ABSTRACT

Ajeng Yupika. 1185030011. *Word Formation of Iterms in Highrise: Virtual Metaverse Game.* **An Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung jati Bandung. Advisors: 1. Drs. H. Abd. Hannan EF., M.Ag. 2. Ika Yatmikasari, S.S, M. Pd.**

This study investigates the word formation processes involved in the naming of virtual items within *Highrise: Virtual Metaverse Game*. The research aims to identify the types of word formation processes used and to analyze how these processes operate in the labelling of in-game items. This study employs a qualitative descriptive approach using structured non-participant observation as the method of data collection. A total of 140 virtual item names were collected through observation and classified into six categories based on Yule's (2006) framework: coinage, borrowing, compounding, blending, acronyms, and derivation. From these, 74 items were selected for detailed morphological analysis based on their complexity, uniqueness, and representativeness. The analysis also involved identifying types of morphemes, including free and bound, as well as lexical vs. functional and derivational vs. inflectional morphemes. The findings show that derivation and compounding are the most dominant word formation processes. These two processes appear to be the most productive in the dataset, allowing item creators to craft expressive, trendy, and descriptive names that appeal to players and support clear in-game communication. Additionally, 22 items exhibited hybrid formations, reflecting the dynamic and creative nature of language use in virtual environments. This research highlights how virtual games not only serve as entertainment but also offer linguistically rich spaces that can support informal English language learning and contribute to the field of morphology.

Keywords: word formation, morphology, virtual items, Highrise, linguistic analysis, English learning