

Linguistic Branding: The Role of Word Formation in TikTok Branding

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ABSTRACT

This study investigates the intersection of word formation and personal branding on social media, focusing on the content of a Gen Z TikTok creator named Jazzy. As TikTok serves as a dynamic platform for linguistic innovation, this research explores how a creator's language choices contribute to their digital persona. Employing a qualitative descriptive method with a morphological approach, the study analyzes five of Jazzy's most popular self-development videos. In this study, the researcher acts as the main instrument, supported by observation and note-taking techniques. The data were collected from five of Jazzy's most-viewed TikTok videos through qualitative observation. The linguistic data were then analyzed descriptively by identifying word formation processes based on McCarthy's (2002) theory and interpreting their relation to Rampersad's (2008) personal branding framework. The findings reveal that compounding and derivation are the most frequently used word formation types, strategically utilized to build her brand. These linguistic choices directly support key personal branding elements, particularly specialization and authenticity. In conclusion, the study finds that linguistic creativity is not merely a reflection of online culture but a powerful, strategic tool for identity construction and audience engagement. This contributes to a broader understanding of how language and communication evolve within the context of digital media.

Keywords: Word Formation, Personal Branding, TikTok, Linguistic Analysis, Gen Z

1. Introduction

Technology has made language spread quickly around the world. We can now share information easily through many types of media, especially social media. Platforms like Facebook, Instagram, and TikTok show just how fast media has changed. TikTok, in particular, has grown incredibly fast. According to Kalodata.com (2024), it has over 1.8 billion monthly users. Most of these users are from Generation Z (ages 13-24) and young Millennials. In fact, Indonesia has the largest number of TikTok users globally, with 157.6 million users as of July 2024 (Riyanto & Pratomo, 2024). This shows that TikTok is a key place to study how language is changing today. On TikTok, new trends and fast information exchange often lead to the creation of new words. Users, especially content creators, often make up new terms to describe unique trends. For example, words like "glow-up," "fyp," and "bestie" became popular on TikTok first before becoming common. This process of creating new words is called word formation (Natanael, Septiani, & Johan, 2022). This study of word formation is a part of morphology, which is a branch of linguistics that looks at how words are structured and formed (Yule, 2010).

The creation of new words on social media is not just a language thing. For content creators, using unique and viral words can be a great way to build their personal brand. Personal branding is how a person promotes themselves to create a specific image that people will remember and connect with (Shepherd et al., 2005). By choosing words that match their personality, creators can attract a specific audience and get more engagement. This shows that word formation can be a useful tool for increasing a creator's visibility and building trust with their followers. The scientific foundation of this study lies in its focus on linguistic innovation emerging through social media, particularly TikTok. The platform has become a space where users and content creators coin or modify words—

such as glow-up, fyp, and bestie—to describe trends and emotions. These phenomena can be systematically analyzed through morphology, a branch of linguistics that studies word formation. By examining how new words are formed and used by a creator like Jazzy, this research contributes to understanding the evolution of digital language and demonstrates the relevance of morphological study in real-world communication contexts.

This study inspects the new words created through word formation by a TikTok content creator named Jazzy. She often gives self-improvement advice for Gen Z girls. Jazzy started her account in 2019 and uses a fun, trendy, and unique style of English. This style has helped her get over a million followers and millions of views. This study not only finds the new words she uses but also looks at how these words help her personal brand and how they affect the engagement she gets from her audience. The urgency of this study lies in the fact that Gen Z increasingly relies on linguistic creativity on TikTok to construct their digital identities and develop their personal branding. The rapid growth of social media platforms has changed the way language is used—new words spread quickly, influencing speech patterns, social interaction, and marketing communication. However, linguistic research on these developments, especially within beauty and self-development content, remains limited. Therefore, this study is needed to reveal how word formation not only reflects language evolution but also functions as a strategic tool in shaping online personas and strengthening audience engagement.

