p-ISSN 2252-7427, e-ISSN 2541-3635
https://ieflj.uniku.ac.id/pub

p-ISSN 2252-7427 e-ISSN 2541-3635
Indonesian EFL Journal
AISEE
The Association of Indonesia Scholars of English Education

MORPHOLOGICAL PROCESSES IN THE NAMES OF TRADITIONAL SURAKARTA CULINARY IN INSTAGRAM HASHTAGS DATA

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APA Citation: Akiriningsih, T., & Rifai, D. M. (2026). Morphological processes in the names of traditional Surakarta culinary in Instagram hashtags data. *Indonesian EFL Journal*, 12(2), 429-442. https://doi.org/10.25134/ieflj.v12i2.157

Received: 21-01-2026 Accepted: 19-03-2026 Published: 22-05-2026

Abstract: This research analyzes the morphological procedures used in forming the names of traditional Surakarta culinary items as represented in Instagram hashtags. Using a qualitative descriptive approach, data were collected from popular Instagram posts containing hashtags of traditional Surakarta foods. The data were analyzed based on Soeparno's (2003) theory of morphological procedures. The results reveal two morphological procedures: duplication/reduplication and compounding. Among these, compounding is the most dominant type, accounting for 92,5% (25) data, while duplication/reduplication accounts for 7,5% (2) data. Examples such as gado-gado, arem-arem, cabuk rambak, and sate kere illustrate these morphological patterns. The prevalence of compounding suggests that social media users creatively combine free morphemes to produce meaningful culinary names that reflect both linguistic processes and local cultural identity. This study demonstrates how traditional culinary vocabulary continues to develop and spread through digital communication, highlighting the dynamic relationship between language, culture, and technology.
Keywords: *morphology processes, traditional Surakarta culinary, Instagram hashtags*

INTRODUCTION

Surakarta City, better known as Solo City, is a city located in Central Java Province, Indonesia, with an area of 44.04 km². Based on population, Surakarta City is the third largest city in the southern region of Java Island, after Malang City in East Java and Bandung City in West Java. Besides being famous as a tourist destination, Surakarta City is also popular for its various traditional culinary delights, including: Sate Buntel, Nasi Liwet, Timlo Solo, Cabuk Rambak, Pecel Ndeso, and others. While traditional culinary delights have been studied, there is limited research on how these names are mobilized and standardized in a linguistic perspective and a digital discourse of social media platforms like Instagram. Traditional culinary terms are closely connected to daily life and contain important meanings because they reflect the culture, activities, and social life of the community. Language influences food preferences and consumption patterns through the naming and labeling of food items, as well as the transmission of culinary knowledge and recipes within linguistic communities (Lindsay, 2024:31). Analysis of traditional culinary names from a morphological perspective provides insight into how various words are formed. Morphological procedures such as affixation, duplication, reduplication, compounding, supplication, integral change, and empty modification can be found in everyday word usage, particularly in culinary names.

We are currently in the digital era 4.0, where human life is rapidly progressing toward a digital-based world. Technological advancements in the 4.0 era, with a focus on the internet of things, are undoubtedly highly influential and have become a

crucial component of human life, particularly in communication. The digital era has changed the way people communicate (Ganiem, M.L., et al, 2024:125). In this era, digital technologies, such as computers, the internet, and mobile devices, have become an essential part of human life, facilitating access to information, communication, and various other activities. With the rise of social media, instant messaging apps, and content sharing platforms, the way we interact, communicate, and access information has undergone profound changes (Aini et al., 2023). This trend has led to an increase in internet and social media use. Traditional Surakarta culinary is easily accessible through social media. As the world's largest social media platform, Instagram provides a wealth of culinary information, particularly about traditional Surakarta culinary. Most Instagram users are millennials, who primarily use social media to advertise or upload culinary content. Even though the topic is not always about traditional Surakarta culinary; they still use and are familiar with vocabulary related to its traditional food names. Popular hashtags reflect this phenomenon. Hashtags possess unique linguistic characteristics that distinguish them from conventional word combinations and significantly affect morphological analysis. As bounded and unsegmented strings, hashtags eliminate spaces between words, transforming expressions such as sate kere into a single orthographic form like #satekere. This structural constraint causes elements that function as phrases in offline contexts to operate as unified lexical items in digital communication. Moreover, hashtags function simultaneously as linguistic forms and technical tools for indexing and retrieval, which encourages brevity, cohesion, and repetition. These conditions reduce syntactic flexibility and favor morphologically compact structures, particularly compounding. Therefore, hashtags constitute a distinctive linguistic environment in which word formation processes are shaped by both grammatical tendencies and platform-specific affordances. Instagram users certainly use terminology that refers to various morphological procedures.

