

***ST LUCIA TOURISM VIDEO ADVERTISEMENT: A WORD
FORMATION ANALYSIS***

A GRADUATING PAPER

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A FINAL PROJECT STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other writer's opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

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ST LUCIA TOURISM VIDEO ADVERTISEMENT: A WORD FORMATION ANALYSIS

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ABSTRACT

Advertisements can have an important role in language learning. The use of language in an advertisement can be analyzed through the deepening of advertisement script. The language used in the advertisements also has a close relationship with human life. However, in order to understand the meaning of words, people have to understand the structure of the words. From this phenomenon, the researcher is interested to discover the word formation in a video advertisement of *St Lucia Tourism*. This research aims to analyze the process of word formation in video advertisement of *St Lucia Tourism*. The researcher describes any kinds of word formation in the advertisement. The second problem is to discover the most dominant word formation used in the advertisement. The data are analyzed by descriptive qualitative based on word formation theory by George Yule. To answer the second research problem, the researcher counted the frequency of occurrence of the data that have been classified. The result showed that from the 10 kinds of word formation that have been determined, there are only 8 kinds of word formation process used in the data. They are 2 coinage, 3 borrowing, 25 compounding, 3 blending, 3 clipping, 1 back formation, 11 conversion, and 71 derivation. From these result, derivation turned out to be the most frequently word formation used in *St Lucia Tourism* video advertisement.

Keywords: *tourism, advertisement, St Lucia, word formation*

ST LUCIA TOURISM VIDEO ADVERTISEMENT: A WORD FORMATION ANALYSIS

Oleh: Septi Utami

ABSTRAK

Iklan dapat memiliki peran penting dalam pembelajaran penggunaan bahasa. Penggunaan bahasa dalam sebuah iklan dapat dianalisa melalui pendalaman naskah iklan. Bahasa yang digunakan dalam iklan juga memiliki hubungan erat dengan kehidupan sehari-hari. Untuk memahami arti dari kata-kata, pembaca perlu memahami struktur-struktur kata tersebut. Dari fenomena tersebut, peneliti tertarik untuk meneliti pembentukan kata-kata dalam sebuah iklan video *St Lucia Tourism*. Penelitian ini bertujuan untuk menganalisis proses pembentukan kata pada iklan video *St Lucia Tourism*. Peneliti mendeskripsikan apa saja jenis proses pembentukan kata dalam iklan tersebut. Permasalahan kedua adalah menemukan pembentukan kata yang paling banyak digunakan pada iklan video tersebut. Peneliti menganalisis proses pembentukan kata secara deskriptif kualitatif berdasarkan teori pembentukan kata oleh George Yule. Untuk menjawab permasalahan kedua, peneliti menghitung frekuensi kemunculan data setelah dilakukan klasifikasi. Hasil dari penelitian menunjukkan bahwa dari 10 proses pembentukan kata yang telah ditentukan, hanya ada 8 jenis proses pembentukan kata yang berhasil diteliti dari data di iklan *St Lucia Tourism*. Hasil tersebut adalah 2 coinage, 3 borrowing, 25 compounding, 3 blending, 3 clipping, 1 back formation, 11 conversion, dan 71 derivation. Dari hasil tersebut, derivation adalah proses pembentukan kata yang paling sering muncul dalam iklan video *St Lucia Tourism* video advertisement.

Kata Kunci: *pariwisata, iklan, St Lucia, pembentukan kata*

MOTTO

“A person who never made a mistake, never tried anything new”

-Albert Einstein-

“The more you pray, the less you’ll panic.

The more you worship, the less you worry.

You’ll feel more patient and less pressured”

-Rick Warren-

“Our greatest weakness lies in giving up.

The most certain way to succeed is always to try just one more time”

-Thomas A. Edison-

DEDICATION

To my parents.

The reason of what I become today.

Thanks for your great support and continuous care.

And

To my siblings.

