

USE OF NEOLOGISM AND TRANDING HABITS IN GENERATION Z KOREA

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INTRODUCTION

In the era of globalization and technological advancements, the development of culture and generational trends has emerged as an important aspect of social and linguistic studies. With the highly advanced technology available today, it has become incredibly easy to access information from all around the world. South Korea, in particular, is a country that has garnered significant interest, especially in the entertainment industry, food, fashion, and other current booming trends in media social. With the introduction of constantly emerging neologisms, conversations feel more trendy and individuals feel up-to-date by using these trendy neologisms or slang words that are widely used by many young generation. The birth of neologisms is undoubtedly influenced by social media. South Korea is one of the countries that avidly follows trends on social media platforms. In the context of South Korea, neologisms are often associated with trends and the habits of the younger generation. The young generation in South Korea, known as "Generation Z" or "millennials," wields strong influence in shaping unique cultural trends and habits.



LITERATURE REVIEW

1. Yi Lin (2017) contains material on the classification of neologisms, such as the morphological characteristics of neologisms and the characteristics of the language classification of neologisms. the results of this study based on word characteristics, saw that 58.2% of neologisms were heavily influenced by the original Korean language compared to foreign languages.
2. Park Na Young (2019) can be known from the data of this research, about the neologism that are often used in our society now and to conclude the social aspects of the current era. It can also be in the form of data about what happened at that time through neologism that were popular in the past.
3. Yan Ning Wan (2012) through the survey of Korean language learner from China the results of the questionnaire, the necessity has been confirmed of the neologism education and the direction of this education has been made. Also certain neologism have been chose to using on the actual teaching for the high-level Korean learners. On this basis, the educational program has been made and through the practical teaching to demonstrated the effectiveness of this educational program.
4. Yeo So Mong (2010) this study explains what needs are needed for neologisms lessons and how to learn neologism for Korean language students who are divided into three classes, beginner level, intermediate level, and advanced level. This thesis can find its significance because it proposes a systematic teaching plan for neologism, which is developed from existing papers on neologism which examines the characteristics of neologism from the viewpoint of language formation.
5. Satriani, Ikhwan M. Said, Asriani (2021) from this research, it shows that in communicating, language users need a more concise language symbol to convey a message. Although the form is more concise, there are special complexities related to the form of neologisms used in social media. This complexity is a special feature that can identify social media users in a popular culture.

METHOD

This study used a qualitative descriptive method to collect data through the YouTube social media platform. The collected and identified data were obtained through the purposive sampling technique, which is a sampling technique based on specific considerations. Using the purposive sampling technique, facilitates the selection of the required data. The research data sources were obtained from a YouTube channel named "문명특급 (*munmyeongteukgeub*) - MMTG," by selecting six videos from the playlist titled "04년생Z H Z H" ("04*nyeonsaeng ZaeZae*", 'ZaeZae 2004 years'). In addition, the Google search engine was also used to find information about the neologisms to be studied.



FINDING AND DISCUSSION

1. Morphological Characteristics of Neologisms

- Single word 단어 (danileo)

Neologism Word	Meaning	Language Classification
비밀번호 (bimilbonho) “秘密番號”	Password	Sino-Korean word 한자어 (hanjaeo)
마케팅 (marketing) “marketing”	Marketing	Loan word 외래어 (woeraeeo)

- Derivative word 파생어 (pasaengeo) type of prefix derivative word 접두 파생어 (jeobdu pasaengeo)

Neologism Word	Meaning	Language Classification
신메뉴 (sinmenyu) “新 + menu”	New menu	Sino-Korean word 한자어 (hanjaeo) + Loan word 외래어 (woeraeeo)
개웃기다 (gaeutgida) “개 + 웃기다”	So funny	Native word 고유어 (goyueo)

- Derived Word 파생어 (pasaengeo) type of suffix derivatives word 접미 파생어 (jeobmi pasaengeo)

Neologism Word	Meaning	Language Classification
태교송 (taegyosong) “胎教 + song”	Prenatal song	Sino-Korean word 한자어 (hanjaeo) + Loan word 외래어 (woeraeeo)
치트키 (citeuki) “cheat + key”	Cheat key	Loan word 외래어 (woeraeeo)



FINDING AND DISCUSSION

1. Morphological Characteristics of Neologisms

- Compound Word 합성어 (*habseongeo*) type of syntactic compound word 통사적 합성어 (*tongsajeok habseongeo*)

Neologism Word	Meaning	According to	Language Classification
도난방지 (<i>donanbangji</i>) “胎敎 + song”	Anti-theft	Noun 명사 (<i>myeongsa</i>) + noun 명사 (<i>myeongsa</i>)	Sino-Korean word 한자어 (<i>hanjaeo</i>) + Loan word 외래어 (<i>woeraeeo</i>)
열받아 (<i>yeolbada</i>) “熱 + 받다”	Pissed off	Noun 명사 (<i>myeongsa</i>) + verb 동사 (<i>dongsa</i>)	Sino-Korean word 한자어 (<i>hanjaeo</i>) + Native word 고유어 (<i>goyueo</i>)

- Mixed word 혼성어 (*honseongeo*)

Neologism Word	Meaning	Language Classification
유행템 (<i>yuhaengtem</i>) “流行 + item”	Trendy item	Sino-Korean word 한자어 (<i>hanjaeo</i>) + Loan word 외래어 (<i>woeraeeo</i>)
비건 식단 (<i>bigeon sikdan</i>) “vegan + 食單”	Vegan diet	Loan word 외래어 (<i>woeraeeo</i>) + Sino-Korean word 한자어 (<i>hanjaeo</i>)

- Abbreviation word 축약어 (*chukyakeo*)

Neologism Word	Abbreviation	Meaning
건치 (<i>geonchi</i>)	건강한 치아 (<i>geonganghan chia</i>)	‘Healthy teeth’
먹방 (<i>meokbang</i>)	먹는 방송 (<i>meokneun bangsong</i>)	‘Eating broadcast’. Mention the broadcasters in the broadcast eating large portions.

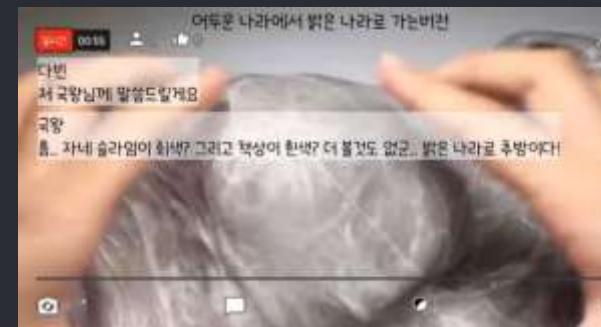
FINDING AND DISCUSSION

2. Tranding Habits

- “Self-concept” for themselves by following the characteristic traits of their role models. This trend of “self-concept” not only follows someone in the real life but they also follow someone like in novels, comics, etc to the MBTI (Myers-Birggs Type Indicator) for each someone that they followed.



- YouTube content called 모버실 (*mobeosil*) abbreviations of 모든 버전 실시간 (*modeun beojeon silsigan*) “all version live” is content where it looks like they are in broadcasting live but actually they are not. in other words, they pretend like they are in broadcasting live.



CONCLUSION

Based on the classification of neologistic words found, abbreviations and mixed words are more prevalent compared to other morphological characteristics of neologisms. The trend habits of Korean Generation Z also exhibit unique and intriguing patterns. Qualitative analysis of the data can reveal the meaning and contextual significance of each emerging neologism word and the trend habits of Generation Z. Although their trend habits may be considered peculiar, they lead to positive activities that allow them to confidently express their identities.

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