

The Patterns of Blends Found in Food and Beverage Names on Instagram

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ABSTRACT

The present study examines the patterns of blends found in food and beverage names found on Instagram and describes the possible new meaning of the blends. Mattiello's classification (2013) of blends was adopted as the approach to analyze the data. From the findings, 53 data can be considered blends. The data are classified into three groups: the first is morphotactic, the second morphonological (and graphic), and the third morphosemantic. The results show that morphotactically the most productive pattern of the blends is total blend, more specifically blends in which the beginning of the first source word is followed by the end of the second source word with 19 data or 34.5 percent. Second, Morphonologically and orthographically, the most productive blend is non-overlapping blends with 31 data or 58.5 percent. Last, morphosemantically, the coordinate blend is more frequent than attributive blends with 30 data or 56.6 percent.

Keywords: *beverage, blends, food, patterns.*

INTRODUCTION

Language is part of human culture and has become an essential and inseparable component of daily life. Language has existed since individuals tried to interact with each other. In language, it must contain at least two individuals to communicate, the speaker (sending information) and the listener (receiving information). Both speaker and listener must share the same knowledge to understand the language so that the information can be properly delivered without causing misunderstanding or miscommunication.

The prime function of language is to deliver information and connect people. Thus, language is applicable in almost everything in human life, such

as in social, political, technological, and economic aspects, and many more.

One of the language functions in economics is advertisements. Oxford dictionary defines advertisement as "a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy." In business strategy, advertisements attract customers to buy their product or service. Sometimes, the advertiser creates new words for their product to make the customer curious and interested in their product. The new words are usually unique and catchy.

In the linguistic study, the word-formation process is investigated in morphology. Morphology studies the rule of word forming and explains how words are formed. Since people are creative, they can

create, borrow, or re-form existing words to become new words with new meanings. There are many ways and processes for a new word to enter the language. The common word-formation process types are Compounding, Blend, Clipping/Truncation, Backformation, Conversion, Acronyms, and Abbreviations (Plag, 2003).

This paper focuses on one of the word-formation processes, which is blends. Mattiello states that blends are new words coined by merging parts of existing words, as in *camcorder* from *cam(era)* and *(rec)order*, or *brunch*, from *br(eakfast)* and *(l)unch*, or one complete word and part of another word, as in *chatire* (← *chat* + *(sa)tire*) (2013). The present study explores the patterns of blends in food and beverage names found on Instagram and describes the meaning of the words.

One of the products advertised is food. Since food is one of the main needs of human beings, people produce and process agricultural products into various kinds of food. In the culinary business world, one of the reasons why people want to buy food and beverages is because they find the name of food or beverage is so unique that they are attracted to try them. New kinds of food are invented every day. People are competing to create interesting new creations of dishes. Some of the inventors take the opportunity to open their culinary businesses. They also invented new and unique words to name after their food creation using a unique word-formation process too. Seeing the high number of this phenomenon attracts the writer to do the research. Many sellers use internet-based media as their advertisement media. Most food stalls and restaurants nowadays put their product menu on internet-based media such as Instagram as a way to make the customers know their product, especially for those who aim for food enthusiasts and young people as their potential market target. Hence, the researchers attempt to collect the data from the menus found on Instagram.

LITERATURE REVIEW

Although there have been a number of research on blending formation processes, the current researchers conduct the literature review of research

in the context of Indonesia as our research also focuses on the blending formation taking place in Indonesia and being created by Indonesians.

Setyowati (2015) mainly discusses and analyses blends used as snacks and beverage brands. This study aims to identify and classify blended words into four types of patterns using the Prosodic morphological approach. She found that coining each beginning of two words is the structural formation of blends mostly used in the data collected. The structural formations that are most relevant to the size of blends based on the number of syllables of the second source words are coining the beginning and ending elements of the words (83.33%).

A similar study was done by Maulana (2016). This study analyzes blends using the prosodic morphology approach by Plag (2003). The data used are 50 blends of application names found in the Google Play Store. The result shows there are 19 most-possible combinations of syllabic constituents. This research finds that the combination of syllable + syllable was the most frequently used (16 apps names) combination. Then, it is followed in a row by the combinations of syllables + syllable (10 names), syllable + syllables (6 names), and syllable and ultimate onset + syllable (3 names). In addition, the size of the syllable of the blends mostly followed the size of the syllable of the second source word (16 apps names) which agreed with Plag's restriction.

Another study is Sangthita (2017). The data of this research are names of events held in Yogyakarta from the year 2014 until 2017. The study focuses on analyzing the data using Hosseinzadeh's classification to determine the types of blends, reconstruct the blends morphologically, and quantify each type which results in finding out that overlapping is the most frequently used type of blend.

A study by Widyastiarni (2013) examines the types of English blends used in the headlines of The Jakarta Post in 2012. The result shows that she discovered ten blends which are categorized into three types according to Plag's formulation (2003).