"Morphology is the study of words, how they are formed, and how they relate to other words (Garavito, et al., 2021)" pp 117. Morphology also involves our internal understanding of the grammatical structure of words in our language, and, like most linguistic knowledge, we are usually unaware of it consciously. Morphology, starting from a single word which may be composed of one or more morphemes. Free morphemes differ from bound morphemes, which bind to other morphemes, because they can stand alone. The purpose of this study is to analyze morphological procedures names of traditional Surakarta culinary on Instagram hashtags and determine the most dominant types of morphological procedures on Instagram hashtags.

The predominance of compounding in Indonesian culinary terminology reinforces the typological view that Indonesian belongs to the category of analytic languages. Analytic languages generally construct meanings through the arrangement and combination of separate words rather than through complex inflectional forms. In Indonesian culinary names, new lexical meanings are commonly formed by combining existing words without significantly altering their structures. This pattern indicates that Indonesian relies primarily on word combination as a productive word-formation strategy. Consequently, the widespread occurrence of compounding in culinary terminology serves as linguistic evidence of the analytic characteristics of the Indonesian language. Digital platform constraints (hashtag spaces) affect morphological productivity. The technical characteristics of digital platforms, especially the requirement for hashtags to appear without spaces, have an impact on morphological productivity. This constraint motivates users to merge separate lexical elements into unified forms, making compounding more frequent and productive in online communication. Consequently, social media environments play an important role in shaping and expanding word-formation practices in digital discourse.

"Gastronomy or culinary arts is the art of science of good food (good eating)", (Adhianata, H., et.al., 2024) pp 2. The term "culinary" can refer to the preparation and production of ingredients, foods, and beverages, as well as the inspirations, events, social structures, and tourism activities related to food. Culinary is closely related to the concept of cuisine and can be defined as the process of producing culinary products, including snacks, meals, and beverages. Culinary arts have long been a realm where tradition and innovation coexist, shaping how societies engage with food and cooking (Negi, V.S. et al., 2025:121). On the other hand, culinary activities are fundamentally related to the processes of food preparation and cooking, which are basic human activities in fulfilling daily needs (Ministry of Tourism and Creative Economy, 2021). Traditional culinary arts, on the other hand,

p-ISSN 2252-7427, e-ISSN 2541-3635
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are foods and beverages, including snacks and mixed ingredients or ingredients used traditionally. Thus, it is closely linked to local history, customs, traditions, beliefs, and religion, which blend together to produce a variety of foods accepted by the local community as part of their social and spiritual life. According to Bramantyo, et al., (2023), "traditional food is an important part of the country's cultural heritage, as it not only reflects their cultural identity but also plays an important role in maintaining and passing on the traditions and values inherent in that community" pp 91. In addition, traditional food is a culinary delight that can reflect the tangible and intangible identities of a cultured society (Yayuk, R., et.al., 2023:74). According to Adhianata, H. et.al., 2024:1) traditional food is a symbol of cultural identity and plays an important role in preserving regional culinary tourism. Traditional food also reflects the culture and history of an area (Adhianata, H. et.al., 2024:2). By introducing local culinary delights to tourist, a region can promote its unique cultural and heritage values. In the world of tourism, local culinary supports tourism activities and vice versa, tourism promotes local culinary according to Antara & Trimandala, 2023.

Traditional Surakarta culinary often attracts both domestic and international tourists, as traditional cuisine is not only related to the distinctive taste of the food and beverages, but also to their accompanying historical value.

