



The Use of Neologism and Trending Habits among Generation Z in Korea

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ABSTRACT

This article explores the habits and common trends among Generation Z in Korea, with a specific focus on the use of neologisms and the influence of social media platforms. Generation Z, often referred to as individuals born between 1997 and 2003, is known for their extensive use of social media in various aspects of their lives. However, the exact birth year range for this generation remains a topic of academic debate. This research aims to investigate the current trends and habits among Generation Z in Korea, including the adoption of neologisms, preferences for products and food, and popular daily activities. A qualitative descriptive method was employed, utilizing six videos from the YouTube playlist titled “04nyeonsaeng ZaeZae” on the social media channel *munmyeongteukgeub* – MMTG. The results of the study revealed that among the morphological characteristics of neologisms “*hunseongeo*” ‘mixed word’ and “*chukyakeo*” ‘abbreviation word’ were more numerous than the other characteristics. Furthermore, the trend habits among Generation Z in Korea are unique and unconventional, influenced by the use of social media platforms that provide a wide range of information about the trending habits among Generation Z in Korea.

Keywords: *Korean generation z, neologism, trending habits.*

1. 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 (Sarajwati, 2020; Simbar, 2016), especially in the entertainment industry, food, fashion, and the current booming trends in South Korea.

The increase in technological advances and technology, there are many new words or neologisms. According to Park (2020), research on neologisms began in the 1980s in the field of Korean linguistics, whereas in 2010 research on neologisms began to be seriously taught as a field of Korean language education. In the 1980s, due to an explosion in economic growth, new terms or neologisms were created to reflect the social conditions at that time. An example of a neologism for the 1980s is “*bokbuin*” from the Naver dictionary meaning ‘property speculator woman’, a term for a person who makes financial gains by speculating in property.

In the 2010s, neologisms reflecting the sluggishness and social criticism of the younger generation for the lack of jobs and job insecurity at the time. The word neologism as an example in the 2010s is “*Npo sedae*” which means the generation living in a society where it is difficult to get a job or get married.

Neologisms in Korean are “*sinjoeo*” derived from “*sin*” meaning ‘new’, “*jo*” + “*eo*” meaning ‘word form’ and ‘language’. “*sinjoeo*” ‘neologism’ can also be known as “*sineo*” ‘new language’ or “*saemal*” ‘new word’. “*sinjoeo*” ‘neologism’ itself in the online Naver dictionary means ‘new word or language’, can be interpreted as a word or language that has just appeared.

The entertainment industry and social media play a significant role in the dissemination of trends within South Korea. The emergence of neologisms or new words (Fella & Sair, 2021) is also a characteristic feature of popular culture

in South Korea. With the introduction of constantly emerging neologisms, conversations feel trendier, and individuals feel up to date by using these trendy neologisms or slang words that are widely used by many people. 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 a strong influence in shaping unique cultural trends and habits.

1.1. Use of Neologisms by Generation Z Koreans

The development of vocabulary entails more than the addition of new words. It means that the presence of neologisms goes beyond simply increasing the number of words (Tarigan, 2011). The use of neologisms, commonly known as slang, among Generation Z in Korea is rapidly growing. The influence of neologism development among Generation Z is undoubtedly influenced by trends on social media and among their peers. Numerous websites on Google compile neologisms or slang words for each year. Unbeknownst to many, the emergence of neologisms continues to evolve each year.

Discussions about neologisms or new words in Korea are frequent, especially among older generations. The use of neologisms is well-known among middle and high school students, and even among elementary school students, many are already familiar with them. However, based on the sources I found; they are predominantly used by middle school students.

Apart from following trends, the use of neologisms in Korea is widespread in daily conversations and on social media. Koreans enjoy abbreviating words to speak more quickly. Thus, there is a nickname for people who love to abbreviate every word, known as "byeoldajul" abbreviations of "byeolgeol da jurinda", which means 'someone who abbreviates everything'.

The various neologisms in Korea serve different functions, such as words used only in writing or words frequently used in conversations among Generation Z. The formation of neologisms occurs through abbreviations, the use of English, or combinations of various languages. Here is an explanation of the morphological characteristics of neologisms.