The studies represent the work on English blends in Indonesia. We believe that there is still room for originality. Although the present research also deals with blending, it has its own objectives and different data source. We focus on how food and

beverage names found on Instagram were created in the form of blends. Furthermore, this research also uses Mattiello's formula (2013), the most recent formula for blending.

THEORETICAL FRAMEWORK

As mentioned above, this study adopts Mattiello's classification of blends (2013). She classifies blends into three: the first is morphotactic, the second is morphonological (and graphic), and the last is morphosemantic (p.116-126).

Morphotactic blends

Morphotactically, blends are divided based on the source words' retained part(s). Blends in this classification are divided into two categories: total and partial blends.

Total blend

A blend can be categorized as a total blend if all the source words (or SW for short) are reduced into splinters. Based on the position, there is a number of sub-patterns:

- i. The beginning of one word is followed by the end of another (e.g. *geep* ← **goat** + **sheep**).
- ii. Both splinters are the beginning of the SWs (e.g. *Alcan* ← **Alaska** + **Canada**).
- iii. Both splinters are the end of the SWs (e.g. *Kittylicious* ← Hello **Kitty** + **delicious**).
- iv. Either the beginning or the end of a splinter is embedded in a discontinuous splinter (e.g. *bamfuzzle* ← **bamboozle** + **fuzzy**).

Partial blend

A blend in which only one source word is reduced and the other source word remains in its full form. Based on the position of the full word, there are a number of sub-patterns:

- i. The full word is followed by a splinter e.g. *carbecue* ← **car**+ **barbecue**)
- ii. The full word is preceded by a splinter (e.g. *Blasian* ← **Black** + **Asian**)

- iii. The full word is intercalated within a discontinuous splinter (e.g. *adorkable* (← **adorable** + **dork**))

Morphonology and Orthographic blends

Morphonologically and orthographically, blends are classified based on whether or not there are shared sounds or letters between their source words. In this classification, blends are divided into two categories: overlapping and non- overlapping blends.

Overlapping

An overlapping blend is a phonological overlap of vowels, consonants, or syllables between the constituents, with or without a proper shortening. The sub-patterns are:

- i. The constituents may overlap both orthographically and phonologically, with no other shortening. (e.g. *cattitude* ← *cat* + *attitude*)
- ii. The constituents overlap orthographically and phonologically, with the shortening of (at least) one. (e.g. *criticular* ← *critical* + *particular*)
- iii. The constituents overlap phonologically but not orthographically. (e.g. *celebrity* ← *cell* + *celebrity*)

Non-overlapping

Non-overlapping blends or substitution blends exhibit neither phonological nor orthographic overlap between the constituents.

Morphosemantic blends

This type is classified based on the semantic relationship between the SWs. In this classification, blends are divided into two categories: attributive and coordinate blends.

Attributive blends

Mattiello (2013) states that attributive blends exhibit a relationship in which the second member functions as a semantic head and the first one as a modifier (e.g. *dogbella* is 'an umbrella for a dog') (p.123). Based on

the position of the semantic head, an endocentric attributive blend can be categorized into right-headed and left-headed. Furthermore, if the semantic head in attributive blends is out of the members' context, then it exhibits an exocentric relationship. For instance, in *Frutopia* (← **fruit** + **utopia**), the head 'a beverage' is outside.

Coordinate blends

Mattiello states that coordinate blends happen when "the two members are therefore related both syntactically and semantically" (p. 125). For instance, *windowall* ← window + wall is both 'a window' and 'a wall' (Mattiello, 2013 p. 124).

METHODS

The data of this research were obtained from the menu of several restaurants, cafés, food stalls, and coffee shops found on Instagram. First, the data were collected by searching and reading the food and beverage menu closely on Instagram, more specifically to the accounts that discuss and review food and beverages (e.g. jogjafoodhunter, tastemade, etc), accounts that specifically share the list of menus (hargamenujogja, pricelist_kuliner, etc), and accounts that officially belong to the brand of the food menu (e.g. salad.nyoo, the crabbys, kebunroti, etc). The next step was identifying the blends in the menu. Data taken are blends in which source words are English words and/or English combined with a foreign word that has been registered in the English lexicon. This was done by checking the source words on the Oxford dictionary online and/or offline first, for example, *matcha*, *sushi*, *durian*, and *pizza*. Lastly, a picture of the menu is taken (screenshot), and data are collected and written down on a table.

After all the data had been collected, data were analyzed by using the classification of blends proposed by Mattiello (2013) corresponding to the research questions.

RESULTS AND DISCUSSION

A total of 53 data were collected from Instagram, of which 36 data were food names while the remaining 17 data were beverage names. These data were analyzed and classified by using Mattiello's (2013) formula for blends.

