Commercial Naming In Digital Space: A Socio-Onomastic Study Of Mandar Elements In Instagram Business Usernames
Dhila Damayanti, Dr. Rio Rini Diah Moehkardi, M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

TABLE OF CONTENTS

TITLE PAGE i
INDONESIAN COVER ii
ENGLISH COVER iii
LETTER OF APPROVAL iv
APPROVAL SHEET v
PERNYATAAN BEBAS PLAGIASI vi
ACKNOWLEDGMENTS vii
TABLE OF CONTENTS ix
LIST OF TABLE xii
LIST OF FIGURE xiv
INTISARI xv
ABSTRACT xvi
CHAPTER I 1
INTRODUCTION 1
1.1 Background of the Studies 1
1.2 Research problem 4
1.3 Research Objectives and Significance 5
1.4 Literature review 7
1.5 Theoretical Framework 9
1.5.1 Commercial and Socio-Onomastics 10
1.5.2 Digital Linguistic Landscape 12
1.5.3 Construction Grammar and Morphological Processes 13
1.5.4 Synthesis of the Theoretical Framework 14
1.5.4 Mandar Lexical Meaning 15
1.5.6 Analyrical Approach 16
1.6 Research Methodology 17
1.6.2 Research Data 18
1.6.3 Method of Data Collection and Analysis 19
1.7 Thesis Presentation 21
CHAPTER II 23
LANGUAGE COMPOSITION OF INSTAGRAM BUSINESS USERNAMES 23
2.1 Distribution of Language Composition 23

Commercial Naming In Digital Space: A Socio-Onomastic Study Of Mandar Elements In Instagram Business Usernames
Dhila Damayanti, Dr. Rio Rini Diah Moehkardi, M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

2.1.1 Monolingual 24
2.1.2 Bilingual 25
2.1.3 Multilingual 27
2.2 Linguistic Resources Used 28
2.2.1 Mandar Lexical Resources 28
2.2.2 Indonesian Lexical Resources 30
2.4 English Lexical Resources 31
2.5 Dutch and Other Lexical Resources 31
CHAPTER III 34
LINGUISTIC CONSTRUCTIONS OF INSTAGRAM BUSINESS USERNAMES 34
3.1 Frequency and Distribution of Linguistic Constructions 35
3.2 Simple Constructions 37
3.3 Compounding Construction 39
3.3.1 Structural Patterns 40
3.4 Multi-element Constructions 40
3.4.1 Structural Patterns 43
3.5 Lexicalized Expression in Business Usernames 45
3.5.1 Orthographically Closed Lexicalized Expressions 47
3.5.2 Orthographically Separated Lexicalized Expressions 48
3.6 Internal Construction Featurs 50
3.6.1 Clipping 50
3.6.2 Blending 51
3.6.3 Abbreviation 52
3.6.4 Reduplication 53
3.6.5 Derivation 54
3.6.6 Creative Spelling 55
3.7 Structural Devices in Digital Username Construction 56
3.7.1 Segmentation Markers 59
3.7.2 Compressed Writing 61
3.7.3 Numerical Elements 62
3.7.4 Platform-driven Orthographic Adaptations 63
3.8 Commercial Descriptor 64
3.8.1 Types of Commercial Descriptors 65
3.8.2 Positional Tendencies 67

Commercial Naming In Digital Space: A Socio-Onomastic Study Of Mandar Elements In Instagram Business Usernames
Dhila Damayanti, Dr. Rio Rini Diah Moehkardi, M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

3.8.3 Language Combination Patterns 69
3.8.4 Linguistic Tendencies 71
CHAPTER IV 76
SOCIO-ONOMASTIC MEANINGS CONVEYED THROUGH MANDAR ELEMENTS IN INSTAGRAM BUSINESS USERNAMES. 76
4.1 Nature and Physical Environment 76
4.2 Cultural Heritage and Traditions 80
4.3 Quality and Evaluative Expression 84
4.3.1 Figurative Meaning 89
4.4 Food and Culinary reference 90
4.5 Geographic and Place Identity 93
4.6 Functions of Mandar Elements in Instagram Business Usernames 97
4.6.1 Local Identity Function 97
4.6.2 Cultural Expression Function 99
4.6.3 Commercial Differentiation Function 101
CHAPTER V 104
CONCLUSION, IMPLICATION, LIMITATION, AND SUGESTION 104
5.1 Conclusion 104
5.2 Practical Implications 107
5.3 Limitations of The Study 108
5.4 Suggestions 108
1. For Reader 108
2. For Further Reasearch 109
REFERENCES 111
APPENDICES 116
I. List of Monolingual Instagram Business Usernames 116
II. List of Bilingual Instagram Business Usernames 116
III. List of Multilingual Instagram Usernames 119
IV. List of Mandar Elements 120
V. List of Bahasa Indonesia Elements 125
VI. List of English Elements 126
VII. List of Simple Construction 128
VIII. List of Compounding Constructions 128
IX. List of Multi-elemen Constructions 131
X. List of Commercial Descriptor Analysis 133