Morphological Characteristics of Neologisms divides words (Lin, 2017) into simple words (*danileo*) and complex words (*bokhabeo*) based on their internal structure, and complex words (*bokhabeo*) are further divided into derivative words (*pasaengeo*) and compound words (*habseongeo*). To facilitate understanding of the formation and rules of creating new words (Wang, 2012), adopting a framework of words is used to explain the process of forming various types of neologisms, as follows (Figure 1).

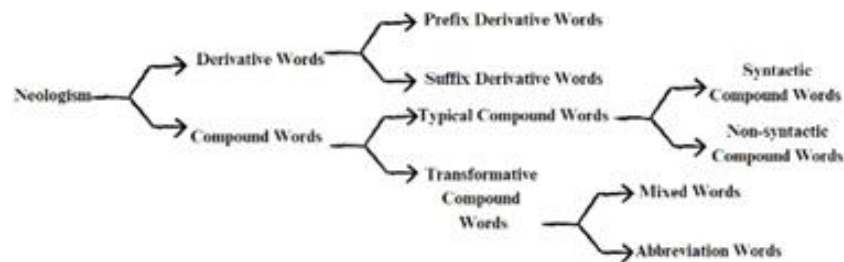


Figure 1 The method of creating neologisms (Wang, 2012).

The diagram above illustrates the process of creating neologisms based on the morphological characteristics of neologisms, including single words (*danileo*), derivative words (*pasaengeo*), compound words (*habseongeo*), mixed words (*honseongeo*), and abbreviation word (*chukyakeo*).

1.1.1. Morphological Characteristics of Neologisms

1.1.1.1. Single Word (*danileo*)

Single word (*danileo*) is composed of a single morpheme that serves as the basic unit in word formation. Single words can be directly borrowed from foreign languages or change their Sino-Korean word (*hanjaeo*) or native language (*goyueo*) while maintaining the same meaning. These changes are referred to as (*hanhyeongbyeon*). There are also cases

where the word remains unchanged but its meaning changes, known as (*hanuibyeon*). For example, (*danhobak*) originally meant 'sweet pumpkin', but it is now used as a sarcastic remark about someone's firmness or determination.

1.1.1.2. Derivative Word (*pasaengeo*)

Derivative word (*pasaengeo*) is formed by adding affixes to base words. Derivative word (*pasaengeo*) can be categorized into prefix derivative words (*jeobdu pasaengeo*) and suffix derivative word (*jeobmi pasaengeo*).

- Prefix derivative word (*jeobdu pasaengeo*)

In a prefix derivative word (*jeobdu pasaengeo*), a prefix is combined with a base word. The function of prefixes is not dominant in the base word but serves a limited role in restricting the meaning of the base word. For example, “gat-” : “*gatseongdae*” is a combination of “gat” ‘god’ + “*seongdae*” ‘vocal cords’, and it means exceptional singing ability.

- Suffix derivative word (*jeobmi pasaengeo*)

In suffixation, a suffix is combined with a base word. Suffixes indicate various types of affixations. For example, “-nam” : “*maeryeoknam*” means ‘charismatic man.’ It is a combination of “*maeryeok*” ‘charm’ + “*nam*” ‘man.’

1.1.1.3. Compound Words (*habseongeo*)

Compound words (*habseongeo*) refer to the method of combining two or more substantial morphemes to create a new word. Compound words (*habseongeo*) can be classified as follows:

- Syntactic Compound Words (*tongsajeok habseongeo*)

Syntactic compound words (*tongsajeok habseongeo*) follow the normal word formation rules of the Korean language, where each component of the compound word is arranged according to Korean syntax. For example, “*mareunbiman*” combines “*mareuda*” ‘thin’ (adjective) and “*biman*” ‘obesity’ which is a noun, can be interpreted to refer to a body that looks slim with normal weight, but has excessive body fat.