To understand this phenomenon, it is important to review previous studies on both linguistic and personal branding on social media phenomena. Regarding word formation, various studies have been conducted. Natanael, Septiani, and Johan (2022) analyzed word formation processes in Elon Musk's tweets, identifying different new word types like derivation, compounding, and acronyms. Similar research has also been carried out by Hanif (2015) on soccer terms in *The Jakarta Post*, Panggabean et al. (2023) on shampoo advertisements, and Swarniti (2024) on CNN political articles. While these studies successfully identified and classified word formation processes in different contexts, their focus differs from the present study. They do not link the phenomenon of word formation to personal branding strategies, which is the primary focus of this study.

Other studies have concentrated on personal branding on social media. Sianturi, Pramana, and Duarte (2024) analyzed Ganjar Pranowo's political communication strategies on TikTok to build his image as a populist leader. Meanwhile, Nadhira et al. (2024) examined the personal branding of an educational content creator named Ira Mirawati on TikTok, finding that content consistency and an approachable style helped build audience trust. Mustaqimmah et al. (2021) also analyzed the elements of personal branding used by a digital influencer on Instagram, highlighting the importance of authenticity and specialization. These studies offer valuable insights into how personal branding is constructed on social media. However, none of them specifically explores the role of word formation as a key element in building that personal brand.

The review of the previous research indicates that a substantial research gap remains. While many studies have explored word formation or personal branding separately, few have comprehensively integrated the two. This is especially true within the context of beauty and self-development content on TikTok. Accordingly, this study seeks to examine how Jazzy's word formation functions as a strategic device for constructing her personal brand and fostering engagement with Gen Z audiences. This clear gap highlights the novelty and relevance of the present study, which bridges the intersection between linguistic innovation and digital branding—an area that has not yet been fully explored in previous research. The novelty of this research is threefold. First, it introduces a new research context, analyzing word formation in beauty and self-development TikTok content, a topic rarely explored in previous linguistic studies. Second, it combines two theoretical frameworks—McCarthy's (2002) Word Formation Theory and Rampersad's (2008) Personal Branding Theory—to examine the intersection between linguistic structure and identity construction. Third, its findings present new empirical insights, showing that compounding and derivation are the most frequent word formation types, while authenticity and specialization dominate personal branding categories. These results highlight how linguistic creativity plays a crucial role in digital branding, providing a fresh perspective within applied linguistics.

2. Method

This study applies a qualitative descriptive method to analyze the word formation processes used by Jazzy in her TikTok content and to interpret how these linguistic features reflect her personal branding. The main instrument of this study is the researcher herself, as this is a qualitative descriptive research. The researcher acts as the key instrument responsible for observing, identifying,

and interpreting linguistic data (Creswell, 2018). Supporting instruments include observation sheets and note-taking tools, which are used to record the word formation processes found in Jazzy’s TikTok videos. The data were collected through an observational method. The researcher selected five of Jazzy’s most-viewed TikTok videos as the primary data source. Each video was observed and transcribed, and linguistic features related to word formation were identified. A note-taking technique was applied to classify the words according to their morphological types, such as derivation, compounding, blending, and clipping.

The collected data were analyzed qualitatively using a descriptive approach. First, the researcher categorized each identified word formation based on McCarthy’s (2002) framework. Then, the data were interpreted to examine how those linguistic elements contribute to Jazzy’s personal branding, guided by Rampersad’s (2008) personal branding theory. Finally, the findings were summarized to reveal the relationship between linguistic creativity and digital identity construction on TikTok. The data consist of five of her most popular self-development videos, specifically chosen based on having the highest number of views and engagement. These videos were meticulously transcribed and examined for linguistic content. The analysis focuses on identifying types of word formation based on McCarthy’s (2002) theory, including derivation, compounding, clipping, blending, acronyms, and coinage. In addition, this study applies Rampersad’s (2008) personal branding framework to analyze how Jazzy’s linguistic choices contribute to her digital persona. The combination of linguistic and branding perspectives allows the study to explore how language innovation enhances audience engagement and identity construction on social media platforms.

