

WORD FORMATION PROCESSES IN THE NAMES OF DIGITAL HEALTH PLATFORMS

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Abstract	Article Information
<p><i>This research is conducted to examine the word formation processes contained in the naming of digital health platform in Indonesia with emphasis of morphological structures and semantic meaning; This research would mainly focus on analyzing how the patterns of language, culture and region influence the trends of name creation in the global digital health sector. Using a morphosemantic approach, This research uses qualitative research. From the result analysis, some types of word-formation processes include compounding, blending, and clipping, to identify the strategies behind these naming conventions. The findings reveal that digital health platforms in Indonesia often combine local Indonesian elements, such as "Sehat" (healthy) and "Dokter" (doctor), with global English terms like "Health" and "Go". The blending of local and global components illustrates the contradictory impact of globalization and the necessity to maintain cultural relevance. The study emphasizes that cultural qualities, like as friendliness and approachability, are integrated into company names through welcomes like "Halo" (hello), while the incorporation of English phrases seeks to convey a contemporary and professional image. This research illustrates that the interaction between language processes and cultural context is crucial for developing significant and memorable brand identities. These findings enhance linguistic research and offer practical insights for branding strategies in the digital health sector, especially in culturally varied markets such as Indonesia.</i></p> <p>Keywords: word-formation process, morphology, semantic, platform, health</p>	<p><i>Received:</i> 11/03/2025</p> <p><i>Revised:</i> 15/03/2025</p> <p><i>Accepted:</i> 17/03/2025</p>

INTRODUCTION

In this modern era, almost all daily activities can be conducted online using an internet connection. On an everyday, commonplace basis just like chatting, shopping, or even seeking medical treatment can now be done digitally as well as through an internet connection. Life today becomes so easy and relaxed with the introduction of digital technologies. This has sped up the pace of change in all the different sectors that digital technology would have touched-including healthcare. Such innovations in health applications were aimed at making healthcare services more accessible and efficient, especially in Indonesia, which currently continues to see rising demands for digital health solutions by its citizens. These applications prove efficacy not only in the distribution of medical services but also linguistic creativity concerning nomenclature. The health applications do not name themselves according to just any nomenclature; as a matter of fact, they form their names based on some very unorthodox processes of word formation, cleverly and creatively internalizing various linguistic elements into producing their memory-grabbing brands identity. This phenomenon has probably given rise to more linguistic interest, especially in morphology and semantics. Many past studies have been done that have looked at the word formation process from different contexts; for example, brand names, product names, and social media names. For example, Dian and Abdul (2017) carried out research regarding the types of derived words (derivation) found in the titles of ten educational articles available in The Jakarta Post website. In addition to Sari (2018), the research is about to discover and discuss the word-building process in social media. The goal of the research is also to understand which types of word-formation processes we can observe the most.

In the context of health, Mustafa (2015) studied the most common word formation processes used by Facebook users in Malaysia in relation to health. Likewise, Nugraha (2024) explored the concept of word formation processes in Indonesian, employing derivational morphological aspects. In the field of health, Fitria (2021) also explained the word formation processes of terms that arose in the Covid-19 pandemic, such as "Rapid test," "self-quarantine," and "Swab test." But, these studies did not focus on the naming behaviors of health applications. Although health applications continue to grow in popularity, studies discussing the linguistics of health application names are still limited, especially in Indonesia. Therefore, this gap provides an opportunity to explore the mapping of the word formation process in the naming of health applications, and how this process reflects the cultural and linguistic preferences of Indonesian users.

This study, therefore, aims to investigate the word formation processes used in the names of digital health platforms, thus addressing this gap. Using a morphosemantic approach, this study will reveal the morphemes and semantics behind these names. The study of how words are formed and structured — called morphology — is a key part of this design. Besides morphology, it also aspires to understand how semantics, the study of meaning in language, plays a critical role in naming these platforms. Semantic choices that align with trust, reliability, and innovation are critical in healthcare-related services. Moreover, one of the aspects to be explored in the study is how cultural aspects and linguistic nuances play a role in morphological and semantic decisions, making sure the names hit home with the local

market and also appeal to a global market. The results of this study are expected to have the wider implications on the understanding of the linguistic creativity of digital branding, specifically, healthcare branding, and can help elucidate the way in which language is crafted to achieve impactful and culturally relevant brand identities.