This humble work is a sign of my love to you.

ACKNOWLEDGEMENT

Assalamu'alaikum Wr. Wb.

Foremost, Alhamdulillahirabbil' alamin, glory to Allah SWT, the Almighty who has given me the greatest love, grace and blessing that I had finished this graduating paper entitled "St Lucia Video Advertisement: A Word Formation Analysis".

Then, may the peace and blessings of Allah SWT be upon his apostle, our Prophet Muhammad SAW, his family, companions and adherents.

In this opportunity, I would like to express my sincerest gratitude to some persons who have contributed much while this graduating paper is in process of writing until it becomes a complete work, they are as follows:

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LIST OF ABBREVIATIONS

1. COIN : Coinage
2. BRW : Borrowing
3. COM : Compounding
4. BLD : Blending
5. CLIP : Clipping
6. BF : Back Formation
7. CON : Conversion
8. DRV : Derivation
9. N : Noun
10. V : Verb
11. Adj : Adjective
12. Adv : Adverb
13. Prep : Preposition

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CHAPTER I

INTRODUCTION

1.1 Background of Study

As social beings, humans always live in groups and form a social environment that they must live, work, and earn living needs. Therefore, humans need language as a communication tool. According to Hornby, language is “human and non-instinctive method of communicating ideas, feelings and desires by means of a system of sound and sound symbol” (1974: 473). Djoko Kentjono defines language itself is a system of arbitrary vocal symbol used by a social group for cooperation, communication, and identification (2003: 2). It can be concluded that in interaction, humans need language to communicate and cooperate with others so that the communication can be understood and conveyed properly.

Language is also an identity and a symbol of a nation. This world consists of some countries, and every country has its own language. Many parts of the world have different language. It is stated in the Holy Qor'an Surah Al-Rum: 22

وَمِنْ آيَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَأَخْلَافُ السِّنِّكُمْ
وَالْوَنُكُورِ إِنَّ فِي ذَلِكَ لَآيَاتٍ لِّلْعَالَمِينَ ﴿٢٢﴾

“And among His Signs is the creation of the heavens and the earth, and the variations in your languages and colours: verily in that are Signs for those who know” (Ali, 1968: 1056).

This verse explains that there are many kinds of things in this world created by Allah as like; earth, tribes, culture and also language. One of the examples is the difference in the language used by the tribes and the differences in skin color. In this verse, it can be concluded that language is one of the signs of Allah, He created the various languages of mankind. Humans have spread all over the world use a variety of languages. Then, human race and for all types of language diversity, it does not arise by any chance but by reason with all its complexity and it is certainly direct from Allah. By studying languages in this world, it will be beneficial to preserve the language as well as to realize the greatness of Allah, to foster the greater love for Allah. By learning each other's language, communication will run and foster a sense of brotherhood.

Time is growing, the language used spreads and changes. Early, the main languages are used only in small groups. Slowly, this group then spreads to join another group. Starting from there, the term or new words are used across the group. People begin to say things that are a little different, change in sound and words. Some words that had not been used at the old place were finally discarded. Change begins from the sounds, syllables, and eventually become a new word. As Fromkin *et al.* state in their book *An Introduction to Language*, “language has a characteristic flexible and dynamic which will create new possibility

communication, so it is impossible that language just can stop in one meaning because language can change as fast as the growth of human life itself” (1978: 26).

Furthermore, there is always different phenomenon of society exists in every generation. Humans develop new things and change their mind which can see some aspects in life no longer occur in the next era. Language does not change in a short time. It has changed over a long period. Language always innovates during the time.

... Changes in a language are changes in the grammars and the lexicon of people who speak the language and are perpetuated as new generations of children acquire the altered language and make further changes. All parts of the grammar are subject to change over the course of time-the phonological, morphological, syntactic, and semantic components may be affected (Fromkin, 2011: 489).