Morphology, as its core, is the study of the word (Punske, 2024:3). Morphology is the grammatical study of the internal structure of words; therefore, it is often called grammar. The study of morphology encompasses word definitions, roots, word structure, morphemes, word classes (also often called lexical categories), and their combinations in word formation, such as derivation, inflection, compounding, hyphenation, and contraction. Morphology is a branch of linguistics, specifically micro linguistics. Morphology studies words and the processes of word formation, or morphemic processes. Each language has its own unique morphological processes. Morphology is a subdiscipline of linguistics that studies word form and formation. The lowest level studied of morphology is morphemes, while the highest level studied is complex words (Soeparno, 2003:72).

In everyday language, the term morphological process is commonly used. However, the two terms are actually distinct. Morphological processes are the diachronic formation of complex or polymorphemic words, while morphological procedures are the synchronic formation of complex words (Soeparno, 2003:76). Given that this study focuses on the analysis of word formation as it operates in the current state of the language, the discussion is therefore limited to morphological procedures rather than diachronic processes. This study adopts morphological procedures as its analytical framework to account for synchronic word formation in hashtags, which operate as linguistically creative and socially meaningful units in digital discourse. By integrating insights from sociolinguistics and digital humanities, the analysis highlights how morphological structures are mobilized to express identity, stance, and social alignment in online communication.

Previous research on food name formation has been conducted by Megasari (2022) in a study entitled "A Contrastive Analysis of Food Name Forming Between Korea and Indonesia: A Morphological Study." The study compared the formation of Korean and Indonesian food names using data collected from various culinary books. The theoretical frameworks applied were Indonesian morphology theory proposed by Chaer and Korean morphology theory by Choi. The findings revealed that Korean food names are commonly formed through combinations of two or more words from the same or different word classes. Meanwhile, Indonesian food names are formed through processes such as acronyms, compounding, borrowing, and reduplication. Both Megasari's research and the present study examine the formation of food names. However, Megasari's study focuses on a comparative analysis of Korean and Indonesian food names on culinary books, whereas the present study analyzes the word formation of traditional food names, particularly those found on Instagram accounts related to traditional cuisine in Surakarta.

Sudipa et al. (2025), in their study entitled "Contrastive Analysis of Food Names in Japanese and Indonesian," examined and compared the morphological formation of food names in Japanese and Indonesian by analyzing their structures and meanings. The findings showed that food names in Japanese and Indonesian are formed through several morphological processes, namely affixation, compounding, reduplication, hyphenation, and borrowing. Similar to Sudipa's research, the present study also investigates the formation of food names. However, while Sudipa's study emphasizes a comparative analysis

between Japanese and Indonesian food names, this study specifically focuses on the word formation processes of traditional food names found on Instagram accounts related to traditional cuisine in Surakarta.

Furthermore, Kalukar et al. (2023), in their study entitled "A Morphological Analysis of Word Formation Processes in English Posters on Instagram," investigated the types of word-formation processes and identified the most frequently used forms found in twenty English posters uploaded on the Instagram account @infolomba Instagram between October 2019 and February 2020. The findings revealed several types of word-formation processes, including derivation, inflection, conversion, compounding, abbreviation, acronym, blending, clipping, borrowing, and reduplication. In addition, the researchers discovered combinations of multiple processes occurring within a single word formation, such as compounding combined with derivation, inflection, abbreviation, or conversion, as well as derivation combined with inflection. Similar to Kalukar's research, the present study also investigates the word formation. However, while Kalukar's study emphasizes the word formation in posters on Instagram, this study specifically focuses on the word formation processes of traditional food names found on Instagram accounts related to traditional cuisine in Surakarta.

Based on Soeparno's classification, there are several types of morphological procedures, namely affixation, duplication, reduplication, compounding, supplication, integral/internal change, and empty modification (2003: 76).

