

Linguistic Innovation through Blend Words in Jakarta Smart City Annual Report

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Abstract

Blending is widely recognized as a creative and productive word formation process in Indonesian, commonly found in media, branding, and everyday communication. Despite its popularity in informal contexts, the use of blended words in formal government documents has not been thoroughly examined. This study explores the use of blending in the 2023 Jakarta Smart City (JSC) Annual Report, aiming to identify the types of blends and analyze their structural and semantic characteristics. Using a qualitative document analysis method and drawing on Mattiello's framework, the research classifies blend words into three main categories: morphotactic, morphonological, and morphosemantic. The findings indicate that morphotactic blending, particularly total blends, is the most frequently occurring type. Moreover, the study reveals innovative blending patterns in Indonesian formal discourse, including the merging of blending with acronyms, as in Satpol PP and JakISPU, the adaptation of blends influenced by pronunciation, exemplified by Tije (from Trans Jakarta), and the integration of cross-linguistic elements such as TopEdu and JakTrack. These findings suggest that blending has expanded beyond its informal origins and now plays a significant role in shaping the language used in official and institutional communication. In addition, these patterns demonstrate how linguistic innovation functions as a tool for branding, accessibility, and modernization in bureaucratic language. By illustrating how blending enhances the clarity and appeal of government discourse, this study contributes to understanding the role of morphological creativity in shaping inclusive, citizen-oriented, and digitally adaptive public communication in Indonesia.

Keywords: Linguistic innovation; Blend words; Morphology; Jakarta Smart City

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INTRODUCTION

Language in the digital era has been transformed by technology and online communication. The popularity of digital tools such as smartphones and social media platforms, people are now communicate easily and fast to express themselves. Social media platforms like X, Instagram, Facebook facilitate the creation and frequent use of abbreviations and acronyms since they are considered time and effort saving and become a form of linguistic efficiency (Ladzekpo et al., 2023). In addition, mass media, including online news portals, play an important role in the spread of neologisms. Neologisms, according to Anvarovna (2025) refer to newly created words, expressions, or meaning that have been introduced into a language but are not yet fully established in its standard vocabulary. Neologisms such as blending and shortening represent forms of lexical innovation since they are used to express identity, group membership, and affective attitudes.

Social media has become a primary need for communication not only by citizen but also government. Government communication refers to the exchange of ideas and

programs between the government and the public to achieve national goals, with each side able to act as either communicator or communicant depending on the context (Albishri et al., 2019; Mahadewi & Darma, 2024). In this era, the use of media, such as social media, online media, and printed media for government to communicate policies, information, and others with proper language has become beneficial. An example of government communication using political language is when President Joko Widodo delivered his speech about Covid-19 pandemic officially entered Indonesia in March 2020. During the pandemic, the government, especially the Minister of health regularly reported the cases, conditions, and information about Covid-19. This phenomenon has created new words which is called neologism. Neologisms, like clip words, blend words, compounds, acronyms, and abbreviations are valuable for naming new inventions, emerging phenomena, or existing ideas that have acquired a fresh cultural meaning (Šetka Čilić & Ilić Plauc, 2021).

Blending has been widely used on names or brands in Indonesia, and it spreads in both print and electronic media. Algeo (2010) argued that blends are simple to form, making them widely used and abundant. Various blends emerged in advertisement show that blend words hold a significant position in modern vocabulary and are regarded as one of works of creativity of linguists as well as clippings, acronyms, backformations, splinters, secreted affixes and combining forms (Beliaeva, 2019; Körtvélyessy et al., 2022). Blend words become well known and familiar in Indonesian context, both written and spoken. This is in lines with Moehkardi (2019) who states that blend words in Indonesia can be found easily in informal and are accepted formal situations.

Lexical blending is defined by Elisa (2018) as the combination of two or more lexemes into a single new word by partially omitting sounds or letters from at least one of them. This is in line with Beliaeva's definition stating that blends are created by merging two or more words, resulting in the omission of some of their original components (2019).