In the following discussion, source words are abbreviated as SWs. The *italic* parts of the SW indicate the blends, the **bold** parts of the SW indicate the splinters used to form the blends, while parts in bracket () indicate the reduced parts in the SW, and the underlined parts indicate the overlapping part in the SWs. The phonetic transcription of the source words is based on the Oxford English Dictionary. Last, the data in the table are presented alphabetically.

Morphotactic blends

Morphotactically, blends are divided based on the retained part(s) of the source words. Within this analysis, blends can be divided into total blends and partial blends.

Total blends

Total blends are blends in which all source words are reduced to splinters. This means that there is no source word that contributes all its parts to the blend in this type. There are four sub-patterns of this.

- i. The beginning of one word is followed by the end of another. There are 19 data belonging to this sub-pattern.

Blends	Source words
Avocatto (n)	avoc (ado) (n) + (macchi) atto (n)
Avonis (n)	avo (cado) (n) + (brow) nies (n)
Avopresso (n)	avo (cado) (n) + (es) presso (n)
Banaberry (n)	bana (na) (n) + (straw) berry (n)
Banaggets (n)	bana (na) (n) + (nu) ggets (n)
Burgushi (n)	burg (er) (n) + (s) ushi (n)
Chinger (n)	chi (cken) (n) + (f) inger (n)
Chizza (n)	chi (cken) (n)+ (p) izza (n)
Choconut (n)	choco (late) (n) + (pea) nut (n)
Cocopresso (n)	coco (nut) (n) + (es) presso (n)

Cronut (n)	cro (issant) (n)+ (dough) nut (n)
Cruffin (n)	cr (oissant) (n) + (m) uffin (n)
Frugurt (n)	fru (it) (n) + (yo) gurt (n)
Fruishi (n)	frui (t) (n) + (su) shi (n)
Montato (n)	mon (strous) (adj.) + (po) tato (n)
Mozarellow (n)	mozarell (a) (n) + (marshma) llow (n)
Piwi (n)	pea (ch) (n)+ (k) iwi (n)
S'mookies (n)	s'mo (re) (n) + (c) ookies (n)
Strawcado (n)	straw (berry) (n) + (avo) cado (n)

This pattern was found to be the most productive type of blends found in the data in morphotactic analysis with 19 data. From the table above, we can identify the structure of blends formed from the beginning of the first SW and the end of the second SW. However, the part taken from the source words used by the creator to form a blend is unpredictable. The splinter can be only two letters from the beginning of the source word as in **cr** from croissant (*cruffin*), it can be left out one letter like **frui** from fruit (*fruish*), **mozarell** from mozzarella (*mozarellow*), **ookies** from cookies (*s'mookies*), or it can be a full syllable as in **straw** from strawberry (*strawcado*). Therefore, there are no particular criteria to create and form blends since the part used is based on the creator's creativity.

All data in the table above are nouns. *Avocatto*, *Avopresso*, *Banaberry*, *Cocopresso*, *Piwi*, and *Strawcado* are beverages names, while the rest are food names. From the data above, only one blend combines adjective and noun, i.e. *montato* from **mon**(strous) + (po)**tato**, while the rest of the blends in this sub-pattern are a combination between noun and noun.

In this sub-pattern, not all blends are formed from English word sources. There are 2 food names which are not originally from English-speaking country. For example, croissant (pastry from France) in *cronut*, *cruffin* and sushi (Japanese vinegared rice with various ingredients mostly seafood) in *fruish* are combined with English words to form blends. Even though both of these words have entered the English lexicon, this shows that blends do not limit their source words to have the same language.

- ii. Both splinters are the beginning of words; there are only two data in this sub-pattern.

Blends	Source words
Bananu (n)	Bana (na) + Nu (gget)
Donug (n)	Do (ughnut) + Nug (get)

In this sub-pattern, blends are formed from the beginning part of the source words or initial splinter. From the finding, both data are food names. Even though they use the same source word, which is nugget, they utterly use a different part of that word in the respective blends. Blend *bananu* combines **bana**(na) with **nu**(gget), while blend *donug* combines **do**(ughnut) with **nug**(get). Should the pronunciation of **nug** in *donug* is similar to that in the SW, this combination gives a better picture of the original source words of the blend.

- iii. Both splinters are the final parts of the source words. There are no data can be classified into this sub-pattern. This case confirms the statement by Mattiello (2013, p.119) and Lehrer (1996, 2007 in Mattiello, 2013) which this sub-pattern is rather infrequent or maybe impossible in English.
- iv. Either the beginning or the end of a splinter is embedded in a discontinuous splinter; there are three data belonging to this sub-pattern.