3. Results and Discussion

The following section presents the main findings from the content analysis of Jazzy's TikTok videos. A total of 103 instances of word formation were identified across the five videos, categorized and quantified based on McCarthy's (2002) theory. Additionally, the analysis revealed several key personal branding elements, which are discussed in relation to the linguistic findings. This section discusses the types of word formation processes found in Jazzy's TikTok videos. The data were collected from the five most-viewed videos on her account, as these are considered the most influential and widely consumed by her audience. To analyze the linguistic features, the researcher applies McCarthy's (2002) Theory of word formation, which is considered relevant and appropriate for capturing the creative language phenomena in social media content. The word formation in her videos reflects more than just creative language use—it also functions as a strategic tool for personal branding.

The analysis reveals that Jazzy employs a wide range of word formation processes in her scripts. The following tables present the descriptive findings of this study. They summarize the frequency and distribution of each word formation type identified in Jazzy’s TikTok videos, as classified according to McCarthy’s (2002) framework. These descriptive results provide an overview of how each morphological process appears and which types are most prominent in shaping Jazzy’s linguistic style. The data serve as the foundation for the subsequent qualitative discussion, where each identified word or phrase is interpreted in relation to its contribution to Jazzy’s personal branding strategies—such as authenticity, specialization, distinctiveness, goodwill, relevance, persistence, and other related aspects that illustrate how linguistic creativity reinforces her brand identity on social media.

Table 1. Types of Word Formation

No	Word formation	Reason	Examples	Frequency
1	Compound	Showing the creator's tendency to combine words for clarity and aesthetic branding	Baby Girl, Highlighting Blush	51
2	Derivation	Used to modify meanings or create specialized beauty terms	Concealer, Flawless	28
3	Borrowing	Reflects language diversity and global brand references	Capisce, Coffee	5
4	Clipping	Indicates casual, friendly speech	Bro, Babye	4
5	Coinage	Shows unique brand or platform-based words	TikTok, Pixi	4
6	Onomatopoeia	Adds natural, expressive sounds to connect with the audience	ew, mmm	4
7	Conversion	To use the same word for a new purpose without making it longer or adding parts	Mathing, Bake	3

8	Inflection	Used for grammatical variations	Dotting, Tapping	3
9	Clipping+Derivation	Combines short forms with new meanings	Hoodie (Hood Sweater+ie)	1
Total				103

After analysing the word formation found in the five video transcripts, it was found that the most frequent word formation type is Compound, with 51 instances. This is followed by Derivation (28 instances), Borrowing (5), then Clipping, Coinage, and Onomatopoeia (4 each), Conversion and Inflection (3 each), and lastly Clipping + Derivation with one instance. In total, there are 103-word formation findings.

The creation of new words through word formation plays a significant role in shaping language use within digital spaces, particularly on platforms such as TikTok, where users express identity and creativity through words. This linguistic creativity not only reflects the evolving nature of modern communication but also contributes to how individuals construct and present their image online. As a result, the language choices and newly formed words used in digital content often become part of one’s self-presentation strategy, closely linked to the concept of personal branding.

Personal branding refers to the process of promoting oneself by developing a distinctive and meaningful image that connects with a target audience (Shepherd et al., 2005). Rampersad (2008) defines personal branding as the way others perceive, imagine, and respond to a person’s name or identity. Similarly, Figurska (2016) emphasizes that individuals who manage their brand effectively are recognized for qualities such as passion, integrity, accomplishments, and respectful communication (Malinowska-Parzydło, 2015). In essence, a well-developed personal brand enhances a person’s competitiveness both within organizations and across wider professional environments.

To understand how word formation contributes to the development of personal branding in social media content, the following table presents the types of word formation processes identified in the data along with their meanings and contextual functions.