The important role of language for humans in addition, as a medium for self-expression, feelings, thoughts, desires and needs, both as personal and social beings, as well as a means of social integration and adaptation between people in the development of civilization. Humans and language are a unity that cannot be separated from this life, humans need language. Language can be used in many ways to communicate with other. People use written or spoken language by using sounds, gestures, and signals that have pattern or any other style of language in their daily communication. A successful communication is when the hearer can understand what the speaker says in accordance with the intent of the speaker.

People should master vocabularies well by having thousands of vocabularies. Because vocabularies are the important thing in learning languages and mastering vocabulary is a foundation to know the meaning of words. As a universal language, English has an important role for the progress in this world.

English is an international language that is used to communicate with other nations, so that people choose to master English to know the world information. The example is the information that there is in an advertisement.

Advertisement is a media that cannot be separated from human life. Almost every day humans watch advertisement intentionally or unintentionally. Advertisement itself is a media to convey the message in a creative ways and persuasive through specialized media, including television, radio, cinema, newspapers, magazines, videos, internet and billboards. The most common media that use are print and electronic media. There are some differences between it, that is the electronic media advertising is using sound and moving images, while in the print media is using only text and images on a piece of paper. Advertisement is made as creative as possible in order to attract attention and the message can be up to the consumer. In brief, advertisements are used by producers to advertise their products or services. One example of the advertisement that describes the services is the tourism advertisements.

Nowadays, tourism is a sector which has an important role in the existence of a country. A variety of potential and the particularities of a country will be the main attraction for tourists. Many contributions that are gained in developing tourism in the country, it is because now the tourism is one sector that contributes to the state revenue in quite large presentation. According to the development, tourism aims is to provide benefits for both tourists and local residents.

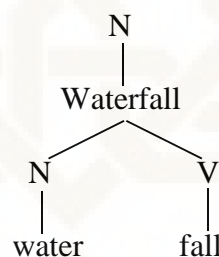
Therefore, the language used in advertisements is very important for promoting its products and services. Consumers will know and remember the

product if advertisers use interesting language in advertisements. Advertisers will try to make the language as maximum as possible to reach the meaning and curiosity of the target about product itself. It must have a make-sense power to them. The language and term use words that can relate to the one of linguistics branches of the morphological aspects namely word formation process. By knowing the word formation, people will understand the changing of meaning in the word by the addition of an element, the deletion of an element or by the changing of its part of speech.

In this study, the video advertisement of *St Lucia Tourism* is used as the subject of the study because of some reasons. The first, *St Lucia Tourism* video advertisement is packaged in a very impressive video that show one of the most beautiful islands. It has good shooting techniques that present the real picture of *St Lucia*. Thus, the message is conveyed properly interesting. Moreover, the most important is the word used in advertisement is very diverse and interesting to be studied in this research. The researcher chooses the video advertisement of *St Lucia Tourism* since the advertisement contains rich usage of language; the utterance from narrator in that video also has close relationship with people's daily life. There are many combinations of words. In addition, to the words that are used very persuasive, so that it can attract to the viewers for visiting *St Lucia*.

The researcher is interested in analyzing how the process of forming the word by reviewing that tourism video advertisement through word formation theory since words as a part of language has important role in forming language. Every time people get more and more new words unless they know the way it

happens. People always use it to build a sentence, but they do not know where do actually those millions words come from. People as the users of language sometimes do not think about how a language is formed. The meaning of the new word form is influenced by the process of forming a word. This process is usually called word formation processes. Therefore, by analyzing the word formation through this research, people will know more about the word formation and how the words are formed so that they will be able to use the words properly in daily life communication. The example will be discussed further in this research. Here is the example from the one of the word formation processes, namely *compounding* that found in the data:



[water] N + [fall] V = [waterfall] N

The word *waterfall* categorized as compounding process in word formation. The word *waterfall* is a combination of two words; *water* is a noun and *fall* as a verb. When the two words are combined, it will form a new word that has different meanings. The word means that *water* that is the clear liquid that has no color, taste, or smell, that falls from clouds as rain, that's forms streams, lakes, and seas, and that is used for drinking, washing, etc. While the word *fall* has a meaning is to come or go down quickly from a high place or position. These two words are combined into a new form and a new word *waterfall*, an area in a

stream or river where running water falls down from a high place. In the field of tourism can be defined as an object of tourism where there is water that fall from the higher to lower, which attract tourists to visit the tourism place. (C.5)

There are many possibilities of word formation occurring within its narrator utterances in *St Lucia Tourism* video advertisement. Further, the script of the advertisement is not available on the advertisement either in written form or subtitled. Hence, the scripted utterance has been written by the researcher in the way by transcribing from what was heard on the narrator utterances in the video advertisement.

1.2 Research Questions

Based on the background of the study above, the researcher intends to analyze the following questions.

1. What kinds of word formation process are used in *St Lucia Tourism* video advertisement?
2. What is the most dominant word formation that found in *St Lucia Tourism* video advertisement?

1.3 Objectives of Study

According to the research questions above, this research tries to explain the process of word formation in *St Lucia Tourism* video advertisement. Therefore, the objectives of the study are:

1. To mention and describe what the process of word formation happens in *St Lucia Tourism* video advertisement.

2. To find out the kind of word formation that is most dominant found in *St Lucia Tourism* video advertisement.

1.4 Significances of Study

The analysis of this research has some benefits both theoretically and practically. Theoretically, this research affords to give explanation about the word formation and how the processes of words are formed. Thus, by analyzing this study, the readers who are interested in doing this field of study can understand the use of word formation in certain advertisement which have specific kinds of language applied.

Practically, this analysis can be used as a reference for the readers, especially the students in the English Department, Faculty of Adab and Cultural Sciences, State Islamic University Sunan Kalijaga Yogyakarta. It will inspire those who would like to analyze word formation as objects in their research, and those who are interested in studying word formation in advertisements.

1.5 Literature Review

This research analyzes the word formation. Some researchers have conducted researches about word formation as well. First, the research is by Mursyid Kasmir Naserly in 2010 entitled “An Analysis on the Word Formation of the Advertisements Lexicon” from UIN Syarif Hidayatullah Jakarta. The problem statements of this research are how the processes of word formation happen in advertisements do and what types of word formation are utilized in the advertisement. The theory of word formation is used in this research. The

researcher focuses his study on the use of the tagline, especially the use of the word formation style in printed media.

The result of this research is through 15 advertisements that are used word formation as the data, it is mostly to represent its event in order to catch every reader's attention to their product or promotion. The combination of base word makes the advertisement more attractive and rich of the meaning. People need to not only read the advertisement simply, because each language that is created has elements to find out what is actually the deep meaning of the advertisement (2010: 42).

The second is the graduating paper which is written by Kristiani Sulistiyowati in 1998 entitled "The Frequency of the Prefixes Dis-, In- and Un- in Negative Word Formation as Used by English Native Writers" from Sanata Dharma University, Yogyakarta. The problem statements of the analysis are: 1. What is the frequency of the prefixes dis-, in- and un- in magazines, university text books and novels as used by English native writers? 2. Which prefixes belong to the high frequency level, medium frequency level, and low frequency level?

The result of the research indicates that there are 238 words with the prefixes *dis-*, *in-*, and *un-*. There are 126 numbers of occurrence of prefix *un-*, 70 of prefix *in-*, and 42 of prefix *dis-*. Then classify into medium and low frequency level. Prefix *un-* belongs to the medium frequency level, and prefix *in-* and *dis-* belong to the low frequency level (1998: 69).