Blends	Source words
Avochocolado	avo (cado) + chocola (te) + (ge) la (to)
Marmelo	mar (sh) mallo (w) + lo (ver)
Micrisu	(tira) misu + cri (spy)

In this sub-pattern, either the beginning or the end of splinter is embedded in a discontinuous splinter with some reduction in one of the splinter. There are three data that can be classified into this sub-pattern. In the first datum, there are three splinters from three different SWs. In this special case, the structure of *avochocolado* is formed when the constituent (ca) in avocado is replaced by splinter **chocola** from chocolate and **la** from gelato. The second datum, the structure of *marmelo* is formed when the discontinuous splinter of **mar**(sh)**mallo**(w) is embedded and overlapped with the splinter **lo**-from lover. The last datum, *micrisu* is formed when the splinter **cri** from crispy is entered in between the discontinuous splinter (tira)**mi-su**.

There are three data that do not belong to any sub-pattern of total blends above. The structure of the three blends does not fit any criteria of Mattiello's total blend sub-patterns. First, in the data *Chibs* ← **Chi**(cken) + **B**(ite)s and *Choro* ← **Cho**(colate) + **Or**(e)o, the initial splinters from the first SWs are followed by discontinuous splinters from the second SWs. Last, the datum *Stereo* ← **Strawberr**y + **Oreo** shows that the discontinuous splinter from the first SW is followed by the final splinter from the second SW. This process could possibly be influenced by the Indonesian acronym process in which there is no diligent rule in retaining the splinters from the source words.

Although these data cannot be included in the sub-patterns of total blends, the three data can still be classified under the total blend category because all of their SWs undergo some reduction. In conclusion, the sub-pattern can be added more to the total blend classification.

Partial blends

The structure of the partial blend consists of only one source word being reduced to a splinter, and the other source word remains in its full form. There are three sub-patterns of this.

- i. The full word is followed by a splinter. There are 10 data with this sub-pattern.

Blends	Source words
Bananaberry (n)	banana (n)+ (straw) berry (n)
Coffeenade (n)	coffee (n) + (lemon) nade (n)
Crabster (n)	crab (n) + (lob) ster (n)
Dragonotos (n)	dragon (n) + (pota) toes (n)
Durianpresso (n)	durian (n)+ (es) presso (n)
Matchatte (n)	matcha (n) + (l) atte (n)
Moreo (n)	more (det.) + (O) reo (n)
Pinkiss (n)	pink (adj.) + (k) iss (v)
Pizzaderman (n)	pizza (n) + (spi) derman (n)
Redberry (n)	red (adj.) + (straw) berry (n)

In this sub-pattern of partial blends, the structure of the blend is formed by the full form of the first SW and followed by the retained part of the second SW. Although there is no rule that the splinter must be from the beginning or the end of the

SW, from the data above all blends only use the end of the SWs.

In *dragonotos*, the blend is formed from dragon + (pota)**toes**. However, the graph of toes is changed with the elimination of the letter 'e'.

From the structure, *moreo* and *pinkiss* can be categorized into two patterns. It can be full word followed by a splinter, as in **more** + (ore)**o** and **pink** + (**k**)**iss** and it also can be splinter followed by a full word, as in **m**(ore) + **oreo** and **pin**(k) + **kiss**. Therefore, the two structures are possible for the data. This type of blend will be further explained in the overlapping blends category.

Multiple processes are also possible in this sub-pattern. In *pizzaderman*, the full word pizza is followed by splinter **derman** from Spiderman. Spiderman itself is a compound word from spider + man which means a man that has the ability to produce web like a spider.

In this sub-pattern, there are two source words that are not originally from English-speaking countries. For instance, SW durian in *durianpresso* and SW matcha in *matchatte*. 'Durian' is originally from Malay-speaking communities, including Indonesia, and 'matcha' is originally from Japanese. Since both words are widely known around the world, these words are acceptable in the English lexicon.

- ii. The full word is preceded by a splinter; there are 15 data considered as this sub-pattern.

Blends	Source words
Banamocha (n)	Bana (na) (n) + mocha (n)
Bancheese (n)	Ban (ana) (n) + cheese (n)
Banroll (n)	Ban (ana) (n) + roll (v)
Blueoreo (n)	Blue (berry) (n) + Oreo (n)
Chocoffee (n)	Choco (late) (n) + coffee (n)
Chocoreo (n)	Choco (late) (n) + Oreo (n)
Froreo (n)	Fro (zen) (adj.) + Oreo (n)
Frunicorn (n)	Fru (it) (n) + unicorn (n)
Mamochi (n)	Ma (tcha) (n) + mochi (n)
Moreo (n)	More (det.) + Oreo (n)
Mozzareggy (n)	Mozzare (lla) (n) + eggy (adj.)
Pinkiss (n)	Pin (k) (adj.) + kiss (v)
Smoochi (n)	Smoo (th) (adj.) + mochi (n)

Spaghecheese(n)	Spaghe (tti) (n) + cheese (n)
Vaniblue (n)	Vani (lla) (n) + blue (adj.)