- Non-syntactic Compound Words (*bitongsa habseongeo*)

Non-syntactic compound words (*bitongsa habseongeo*) are composed in a way that does not follow the normal rules of the Korean language. These types of compound words are not productive in contemporary Korean. For example, “*mollaekamera*” combines “*mollae*” ‘secretly’ (adverb) and “*kamera*” ‘camera’ (noun), to refer to the act of taking photos or videos with a camera without the person's knowledge.

1.1.1.4. Mixed Words (*hongseongeo*)

Mixed words (*hongseongeo*) (Yeo, 2010) are created by combining two words and separating parts from the previous word and the last part of the two words, which have similar meanings or forms. For example, “*akpeul*” combines “*ak*” ‘evil’ and “*ripeullei*” ‘reply,’ indicating negative comments.

1.1.1.5. Abbreviation Word (*chukyakeo*)

Abbreviation word (*chukyakeo*) (Yeo, 2010) are created by taking the first or second syllable of each word in a phrase, including prefixes, middle parts, or endings. Abbreviation word are widely used in Korean. For example, “*geumsappa*” is an abbreviation “*geumbang sarange ppajineun saram*”, which means ‘someone who falls in love quickly’.

1.1.2. Characteristics of Language Neologism Classification

1.1.2.1. Native Word (*goyueo*)

According to Shim Jae-gi (1990), native word (*goyueo*) refers to the pure Korean language since its early or primitive stage. For example, “*eoljjang*” means a person with a good-looking face. “*eoljjang*” is a combination of “*eolgul*”, which means ‘face’, and “*jjang*”, which means ‘good’.

1.1.2.2. Sino-Korean Word (*hanjaeo*)

Sino-Korean word (*hanjaeo*) known as *Hanja* in Korean, have individual meanings for each character. Sino-Korean words (*hanjaeo*) (Shim, 2000) have the characteristic that one Sino-Korean word (*hanjaeo*) can be freely combined with another character, performing various syntactic functions while carrying different meanings. In the Korean language, there are many words composed solely of Sino-Korean word (*hanjaeo*), as well as combinations with the native Korean language. For example, “*geumgwansim*” means ‘sudden interest’. “*geumgwansim*” is a combination of “*geumhada*”, meaning ‘to be urgent’, and “*gwansim*” meaning ‘interest’.

1.1.2.3. Loan Words (*woeraeeo*)

Loan Words (*woeraeeo*) are words borrowed from foreign languages and assimilated into the Korean writing system, *Hangeul*. Kim Se-Joong (1998:21) explains that when classifying newly created words, they do not distinguish between foreign languages and loan word, as sometimes new vocabulary is created using foreign languages as material, and they treat all of them as loan words (*woeraeeo*). For example, (*seunseutilleo*) means ‘scene-stealer’, referring to a supporting actor who attracts more attention than the main character.

1.1.2.4. Hybrid Word (*honjongeo*)

Hybrid word (*honjongeo*) refers to vocabulary formed by combining two or more different languages. This hybrid word (*honjongeo*) is a combination of several languages, such as the native word (*goyueo*), Sino-Korean word (*hanjaeo*), and loanwords (*woeraeeo*). For example, “*kkulboiseu*” means ‘honey voice’, referring to someone with a sweet and beautiful voice. “*kkulboiseu*” is a combination of “*kkul*” ‘honey’, which belongs to the native language (*goyueo*), and “*boiseu*” ‘voice’, which belongs to loanwords (*woeraeeo*).

1.2. Trends among Generation Z in Korea

The characteristics of Generation Z (Budiman, 2022) include technological proficiency, a fondness for communication, privacy exhibition, independence, tolerance, and ambition. Based on these characteristics, young people in Korea are highly interested in and tend to follow trends on social media and within their environment. This phenomenon (Maeskina & Hidayat, 2022) can be referred to as digital culture, where lifestyle and habits are shaped by innovations that arise in the current era.