Linguists argue that blends relate to "unpredictable formations" arise from a creative process that deviates from grammatical morphological rules, making them less systematic than compounds (Tomić, 2018). Blends, formed through shortening and recombination, demonstrate the creativity of the English language, which is evident in the continuous emergence and spread of new blended words, particularly on social media (Arifah & Moehkardi, 2021; Baram & Noori, 2019). However, although blends are seen as "irregular morphological innovations", their formation exhibits certain patterns and parallels some grammatical morphological processes. Unlike compounds, the creation of blends is limited by several phonological constraints, as the outcome is a single word. Specifically, blends often match the length of their longest source word and typically retain the primary stress from one of the original components (Beliaeva, 2019).

Classification and structure of blends are proposed by Mattiello (2013) as blends are categorized into three perspectives: morphotactic, morphonological, and morphosemantics. Morphotactically, blends are divided into total and partial blends. Total blends refer to cases where all source words undergo reduction into splinters. These patterns can be classified as follows: the initial splinter of one word is combined with the final splinter of another, both splinters originate from the beginnings of words, both splinters derive from the endings of words, or a splinter's initial or final part is embedded within a discontinuous splinter. Next, partial blends occur when only one of the source words is shortened, while the other remains intact. The subtypes can be identified based on the placement of the full word: the full word may be followed by a splinter, preceded by a splinter, or inserted within a discontinuous splinter (Mattiello, 2013).

Morphonologically, blends can be divided into overlapping and non-overlapping ones. Overlapping blends involve a phonological overlap of vowels, consonants, or syllables between the constituent words, which may or may not undergo shortening. The

category includes several subtypes: the constituents may exhibit both graphical and phonological overlap without additional shortening; they may overlap both graphically and phonologically while at least one undergoes shortening; they may share phonological similarities without corresponding orthographic overlap; or they may overlap orthographically without phonological similarity. Meanwhile, non-overlapping blends, also knowns as “substitution blends”, do not share any phonological or graphical overlap between their constituent words. Due to the preference for transparency, this type is less favored compared to overlapping blends, as reconstructing the original words from small fragments is more challenging. Lastly, the elements of blends typically share a semantic relationship, which enables a distinction between attributive blends and coordinate blends. In attributive blends, the second component acts as the semantic head, while the first component functions as a modifier.

Research related to blending has been steadily increasing in recent years, some of which focus on English blending phenomena, the others focus on other languages. (Sari & Martiwi, 2020) investigates the blending construction in English food and Beverages in Indonesia. They analysed the types of blending using Algeo's theory. The study brought out the process into four categories of blending. Another research related blending focuses on the name of BBC UK children's programs. This research, conducted by Arifah & Moehkardi (2021), discusses the formation and classification of blends using Mattiello's theories, involving morphotactic, morphonological, and morphosemantic aspects.

According to the previous research, blend words are mostly analysed in informal context, such as blending in beverages and TV programs. On the other hand, blending research in formal one is still limited. A research about blend words in formal context was conducted related to COVID-19 terms. Amiruddin et al. (2021) analysed the types of blending and the blending process of COVID-19 words and terms in official government websites, social media, dictionaries and other neologisms on the internet. The result showed that blends using phonemic overlap and clipping were the most common during the COVID-19 pandemic and that both spelling and sound influence hos these blends appeared. It also showed that blends made from three words worked as well as two-word blends in creating new terms.

Whereas many blending phenomena occur in formal context such as blending in government sectors, including in annual report. Lymar (2021) argued that in today's world, the growing use of shortened forms can be attributed to the rapid pace of modern life, ongoing changes in political, scientific, and cultural domains, as well as the expansion of mass communication and the rising flow information. This blending phenomena is found in Jakarta Smart City (JSC) Annual Report which not only reporting Jakarta transformation stories to become smart city but also provide numerous blend words. Jakarta Regional Administration creates concept of smart city with purpose of optimizing resource management to address urban challenges through innovative, integrated, and sustainable solutions (Syalianda & Kusumastuti, 2021).

Along with the development of transportation and communication, new terms and naming have emerged and are used by Jakarta people, such as *JAKI*(*Jakarta Kini*), *Jakcation* (*Jakarta Vacation*), and many more. Thus, along with the development of blending words, it is interesting to examine blending words in JSC annual report. Therefore, the research questions involve: (1) what are the types of blends found in JSC annual report?; and (2) what are semantic changes found in blend words in the annual report?. The purposes of this research are to identify types of blends and examine the semantic changes in the blend words. This research aims at providing input for government communication, especially government public communicators to deliver information using creative blend words. In addition, the blend words are created to attract public interest yet still easy to understand. It is possible that the unique blend words will become familiar and widely used by public.

