

The Language of the Social Media Impact on Global Supply Chain Management

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Abstract- Social media is driving the rethinking of many of the principles of economics. The use of social media within supply chains is lagging behind their usage for other operational functions, however supply chain management is evolving into supply chain management 2.0. The purpose of this article is to provide researches of the supply chain management a reference with the main concepts of social media: social profiles, social applications, brand outposts and communities, and the social ecosystem. This study used descriptive method data collection method used was listening method. Unique morpheme is a morpheme with typical features divergent from other morphemes or language morpheme in general. The finding is useful for social and supply chain interaction especially morphological studies in social media

Keywords: social media, language, supply chain management

1. Introduction

The term "supply chain management" entered the public domain when Keith Oliver, a consultant at Booz Allen Hamilton, used it in an interview for the Financial Times in [1] and came into widespread use in the 1990s. Prior to that time businesses used terms such as "logistics" and "operations management" instead. According to the Council of Supply Chain Management Professionals (CSCMP), supply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies. It is widely recognized that Morphology is a branch of linguistics which specifically focuses on the study of word structure [2-5]. Word structure refers to the process of constructing words using basic elements which form the words, i.e. morphemes as the smallest unit of a word [6]. Forming words in morphology using morphemes has two main purposes, i.e. to satisfy the demand of grammatical functions in a language (inflection), e.g. the pattern of constructing plural nouns [7], and to form other words that have an impact on changing meaning [8]. Morphemes play vital role in helping language learners to form and to use words productively for effective communications because words are building blocks of a language [9, 10]. Knowing how to

form words by using morphemes properly indicates an important step in language acquisition [11-13].

All languages in the world possess forms of morphemes which are different from one language to other languages [14]. The special type of morpheme is here recognized as the unique morpheme [15]. One example of a language with unique morpheme is the Malay language of Makassar dialect. To precede the discussion of the dialect, it is essential to briefly describe what Malay language is. The Malay language used today is derived from the ancient Malay. The development of Malay began in the 14-16th century [16]. The Malay developed rapidly after it became the National language of Indonesia. This development cannot be separated from the influence of local languages in the development of Indonesian. The influence of hundreds of regional languages on Indonesian conducted Indonesian to be increasingly different from the language of neighboring countries which also originated from Malay. Malay language as the lingua franca spreads throughout the archipelago and has influence on the regional languages. Linguistically many regional languages can be grouped into Malay [17], for example, Malay of Makassar dialect, Malay of Manado dialect, Malay of Ternate dialect, Malay of Ambon dialect, Malay of Papua dialect, and others. In South and West Sulawesi, some of them are Makassar, Bugis, Mandar and Toraja dialects. Malay in the four regional languages of South and West Sulawesi has its own features both phonologically, morphologically, and syntactically. In morphology it relates to morpheme, especially the unique morphemes in the Malay of Makassar dialect.

Makassar aside from being the name of language, tribe, ethnicity, it is also the capital of the province of South Sulawesi, Indonesia. In the past, from 1971 to 1999, Makassar was named Ujung Pandang. Makassar City is the 4th largest city in Eastern Indonesia with a population of 1,130,384 people. Most Makassarese speakers are in Makassar City. In 1541 the Malays came to Gowa Regency about 20 km from Makassar City. They were well welcome by the king of Gowa. It was at the time of the arrival of the Malays that the Malay language began to be used in Gowa and Makassar and expanded to other areas in South Sulawesi. The widespread use of Malay has dramatically influence on Makassar language. Makassar language is a regional language of many speakers and still actively used by Makassar people.

2. Method

The data collected by using the listening method. It is about listening and comprehending a person or a group of persons speaking [18]. The listening method was applied

when people were talking in the four Malay dialects on various occasions, such as in the market, at religious events, in places of worship, and in offices, and in schools [19]. The technique used in the data collection was note taking, recording, and interviews. The note taking technique was used by taking notes directly on their conversation and followed by recording technique. The recording technique was used to record directly the speakers' utterances. Interview was applied to make interview with linguists of Makassar and Bugis languages. The data were analyzed by using descriptive analysis. In the collection of data, Makassar and Bugis languages are seen from aspects of langue (language) and parole [20].