The last prior research is a journal entitled "An Analysis of Word Formation Used in *Twilight* Novel by Stephenie Meyer and *Twilight* Movie Script

Written by Melissa Rossenberg” written by Melisa Nofa Nanda in 2012 from the State University of Padang. The research aims to find out the kinds of word formation used in the *Twilight* novel and movie script. To analyze the data, the researcher use O’Grady’s theory about types of word formation. From the research, it was found that the word formation mostly used in *Twilight* novel is suppletion, while the word formation mostly used in *Twilight* movie script is clitization (2012: 22).

Meanwhile, this research is different from the previous studies that have been done before. In this research, the researcher uses the video advertisement as the source of word formation which will be analyzed. Then, some of word formation processes will be represented in tree diagram form. On the other hand, this research is mainly uses George Yule’s word formation theory.

1.6 Theoretical Approach

This research uses some theories to analyze data. The unit analysis of this research is the words that are the narrator utterances and transcribe the *St Lucia Tourism* video advertisement. The acquired data in this research will be analyzed by using the theory of morphology. According to Nida, morphology is “The study of morphemes and their arrangements in forming words” (1962: 1), Ramlan defines that morphology is part of the science of language to discuss or learn the ins and outs of the forms of words to group and good sense of the word grammar function and semantics functions (1985: 19). Word formation theory by William O’Grady *et al.*, in *Contemporary Linguistic* states that morpheme is “The smallest unit of language that carries information about meaning or function” (1997: 133).

The main theory used is the theory based on George Yule, the word formation process is consist of coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronyms, derivation (prefixes, suffixes) and multiple processes (2010: 53).

1.7 Method of Research

1.7.1 Type of Research

This research uses the descriptive qualitative. It refers to a research explaining the analysis or a hypothesis of a research. Arikunto states in his book that descriptive research means a research that uses for investigating the condition or the other things that have mentioned before, and then the result of the research is reported in report research (2013: 3). Meanwhile, according to Merriam:

The characteristics of the qualitative method are the focus is on the process, understanding, and meaning; the researcher is the primary instrument of data collection and analysis; the process is inductive; and the product is richly descriptive (2009: 14).

By using this method, the researcher intends to explain the procedure of the data found in data sources using the proper theory and examples.

1.7.2 Data Source

The data sources are *St Lucia Tourism* video advertisement and its scripts that are downloaded from www.youtube.com website with link <https://www.youtube.com/watch?v=IidjHxgp5YE>. The data sources analyzed in this research consists of the utterances used by the narrator.

1.7.3 Data Collection Technique

Population

Population is a group of individuals with determined quality and characteristics. In the other words, population is the entire group from which the sample is chosen (Hadi in Setyaning, 2006). Populations of this research are all the words in the *St Lucia Tourism* video advertisement that include in word formation process.

Sample

Sample is a part of population that will be analyzed in the research (Arikunto, 1997: 104). The sample which is used in this research should represent the population of the research. Samples are taken from the population according to particular criteria based on the purpose of the research. In determining the sample, the researcher uses purposive sampling method. Mardalis says that purposive sample method is a method in which the chosen samples have to be able to represent the population (2003: 58). The sample of the research is the word or term in the *St Lucia Tourism* video advertisement which contain word formation process.

The method of collecting data in this research is observation since the data of this research are collected from the utterances in the advertisement by carefully watching and listening based on audio has heard. To collect the data of the research, the researcher follows the steps below:

1. Watching and listening the whole of the narrator utterances of the *St Lucia Tourism* video advertisement;

2. Classifying the data based on the research question.
3. Identifying the data found in the advertisement.

1.7.4 Data Analysis Technique

In analyze the data, the researcher has some steps as follows:

1. Classifying the data based on the type of word formation;
2. Analyzing data by identifying of:
 - a. The process of word formation that occurs;
 - b. The meaning of the words.
3. Drawing the conclusion.