Teenagers or Generation Z in Korea (Lifeguruking, 2022) are not satisfied with merely watching videos on TikTok; they actively participate in the content by engaging in activities like singing or dancing along with the videos. This habit is prevalent on social media platforms like TikTok. Journalist Choi Ye Seul describes TikTok as a playground for K-Pop fans (Choi, 2023), while Ha Jae Geun (Lifeguruking, 2022), a pop culture critic, expresses that TikTok is a necessity for Generation Z and serves as a cultural space to express their generational trends.

One of the popular TikTok trends in Korea is the “dance challenge”, where users create videos of themselves dancing to a particular song. This trend (Lifeguruking, 2022) often emerges when an idol or K-Pop singer releases a new song, prompting fans and content creators to participate in the dance challenge.

2. METHOD

In this study, data collection was conducted through the YouTube social media platform using a qualitative descriptive method. Qualitative method (Creswell & Creswell, 2023) is a research method to explore and to understand the meaning a person or community ascribe to a social or human problem and the data analysis is built from particular to general themes so that the researcher makes the interpretation for the meaning of the data.

The collected and identified data were obtained through the purposive sampling technique (Miles & Huberman, 1994 in Creswell & Creswell 2023), which is a sampling technique not based on random sampling, but based on consideration of at least four conditions: (1) the setting, (2) the actors, (3) the events, and (4) the process. Using the purposive sampling technique facilitates the selection of the required data.

The research data sources were obtained from a YouTube channel named *munmyeongteukgeub* – MMTG, by selecting six videos from the playlist titled “*04nyeonsaeng ZaeZae*”. In addition, the Google search engine was also used to find information about the neologisms to be studied.

3. FINDINGS AND DISCUSSION

From the data sources that have been collected, which words include neologisms are identified, then words are divided into five general classifications according to the morphological characteristics of neologisms. Then explained the meaning and meaning of each neologism word.

3.1. Simple Words (*danileo*)

The word “*marketing*”, which means ‘marketing’ comes from a loan word, or also referred to as “*woeraeeo*”. Loanwords are words borrowed from other languages, in this case, “*marketing*” is borrowed from English (Table 1). In Korean language, some loanwords, particularly those borrowed from English, are integrated into the language so that it become widely accepted. In the case of “*marketing*”, it's considered a single word because it is widely used and recognized in Korean without being broken down into its constituent parts. While it originated from the English word ‘marketing,’ it has become an integral part of the Korean language and is used in the same way as native Korean words. It is not a compound word formed from multiple Korean elements or Chinese characters (*hanjaeo*).

Table 1. The result of simple words (*danileo*)

| Neologism Word | Meaning | Language Classification |
|-------------------------------------|-----------|-------------------------------|
| “ <i>marketing</i> ” ‘marketing’ | Marketing | Loan word (<i>woeraeeo</i>) |

3.2. Derivative Word *파생어* (*pasaengeo*)

3.2.1. Prefix Derivative Word (*jeobdu pasaengeo*)

“*sinmenyu*” is classified as a Prefix Derivative Word because it combines a native Korean prefix “*sin*” which means ‘new’ or ‘newly introduced’, with a loanword “*menyu*”, which comes from English word ‘menu’. “*sinmenyu*” is a Prefix Derivative Word because it combines a Sino-Korean prefix with a borrowed English word. It is not classified as a pure Sino-Korean word because it includes non-Sino-Korean elements. Whereas “*gaeutgida*” (“*gae*” + “*utgida*”), the word “*gae*” is a native Korean word that means ‘dog.’ However, in this context, “*gae*” is used as a prefix for emphasis or intensification. It is similar to adding “super” or “mega” as a prefix in English slang to exaggerate or emphasize a quality. In this case, it emphasizes the idea of something being extremely funny or hilarious. When “*gae*” is combined with “*utgida*”, it becomes “*gaeutgida*”, which is used to describe something that is incredibly funny or amusing (see Table 2).