LITERATURE REVIEW

Word formation processes in linguistics

The study of word formation processes is a central aspect of morphology, which examines how words are structured and created. McCarthy (2002) defines morphology as a branch of grammar that investigates how words are formed and how their structures influence meaning and grammatical function. Katamba (1993) also suggests that morphemes are the smallest meaningful units in the language and they help us to determine the meaning and structure of words. According to Crystal (2008), morphemes can be classified into two types: one is called free morphemes and it can stand on its own as a word (e.g., self) and bound morphemes can only become meaningful when attached to free morphemes (e.g., un- and -ish). In morphology, words come in two basic varieties: they can be (1) monomorphemic (word consisting of a single morpheme) or (2) polymorphemic (word composed of multiple morphemes). Furthermore, as noted by Plag (2003), word formation is done with the use of different strategies, including: compounding, derivation, blending, acronymization, and borrowing. Especially in fast-paced sectors such as technology and branding, when new terms are invented to capture innovation and trends, these processes are crucial.” Such as the use of blends, the combination of parts of two words (e.g., brunch from breakfast and lunch) which is commonly used in naming platforms and digital applications (Aronoff & Fudeman, 2011).

Lieber (2009) lays out her personal view of morphology itself as the study of the structure of words. This is because morphology consists of morphemes and words. From these definitions, the researcher concludes that morphology is one of the parts of linguistics which is concerned with the process of word formation. The process of creating a name for a product is one aspect of how to create digital health platform names in Indonesia. One of the key processes in developing brand names is morphological formation. Various word formation processes exist in morphology, such as compounding, affixation, blending, and others. Words produced through these processes acquire new meanings. In the context of Indonesian, Sneddon (2003) highlights that affixation and compounding are the most productive morphological processes, demonstrating the language's adaptability to modern developments. In every language, words are created through a variety of processes. According to Lieber (2009), there are eight primary methods of word formation: affixation, compounding, conversion, coinage, backformation, blending, acronyms and initialization, and clipping. These theoretical foundations provide a framework for understanding how words are constructed and how their meanings are derived, which is essential for analyzing the naming conventions of digital platforms.

Semantic

Semantics, as explained in the book, is used by the researcher in analyzing the names in Indonesia. This study adopts the semantic theory of Saeed (1997), suggesting that semantics is the domain that deals with the meanings of words and sentences. In a similar vein, Crystal (2008) defines semantics as a major branch of linguistics that is concerned with the meaning of meanings. Cultural factors play a real formative role in the process of naming, especially in branding and digital platforms. Kotler and Keller (2016) also state that brand names are cultural embedded. Names should be derived from the values, traditions and linguistic proclivities of the culture they intend to serve. As an example, using terms in application names similar to "*sehat*" (healthy) local in Indonesia application names such as "*Prosehat*" is one of the cultural nuances that depicts Indonesia, where health and well being became a part of the local wisdom. This allows the name to resonate with local users as well as align with their cultural identity.

Based on the definitions, the researcher concludes that semantics is a field that studies the meaning of words, terms and sentences. In semantics, meaning is divided into two: grammatical meaning and lexical meaning. Saeed states, "Grammatical meaning is the meaning of constructions like the sentential structure, word order, or any other grammatical marker, while lexical meaning is the study of the meaning of individual words. "Lexical meaning describes and demonstrates how the meanings of each word relate to one another throughout any given language.

RESEARCH METHODOLOGY

This research is using a qualitative descriptive approach to analyze the word formation processes in the names of digital health platforms in Indonesia. According to Bogdan and Taylor (1975), qualitative descriptive analysis is a research methodology that generates descriptive data in the form of written or spoken language, as well as observable phenomena. the Qualitative research is used to get in-depth understanding about human behaviour, motivation, beliefs and experience. The names of digital health platforms in Indonesia have been compiled from reliable online sources, including the official website and app store eg, Google Play Store.

Word formation processes like compounding, blending, acronymization, borrowing, and affixation, the analysis in this study explore identification and categorization of. Investigating the morphological process employed for the creation of each platform name. Analyzed in detail were names such as Klikdokter (compounding), and Hallodoc (blending). Data were analysed to derive trends and cultural impacts on how digital health platforms are named in the Indonesian language. A better way to make this a valuable part of your upcoming healthcare brand naming project is to explore the various dimensions of intersection between language and culture that become relevant to brand names in this space.

FINDINGS AND DISCUSSIONS

Based on the findings of the names of digital health platforms in Indonesia, some word-formation processes in the names identified are compounding and blending. The descriptions of each are presented below:

Compounding

Compounding refers to the process of combining two separate words to create a single unified form (Yule, 2006a, p. 54). This method is one of the most widely used techniques for forming new words in the English language. Essentially, compounding involves the fusion of two lexical units, a concept derived from the Latin term meaning "putting together." The resulting compound words can appear in three distinct formats. Below is a table displaying the borrowed words found in the names of digital health platforms in Indonesia.