Affixation is the process of forming complex words by adding affixes to the base form. There are four types of affixes: prefixes, infixes, suffixes, and confixes. Based on their productivity, there are productive and improductive affixes. Productive affixes are those that can produce multiple complex words (can combine with multiple bases), for example in Indonesian /ber-/, /me-/, /an-/, /i-/. Improductive affixes are affixes that only combine with certain basic forms, for example in Indonesian: /-el/, /-em/, /-er/, /-at/, /-wati/. (Soeparno, 2003:76). Affixation is the process of forming words, resulting in a form that ultimately resembles a complex word. Affixation can occur at the front, middle, or back of a word, forming a unified whole. Fromkin et al. (2014:40-41) divide affixes into four types: prefixes, suffixes, infixes, and circumfixes.

Temirgazina & Andryushchenko (2023:327) states that affixation occurs by adding affixes to lexical units to form new words, but affixation also needs to be studied as a mechanism of word formation and a representation of cultural characteristics.

Soeparno (2003: 76) differentiates between duplication and reduplication. Duplication is the process of forming complex words by means of the complete repetition of morphemes, while reduplication is the process of forming complex words by means of the partial repetition of morphemes.

Some examples in Javanese and Biak:
Duplication:
omah > omah-omah
oleh > oleh-oleh
kaca > kaca-kaca

Initial reduplication:
lara > lelara
tuku > tetuku
gaman > gegaman

Medial reduplication:
Kandor > kanandor
Sandik > sanandik
Mawor > mawawor

Final reduplication:
Farkor > farkarkor
Param > paramram
Myawum > myawamum

Reduplication, although not common in English, is common in many languages of the world (Cavallaro, 2024:33). Reduplication occurs in a number of languages. Reduplication occurs in a number of languages with varying usage. It is similar to Cavallaro (2024:33) that reduplication forms new words by doubling an entire word or a part of it.

Many languages also form words by a process called compounding. Compounds are words that are composed of two (or more) bases, roots, or stems (2009: 43). In English we generally use free bases to compose compounds, as the examples in (18) show: compounds of two nouns (example: windmill, dog bed, book store), compounds of two adjectives (example: icy cold, blue-green, red hot), compounds of an adjective and a noun (example: greenhouse, blackboard, hard hat), compounds of a noun and an adjective (example: sky blue, cherry red, rock hard).

Suplication is a morphological procedure involving a complete change in the base form.

Example:
good > best
bad > worst
go > went
e. Internal Change
Morphological procedures that involve changes to elements within the base form are called internal changes.
Example:
foot > feet
man > men
drink > drank
f. Empty Modification
Empty modification is a morphological procedure that is not realized in a form.
Example:
sheep > sheep
deer > deer
cut > cut

A language does not necessarily recognize all six types of morphological procedures. For example, Indonesian recognizes almost three types of procedures: affixation, duplication/reduplication, and compounding.

METHOD

This research is a qualitative descriptive study that produces descriptive data in the form of observable written words. The method used to collect data is the observation method with note-taking techniques (Sudaryanto, 2015). To control the scope of the data, traditional Surakarta culinary items were identified through an initial compilation of food names derived from established culinary references and culturally recognized Surakarta dishes, which functioned as criteria for excluding modern or non-local culinary terms. The author traced data on traditional Surakarta culinary through Instagram hashtags from the top 50 posts for the seed hashtag #kulinertradisionalsolo during January 2018 to October 2025. Second, the data obtained were categorized into various types of morphological procedures according to Soeparno's (2003) morphological procedure theory. All unique culinary name hashtags within those posts were extracted to obtain various types of morphological procedures. These culinary names were used as search keywords and hashtags on Instagram. The author focused on hashtags that showed high levels of user engagement, as indicated by frequent appearances across multiple posts, to ensure that the data reflected actual and productive language use rather than isolated or idiosyncratic instances. Third, the collected hashtag data were manually screened to verify their relevance. Posts that did not refer to culinary contexts (e.g., metaphorical use, brand names unrelated to food, beverages, or non-Surakarta references) were excluded. This verification process ensured that only hashtags genuinely denoting traditional Surakarta culinary items were retained for analysis. Finally, from the validated dataset, hashtags containing culinary names were extracted and analyzed morphologically. The most dominant types were presented in a chart. The results of the analysis were then presented using formal and informal methods. The formal method presents the results of the analysis in tabular form, while the informal method uses ordinary words (Sudaryanto, 2015). Through this procedure, the study ensured that the analyzed hashtags reliably represented traditional Surakarta culinary terminology as used in digital discourse.