1.8 Paper Organization

The researcher has arranged the research outline of this research to help the readers in understanding the contents of this research. This research systematically consists of four chapters. Chapter one is introduction. It presents background of study, research questions, objectives of study, significances of study, literature review, theoretical approach, method of research, and paper organization. Chapter two is theoretical background. It presents the explanation of the theory of word formation by George Yule and some other supporting theories. Chapter three is the discussion. It presents the research finding and explanation in analyzing the word formation. Chapter four is the conclusion and the suggestion from the whole discussions.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

After analyzing the data, the researcher can conclude as follows:

There are eight kinds of word formation which exist in *St Lucia Tourism* video advertisement. They are coinage, borrowing, compounding, blending, clipping, back formation, conversion, and derivation. Based on the findings, there are 119 terms that are found in the video advertisement. The researcher found 71 terms that exist the process of derivation, 2 terms that exist the process of coinage, 3 terms that exist the process of borrowing, 25 terms that exist the process of compounding, 3 terms that exist the process of blending, 3 terms that exist the process of clipping, 1 term that exist in the process of back formation, and 11 terms that exist the process of conversion.

Based on the research, the process of derivation is the most common process that is found in *St Lucia Tourism* video advertisement. It takes 59,6% of total terms or 71 terms from total 119 term words.

4.2 Suggestion

For the readers who want to analyze the word formation should seek the other word formation theory such as proposed by William O'Grady, etc. or comparing both George Yule and William O'Grady in order to make the analysis will be done thoroughly. Therefore, the researcher will be glad if there are some readers who can use this graduating paper for further research. The researcher also

hopes that this paper can be reference for the next similar research. Hopefully, this paper will be expanded the readers' knowledge on linguistics, especially on morphology.



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APPENDICES

A. Coinage

Table 3

COIN.	Word	Originally
1.	Boutique Hotel	A name of hotel
2.	Fahrenheit	A name of the inventor

B. Borrowing

Table 4

BRW.	Word	Originally from
1.	Cottage	French; cote
2.	Music	Greek; mousike
3.	Yacht	Dutch; jaghtschip

C. Compounding

Table 5

COM.	Word	Input	Output
1.	Airlift	Air + lift	N + N
2.	Backdrop	Back + drop	Adv + V
3.	Boatyard	Boat + yard	N + N
4.	Cocktail	Cock + tail	N + N
5.	Countryside	Country + side	N + N
6.	Gateway	Gate + way	N + N
7.	Hideaway	Hide + away	V + Adv
8.	Highlight	High + light	Adj + N
9.	Honeymoon	Honey + moon	N + N
10.	Horseback	Horse + back	N + Adv
11.	Lifestyle	Life + style	N + N
12.	Mountaintop	Mountain + top	N + N

13.	Nightlife	Night + life	N + N
14.	Outdoor	Out + door	Adv + N
15.	Postcard	Post + card	N + N
16.	Rainforest	Rain + forest	N + N
17.	Seafood	Sea + food	N + N
18.	Seaside	Sea + side	N + N
19.	Shellfish	Shell + fish	N + N
20.	Showcase	Show + case	N + N
21.	Sunset	Sun+ set	N + V
22.	Underwater	Under + water	Adv + N
23.	Waterfall	Water + fall	N + V
24.	Workshop	Work + shop	N + N
25.	Yachtsman	Yachts + man	N + N

D. Blending

Table 6

BLD.	Word	Input
1.	Amerindian	American + Indian
2.	Nitrox	Nitrogen + Oxygen
3.	Parasailing	Parachute + sailing

E. Clipping

Table 7

CLIP.	Word	Originally Word
1.	Bike	Bicycle
2.	Pub	Public house
3.	Tram	Tramcar

F. Back Formation**Table 8**

BF.	Word	Formed from
1.	Babysit	Babysitter

G. Conversion**Table 9**

CON.	Word	Category Change
1.	Access	N to V
2.	Adventure	N to V
3.	Call	N to V
4.	Claim	V to N
5.	Guess	V to N
6.	Home	N to V
7.	Must	N to V
8.	Party	N to V
9.	Slow	Adj to V
10.	Visit	N to V
11.	Welcome	V to N