In this sub-pattern of partial blends, the structure of blends is the splinter followed by a full word. Banana and Oreo become two popular words to be created as blends. It shows that banana and Oreo are two popular ingredients among the food inventors. Interestingly, Oreo is used as the full word in all four blends (*blueoreo*, *chocoreo*, *froreo*, *moreo*), while banana always becomes the splinter part, and the word is clipped differently in data (1) **bana** and (2,3) **ban**.

Then, as mentioned in the sub-pattern before, the blends *moreo* and *pinkiss* also belong to this sub-pattern.

iii. The full word is intercalated within a discontinuous splinter; there are only 2 data considered as this sub-pattern

Blends	Source words
Impizzable (n)	Im (possi) ble (adj.) + pizza (n)
Pizburgerza (n)	Piz-za (n) + burger (n)

In this sub-pattern, the second source words are entered as the first source words with or without cutting. In *impizzable*, the second SW, pizza, replaces (possi) in the word 'impossible'. In *pizburgerza*, burger enters the first source word pizza, which is divided into two splinters **piz** and **za**.

Morphology and Orthographic blends

Morphologically and orthographically blends are classified based on whether or not they share the same sounds or letters between their source words. In this perspective, blends can be divided into two categories, overlapping and non-overlapping. In this perspective, phonological transcription is needed to support the analysis of the blending process. The phonological transcriptions of the source words are adopted from the Oxford English dictionary. In this category, blends can be divided into two classifications, overlapping and non-overlapping.

Overlapping blends

The structure of overlapping blends contains phonological overlap of vowels, consonants, or

syllables between the constituents, with or without a proper shortening. There are four sub-categories as below.

i. The constituents may overlap both orthographically and phonologically, with no shortening

In this type of sub-pattern, the source words of blends are easily predicted since there is no shortening in both the SWs. The SWs only overlapped in their similar parts. Usually, the overlapped parts happen between the end part of the first SW with the beginning part of the second SW. From the findings, only one datum fits this sub-pattern. *Pinkiss* comes from the words pink and kiss (/pɪŋk/ + /kɪs/). The letter /k/ is overlapped phonologically and orthographically. Moreover, pinkiss can also depart from the word 'pink-ish', which means it is close to pink, which is the drink's colour. The name maker might do this to make the name *pinkiss* look and sound more attractive.

ii. The constituents overlap both orthographically and phonologically, with the shortening of (at least) one of them

In this sub-pattern, the two SWs are overlapped in some parts phonologically and orthographically. The difference with the previous sub-pattern is that blends in this sub-pattern undergo shortening in at least one of its SWs. From the findings, there are 7 data that can be categorized in this sub-pattern.

Blends	Phonetic transcription
Avoc <u>at</u> to	/,avə'kɑ:dəʊ/ + /,mɑki'ɑ:təʊ/
Ban <u>an</u> u	/bə'nɑ:nə/ + /'nʌŋɪt/
Ch <u>in</u> ger	/'tʃɪŋkɪn/ + /'fɪŋgə/
Crab <u>st</u> er	/krɑb/ + /'lɒbstə/
Imp <u>iz</u> zable	/ɪm'pɒsɪb(ə)l/ + /'pi:tsə/
Micr <u>is</u> u	/'tɪrəmi'su:/ + /'krɪspi/
Mozar <u>eg</u> gy	/'mɒtsə'rɛlə/ + /ɛg/ + /i/

From the table above, four out of seven data combine both clipped parts from the SWs. As in *avocatto*, the blend comes from **avoca**(do) + (macchi)**atto** (/,avə'kɑ:dəʊ/ + /,mɑki'ɑ:təʊ/). The underlined letter /ɑ/ is the overlapped part from an initial splinter of the first SW and the final splinter of the second SW. Blends *bananu*, *chinger*, and *micrisu* also combine splinters from its SWs.

Meanwhile, in data *crabster*, *impizzable*, and *mozareggy*, the structure used combines full word and splinter.

iii. The constituents overlap phonologically but not orthographically

In this sub-pattern, the two SWs are overlapped in some parts phonologically but not orthographically. From the findings, there are only 2 data that can be categorized in this sub-pattern.

Blends	Phonetic transcription
Mozarellow	/,mɒtsə'reɪlə/ + /mɑ:ʃ'maləʊ/
Piwi	/pi:tʃ/ + /'ki:wi:/

In *mozarellow*, the blend comes from mozzarella and marshmallow (/,mɒtsə'reɪlə/ + /mɑ:ʃ'maləʊ/), which overlapped in the sound /lə/. Even though the overlapped graph **lla** from mozzarella and **llo** from marshmallow are different, the phones of both constituents are rather similar. This structure also applies in the second datum, *piwi*. *Piwi* is formed from the words 'peach' and 'kiwi'. The overlapped part between these SWs is the sound /i:/ from /pi:tʃ/ + /'ki:wi:/.

iv. The constituents overlap orthographically but not phonologically

It might look similar, but the same English letters in two different words can also have different voices. In this type of blend, the letter(s) that are considered equal between the two SWs make them overlap by not considering the sound of both. Hence, the choice of which overlapped part would be pronounced sometimes unpredictably. The chosen sound of the new blend is likely from the easier pronunciation of the splinters based on our interpretation referring to the International Phonetic Alphabet. There are 12 data that can be categorized in this sub-pattern. The following table presents the structure, SWs, and phonetic transcription.