Table 2. Personal Branding Elements

No	Personal Branding	Reason	Examples	Frequency
1	Specialization	Shows the content creator's special skills in makeup, so people see them as an expert and trust their tutorials or tips.	Highlighting Blush, Contouring Blush, Colour Corrector	29
2	Authenticity	Shows Jazzy's real personality and natural way of speaking, so viewers feel closer and connected to them	ew, bestie's	29
3	Specialization, Relevance	The content creator shares skills or products that are useful and match what is trending right now	Concealer, clean girl look	11
4	Distinctiveness	Shows something unique or different in Jazzy style, so people easily remember them	Girl code, Mathing	6
5	Relevance	Shows that Jazzy's content fits what viewers need or want to know at that time	Concealer hacks, Smile line	5
6	Goodwill	The content creator wants to help people or make her audience feel happy with her content	Lifesaver, Birthday	4
7	Persistence	The words in this type show that Jazzy always creates content regularly with the same theme, so people know her focus or routine	Makeup Routine, Straighten, Setting Powder	3
8	Authenticity, Visibility	These words show the content creator's real style and personality to make people notice and remember them more	Baby girl, Baby girlies	2
9	Authority	Jazzy uses the word "TikTok" to show she is using the platform for trends, which makes her look reliable and updated	TikTok	1
10	Specialization, Performance	Jazzy shows her makeup skills through tutorials while performing confidently, which makes people see her as skilled and reliable as a content creator	Makeup Tutorial	1
11	Specialization, Relevance, Performance	The content creator talks about makeup to show her skills, stay updated with trends, and present	Makeup	1

		herself naturally and comfortably, so people enjoy watching	
12	Visibility	Jazzy mentions Pixy to make her content more noticeable and to show that she uses popular products	Pixy 1
Total			93

Discussion

The analysis of word formation in Jazzy's TikTok content demonstrates a highly strategic use of language to build her personal brand. The finding that compound and derivation are the most frequently used types, with 51 and 28 occurrences, respectively. According to McCarthy (2002) cited in Adha & Dania (2020), a compound occurs when two or more word classes combine to create a new word with a different meaning. The dominant use of compounding reflects Jazzy's tendency to combine familiar words, creating catchy and easily understandable terms for her audience. For instance, her use of "baby girl" to address her viewers creates a friendly and unique impression, distinguishing her from other creators. Similarly, specific terms like "makeup," "highlighting blush," and "setting powder" highlight her expertise and knowledge in the beauty field, which effectively builds her image as a specialist and earns the trust of her viewers. Meanwhile, derivation appears 28 times in the scripts. Derivation refers to the process of creating new words through the addition of affixes that modify both the meaning and the grammatical category (word class) of the base word (McCarthy, 2002 as cited in Adha & Dania, 2020). This type is used to modify meanings or create new words that specialize in the beauty content. Words like concealer, flawless, and moisture show how adding affixes creates terms that are more specific and relevant to beauty topics. Overall, derivation helps the creator use words that clearly describe products, results, or techniques, making the content easier to understand and more professional.

In addition to her use of word formation, Jazzy demonstrates a strong alignment with two key elements of personal branding: specialization and authenticity. Specialization refers to focusing on a particular skill or field to stand out. In personal branding, it is essential to emphasize one's strengths by showcasing relevant skills and expertise (Rampersad, 2008) as cited in Muttaqien et al., (2023). In Jazzy's case, words like "makeup," "coloring blush," and "grayness" demonstrate her skills and knowledge in makeup, as they clearly explain products and techniques, making her appear as someone who understands what she is talking about and earning viewers' trust in her tips. Authenticity, on the other hand, is reinforced through the use of language that feels natural and genuine (Rampersad, 2008) as cited in Muttaqien et al., (2023). Words like "bestie," "freaking," "goddamn," and "ew" showcase her real and casual manner of speaking. The use of "bestie" makes her feel like a friend to her audience, while expressions like "freaking" and "goddamn" casually convey strong emotions. This honest style of communication helps viewers feel an emotional connection to Jazzy, portraying her not just as a creator but as a relatable friend.

These findings indicate that Jazzy's linguistic choices, particularly through compounding and derivation, serve as a primary tool for shaping her image as an authentic and approachable expert. This combination not only enhances audience engagement but also solidifies her position among other content creators. To further illustrate how these types of word formation contribute to Jazzy's personal branding, several examples from her TikTok videos are analyzed in detail below. Each selected utterance demonstrates not only the linguistic process of compounding or derivation but also how these words reinforce specific dimensions of her personal brand, such as specialization, authenticity, distinctiveness, goodwill, and etc.