Table 2. The result of prefix derivative word (*jeobdu pasaengeo*)

| Word | | Classification |
|--|--|---|
| (<i>sinmenyu</i>) <i>sin</i> + <i>menu</i> | New menu | <i>sin</i> ‘new’: Sino-Korean word (<i>hanjaeo</i>) <i>menyu</i> ‘menu’: Loan word (<i>woeraeeo</i>) |
| (<i>gaeutgida</i>) <i>gae</i> + <i>utgida</i> | So funny (Expressed using the prefix of neologism word <i>gae</i> - meaning ‘so’ or ‘really’ in Korean.) | Native word (<i>goyueo</i>) |

3.2.2. Suffix Derivative Word (*jeobmi pasaengeo*)

Table 3 presents that “*taegyosong*” can be classified as a Suffix Derivative Word because it combines a Sino-Korean word *taeyo*) with a non-Sino-Korean element (the loanword “*song*”) to create a new term. In this case, “*song*” is added as a suffix to “*taeyo*” to create a compound word with a specific meaning related to prenatal education through songs. “*iteuki*” can be classified as a Prefix Derivative Word because it combines a loanword prefix “*citeu*” with a native Korean word “*ki*” to create a new compound word. In this case, “*citeu*” serves as a prefix that modifies the meaning of “*ki*” to create a word that refers to a key or tool used for cheating or dishonest practices. “*citeu*” is a

loanword because it is borrowed from English, and “*ki*” is a native Korean word. The combination “*citeuki*” is, therefore, a word that includes a loanword element.

Table 3. The result of suffix derivative word (*jeobmi pasaengeo*)

| Neologism Word | Meaning | Language Classification |
|---|---|--|
| (<i>taegyosong</i>) <i>taeyo</i> + <i>song</i> | ‘Prenatal song’, refers to a song that is heard before giving birth. | <i>Taeyo</i> ‘prenatal education’: Sino-Korean word (<i>hanjaeo</i>) <i>song</i> : Loan word (<i>woeraeeo</i>) |
| (<i>citeuki</i>) <i>cheat</i> + <i>key</i> | ‘Cheat key’, is commonly used in gaming, referring to the quickest way to cheat. | Loan word (<i>woeraeeo</i>) |
| (<i>gamjilmat</i>) <i>gamjil</i> + <i>mat</i> | <i>Gamjil</i> , the term ‘tempting taste’ combines the word ‘an insatiable appetite’ (meaning ‘tempting’ or ‘seductive’) with <i>mat</i> ‘taste’ in Korean. This word conveys the impression of having a strong desire for anything, such as food, actions, or possessions. The suffix is <i>-mat</i> . | <i>gamjilnada</i> , ‘tempting taste’: Sino-Korean word (<i>hanjaeo</i>) <i>mat</i> , ‘taste’: Native word (<i>goyueo</i>) |

3.3. Compound Word (*habseongeo*)

Syntactic Compound Word (*tongsajeok habseongeo*)

From Table 4, the term “*donanbangji*” is a syntactic compound word in the Korean language.

Table 4. The result of syntactic compound word of noun + noun

| Neologism Word | Meaning | Language Classification |
|---|--|---|
| (<i>donanbangji</i>) | ‘Anti-theft’ | Sino-Korean word (<i>hanjaeo</i>) |
| (<i>chaltteok sohwa</i>) <i>chaltteok</i> + <i>sohwa</i> | ‘Perfect match for you’. This phrase is used to express the compatibility between something and someone. | “ <i>Chaltteok</i> ” ‘glutinous rice cake’: Native word (<i>goyueo</i>) “ <i>sohwa</i> ”v ‘digestion’: Sino-Korean word (<i>hanjaeo</i>) |

When the “*donan*” and “*bangji*” are combined, it becomes “*donanbangji*”, which means “theft prevention” or “anti-theft.” This compound term is created by combining two Sino-Korean words to express the concept of preventing theft or protecting against theft. As a syntactic compound word, “*donanbangji*” is formed by combining Sino-Korean characters in a way that retains their individual meanings and combines them to convey a specific concept or idea. Meanwhile, “*chaltteok sohwa*” is a combination of two words, “*chaltteok*” and “*sohwa*”, which can be translated as “smooth digestion of rice cakes” or “easy digestion of sticky rice cakes.” This compound term is created by combining a native Korean word with Sino-Korean characters to express the concept of how easily or smoothly rice cakes can be digested. This phrase is used to express the compatibility between something and someone.