Blends	Phonetic transcription
Avochocol <u>ado</u>	/,avə'kɑ:dəʊ/ + /'tʃɒk(ə)lət/ + /dʒə'la:təʊ/
Ch <u>izza</u>	/'tʃɪzə/ + /'pi:tʃə/
Choc <u>offee</u>	/'tʃɒk(ə)lət/ + /'kɒfi/
Choc <u>oreo</u>	/'tʃɒk(ə)lət/ + /'ɔ:riəʊ/
Ch <u>oro</u>	/'tʃɒk(ə)lət/ + /'ɔ:riəʊ/

Fr <u>oreo</u>	/'frɔ:zn/ + /'ɔ:riəʊ/
Fr <u>unicorn</u>	/'fru:t/ + /'ju:nikɔ:n/
Marmel <u>o</u>	/mɑ:ʃ'maləʊ/ + /'lævə/
Match <u>atte</u>	/'matʃə/ + /'læt/
M <u>oreo</u>	/mɔ: / + /'ɔ:riəʊ/
Sm <u>oochi</u>	/smʊ:ð/ + /'moutʃi/
Sm <u>ookies</u>	/smʊ: / + /'kuki/

In *chizza*, *chocoffee*, *frunicorn*, and *marmelo*, the overlapped sound pronounced in the new blend is from the first splinter. As in *chocoffee*, the overlapped syllable **co** is likely pronounced /k(ə)/ from chocolate rather than /kɒ/ from coffee. This structure is also applied in *chizza* and *frunicorn*, where the final sounds in the new blends follow the sound i (/ɪ/) from chicken and **u** (u:) from fruit. Without exception is the blend word *marmelo*. The blend comes from the word marshmallow and lover (/mɑ:ʃ'maləʊ/ + /'lævə/). However, since the overlapped part is located at the end of the new blend, the sound of the syllable /lə/ is likely becoming /ləʊ/ rather than /lə/.

On the other hand, the overlapped sound pronounced in the new blend can also come from the final SW. For example, in *matchatte*, the overlapped constituent is a single that is pronounced more like /a/ from the second SW 'latte' rather than /ə/ from the first SW 'matcha'. Interestingly, the second SW *Oreo* in *choro*, *foreo*, and *moreo* dominates the final sound of the overlapped part in those new blends.

Non-overlapping blends

The structure of non-overlapping blends contains neither phonological nor orthographic overlap of vowels, consonants, or syllables between the constituents could be the easiest strategy for the name coiners. This type becomes the most productive process of blending in morphological and orthographic analysis. There are 31 data that can be classified as non-overlapping blends.

Blends	Phonetical Transcrpton
Avonis	/,avə'kɑ:dəʊ/ + /'braʊni/
Avopresso	/,avə'kɑ:dəʊ/ + /ɛ'spresəʊ/
Banaberry	/bə'nɑ:nə/ + /'strɔ:b(ə)ri/
Banaggets	/bə'nɑ:nə/ + /'nʌgɪt/
Banamocha	/bə'nɑ:nə/ + /'mɒkə/

Bananaberry	/bə'nɑ:nə/ + /'strɔ:b(ə)ri/
Bancheese	/bə'nɑ:nə/ + /tʃi:z/
Banroll	/bə'nɑ:nə/ + /rɒl/
Blueoreo	/'blu:b(ə)ri/ + /'ɔ:riəʊ/
Burgushi	/'hambə:gə/ + /'su:ʃi/
Chibs	/'tʃikɪn/ + /bʌɪts/
Choconut	/'tʃɒk(ə)læt/ + /'pi:nʌt/
Cocopresso	/'kəʊkənʌt/ + /ɛ'sprɛsəʊ/
Coffeenade	/'kɒfi/ + /lɛmə'neɪd/
Cronut	/'krwasɔ̃/ + /'dəʊnʌt/
Cruffin	/'krwasɔ̃/ + /'mʌfɪn/
Donug	/'dəʊnʌt/ + /'nʌɡɪt/
Dragontos	/'drɑg(ə)n/ + /pə'teɪtəʊ/
Durianpresso	/'dʊəriən/ + /ɛ'sprɛsəʊ/
Frugurt	/fru:t/ + /'jəʊgət/
Fruishi	/fru:t/ + /'su:ʃi/
Fruttcoff	/fru:t/ + /'kɒfi/
Mamochi	/'matʃə/ + /'moʊtʃi/
Montato	/'mɒnstrəs/ + /pə'teɪtəʊ/
Pizburgerza	/'pi:tʃə/ + /'hambə:gə/
Pizzaderman	/'pi:tʃə/ + /'spʌɪdɜmən/
Redberry	/rɛd/ + /'strɔ:b(ə)ri/
Spaghecheese	/spə'gɛti/ + /tʃi:z/
Stereo	/'strɔ:b(ə)ri/ + /'ɔ:riəʊ/
Strawcado	/'strɔ:b(ə)ri/ + /'avə'kɑ:dəʊ/
Vanibblue	/və'nɪl/ + /blu:ʃ/