"In the same areas that we put concealer on," (Video 1, 02.03) In this sentence, Jazzy demonstrates the use of derivation in the word "concealer." The word is derived from the verb "conceal" with the addition of the suffix -er, forming a noun that refers to a cosmetic product used to hide facial imperfections. As McCarthy (2002) explains, derivation creates new words by adding affixes that modify the meaning and grammatical category of the base word. Beyond its linguistic aspect, the use of the word "concealer" also supports Jazzy's personal branding. It highlights her professional knowledge of makeup products and application techniques, positioning her as a credible

source in the beauty domain. This reflects Rampersad's (2008) concept of "specialization," which emphasizes focusing on a particular skill or field to build a distinctive identity. Furthermore, this lexical choice aligns with the "relevance" dimension of personal branding, as it addresses topics that are meaningful and useful to her audience. In line with Rampersad (2008, as cited in Indrapuspita et al., 2023), the values an individual represents should correspond with what their target audience considers important.

"Baby girl, for this one, you can thank me later." (Video 3, 01.58)

In this video, Jazzy shares tips on how to create a clean girl makeup look—a makeup style that appears natural, fresh, and not greasy or overly colorful. She emphasizes the importance of using concealer moderately to achieve this style. At the end of the video, Jazzy closes her explanation in a soft and feminine tone by saying "Babygirl," a term she frequently uses to address her audience affectionately. The word Babygirl can be analyzed as a compound word in morphology, as it combines two separate words to create a new one with a unified meaning. According to Wagner (2010, as cited in Hanif, 2015), compounding is the process of combining two words to form a single new word that conveys one meaning and is pronounced as one unit. Similarly, McCarthy (2002, as cited in Adha & Dania, 2020) explains that compounding involves merging two or more words from different word classes to form a new word with a distinct meaning.

Beyond its morphological aspect, this phrase also reflects the authenticity type of personal branding. Rampersad (2008) emphasizes that authenticity is fundamental—it must represent the individual's true values, character, and vision to build trust and credibility. Likewise, Regita and Muttaqien (2023) define authenticity as expressing one's genuine personality in a way that remains consistent with who they truly are. By affectionately calling her audience "Babygirl," Jazzy presents herself as approachable and warm, reinforcing her personal brand as a friendly and relatable creator. This consistent tone of communication strengthens her authenticity and helps her audience feel emotionally connected to her content.

"Look, I can never be friends with women who don't understand girl code." (Video 2, 00.01)

As cited in Dinar and Zainollah (2022), Yule (2010) defines compounding as the process of forming a new word by joining two separate words to create a single unit with a new meaning. The phrase Girl Code is considered a compound word because it combines girl and code to create a new expression that goes beyond its literal meaning — referring to an unspoken set of rules or principles among women that emphasize loyalty, respect, and boundaries in relationships or friendships. In this context, Jazzy uses Girl Code to highlight her unique perspective and strong values regarding how women should support each other. This linguistic choice reflects the Distinctiveness aspect of her personal branding, as she differentiates herself by standing firmly for loyalty and solidarity among women — qualities that make her identity stand out and be recognised (Rampersad, 2008) from other creators who may not emphasize such ethical values. Furthermore, this aligns with Franzia's (2018) statement that consistent personal branding through social media enables the public to easily recognize individuals for their unique and distinctive characteristics. By expressing her beliefs openly, Jazzy strengthens her identity as a confident, value-driven woman and connects more deeply with audiences who share or admire the same principles.