RESULTS AND DISCUSSION

This discussion provides the types of morphological processes on Instagram hashtags. Based on the analysis, two types of morphological procedures were identified in traditional Surakarta culinary. These two types of morphological procedures consist of duplication and compounding. The words, which are common in Indonesian cuisine, are presented in Table 1 below.

Table 1. *Findings of morphological procedures on Instagram hashtags*

Duplication	Compounding
Gado-gado	*Ayam panggang*
Arem-arem	*Brambang asem*
	Grontol jagung
	Lupis lontong
	Nasi liwet
	Selat Solo
	Sop merah
	Galantin
	gulung
	Cabuk rambak
	Jenang pelangi
	Opak angin
	Kue moho
	Gudeg ceker
	Sate kere
	Garang asem
	Kue apem

Bestik Hardjo
Semar mendem
Ketan juruh
Jadah blondo
Kue leker
Kue pukis
Kue puthu
Serabi
Notosuman
Pis kopyor

The following describes the results of the analysis of the morphological procedures names of traditional Surakarta culinary.

Duplication
Gado-gado
This word was found with the hashtag #gadogado, which has been posted 207,000 times. This word falls under the duplication type of morphological process. The word 'gado' is not recognized by itself, while 'gado-gado' is more familiar to the general public.

Arem-arem
This word was found with the hashtag #aremarem, which has been posted 316,000 times. This word falls under the type of morphological duplication process. The word 'arem' is not recognized by itself, while the word 'arem-arem' is more familiar to the general public.

There are no words found as reduplication, since there are no partial repetition morphemes at initial, medial, or final.

Compounding
Ayam panggang
This word was found with the hashtag #ayampanggang, which has been posted 229,000 times. This word combines two free morphemes, 'ayam' (chicken) and 'panggang' (grilled), to form a complex word. Ayam panggang refers to two similar syntactic categories, namely nouns. The combination of these morphemes creates a new meaning, ayam panggang or grilled chicken. The compounding word works semantically as endocentric, because ayam panggang is a type of ayam.

Brambang asem
This word was found using the hashtag #brambangasem, which has been posted 1,000 times. This word combines two free morphemes, 'brambang' (shallot) and 'asem' (sour), to form a complex word. Brambang asem refers to two different syntactic categories, namely the noun 'brambang' and the adjective 'asem'. The combination of these two words creates a new meaning, brambang asem, a kind of traditional vegetable of blanched sweet potatoes leaves with sauce made of chilli pepper, tamarin and onion. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Grontol jagung
This word was found with the hashtag #grontoljagung, which has been posted 1,000 times. This word combines two free morphemes, 'grontol' (a traditional snack made from boiled corn sprinkled with grated coconut) and 'jagung' (corn), to form a complex word. Grontol jagung refers to two similar syntactic categories, namely nouns. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Lupis lontong
This word was found with the hashtag #lupislontong, which has been posted less than 100 times. This word combines two free morphemes, 'lupis' (traditional sweet cake made of glutinous rice, banana leaves, coconut, and brown sugar sauce) and 'lontong' (rice cake), to form a complex word. Lupis lontong refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, traditional sweet cake shaped cylindrically made of glutinous rice, banana leaves, coconut, and brown sugar sauce. The compounding word works semantically as endocentric, because lupis lontong is a type or form of lupis.

Nasi liwet
This word was found with the hashtag #nasiliwet, which has been posted 540,000 times. This word combines two free morphemes, 'nasi' (rice) and 'liwet' (cooked), to form a complex word. Nasi liwet refers to two similar syntactic categories, namely nouns. The combination of these words creates a new meaning, a rice cooked in coconut milk, added with chicken broth, lemongrass, and some other spices. The compounding word works semantically as endocentric, because nasi liwet is a type of nasi.