Table: 1 Compound words

Compounding Words	Process
Klikdokter	Klik + Dokter
Getwell	Get + Well
Gooddoctor	Good + Doctor
Prosehat	Pro + Sehat
Linksehat	Link + Sehat
Klinikgo	Klinik + Go
AidoHealth	Aido + Health

The table above shows that there are some compounding words, they are “Klikdokter, Gooddoctor, Prosehat, Linksehat, Getwell, Klinikgo”. The description as follow:

Klikdokter

The word “*klikdokter*” is formed through a compounding morphological process. It consists of two free morphemes. “*Klik*” is an Indonesian word borrowed from English, meaning “*Click*”, and “*Dokter*” “The word ‘dokter’ in Indonesian means “Doctor” in English.” When combined, these morphemes create a new noun, *KlikDokter*, which expresses a platform where users can effortlessly “*Click*” to access medical services. The term “*Klik*” highlights the integration of digital technology and user-friendly interfaces, while “*Dokter*” underscores the platform's focus on healthcare. The end combination results in a health platform that is not just medical-oriented but also quality-driven and accessible. It speaks to the demand of the modern consumer for speed, efficiency, and quality, which is in line with the expectations of our digital world.

Getwell

The word “*Getwell*” is formed through a compounding morphological process. It consists of two free morphemes “*Get*” and “*Well*.” In English, “*Get*” means to obtain or to become, while “*Well*” translates to healthy or good. The use of purely English word “*GetWell*” suggests the target market is either worldwide or English literate Indonesian audiences. Overlaying these morphemes brings them to a new meaning — a platform to enable the user wellness or health. This represents the platform's focus on health and recovery. The name also has a general positive connotation, as the words “*GetWell*” are frequently used in any context of wishing someone recovery, which coupled with its mission also complements the name's intention very well.

GoodDoctor

The word “*GoodDoctor*” is created through a compound morphological process. It consists of two free morphemes. The combination of the English words “*Good*,” meaning of high quality, and “*Doctor*,” means to a medical professional, forms the new noun “*GoodDoctor*”. This name highlights the platform's commitment to providing premium medical offerings. The use of English reflects the platform's global orientation. It also highlights the influence of English as a lingua franca, particularly in the digital and healthcare sectors, where it is often associated with professionalism and reliability. This name will show how creates a culture of quality and build trust in the platform as the English name in Indonesia character. The resultant meaning leads us to a healthcare service, where users are provided with the finest medical treatment that matches the requirements of modern users having expectations like trust, professionalism and high class service.

Prosehat

The word “*Prosehat*” is formed through a compounding morphological process. There are two free morphemes “*Pro*” and “*Sehat*”. “*Pro*,” a clipped form of the English word “*Professional*,” while the second word “*Sehat*,” an Indonesian word meaning healthy. Together, these elements create a new noun that represents a professional health platform. The definition of “*Pro*” emphasizes professionalism, expertise, and high-quality services, while “*Sehat*” resonates culturally with the Indonesian audience by leveraging a local word that people know. Such mixing of English and Indonesian aspects is characteristic of Indonesian branding for the better, indicating a certain hybridity between Western and Eastern discourses, or global versus local. The name “*ProSehat*” effectively conveys the platform's commitment to offering professional and reliable health services, while also resonating with its target audience.

Linksehat

The morphological process of compounding is how the term “*Linksehat*” gets created. “*Link*” and “*Sehat*” are its two free morphemes. In English, “*link*” implies connection, whereas “*Sehat*,” an Indonesian word, indicates healthy. These morphemes come together to generate the new noun “*Linksehat*,” which denotes a platform intended to link consumers with health-related services. The word “*Link*” highlights the platform's focus on accessibility, connectedness, and closing gaps between users and medical services. Conversely, “*Sehat*” focusses the

platform's mission on health, which helps the local audience relate to it. In addition to showing how international digital trends have influenced Indonesian branding, this combination of English and Indonesian highlights how important it is to use local language when creating meaningful and culturally relevant brand names. The platform's goal of facilitating easy access to health services is conveyed by the name “*LinkSehat*”, which also appeals to local cultural identity and contemporary digital expectations.

Klinikgo

The term "*Klinikgo*" forms in a morphological process known as compounding. Here, there are two free morphemes "*klinik*" and "*go*". However, "*klinik*" was never meant to be an official name, which suggests a small private healthcare facility or a doctor's practice in Indonesia. "*go*" is another English word, meaning "to go" or "to move." Together these two morphemes are combined to form a new word with a new meaning that describes a platform to quickly and conveniently access clinical services. This name symbolizes the combination of traditional healthcare services “*klinik*” with the conveniences of modern technology. Highlighting the usage of the "*klinik*" (Indonesian), it's sort of an indication for a local market orientation and sense of the Indonesian audience. Meanwhile, "*go*" (English) reflects global influence and digital trends, as this word is often used in branding to emphasize speed and convenience (e.g., Gojek, GrabGo). This combination demonstrates an effort to blend local and global elements while emphasizing accessibility and ease in healthcare services.