The term “*yeolbada*” is a syntactic compound word in the Korean language. This is a combination of “*yeol*” and “*bada*”, which means “to become angry” or “to get heated.” This compound term is created by combining a Sino-Korean character with a native Korean verb to express the concept of becoming angry or feeling heated in terms of emotions. As a syntactic compound word, “*yeolbada*” combines elements from both Sino-Korean and native Korean vocabulary to convey a specific concept related to anger or emotional heat (Table 5).

Table 5. The result of syntactic compound word of noun + verb

| Neologism Word | Meaning | Language Classification |
|---------------------|--|--|
| (<i>yeolbada</i>) | ‘Pissed off or annoyed’. It is a combination of “ <i>yeol</i> ” ‘heat’ and “ <i>badda</i> ” ‘get’. | “ <i>yeol</i> ”, ‘heat’: Sino-Korean word (<i>hanjaeo</i>) “ <i>badda</i> ”, ‘get’: Native word (<i>goyueo</i>) |

3.4. Mixed Word (*honseongeo*)

Table 6. The result of syntactic compound word of mixed word

| Neologism Word | Meaning | Language Classification |
|---|--|---|
| (yuhaengtem) | Trendy item | "yuhaeng", 'trendy': Sino-Korean word (<i>hanjaeo</i>) "aitem" 'item': Loan word (<i>woeraeeo</i>) |
| (bigeon sikdan) | Vegan diet | "bigeon" 'vegan': Loan word (<i>woeraeeo</i>) "sikdan" 'diet': Sino-Korean word (<i>hanjaeo</i>) |
| (kingbada) "king + (badda)" | 'Very annoyed', this word is a renewal of the word (<i>yeolbada</i>) which has the same meaning, namely annoyed or angry. The word (king) comes from the English word 'king' which means really, really, and the like. | king, 'king': Loan word (<i>woeraeeo</i>) "bada" 'accept or receive': Native word (<i>goyueo</i>) |
| (odabnoteu) <i>odab</i> + <i>note</i> | 'Incorrect answer note' | "odab" 'incorrect answer': Sino-Korean word "noteu" 'note': Loan word (<i>woeraeeo</i>) |
| (keoseuteom piltong) <i>custom</i> + <i>piltong</i> | 'Custom pencil case' | "keoseuteom" 'custom': Loan word (<i>woeraeeo</i>) "piltong", 'pencil case': Sino-Korean word |

In Table 6, the term "*odabnoteu*" is indeed a syntactic compound word in the Korean language. The combination between "*odab*" and "*noteu*" to make "*odabnoteu*", is translated as "wrong answer notes" or "incorrect answer record." This compound term is created by combining Sino-Korean characters with a loanword to express the concept of a document or notes used to record wrong or incorrect answers, typically in an educational context. Whereas "*bigeon sikdan*" "vegan + *sikdan*" come from "*bigeon*" and "*sikdan*", which means "vegan diet" or "vegan meal plan." This compound term is created by combining a loanword with a native Korean word to express the concept of a dietary plan that adheres to vegan principles. As a syntactic compound word, "*bigeon sikdan*" combines elements from both English and native Korean vocabulary to convey a specific dietary concept. This type of word formation, which combines elements from different linguistic sources, is a common feature of the Korean language, especially in contexts where foreign words are integrated to describe modern concepts and lifestyles.