3. Results

3.1 Theory of Morpheme

As social media platforms and digital technologies become more commonplace across firms, it would appear particularly timely to explore this technology in relation to knowledge sharing across a supply chain network. However, as digital technologies may present a new set of opportunities to manage information and knowledge across supply chain practitioners, they also come with challenges, particularly as lessons learnt and the full potential of using these tools from other research endeavours in the supply chain are limited

According to [21] said that Morpheme is the smallest form of linguistic, a linguistic form that has no other form as an element. Indonesian is a language having affixation: prefix, infix, and suffix is also morpheme. They are morphemes. The words *baca, lari, duduk*, etc. are also morphemes in the form of words. So morpheme can be an affix and word in Indonesian. Furthermore, according to [22] that morpheme is the main tool in determining the meaning of words. Therefore, morpheme is very important in a language.

Unique morpheme is a morpheme with no another form. In Indonesian Dictionary the word *unique* means solitary, there is no similarity with others. [23] stated morpheme is the smallest repetitive form and its meaning. [24] stated that morpheme is the smallest unit of language that already has meaning. Morpheme of *tindakan* (action) is morpheme which means *tindakan* (action). So, morpheme is already meaningful [24]. In various sciences also found unique morphemes such as in medicine through research [25] found that there are 136 special medical morphemes which cover 8.5% of the lexical items in the medical lab corpus. This finding provides benefits to help medical students with English.

3.2 Unique Morphemes in Makassar Language

Benefits of Social Media in the Supply Chain

Early adopters of dedicated platforms for real-time communications within the supply chain are evolving solutions to improve communication and build a valuable knowledge repository Besides, the unique morphemes are identified as prefixes and suffixes. Prefixes refer to unique morphemes attached to the front of free morphemes (root). On the other hand, Suffixes refer to unique morphemes attached to the end of free morphemes. to create a new word. Regarding Malay of Makassar dialect, there are several unique bound morphemes are found. Those morphemes are called unique because they only exist in that language. The following discussion canters on analysing

the uniqueness of bound morphemes from morphological perspective. The analysis is aimed at showing how the unique morphemes are attached to roots in the form of sentences in Makassar language (ML). The meanings of each word of ML are provided in Indonesian (WMI). The sentence of ML is the translated into standard Indonesian (SI) and English (SE). This analysis is done to facilitate describing the function of the unique morpheme in Makassar language.

a. Unique bound morpheme 'ka'

The first unique bound morpheme found in this study is morpheme *ka* which is recognised as a suffix and a prefix. In Makassar language, this unique morpheme has three functions, i.e. as the first-person singular pronoun, as a pronoun to refer to a thing, and as a linking word (conjunction). For details, take a look at the following analysis of the morphemes in sentences to illustrate the three functions of the bound morpheme.

Case (1): suffix -k

Nganreka jangang sanggara	(ML)
Makan saya ayam goreng.	(WMI)
Saya makan ayam goreng.	(SI)
(I eat fried chicken)	(SE)

In case (1), the unique morpheme *-ka* serves as a suffix attached to the root '*nganre*' meaning '*makan*' or '*eat*'. Suffix *-ka* as a unique morpheme functions to address oneself '*saya*' or '*I*' which is syntactically known as the first-person singular pronoun. In this case, morpheme *-ka* is not a common word for saying '*saya*' or '*I*' in ML. The common word for '*saya*' or '*I*' in ML is '*nakke*'. Therefore, the bound morpheme *-ka* is a suffix which only has meaning when it is attached to a verb [26].

Case (2): prefix ka-

Ambilmi itu baju kacocok sekali	(ML)
Ambil saja itu baju karena cocok sekali	Anda(WMI)
Ambil saja baju itu karena Anda cocok sekali	(SI)
(Take the cloth because it fits you well)	(SE)

When the use of morpheme *ka-* in case (2) is analysed, it is found that the morpheme functions as a prefix which attached to an adjective. This formation causes change in meaning on the morpheme [27]. In this case, the unique morpheme *ka-* as a prefix means '*karena*' or '*because*' which is grammatically functioned as a conjunction. In other words, when prefix *ka-* is attached to an adjective, it will function as a conjunction '*karena*' or '*because*'

Case (3): prefix ka-

Kakubilang memang nakalki anak itu	(ML)
Apa saya bilang memang nakal dia anak itu	(WMI)
Apa saya bilang anak itu memang nakal.	(SI)
(What (the thing) I have told you, the boy is naughty)	(SE)

From case (3), it is revealed that the use of morpheme *ka-* as a prefix which attached to a personal pronoun will serve as a pronoun to say '*apa*' or '*what*' which means '*the thing(s)*'. However, the use of the morpheme to be functioned as a pronoun to mean the thing(s) is seldom used in social interactions among speakers of Makassar language. Some morpheme are rarely used but their existence is still important to study for presenting a clearer picture of word formations in a language [28].

b. Unique bound morpheme 'ta'

The second unique bound morpheme exists in Makassar language is morpheme 'ta'. This morpheme is recognized as both a suffix and a prefix. The following examples describe the functions of this unique morpheme in the word formation of Makassar language.