H. Derivation**Table 10**

D R V.	Word	Base	Root	Stem	Derivation	
					Prefix	Suffix
1.	Accommodation	Accommodate	Accommodate			-ion
2.	Activity	Active	Active			-ity
3.	Aerial	Aery	Aery			-al
4.	African	Africa	Africa			-an
5.	Asian	Asia	Asia			-an

6.	Astonishingly	Astonishing		Astonish		-ly
7.	Beautiful	Beauty	Beauty			-ful
8.	Beginner	Begin	Begin			-er
9.	Calmly	Calm	Calm			-ly
10.	Chinese	China	China			-ese
11.	Colorful	Color	Color			-ful
12.	Competition	Compete	Compete			-tion
13.	Consistently	Consistent	Consistent			-ly
14.	Cruiser	Cruise	Cruise			-er
15.	Delightful	Delight	Delight			-ful
16.	Designer	Design	Design			-er
17.	Destination	Destine	Destine			-ation
18.	Diver	Dive	Dive			-er
19.	Dreamy	Dream	Dream			-y
20.	Economist	Economy	Economy			-ist
21.	Entertainment	Entertain	Entertain			-ment
22.	European	Europe	Europe			-an
23.	Exceptional	Exception	Except			-ion -al
24.	Freshness	Fresh	Fresh			-ness
25.	Friendly	Friend	Friend			-ly
26.	Glorious	Glory	Glory			-ous
27.	Golden	Gold	Gold			-en
28.	Historic	History	History			-ic
29.	Holistic	Holism	Holism			-ic
30.	Idyllic	Idyll	Idyll			-ic
31.	Incorporate	Corporate	Corporate		In-	
32.	Independence	Dependence	Depend		In-	-ence
33.	Instruction	Instruct	Instruct			-tion
34.	International	National	Nation		Inter-	-al
35.	Jewelry	Jewel	Jewel			-ry
36.	Location	Locate	Locate			-ion

37.	Lover	Love	Love			-er
38.	Lucian	Lucia	Lucia			-an
39.	Majestic	Majesty	Majesty			-ic
40.	Mountainous	Mountain	Mountain			-ous
41.	Mystical	Mystic	Mystic			-al
42.	Natural	Nature	Nature			-al
43.	Nonstop	Stop	Stop		Non-	
44.	Numerous	Number	Number			-ous
45.	Operator	Operate	Operate			-or
46.	Picturesque	Picture	Picture			-esque
47.	Planner	Plan	Plan			-er
48.	Plantation	Plant	Plant			-ation
49.	Playful	Play	Play			-ful
50.	Possession	Possess	Possess			-ion
51.	Romantic	Romance	Romance			-ic
52.	Sailor	Sail	Sail			-or
53.	Sandy	Sand	Sand			-y
54.	Scenic	Scene	Scene			-ic
55.	Shopper	Shop	Shop			-er
56.	Sophistication	Sophisticate	Sophisticate			-ion
57.	Surfer	Surf	Surf			-er
58.	Traditional	Tradition	Tradition			-al
59.	Transocean	Ocean	Ocean		Trans-	
60.	Treatment	Treat	Treat			-ment
61.	Tropical	Tropic	Tropic			-ic
62.	Ultraluxury	Luxury	Luxury		Ultra-	
63.	Unspoiled		Spoil	Unspoil	Un-	
64.	Unsurpassed		Surpass	Unsurpass	Un-	
65.	Unusual	Usual	Use		Un-	-al
66.	Unwind	Wind	Wind		Un-	
67.	Vibration	Vibrate	Vibrate			-ion

68.	Visitor	Visit	Visit			-or
69.	Weekly	Week	Week			-ly
70.	Wellness	Well	Well			-ness
71.	Writer	Write	Write			-er



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