Selat Solo

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This word was found with the hashtag #selatsolo, which has been posted 38,900 times. This word combines two free morphemes, 'selat' (braised beef tenderloin served in thin watery sauce, served with vegetables and potato) and Solo (Solo city), to form a complex word. Selat Solo refers to two similar syntactic categories, namely nouns. The combinations of these words create a new meaning, a traditional dish from Solo city made from braised beef tenderloin served with vegetables and potato. The compounding word works semantically as endocentric, because selat Solo is a type of selat.

Sop merah

This word was found with the hashtag #sopmerah, which has been posted 15,000 times. This word combines two free morphemes, 'sop' (soup) and 'merah' (red), to form a complex word. Sop merah refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a soup with red colour from tomatoes, chilli pepper, and some other spices. The compounding word works semantically as endocentric, because sop merah is a type of sop.

Galantin gulung

This word was found with the hashtag #galantingulung, which has been posted less than 100 times. This word combines two free morphemes, 'galantin' (galantine) and 'gulung' (rolled), to form a complex word. Galantin gulung refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a rolled galantine. The compounding word works semantically as endocentric, because galantin gulung is a type of galantin.

Cabuk rambak

This word was found with the hashtag #cabukrambak, which has been posted 1,000 times. This word combines two free morphemes, 'cabuk' (sesame sauce) and 'rambak' (rice crackers), to form a complex word. The word cabuk rambak refers to two different syntactic categories, namely nouns. The combination of these two words produces a new meaning, a dish consisting of thinly sliced compressed rice cakes (ketupat) topped with a savory, nutty sauce made from roasted sesame seeds, coconut, and spices, served with crackers. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Jenang pelangi

This word was found with the hashtag #jenangpelangi, which has been posted less than 100 times. This word combines two free morphemes, 'jenang' (sweet porridge) and 'pelangi' (rainbow), to form a complex word. Jenang pelangi refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a colourful sweet porridge like a rainbow colour. The compounding word works semantically as endocentric, because jenang pelangi is a type of jenang.

Opak angin

This word was found with the hashtag #opakangin, which has been posted 100 times. This word combines two free morphemes, 'opak' (cassava crackers) and 'angin' (wind), to form a complex word. Opak angin refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a soft sticky rice cracker. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Kue moho

This word was found with the hashtag #kuemoho, which has been posted 1,000 times. This word combines two free morphemes, 'kue' (cake) and 'moho' (steamed sponge cake), to form a complex word. Kue moho refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a steamed sponge cake. The compounding word works semantically as endocentric, because kue moho is a type of kue.

Gudeg ceker

This word was found with the hashtag #gudegceker, which has been posted 1,000 times. This word combines two free morphemes, 'gudeg' (young jackfruit sweet stew) and 'ceker' (chicken feet), to form a complex word. The word gudeg ceker refers to two of the same syntactic categories, namely nouns. The combination of these two words creates a new meaning, a young jackfruit sweet stew with chicken feet. The compounding word works semantically as

endocentric, because gudeg ceker is a type of gudeg.

Sate kere
This word was found using the hashtag #satekere, which has been posted 5,000 times. This word combines two free morphemes, 'sate' (satay) and 'kere' (poor), to form a complex word. The word sate kere refers to two similar syntactic categories, namely nouns sate and adjective kere. The combination of these two words creates a new meaning, a food made from grilled tempe gembus (tofu dregs/byproduct) and beef offal (intestines/lungs), typically served with savory peanut sauce and sweet soy sauce. The compounding word works semantically as endocentric, because sate kere is a type of sate.

Garang asem
This word was found with the hashtag #garangasem, which has been posted 47,900 times. This word combines two free morphemes, 'garang' (aggressive) and 'asem' (sour), to form a complex word. The word garang asem refers to two different syntactic categories, namely the adjective for garang and the adjective for asem. The combination of these two words creates a new meaning, a tangy and spicy chicken soup steamed in banana leaves. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Kue apem
This word was found with the hashtag #kueapem, which has been posted 20,600 times. This word combines two free morphemes, 'kue' (cake) and 'apem' (rice flour cake), to form a complex word. Kue apem refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a rice flour cake. The compounding word works semantically as endocentric, because kue apem is a type of kue.