"Men will come and go, but your best friend's love is unconditional and pure." (Video 2, 01.45)

The word unconditional in the sentence above is formed through the process of derivation. The base word 'condition' is first added with the suffix '-al' to form 'conditional' (adjective), and then the prefix 'un-' is attached to create 'unconditional', meaning 'not limited by any condition. According to McCarthy (2002), derivation creates new words by adding affixes that alter the word's meaning and part of speech. In this context, the word unconditional contributes to describing the nature of friendship as sincere, constant, and not dependent on any particular time or circumstance, highlighting the purity and stability of true friendship. This expression also represents the Goodwill aspect of personal branding. According to Regita and Muttaqien (2023), in building personal branding, it is essential to highlight one's positive traits so that the branding remains long-lasting; maintaining goodwill requires preserving a good reputation and building positive relationships with others to earn public trust. By expressing the idea of unconditional and pure friendship, Jazzy projects

an image of kindness and emotional warmth, reinforcing her branding as a compassionate and trustworthy individual who values meaningful relationships.

“Yes, it’s slaying in capitalism” (Video 5, 00.39)

The phrase above features the word *slaying*, which is an inflected form of the verb *slay* with the suffix *-ing*, marking a continuous or ongoing action. In this particular context, however, *slaying* takes on an informal, figurative meaning that goes beyond its literal sense of “killing.” It is commonly used in modern digital communication to express admiration, success, or confidence—essentially meaning “doing exceptionally well” or “looking impressive.” The use of this slang reflects Jazzy’s engagement with the linguistic trends of contemporary online culture, where playful and exaggerated expressions are often used to convey personality and humor. According to McCarthy (2002), inflection refers to the addition of endings to a base word to indicate grammatical variations such as tense, number, or aspect. In this example, Jazzy’s use of *slaying* demonstrates her ability to adapt linguistic creativity as part of her self-expression. It highlights her awareness of cultural codes within her generation, particularly the Gen Z community, where such terms are widely recognized and celebrated. This linguistic choice also connects to the Authenticity aspect of personal branding, as she communicates in a natural and relatable manner that aligns with her personal identity and the linguistic preferences of her audience. By speaking in a tone that feels spontaneous yet confident, Jazzy reinforces her image as genuine, self-assured, and culturally attuned. Arindita (2019) explains that personal branding is rooted in the authenticity of being oneself, which is built upon an individual’s vision, values, and personality, and must remain consistent with broader goals or institutional missions. In Jazzy’s case, her authentic self-expression through slang like *slaying* allows her to maintain coherence between her personality and her public image. It also enhances her credibility as a content creator who represents both individuality and self-awareness, enabling her audience to connect with her in a more personal and emotionally resonant way

“So I like to kind of straighten my face, blend some more, and then set it with powder”
(Video 3, 01.04)

This phrase illustrates Jazzy’s routine in perfecting her makeup look. The verb *straighten* is formed through the process of derivation by adding the suffix *-en* to the adjective *straight*, thereby changing it into a verb that means “to make or become straight.” Linguistically, this process demonstrates how an adjective can be transformed into a verb to express an action or effort toward achieving a desired result (McCarthy, 2002). In this context, *straighten* is not used in its literal, physical sense, but rather metaphorically to describe the act of refining or sculpting her face through makeup application. By using this word, Jazzy subtly conveys her careful attention to technique—emphasizing her preference for a structured, symmetrical look that highlights precision and discipline. The inclusion of steps like blending and setting with powder reinforces her methodical approach, showing that she values process and detail rather than instant results. This kind of consistency aligns with the Persistence aspect of personal branding, as it reflects her continuous effort to improve her craft and maintain quality in her work. Moreover, this dedication represents the endurance and reliability of her personal brand. Mahardika Indrapuspita et al. (2023) state that the longevity of a personal brand depends on several factors, including continuity, focus, confidence, and the refusal to give up. Jazzy’s consistent portrayal of effort and refinement through her content exemplifies these qualities—she doesn’t simply show a finished makeup look, but rather invites her audience into her process of self-improvement. This transparency enhances her image as a disciplined, trustworthy, and relatable creator whose persistence is central to her authenticity and professional identity.