As a suffix, this morpheme is attached to the end of a noun (a free morpheme). When this formation occurs, morpheme *-ta* functions as a possessive determiner meaning 'saya (my)' or 'kamu (you)'. In ML, suffix *-ta* is generally used to mention the possession of the second singular pronoun politely, e.g. as a boy is saying this sentence to a man 'naambiliki mangata' or 'he took your manggo'. The morpheme is used to mention the man politely. Therefore, the meaning shift between 'saya (my)' or 'kamu (your)' depends on the context used in the sentence. If a speaker of ML is talking about his possession while using the morpheme *-ta* after a noun, the morpheme will refer to 'saya (my)', On the other hand, if the speaker is talking about the second person singular pronoun, the morpheme *-ta* will mean 'kamu (your)'. In short, the meaning of the bound morpheme is also determined by the context [29].

In case (2), it is found that morpheme *ta-* can also serve as a prefix which is attached to the front of a question word 'berapa (how much)'. As a speaker of ML uses this form, the morpheme *ta-* commonly means 'seharusnya (should)' which is used to ask something because of the speaker's curiosity. Such expressive question is syntactically recognized as an exclamation [30].

c. Unique bound morpheme 'nu'

The third unique morpheme found in ML is bound morpheme 'nu'. Just like the previous bound morphemes, this type of morpheme also serves as a prefix and a suffix. Detailed explanation about this morpheme can be seen in the following examples:

If we look at the above case, we will find that morpheme *na-* serves as a prefix, in which the morpheme is attached to the front of a verb, e.g. 'nuambil'. In this word formation, the unique bound morpheme *nu-* functions as a subject in the form of the second person singular/plural pronoun which means 'kamu or kalian (you)'. As the matter of fact, speakers of ML have a special word to say 'kamu (you)' that is 'ikau', but attaching morpheme *nu-* to the front of a verb enables the speakers to say 'you' as the agent in a sentence without using the real word 'ikau' to say 'kamu (you)' both for singular or plural. In morphology, this phenomenon is called simplicity, in which as speaker simplifies the way he makes a sentence by using a particular rule of word formation, in this case adding prefix *nu* to a verb (Bochner, H. 2011). In addition to functioning morpheme *nu* as a prefix, it can also serve as a suffix. Take a look at the following example:

The case (2) above obviously shown that morpheme 'nu' can serve as a suffix which is attached to the end of a verb. This form function the morpheme as an object in the form of second person singular/plural pronoun which means 'kamu or kalian (you)'. Both examples clearly indicate that the different function of morpheme 'nu' depends on its position when attaching it to a verb. However, in ML there is no specific word that can be used to say 'kamu or kalian (you)' as an object, but using

morpheme 'nu'. This is the difference between morpheme 'nu' as a prefix and as a suffix.

d. Unique bound morpheme 'ku'

Unique bound morpheme 'ku' seems to be the fourth unique morpheme found in ML. This morpheme can serve as a prefix and as a suffix as well. The following examples illustrate how this unique morpheme plays two different roles for two different functions.

Case (1): prefix *ku-*
 Kuambilmi buku na. (ML)
 Saya ambil buku dia. (WMI)
 Saya mengambil bukunya. (SI)
 (I took his/her book) (SE)

Referring to case (1) above, it is found that the bound morpheme 'ku' is attached to the front of a verb which means that it is serving as a prefix. That formation is used to function the morpheme 'ku' as a subject which refers to the first person singular pronoun meaning 'saya (I)'. In ML, a word to say 'saya (I)' as a subject exists i.e. 'inakke (I)', but for simplifying sentences, the speakers of MK prefer to use this word formation [31]. Apparently, this morpheme does not only serve as a prefix, but also serve as a suffix. As its role as a suffix, this unique morpheme is attached to end of a verb as shown in case (2) as follows:

Case (2): suffix *-ku*
 Dimanami itu pinsilku? (ML)
 Dimana lagi itu pinsil saya? (WMI)
 Pinsil saya dimana ya? (SI)
 (Where is my pencil?) (SE)

