

TABLE OF CONTENTS

APPROVAL PAGE	ii
LEGALIZATION PAGE	iii
DECLARATION OF OWNERSHIP	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
MOTTO	ix
ABSTRACT	x
ABSTRAK.....	xi
TABLE OF CONTENTS.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background of Research.....	1
1.2 Statement of Problem	7
1.3 Research Objectives	8
1.4 Research Significance.....	8
1.5 Defintion of Key Terms.....	9
CHAPTER II THEORITICAL REVIEW.....	12
2.1 Morphology Theory and Word Formation	12
2.2 Situated Morphology in Game Narrative.....	24
2.3 Morphology as Intentional Design in Game Narrative.....	25
2.4 Sociolinguistic Variation and the Ludolect as Game Specific Register	28
2.5 Digital Morphology, Branding, and Linguistic Commodification	30
CHAPTER III RESEARCH METHOD	34
3.1 Research Design.....	34
3.2 Source of Data.....	35
3.3 Sample of Data.....	36
3.4 Technique of Collecting Data	40
3.5 Technique of Analyzing Data	41
CHAPTER IV FINDINGS AND DISCUSSIONS.....	43
4.1 Overview of Data and Classification.....	43
4.2 Analysis of Word Formation Processes and Morpheme Types	44
4.2.1 Coinage	45

4.2.2 Blending	53
4.2.3 Compounding	64
4.2.4 Borrowing	80
4.2.5 Acronym.....	96
4.2.6 Derivation.....	108
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	125
5.1 Conclusion	125
5.2 Suggestion.....	125
REFERENCES	127
APPENDIX	132