Bestik hardjo
This word was found with the hashtag #bestikhardjo, which has been posted 100 times. This word combines two free morphemes, 'bestik' (beefsteak) and 'Hardjo' (name of a person), to form a complex word. Bestik Hardjo refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a beefsteak owned by Mr. Hardjo. The compounding word works semantically as endocentric, because bestik Hardjo is a type of bestik.

Semar mendem
This word was found with the hashtag #semarmendem, which has been posted 10,500 times. This word combines two free morphemes, 'semar' (Javanese mythological figure) and 'mendem' (drunk), to form a complex word. Semar mendem refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a sticky rice roll. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Ketan juruh
This word was found with the hashtag #ketanjuruh, which has been posted 500 times. This word combines two free morphemes, 'ketan' (sticky rice) and 'juruh' (sweet coconut sauce), to form a complex word. Ketan juruh refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a steamed sticky rice with sweet coconut sauce). The compounding word works semantically as endocentric, because ketan juruh is a type of ketan.

Jadah blondo
This word was found with the hashtag #jadahblondo, which has been posted 500 times. This word combines two free morphemes, 'jadah' (sticky rice cake) and 'blondo' (coconut residue), to form a complex word. Jadah blondo refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, grinded sticky rice with coconut milk residue. The compounding word works semantically as endocentric, because jadah blondo is a type of jadah.

Kue leker
This word was found with the hashtag #kueleker, which has been posted 5,000 times. This word combines two free morphemes, 'kue' (cake) and 'leker' (crepe), to form a complex word. Kue leker refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a crepe. The compounding word works semantically as endocentric, because kue leker is a type of kue.

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Kue pukis
This word was found with the hashtag #kuepukis, which has been posted 86,800 times. This word combines two free morphemes, 'kue' (cake) and pukis, to form a complex word. Kue pukis refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a cake made of a wheat flour-based batter and cooked in a special mold pan. The compounding word works semantically as endocentric, because kue pukis is a type of kue.

Kue puthu
This word was found with the hashtag #kueputhu, which has been posted 100 times. This word combines two free morphemes, 'kue' (cake) and 'puthu' (grandchild), to form a complex word. Kue puthu refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a cake made from rice flour and coloured green with pandan leaves, filled with palm sugar, steamed in bamboo tubes, and served with desiccated coconut. The compounding word works semantically as endocentric, because kue puthu is a type of kue.

Serabi notosuman
This word was found with the hashtag #serabinotosuman, which has been posted 5,000 times. This word combines two free morphemes, 'serabi' (pancake) and 'Notosuman' (name of place), to form a complex word. Serabi Notosuman refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a pancake which is located in Notosuman, a place in Solo city. The compounding word works semantically as endocentric, because serabi Notosuman is a type of serabi.

Pis kopyor
This word was found with the hashtag #piskopyor, which has been posted 500 times. This word combines two free morphemes, 'pis' (steamed bread, kopyor coconut, and coconut milk) and 'kopyor' (young coconut), to form a complex word. Pis kopyor refers to two similar syntactic categories, namely nouns. The combination of these two words creates a new meaning, a traditional steamed bread, kopyor coconut, and coconut milk. The compounding word works semantically as exocentric, since it is a headless compound word that which has no taxonomy relation on both members.