RESEARCH METHOD

The research is using qualitative method which is document studies. Document studies primarily examine the language within a document as a vehicle of thought and expression (Silverman, 2004). Firstly, we read and examined the 2022 and 2023 JSC annual report and listed the blends found in the report. The 2023 annual report was chosen with consideration that it contained report texts with more various blend words rather than the other one. The data of this research was taken from 2023 JSC annual report accessed and downloaded from its official website: <https://smartcity.jakarta.go.id>. After screening the annual report, we found not only blend words but also other abbreviations, such as clippings, acronyms, and others. Since this study is focusing on the blend words, so we listed all blend words only found in the report. After collecting data from the annual report, we also read and studied the blending theories. We took note of the definitions and concepts of blending theories from many linguists.

The data is analysed using Mattiello's theory of the process of blending. The data is grouped into three perspectives, namely morphotactical, morphonological, and morphosemantic blends. We made a table of morphotactic blend consisting of two types of blend: total and partial blend. In total blend type, we identified three patterns: beginning+end, beginning+beginning, and end+end. Next, we made blend words column consisting of blend words and the splinter and source words. The partial blend type has three patterns: word+splinter, splinter+word, and word intercalated into a discontinuous splinter. Morphologically, there are two types: overlapping and non-overlapping blend. Overlapping blends are divided into three categories, involving graphic+phonological overlap with no shortening, graphic+phonological overlap with shortening, only phonological overlap, and only graphic overlap. Lastly, morphosemantically, blends are divided into two: attributive blend (modifier+head) and coordinate blend (head+head).

In the blending process, the term splinter and source words are used. Splinter is part of word that is cut or shortened so splinter is usually in the form of clipped word while the source word is the base/original word (Giyatmi et al., 2018). In addition, Beliaeva (2019) argued that splinters are words parts that compose the blend, provided they are neither complete words nor recognized morphemes or bound morphs listed in dictionaries. Since this study focuses on blend words phenomena only, other neologisms found in the data are not included and analysed.

RESULTS AND DISCUSSION

The researcher has made tables of classification of blending. Table 1 shows 29 morphotactic blends found in JSC Annual report. In this perspective, blends are divided into two types, involving total and partial blends as seen as follows.

Table 1. Morphotactic Blend

| Type | Pattern | No. | Blend words |
|-------------|-----------------------|-----|---|
| Total Blend | Beginning + End | 1 | Jakcation → Jakarta + vacation |
| | | 2 | JakPreneur → Jakarta + entrepreneur |
| | | 3 | Diskominfotik → Dinas + komunikasi + informatika + dan + statistik |
| | | 4 | Samtama → Sampah + tanggung + Jawab + bersama |
| | Beginning + Beginning | 1 | JAKI → Jakarta + Kini |
| | | 2 | Jaklingko → Jakarta + lingkungan + komunitas |
| | | 3 | Jawara → Jakarta + water + resources + analytics |
| | | 4 | Jakpenda → Jakarta + pendapatan + daerah |

| Type | Pattern | No. | Blend words |
|-------------------------------|---------|-----|--|
| | | 5 | JakNaker → Jakarta + tenaga + kerja |
| | | 6 | Pemprov → Pemerintah + provinsi |
| | | 7 | BAPENDA → Badan + pendapatan + daerah |
| | | 8 | UNIMA → Universitas + negeri + Manado |
| | | 9 | BAPPEDA → Badan + Perencanaan + Pembangunan + Daerah |
| | | 10 | Dinkes → Dinas + Kesehatan |
| | | 11 | Puskesmas → Pusat + Kesehatan + Masyarakat |
| | | 12 | Posko → Pos + Simpul + Koordinasi |
| | | 13 | Perumda → Perusahaan + umum + daerah |
| | | 14 | Satpol PP → Satuan + polisi + Pamong + Praja* |
| | | 15 | Tije → Transportasi + Jakarta* |
| | | 16 | Sudin → Suku + dinas |
| | | 17 | JakISPU → Jakarta + Indeks + Standar + Pencemaran + Udara* |
| Partial Blend Word + splinter | | 1 | TopEdu → Top + Education |
| Splinter + word | | 1 | Transjakarta → Transportasi + jakarta |
| | | 2 | Jaklapor → Jakarta + lapor |
| | | 3 | JakRespons → Jakarta + Respons |
| | | 4 | JakSiaga → Jakarta + Siaga |
| | | 5 | JakEmisi → Jakarta + Emisi |
| | | 6 | JakSurvei → Jakarta + Survei |
| | | 7 | JakTrack → Jakarta + Track |