Blends in this type are not overlapped phonologically nor orthographically. For example, *vanibblue* is formed from the splinter *vani* from 'vanila' and full word, blue (/və'nɪ/ + /blu:ʃ/).

Morphosemantic blends

In the last perspective, blends are classified based on the semantic relationship between their SWs. Morphosemantically blends can be divided into two categories; attributive blends and coordinate blends.

Attributive blends

In this category, the blend exhibits a semantic relationship between its SWs in which one source word is a semantic head, and the other one is a modifier. Based on the position of the semantic head,

the attributive blend is divided into endocentric and exocentric.

i. Endocentric blends

The semantic head cannot be separated from the blends' original context because the semantic head brings the main meaning of the blends. When the semantic head is one of the SWs, it is called an endocentric blend. The endocentric blend is divided into right-headed and left-headed.

i.a. Right-headed

A blend can be called right-headed when the second SW acts as the semantic head and the first SW as the modifier. There are 15 data belonging to the right-headed blends.

Blends	Source words	
Avochocolado (n)	Avocado (n) + Chocolate (n)	Gelato (n)
Banaggets (n)	Banana (n)	Nugget (n)
Bananu (n)	Banana (n)	Nugget (n)
Banroll (n)	Banana (n)	Roll (v)
Donug (n)	Doughnut (n)	Nugget (n)
Dragontos (n)	Dragon (n)	Potatoes (n)
Frereo (n)	Frozen (adj.)	Oreo (n)
Fruishi (n)	Fruit (n)	Sushi (n)
Fruttcoff (n)	Fruit (n)	Coffee (n)
Matchatte (n)	Matcha (n)	Latte (n)
(Mission) Impizzable (n)	Impossible (adj.)	Pizza (n)
Montato (n)	Monstrous (adj.)	Potato (n)
Moreo (n)	More (det.)	Oreo (n)
Redberry (n)	Red (adj.)	Strawberry (n)
Smoochi (n)	Smooth (adj.)	Mochi (n)

All blends in this data can be considered as nouns since those are names of food and beverage. In the table above there are eight noun blends formed from the combination of noun + noun. The first SW modifies the semantic head in the second SW. For example, in *Donug*, the head is on the word 'nugget', a chicken nugget in the shape of doughnut. However, not all noun blends are formed from noun SWs. There are other combinations such as, in *smoochi* which is formed from an adjective and noun, *moreo*

which is formed from determiner 'more' and noun, and *banroll* which is formed from noun and verb.

In *banaggets* and *bananu*, the blends consist of the same SWs, 'banana' and 'nugget'. These blends have the same head, which is 'nugget' since these blends have the same context. In short, it is possible to create different blends from the same SWs since blending does not limit the coiner from being creative.

i.b. Left-headed

If the first SW acts as the semantic head and the second SW as the modifier, then the blend could be considered a left-headed blend. There are five data belonging to the left-headed blends.

Blends	Source words	
Chibs	Chicken (n)	Bites (n)
Chinger	Chicken (n)	Finger (n)
Chizza	Chicken (n)	Pizza (n)
Pizzaderman	Pizza (n)	Spiderman (n)
Vaniblue	Vanilla (n)	Blue (adj.)

In the table above, there are four noun blends formed from the combination of noun + noun and a noun blend formed from the combination of noun and adjective. In this type, the semantic head is from the first SW, and the second SW acts as the modifier. For example, if in *chibs*, *chinger*, and *chizza* the semantic head of these blends is chicken, then the second SW from these blends is the one that makes the difference between these data.

ii. Exocentric blends

When the semantic head of the blend is on the outside, then it is classified as an exocentric blend. There are three data belonging to the exocentric blends.

Blends	Source words	
Fruicorn	Fruit (n)	Unicorn (n)
Marmelo	Marshmallow (n)	Lover (n)
Pinkiss	Pink (adj.)	Kiss (v)

There are three blends that bear the exocentric meaning. For example, *frucicorn* (←fruit + unicorn) refers to 'frozen yogurt which shaped like unicorn's

horn topped with fruits', and *marmelo* is not literally a person who loves marshmallows but 'a cube shaped ice cream covered with torched marshmallow. Made for the marshmallow lover to experience the new creation, taste, and way to eat marshmallows', and a *pinkiss* is not a kind of pink-colored kiss, but it is 'a drink made from strawberry fruit and milk as the main ingredients. *Pinkiss* can also depart from the word pink-ish, which means it has the color close to pink which is the color of the drink'. Although these blends are exocentric, while the first and second data show a slight hint of the first SW, the third blend shows the opaqueness from both SWs.