Compounding is a common morphological form for culinary terms in Indonesian due to several linguistic and sociocultural factors. Culinary terminology demands precise and transparent naming. Food terms commonly encode information about ingredients, preparation methods, or salient features, which can be efficiently expressed through compounding, as in gudeg ceker, sate kere, jadah blondo, or selat Solo, allowing the referent to be readily understood without extended explanation. Compounding promotes linguistic economy by enabling Indonesian speakers to express complex culinary meanings through brief compound forms rather than lengthy descriptive expressions, which is especially effective in everyday contexts such as markets, restaurants, and oral communication. Typologically Indonesian tends to be an analytic language that prioritizes word combinations over inflectional complexity, making compounding a natural and productive mechanism for creating new lexical items, particularly in the culinary domain. Culinary compounds act as repositories of cultural knowledge, as their constituent elements often reflect ingredients, preparation methods, or regional origins such as selat Solo, serabi Notosuman, etc, embedding cultural identity within food terminology. Many culinary compounds persist through social convention and lexicalization, whereby widely recognized forms become fixed lexical items in the speech community and are passed down across generations. Compounding demonstrates strong productivity and semantic flexibility, enable speakers to readily create new culinary terms in response to evolving food practices.

The findings support the theoretical claim that digital communication shapes morphological patterns by favoring concise, transparent, and searchable forms. The dominance of compounding in Instagram hashtags shows that users prefer morphologically economical and semantically clear structures to meet the communicative demands of online interaction. This reinforces the view that digital platforms amplify productive morphological strategies in analytic languages such as Indonesian, while also facilitating the circulation and preservation of culturally embedded culinary vocabulary.

CONCLUSION

Based on the analysis, Instagram users mention the names of traditional Surakarta culinary in their daily posts. These posts can contain information about traditional Surakarta culinary delights or

food promotions. There are two types of morphological procedures name of traditional Surakarta culinary: duplication and compounding. Compounding is the most common morphological procedures, accounting for 25 (92,5%) of the posts, while duplication, accounting for the remaining 2 (7,5%). This study faces several methodological limitations, particularly in relation to data selection and analytical boundaries. The culinary terms were drawn from documented and publicly accessible sources, which may not adequately represent forms used in oral communication, regional varieties, or informal everyday settings. Moreover, the identification of morphological procedures depends on analytical judgment, especially when differentiating between syntactic constructions and lexicalized compounds, potentially leading to interpretative bias. In terms of morphological scope, the results show an overwhelming prevalence of compounding, whereas other processes such as affixation, reduplication, supplication, internal change, and empty modification are minimally represented or entirely absent. This suggests that the study has not yet captured the complete spectrum of morphological strategies in culinary naming, especially when accounting for historical development and the impact of regional or foreign linguistic influences.

Despite these constraints, the study yields several meaningful implications. From a theoretical perspective, it supports the argument that compounding functions as a highly productive and dominant morphological strategy in Indonesian, particularly in the construction of culturally embedded lexical items. This study supports the preservation of cultural heritage by contributing to the documentation and standardization of traditional culinary terminology. Through systematic linguistic analysis, traditional culinary names can be recorded more consistently and accurately, helping to preserve their originality and cultural significance for future generations.

From a practical standpoint, the findings enrich linguistic documentation, inform analyses of culinary discourse, and provide valuable input for developing context-based morphology teaching materials. The findings of study can be used as authentic teaching material for Indonesian morphology at the university level because it provides real examples of word-formation processes in digital discourse. The analysis of traditional culinary terms helps students understand morphological patterns, especially compounding, in a contextual and culturally relevant way. This study offers authentic examples of word-formation processes that may be useful for EFL and Indonesian language learners. The analysis of culinary terminology enables learners to recognize and understand morphological patterns in actual language use.

Future studies are recommended to broaden the data base by including spoken and ethnographic sources and to further examine the interplay between morphological structure, semantic meaning, and cultural identity in traditional culinary nomenclature. This study contributes useful data to the field of Indonesian lexicography and dictionary compilation. The analysis of traditional culinary terminology and its morphological patterns can enrich lexical documentation and support the development of more comprehensive Indonesian dictionaries, especially in the area of traditional and digital culinary vocabulary.

ACKNOWLEDGEMENT

The writer would like to express her sincere gratitude to her colleagues, Darmaesti, S.E., M.M., and Alip Suroto, S.S.T.Par., M.M.Par., for their valuable contributions and support throughout this research process. She also extends her heartfelt appreciation to the Sahid Tourism Institute of Surakarta for providing guidance and support during the study. Furthermore, the writer wishes to thank all individuals who assisted in the data collection and analysis stages of this research.

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