↑↓↓←→←→ start ←→←→↓↓↑↑

**DKP:**
Stands for "Dragon Kill Points" or "Dungeon Kill Points." Used in mmorpgs as a form of currency within groups of players to bid on or "buy" items that are received in said dungeons. Awarded in different ways: time spent in the dungeon, how many bosses (main monsters) are killed, etc.

-UrbanDictionary.com
I am glad I bumped into you though.

I wanted to apologize for all of the racket I've been making since I moved in.

I can be a real loud pain in the ass when I'm recording and tend to get carried away.

I'm getting sound-proofing panels soon and once those are installed it should take care of the problem.
Episode 11

Wait, so who are these people?

They're a group of people who play an online game together.

They call themselves a "guild".

And what did they do last time that was so bad?
THANKS TO THE HARD WORK PUT IN BY EACH OF YOU.

I AM HAPPY TO ANNOUNCE THAT AS OF THIS MORNING OUR GUILD, "THE RARE SPAWNS", IS NOW THE THIRD RANKED RAIDING GUILD ON OUR SERVER.

I'VE ALREADY BEEN CONTACTED BY THE TOP TWO RANKED GUILDS ON OUR SERVER TO JOIN THEM FOR A 30 MAN RAID NEXT WEEK.
Episode 12

THIS IS IMPORTANT TRAINING TO PREPARE ME FOR WHEN WE REVOLT AGAINST OUR ROBOT OVERLORDS.

UH, W-WHAT?
I just got an email from Indigineer about my account.

They've reinstated my access, but they said it's against their policy to modify scores so they won't fix my score after Marshall Law's fan trashed it.

I now have the lowest score on the entire site.
Episode 13

THAT’S RIGHT, I’M MONCIA MCKENZIE THE BEAUTY VLOGGER KNOWN AS "GLITZKITTE!

I HAVE OVER 2.5 MILLION SUBSCRIBERS ON VIEWTUBE.

AND 2 MILLION FOLLOWERS ON INSTAFRAME.

Glitz Kitten

I HAVE MY OWN FASHION AND MAKEUP LINE UNDER THE "GLITZKITTE" BRAND.

AND TWICE A WEEK I UPLOAD MAKEUP AND FASHION VIDEO TUTORIALS HELPING VIEWERS FIND A MORE BEAUTIFUL YOU.