

## ABSTRACT

Hartano, Agung Cahya.2016. Word Formation Used in Instagram *Market* posting. S-1 Thesis. English Department of Faculty Education Language and Letters, Widya Kartika University, Surabaya. Advisor I: Nopita Trihastutie, SS., MA, Advisor II: Drs. Triyanto Siswantonono, M.Pd.

The topic of this study is a phenomenon in the business world which is developed by young entrepreneurs to make business opportunities. The phenomenon is a *Market* that is held by an event organizer in which the location and the theme always change. To promote the event *Market*, the event organizers use social media especially Instagram to spread information about the concept of the show, to attract tenants and visitors, and to promote their products. The Instagram postings use word formation to advertise. This study focuses on analyzing kinds of word formation used and whether its usage is interesting to tenants and visitors. This study uses mixed method design which means that this method is combining from qualitative and quantitative data. Quantitative data is calculated by using Scale Likert Model. The results show that ten types of word formation are used in Instagram *Market* postings and make Instagram *Market* postings interesting to tenants and visitors.

Key words: Word Formation, Event Organizers, Tenants, and Visitors