AidoHealth

The word "*AidoHealth*" is a compound word, made up of two free morphemes. First part of the component, "*Aido*" can be interpreted as a brand name or shortened from the word "Aid", i.e., help. The second part, “*Health*,” is an English word that describes well-being and medical care. When combined, these morphemes create the compound noun "*AidoHealth*," signifying a platform that provides health-related support. The term "*Aido*" emphasizes the website's focus on helping people, while "*Health*" reaffirms its goal of promoting well-being. Additionally, this naming choice reflects the role of English as a global language in healthcare and the growing need for clear and accessible branding in the digital health sector.

Blending

Blending involves combining parts of two or more words, often without considering the boundaries of morphemes or lexemes (Eppler & Ozón, 2013, p. 54). This process typically extracts segments from different words and merges them to form a new, cohesive term to create new words that are memorable and easy to remember

Table: 2 Blending words

Blending Words	Process
Hallodoc	Halo + Doctor

Alodokter	Halo + Doktor
Yesdok	Yes + Dokter

The table above shows that there are some blending words, they are “*Hallodoc*, *Alodokter*, *Yesdok*”. The description as follow:

Hallodoc

The word “*Hallodoc*” is formed through a blending morphological process. It is made of two free morphemes. “*Halo*” is an Indonesian greeting equivalent to “*Hello*” in English. while “*Doc*” is a clipped form of the English word “*Doctor*”, which refers to a medical professional. When this two morphemes were combined, it can form a noun, *Halodoc*, which is a digital health platform that provides medical services. The blending process creates a name that is catchy, modern, and easily recognizable. “*Halo*” indicates a welcoming, easy-going person, which is culturally significant in Indonesia where greetings and manners are important. The use of “*Doc*” reveals attention to medical services while the use of both Indonesian and English elements describe the way globalization is affecting language and branding in Indonesia's digital health industry.

Alodokter

The morphological process of blending is how the word “*Alodokter*” is created. Two free morphemes make up the word. The word “*Alo*” comes from the Indonesian greeting “*Halo*,” which means “*Hello*.” While “*Dokter*” is an Indonesian word borrowed from Dutch, meaning “*Doctor*”. The combination of these two morphemes results in a new noun, *Alodokter*, which signifies a platform connecting users with medical professionals. The use word “*Alo*” makes it more culturally friendly and nice, while “*Dokter*” still showcases the medical side of the platform. A fact that combines an Indonesian salutation with a Dutch loan word reflects Indonesian language's and culture's historical trends, as well as the adaptation of foreign terms into local branding.

Yesdok

The word “*Yesdok*” is formed through a blending morphological process. It is made of two free morphemes. In English, the word “*Yes*” indicates affirmation, confidence, or simplicity. Objectify is a term that's often used in a positive, cheerful way. Meanwhile, “*Dok*” is a short form (clipping) of the Indonesia term “*Dokter*” (translate “*Doctor*” in English), which specifies medical service or health. This emphasizes the platform's focus on health-related services. A new morphemes is formed by joining these two morphemes, and means an accessible and friendly and correct healthcare services platform. And this mix exemplifies a branding trend that favours simplicity, efficiency and approachability.

CONCLUSION

This study examines the word development processes in the naming of digital health platforms in Indonesia, emphasizing morphological features and their semantic implications. The study used morphosemantic analysis to identify several word construction techniques, such as compounding, blending, and clipping, that are intentionally utilized to create pertinent and useful brand names. The naming of digital health platforms in Indonesia typically includes both local and global elements, as evidenced by an analysis. In Indonesian, terms such as "*Sehat*" (healthy), "*Dokter*" (doctor), and "*Klinik*" (clinic) are frequently used with English noun prefixes like "*Health*," "*Doc*," and "*Go*." This illustrates globalization while also adhering to local culture and language. It also demonstrates that brand nomenclature is influenced by local cultural and linguistic norms. The utilization of amicable salutations like "*Halo*" and "*Alo*" exemplifies the pleasant and approachable disposition of Indonesians. Conversely, the utilization of English terminology signifies an effort to appeal to a broader audience and project a modern, professional image. In conclusion, the research highlights the significance of lexicalization and authorship of semantic meaning for brand identity's valence and relevance. This study highlights that brand names transcend mere labels; they embody the values, objectives, and identity of the platform. By skilfully integrating linguistic and cultural components, digital health platforms in Indonesia have effectively devised names that are both distinctive and imbued with significant meaning for their users.

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