According to Table 1, Total Blend type appears most with beginning + beginning pattern (17 data) followed by beginning + end pattern (4 data), totally 21 data. Zaim (2017) mentioned that in blending, beginning parts as system of word formation tend to be very productive while beginning part and end part is considered quite productive. It can be seen from the table that blend words with beginning + beginning pattern are much more than the ones with beginning + end pattern. Meanwhile, Partial Blend type appears in 8 data, consisting of word + splinter pattern (1 datum) and splinter + word pattern (7 data). In the meantime, there is no morphological and morphosemantic type of blend words found in the JSC report. Therefore, the discussion will focus on the morphotactic blends. Other findings will be discussed further as well.

Classification of blends is proposed by Mattiello (2013) involving three perspectives: morphotactic, morphonological, and morphosemantics. Morphotactically, blends are divided into total and partial blends. Morphonologically, there are two types of blends: overlapping and non-overlapping. Lastly, morphosemantically, the distinction of blends involves attributive and coordinative blends.

Based on the finding, morphotactic blend has become the major type appears in the data. The first type, total blend, is dominated by beginning + beginning pattern followed by beginning + end pattern. The blend words of beginning + end pattern in the data are vary in terms of the number of splinters. Booij (2007) stated that blending typically merges the beginning of one source word with the ending of another. As it can be seen in blend word *Jakcation* → *Jakarta + vacation*, the first splinter (*Jak*) from source word *Jakarta* is combined with the last splinter of source word *vacation* which is *-cation*. The same thing goes to *Jakpreneur* → *Jakarta + entrepreneur*, which the first splinter of source word *Jakarta*, *Jak*, is combined with the last splinter of source word *entrepreneur*, *-preneur*. Previous research by Rahmannia & Widodo (2019) showed that Indonesian blends can be created by combining the first splinter of the first word and the last splinter of the second one.

Other blend word consists of more than two splinters combined is found as in *Diskominfotik* → *Dinas* + *komunikasi* + *informatika* + *dan* + *statistik*, which shows that this blend words consists of four splinters. In this blend words, conjunction *dan* is not included/combined with other splinters to form the words. The same thing goes to blend word *Samtama* → *Sampah* + *tanggung* + *jawab* + *bersama* which combines three splinters: *Sam*, *ta*, and *ma*, yet doesn't involve any splinters from word *jawab*.

Another pattern of total blend is beginning + beginning which is found most in the data. Karjo (2024) in her research mentioned that Indonesian blends tend to take the first part of a word as splinter. This is what Bauer et al. (2013) called as clipped compounds or complex clippings. This pattern can be found as in *JAKI* → *Jakarta* + *Kini* that the first splinter of *Jakarta*, *Jak*, is combined with the first splinter *Ki* of the last source word *Kini*. In this pattern, blend word combines first syllable and first letter of each word, as in *Jawara* → *Jakarta* + *water* + *resources* + *analytics*. This blend word shows that four splinters consisting of syllables and letters are combined which splinters are *Ja*, *wa*, *r*, and *a* which are taken from the initial syllables from each word, as in syllable *Ja* /dʒa/ from source word *Jakarta* and syllable *wa* /wa/ from source word *water*. Meanwhile, other splinters are taken from initial letters of the last two source words, as in letter *r* from source word *resources* and letter *a* from source word *analytics*.