“It’s like if you buy an iPhone for 20 million rupiah and you use that phone every day for two years, that’s like 730 days if my math is mathing.”
(Video 5, 00.19)

The phrase above contains the word *mathing*, which is formed through the process of conversion. According to McCarthy (2002), conversion occurs when a word changes its grammatical category without any alteration to its form. In this case, the noun *math* is converted into a verb *mathing*, meaning “doing or calculating mathematics.” The use of this word in a humorous and

exaggerated way gives a playful tone to the sentence, suggesting that Jazzy is calculating in a casual, self-aware manner typical of Gen Z communication. The creativity behind the word *mathing* demonstrates Jazzy's distinctive linguistic style. Instead of expressing the idea formally as "if my calculation is correct," she intentionally uses a playful, internet-born expression that feels spontaneous and authentic. This creative manipulation of language not only showcases her linguistic awareness but also aligns with the Distinctiveness aspect of personal branding. Distinctiveness, as described by Mustaqimma and Firdaus (2021), refers to an individual's uniqueness — a quality that sets one apart from others, whether naturally acquired or developed through experience. In personal branding, this trait helps build a memorable identity and adds value because it cannot be easily replicated by others, even in the same field. Jazzy's ability to express herself through witty, unconventional language makes her stand out among other creators. Through the use of *mathing*, she subtly communicates intelligence, humor, and cultural fluency — qualities that reinforce her originality and strengthen her audience's recognition of her as a creator with a clear and unique voice.

"I love you always, Babe" (Video 3, 02.00)

The word *Babe* is created through clipping, a morphological process where a longer word or phrase is shortened without changing its original meaning or grammatical function (McCarthy, 2002). In this case, *Babe* comes from the phrase *bye-bye*, where one part is clipped and slightly modified in spelling to make it sound softer and more personal. This intentional alteration gives the word a friendly and affectionate nuance, matching Jazzy's casual tone when interacting with her audience. From a personal branding perspective, this example illustrates authenticity. As reinterpreted from Rampersad (2008, cited in Muttaqien et al., 2023), authenticity means presenting oneself genuinely—communicating in ways that truly reflect one's personality, values, and outlook—so that others perceive the individual as trustworthy and real. Jazzy's use of *Babe* mirrors this idea, as she doesn't use overly formal or distant expressions but instead chooses natural, emotionally warm language that feels sincere and spontaneous. Moreover, this kind of linguistic playfulness aligns perfectly with Gen Z communication culture, which often values informality, creativity, and emotional transparency in digital interactions. By saying *Babe* instead of the typical *bye-bye*, Jazzy reinforces her identity as part of the Gen Z community—authentic, expressive, and unafraid to modify language in her own way. This helps her maintain a genuine and relatable connection with her audience, making her content feel more human and emotionally engaging.

4. Conclusion

This study demonstrated that the use of word formation processes serves as a strategic linguistic tool for building a strong personal brand on social media. By analyzing Jazzy's TikTok content, it was found that compounding and derivation were the most frequently used processes, functioning not only as creative language choices but also as elements that shape her branding—particularly authenticity and specialization. These findings show that linguistic innovation plays a critical role in strengthening digital identity and audience connection. The main contribution of this study lies in its integration of morphological analysis with personal branding theory, offering an interdisciplinary insight rarely explored in previous research. This study provides a new perspective by showing that word formation can operate as a branding mechanism, not merely as a linguistic phenomenon. Practically, the results highlight how content creators can intentionally adopt unique linguistic styles to enhance credibility, relatability, and engagement on digital platforms. Despite its contributions, this research has several limitations. The study analyzed only five of Jazzy's most-viewed TikTok videos, which restricts the scope and generalizability of the findings. Additionally, the study focuses solely on linguistic and branding elements without examining audience interpretation or platform-driven factors, which may influence language use and engagement. Future studies are encouraged to analyze a larger dataset, include multiple content creators, or explore audience perspectives to enrich understanding of how linguistic choices shape digital identities. Researchers may also extend the analysis to other linguistic features—such as discourse patterns, multimodal elements, or stylistic strategies—to provide a more comprehensive view of how language functions in social media branding.

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