

INTISARI

Perkembangan komunikasi digital telah mendorong kemunculan neologisme secara masif, khususnya di kalangan penggemar K-pop. Penelitian ini bertujuan untuk mendeskripsikan proses pembentukan dan menjelaskan makna neologisme dalam kolom komentar program "127 VIBE" pada kanal YouTube NCT 127. Analisis dilakukan menggunakan teori pembentukan neologisme Nam Gil-Im, *et al.* (2022) yang meliputi enam kategori, yaitu kata majemuk, kata campuran, kliping, kata pinjaman, derivasi, dan akronim. Penelitian ini menggunakan pendekatan kualitatif sebagaimana dikemukakan oleh Creswell (2008) dalam Raco (2010:7).

Hasil analisis terhadap 32 data neologisme menunjukkan bahwa neologisme terbentuk melalui lima proses, yaitu kata majemuk (8 data), kata campuran (7 data), akronim (7 data), kliping (5 data), dan derivasi (5 data). Kata majemuk merupakan proses yang paling produktif. Dari segi makna, neologisme dianalisis berdasarkan makna leksikal dan makna kontekstual. Temuan ini menunjukkan bahwa neologisme tidak hanya berfungsi sebagai alat komunikasi, tetapi juga sebagai sarana ekspresif yang memperkuat solidaritas, kreativitas linguistik, dan identitas sosial dalam budaya digital penggemar K-pop.

Kata kunci: neologisme, NCT 127, pembentukan kata , YouTube, 127 Vibe

ABSTRACT

The rapid development of digital communication has massively accelerated the emergence of neologisms, particularly among K-pop fan communities. This study aims to describe the word formation processes and explain the meanings of neologisms found in the comment section of the "127 VIBE" program on the NCT 127 official YouTube channel. The analysis was conducted using the neologism formation theory of Nam Gil-Im, et al. (2022), which encompasses six categories: compounding, blending, clipping, loanword, derivation, and acronym. This study employs a qualitative approach as proposed by Creswell (2008) in Raco (2010:7).

The analysis of 32 neologism data reveals that neologisms are formed through five processes, namely compounding (8 data), blending (7 data), acronym (7 data), clipping (5 data), and derivation (5 data). Compounding is identified as the most productive process. In terms of meaning, the neologisms are analyzed based on lexical meaning and contextual meaning. The findings indicate that neologisms do not merely function as communicative tools, but also serve as expressive means that reinforce solidarity, linguistic creativity, and social identity within the digital culture of K-pop fans.

Keyword: neologisms, NCT 127, word formation, YouTube, 127 Vibe