Data also shows blend words which the first splinter of the word is bound morpheme, such as *Jakpenda* → *Jakarta* + *pendapatan* + *daerah* and *BAPENDA Badan* + *pendapatan* + *daerah*. In the blend word *Jakpenda*, the initial splinter of the source word *pendapatan* is bound morpheme *pen* /pen/. *BAPENDA*, as well, is the combination of splinter *Ba*, *pen*, and *da* which the splinter *pen-* is bound morpheme. In *BAPENDA* → *Badan* + *pendapatan* + *daerah*, the second splinter is bound morpheme *pen-* from source word *pendapatan*. Meanwhile, in *BAPPEDA* → *Badan* + *Perencanaan* + *Pembangunan* + *Daerah* the splinters involve not only syllable (as in *Ba* from *Badan* and *Da* from *Daerah*), but also letter (as in *P* from *Perencanaan*) and bound morpheme *Pe* (as in *Pembangunan*). In addition, bound morphemes as splinters in *Puskesmas* → *Pusat* + *Kesehatan* + *Masyarakat* and *Perumda* → *Perusahaan* + *umum* + *daerah* are *Ke(s)* and *Pe(r)* respectively.

Other data shows that blend word is taken from how Jakarta people pronounce the acronym of *TransJakarta* in English. It is seen from the blend word *Tije* → *Transportasi* + *Jakarta* which uniquely is taken from acronym *TJ* pronounced /ti: dʒeɪ/. From these findings we can conclude that people may create blend words based on their convenience, like how they easy they mention them. It is in line with Zaim (2017)'s statement who argued blending involves taking word elements from any position to form memorable and easily recognizable words, often without strict consideration of syllables, yet resulting in expressions that sound unique and slightly unconventional. So, blend words are created from people's creativity without considering the pattern of word syllables. In fact, it's possible to make such blend words as government official words.

Still in total blend, in the findings of beginning + beginning pattern there are two words that shows the combination of blending and acronyms. Those words are *Satpol PP* and *JakISPU*. In the word *Satpol PP* → *Satuan* + *polisi* + *Pamong* + *Praja*, the splinters involve *Sat*, *pol*, *P*, and *P*. In addition, *JakISPU* exposes the combination as well. *JakISPU* → *Jakarta* + *Indeks* + *Standar* + *Pencemaran* + *Udara* has four splinters, involving *Jak* /dʒak/ taken from the initial syllable of source word *Jakarta* followed by four splinters (*I*, *S*, *P* and *U*) which are the initial letters of *Indeks*, *Standar*, *Pencemaran*, and *Udara* respectively. Zaim (2017), in his research, explained that Indonesian word formation can be formed by combining acronyms and blending. So, based on the findings and previous research, it is possible that blend words are created not only by combining splinters but also combining acronym and blending.

The second type of morphotactic blend is partial blend which covers the patterns of word + splinter and splinter + word. Based on the data, the blend word which follows word + splinter pattern is *TopEdu* → ***Top + Education***. This blend word is combination of Indonesian (*Top*) and English (*Education*). Next pattern, splinter + word, emerged more than the previous pattern as eight data found. *Transjakarta* → ***Transportasi + Jakarta*** is following this pattern, as splinter *Trans* is combining with word *Jakarta*. The same thing goes to *Jaklapor* → ***Jakarta + lapor*** which shows the combination splinter *Jak / dʒak/* and word *lapor /'lapor/*. Giyatmi et al. (2017) mention that this type of blend words is called blending with clipping which happens when one or both splinters are shortened before being merged. In the table, data no. 24-29 shows blending with clipping the first splinter.

Blending is a common word formation process in Indonesian mass media, where two or more-word fragments, where from the beginning, middle, or end, are combined to create new words (Rahmannia & Widodo, 2019; Zaim, 2017). As time progresses, blending itself has been steadily developing with or without following rules of formation. Mattiello (2013) mentioned that the mechanism regulated word formation including blend remained unclear. The development of Indonesia blend word itself has attracted attention of many linguists to conduct research of word formation including blend. The research mostly conducted in informal circumstances, such as blend words in food and beverages also blend words in children's tv programs. On the other hand, such research in formal circumstances is still limited whereas a lot of blend words have emerged and developed and very interesting to study. Zaim (2017) mentions that blend words emerge frequently in the name of formal institutions such as *polantas* (*polisi lalu lintas/traffic police*) and *mensesneg* (*menteri sekretaris negara/ Minister of State Secretariat*). This is in line with Booij (2007) 's perspective about blends originating from industrial societies that are often intentionally and thoughtfully formed by combining two distinct written words or phrases. This research discussing blend words in Indonesia formal language in JSC annual report, discovers new findings and they will be discussed in the following.