Table 7. The result of syntactic compound word of abbreviation word

| Neologism Word | Abbreviations | Meaning |
|----------------|-------------------------------|--|
| geonchi | geonganghan chia | 'Healthy teeth' |
| meokbang | meokneun bangsong | 'Eating broadcast'. Mention the broadcasters in the broadcast eating large portions. |
| matjib | masineun eumsikeul paneun jib | 'A place that sells delicious food'. However, if we are referring to a figurative expression in the entertainment world for a singer who has catchy and enjoyable songs, it could be translated as "a singer with ear-catching songs." |
| chojeo | chodeunghakgyo jeohaknyeon | 'Elementary school lower grades'. This term is used to refer to students in the early grades of primary school, typically grades 1 and 2. |
| gabbun | kabjagi bunwigi | 'A sudden vibe'. |
| pyoja | pyojeong japangi | 'Vending machine facial expression'. The meaning in this context is when someone gives a specific expression spontaneously as if it were taken from a vending machine. |
| mose | motae senteo | 'Center from birth'. It is a metaphor for someone who has been the center of attention since birth. |

As presented in Table 7, the term *meokbang* is classified as an abbreviation word (*chukyakeo*) in the Korean language. "*meokbang*" comes from "*meok*" from "*meokda*" and "*bang*" from "*bangsong*", you get "*meokbang*", which is an abbreviation for "eating broadcast" or "food broadcast." It refers to a popular form of online content in South Korea where individuals or creators eat food while broadcasting themselves eating live or recording videos of their meals. Meanwhile, "*gap*" from "*gapjagi*" and "*bun*" from "*bunwigi*", you get "*gabbun*", which is an abbreviation for describing a sudden shift or change in atmosphere or mood. It is often used to express surprise, confusion, or discomfort in response to unexpected or awkward situations. So, "*gabbun*" is considered an abbreviation word because it shortens the original phrase "*gapjagi bunwigi*" into a single word that encapsulates a specific emotional reaction to unexpected

or sudden changes in the atmosphere or mood. This type of word formation is common in internet slang and colloquial language as it allows for concise expression of specific concepts or emotions.

The discussion above presents five findings from this research. Firstly, concerning simple word (*danileo*) in the neological domain, there is no alteration in their original language. Regarding derivative words (*pasaengeo*), both prefix derivative words (*jeobdu pasaengeo*) and suffix derivative words (*jeobmi pasaengeo*) have an equal number of occurrences. As for compound words (*habseongeo*), only syntactic compound words (*tongsajeok habseongeo*) are found, and non-syntactic compound words (*bitongsa habseongeo*) are not productive in contemporary Korean, aligning with the concept of compound words (*habseongeo*). Lastly, the most prevalent morphological characteristics of neologisms are mixed words (*honseongeo*) and abbreviation words (*chukyakeo*). Mixed words (*honseongeo*) often incorporate English components, influenced by loan words (*woeraeeo*). Abbreviation words (*chukyakeo*) primarily retain the initial part of the word. So that the development or addition of vocabulary contains more meaning than the addition of new words. That is, the presence of neologisms does not just increase the quantity of words but gives a more impression of the meaning or context of the vocabulary.

After discussing neologisms, the study emphasizes the significance of trend habits, as neologisms are also part of these trends. The research findings include an analysis of videos from the YouTube channel munmyeongteukgeub - MMTG featuring middle school students introducing trendy food and drinks from TikTok. Additionally, the students inform the host that during each new semester, many middle school students establish a "self-concept" by adopting the characteristics and traits of their role models. This "self-concept" trend extends beyond real-life individuals and encompasses figures from novels, comics, and even the Myers-Briggs Type Indicator (MBTI).

The researcher identified another unique trend prevalent on YouTube, where YouTubers create content called "mobeosil" abbreviation of "modeun beojeon silsigan" 'all version live', simulating a live broadcast although it is pre-recorded. In other words, they pretend to be conducting a live broadcast, interacting with the audience by reading and responding to their own edited comments within the video. The *mobeosil* videos are meticulously edited to resemble live broadcasts, featuring various topics and captivating short stories, attracting a substantial viewership.

In addition to the trends, common trends include food, drinks, clothing, school fashion, and even personal accessories and items.

4. CONCLUSION

The spread of neologisms and trend habits among Generation Z encompasses various aspects of life, including lifestyle, food, fashion, and even social media. These trends are heavily influenced by popular culture in Korea, such as information from TikTok, Instagram, and YouTube videos.

Based on the classification of neologistic words found, abbreviation words *chukyakeo* and mixed words *honseongeo* 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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