Coordinate blends

When the source words of the blend have the same semantic and syntactic status, then it can be classified as a coordinate blend. In this type of blend, both source words act as the semantic head and equally contribute to the meaning of the blend. There are 30 data belonging to the coordinate blends.

Blends	Source words	
Avocatto	Avocado (n)	Macchiatto (n)
Avopresso	Avocado (n)	Espresso (n)
Banaberry	Banana (n)	Strawberry (n)
Bananaberry	Banana (n)	Strawberry (n)
Burgushi	Burger (n)	Sushi (n)
Chocoffee	Chocolate (n)	Coffee (n)
Chocoreo	Chocolate (n)	Oreo (n)
Choro	Chocolate (n)	Oreo (n)
Cocopresso	Coconut (n)	Espresso (n)
Coffeenade	Coffee (n)	Lemonade (n)
Cronut	Croissant (n)	Doughnut (n)
Cruffin	Croissant (n)	Muffin (n)
Durianpresso	Durian (n)	Espresso (n)
Piwi	Peach (n)	Kiwi (n)
Pizburgerza	Pizza (n)	Burger (n)
S'mookies	Smores (n)	Cookies (n)
Spaghecheese	Spaghetti (n)	Cheese (n)
Strawcado	Strawberry (n)	Avocado (n)

Avonis	Avocado (n)	Brownie (n)
Banamocha	Banana (n)	Mocha (n)
Blueoreo	Blueberry (n)	Oreo (n)
Crabster	Crab (n)	Lobster (n)
Frugurt	Fruit (n)	Yogurt (n)
Mamochi	Matcha (n)	Mochi (n)
Mozareggy	Mozarella (n)	Egg (n)
Mozarellow	Mozarella (n)	Marshmallow (n)
Stereo	Strawberry (n)	Oreo (n)
Bancheese	Banana (n)	Cheese (n)
Choconut	Chocolate (n)	Peanut (n)

In the table above, all blends are noun blends formed from the combination of noun + noun except for *micrisu*, a noun blend formed from the combination of noun and adjective. In this type of blend, both source words have the same position in blends, there is no head and modifier.

Most of the data above are the names for a combination of two kinds of food or beverages. For example, *cruffin* is a food made from the combination of croissant and muffin and *chocoffee* is a drink made from espresso and chocolate. Then, there are blends which are the types of food or beverages whose source words are both sustention or fillings. For instance, *avonis* is a dessert in a box consisting of avocado vla and brownies on the inside. However, the difference between the avocado and the brownies can still be seen clearly because they are arranged in layers. There are also blends that name food based on its toppings, as in *micricu* which refers to tiramisu powder, and crispy chocolate toppings for banana nuggets. *Bancheese* and *chococut* also apply the same structure.

Lastly, the source of the names the food or beverage inventors use to name their creations varies. It can be based on the food or beverage's ingredient (e.g. *Banaberry*, *Piwi*, *Chocoffee*), size (e.g. *Chibs*, *Dragontos*), sensation (e.g. *Froreo*, *Pizzaderman*), color (e.g. *Pinkiss*, *Redberry*), shape (e.g. *Donug*, *Frunicorn*), and even from the flavor (e.g. *Chocoffee*, *Vaniblue*).

CONCLUSION

This study has explored the blending processes of food and beverage names found on Instagram. The blends are analyzed using Mattiello's formula (2013), of which all sub-types are found in the data.

In the morphotactic type, the total blending sub-type is the most used strategy to create the food and beverage names. This could be the easiest strategy for the name makers, as this strategy is similar to the Indonesian process of acronyms by clipping all the SW. The retained parts of the source words could be the initial or the final parts of the source words to form the blends. However, this research also found the retained part of the middle splinters of the SW1. This could be promoted as the third sub-type of the morphotactic type. In contrast, overlapping blending morphologically and orthographically is also significant; despite the lack of such processes in Indonesian morphology; however, the non-overlapping is still slightly higher at 58.5%. The last type is the morphosemantic analysis in which the blends are classified based on the semantic relationship between their SWs.

The most productive type of blends is the coordinative blend, with 30 data or 56.6 percent. Coordinate blends become more popular than attributive blends because the names are mostly formed from the combination of the names of the ingredients; therefore, the SWs have the same semantic and syntactic status, and both SWs equally contribute to the meaning of the blend. From the morphosemantic analysis, it can be concluded that the main sources of the blends are the food or beverage's ingredients, size, sensation, color, shape, and even from the flavor.

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