First new finding, the combination of blending and acronym. Blending and acronymy are actively utilized in generating new vocabulary (McCarthy, 2002). As explained earlier, blend and acronym can be combined to form new words, like *Satpol PP* and *JakISPU*. *Satpol PP* (*Satuan polisi Pamong Praja/Municipal Police Unit*) is the combination of blend words *Satpol* (→ *Satuan + polisi*) and acronym *PP* (*Pamong + Praja*). Next, *JakISPU* is the result of combination of splinter *Jak* from *Jakarta* and the splinter of acronym *ISPU* (*Indeks Standar Pencemaran Udara/Air Quality Index*) which is taken from the first letter of each word. These words create new pattern in Indonesia word blend that allows combination of blending and acronym.

Second finding, creating Indonesian blend words through English pronunciation. Based on the data, *Tije* is derived from the abbreviation of *Trans Jakarta* "TJ" which should be pronounced /téjé/ in Indonesian. Instead, Jakarta people create term which based on how *TJ* pronounced in English, /ti: dʒei/. That is why the blend word is written as "Tije" which is derived from how it is pronounced in English. Until now, *Tije* is more familiar to be listened and pronounced by people instead of *TransJakarta* (/transdʒa'karta/) or *TJ* (/téjé/). It is understandable because blend words tend to be created to be memorable and easy to remember (Zaim, 2017).

Lastly, third finding shows blend words are created with combination of Indonesian-English. The data shows blend words such as *TopEdu* is the result of combination of Indonesian word *Top* and splinter *Edu* from English source word *Education* as well as *JakTrack* which is combined from splinter *Jak* from Indonesian source word *Jakarta* and English source word *Track*. These examples illustrate how cross-linguistic blending has become a productive strategy in formal Indonesian contexts, reflecting increasing

lingusitic flexibility and the influence of English in institutional communication.

Based on the findings and analysis, blend words have been steadily developing like the combination of blending and acronym, new creation of blend words through English pronunciation, and combination of Indonesian-English to create new blend words. This research is indeed limited to annual report of JSC. Yet, it is interesting to study the pattern of blend words in formal contexts, such as in Indonesia government institutions. In this research, the pattern of blend words is mostly organized yet surprisingly there are some interesting findings which are worth to be studied further.

The growing use of blend words in formal context like in JSC Annual report suggest some directions for future research. It would be useful to examine how blending in government communiction changes over time and whether new patterns continue to emerge. Future studies could also explore how citizens understand blend words and whether these forms help or hinder public comprehension. Such work would offer deeper insight into the effectiveness of linguistic innovation in official communication and its role in Indonesia's evolving digital governance.

CONCLUSION

This study highlights the prominence of blending as a productive word formation process in formal contexts, particularly in Jakarta Smart City (JSC) Annual Report. The findings reveal that morphotactic blending is the dominant type, with total blends, especially those following the beginning + beginning pattern, being the most prevalent. Additionally, this research uncovers novel patterns in Indonesian blend words, including the combination of blending and acronyms, the influence of English pronunciation on Indonesian blends, and the integration of Indonesian and English elements to create new terms. These findings reveal that blending is no longer limited to informal discourse yet has become an innovative linguistic strategy in institutional communication.

Beyond describing structural patterns, this research provides insight into how blend words contribute to shaping modern government communication. Blend words such as *JakISPU*, *Tije*, and *JakTrack* illustrate how linguistic innovation can enhance memorability, accessibility and public engagement, showing that creative lexical forms can influence how citizens perceive and process government information. These patterns also highlight a breader shift in Indonesia's formal language practices, suggesting that institutions are increasingly embracing flexible and contemporary linguistic forms aligned with communication in digital era. The study contributes to a deeper understanding of linguistic innovation in official contexts and offers implications for language policy, particulary regarding the potential standardization and strategic use of blends in public communication. As language in governmental settings continue to evolve, further research could examine how they sharep public comprehension and trust. Such investigation will be essential for understanding the ongoing transformation of formal Indonesian language in an increasingly digital and fast-paced communicative landscape.

RECOMMENDATION

These findings contribute to the understanding of word formation processes in Indonesian formal language and suggest that blending also plays crucial role in government and administrative communication. Given the evolving nature of Indonesia blend words, future research could explore their impact on language standardization and public comprehension, as well as their role in shaping formal institutional discourse.

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