The word formation as in case (2) indicates that when the morpheme *-ku* is placed after a verb that its function and meaning change. In this case, the unique morpheme is functioned as a possessive determiner which means 'saya (my)' In ML, this is the only way to form a word which functions as a possessive determiner in the position as a complement in the sentence. It is unusual to use the word 'inakke'. This word formation may be considered as a rule in ML [12].

e. Unique bound morpheme 'ki'

Bound morpheme 'ki' is found to be the fifth unique morpheme available in ML. This unique morpheme is morphologically used as a prefix and as a suffix in ML system. As this morpheme plays it different role, it will also carry out different functions and have different meanings. The following cases show how this morpheme is used by the speakers of ML in their social daily interactions.

Case (1): suffix *-ki*
 Latihanki dulu baru ke pasar. (ML)
 Latihan kita dulu baru ke pasar (WMI)
 Kita latihan dahulu baru ke pasar. (SI)
 (We do exercises first before going to the market) (SE)

If the sentence of ML is analysed, it is found that the unique bound morpheme *-ke* serves as a suffix, in which it is attached to the end of a verb. The function of this morpheme is as an agent in the sentence which refers to the first person singular pronoun meaning 'kita (we)'. Just like the previous unique morpheme *-ka*, this morpheme only possesses meaning as it is attached to the end of a verb [5]. However, this unique morpheme will show different function and meaning when it is used as a prefix as indicated in the following case:

Case (2): prefix ki-	
Kiambilmi banyak-banyak.	(ML)
Silakan ambil banyak-banyak.	(WMI)
Silakan ambil sebanyak-banyaknya.	(SI)
(Take as much as you want)	(SE)

In case (2), it is clearly seen that the morpheme *ki-* is used as a prefix which is attached to the front of a verb. As it is placed as a prefix, its function and meaning are different from the morpheme *-ka* as a suffix. As a prefix, the morpheme functions as an exclamation meaning 'silahkan (please)' used to make a request more polite. In other words, the morpheme *-ki* as prefix is used as a polite marker for a request in ML.

f. Unique bound morpheme 'na'

This is the sixth unique bound morpheme found in ML. In the language system of ML, the morpheme 'na' is used for performing two roles as a prefix and as a suffix. Each role of the morpheme provides different function and meaning (Carlisle, J. F., & Stone, C. A. 2005). The following cases provide detailed explanation on how this morpheme is distinctively used in the language system of ML.

Case (1): prefix na-	
Naambilki kueku.	(ML)
Dia ambil kue saya.	(WMI)
Dia mengambil kue saya.	(SI)
(He takes my cookies)	(SE)

In case (1), the unique morpheme 'na' serves as a prefix that is attached to the front of a verb. In the sentence, the morpheme *na-* functions as an agent of sentence which refers to the third person singular pronoun meaning 'dia'. In ML, the meaning of this morpheme refers to both types of the third person singular pronoun namely, 'dia laki-laki' for male (he), and 'dia perempuan' for female (she). However, in case (2) below, the morpheme plays a different role that is as a suffix. Take a look at the case as follows:

Case (2): suffix -na	
Capatuna besar duduki.	(ML)
Sepatu milik dia besar sekali.	(WMI)
Sepatunya sangat besar.	(SI)
(His shoes is very big)	(SE)

As a suffix, the morpheme *-na* is attached to the end of a noun. This word formation causes the morpheme to have a different function. When it is placed close to a noun, means the morpheme functions as a possessive determiner for the third person singular pronoun meaning 'dia (his/her)'. In the language system of Makassar, this morpheme can be used to refer the possession of both male and female.

g. Unique bound morpheme 'ko'

The next unique morpheme is bound morpheme 'ko'. This seems to be the seventh unique morpheme commonly used by the speakers of ML. As for ML speakers, this morpheme has two roles as well. The first role is as a prefix, and the second one is as a suffix. Syntactically, the use of this morpheme for the two different roles also brings different functions and meanings to the morpheme. The distinct functions and meaning can be analysed in the following sentences which employ word formation using this morpheme.

Case (1): prefix ko-	
Koambil kueku?	(ML)

Kamu ambil kueku?	(WMI)
Kamu yang mengambil kue saya?	(SI)
(Did you take my cookies?)	(SE)

In case (1), the unique bound morpheme *ko-* is given an prefix role because it is attached to the front of a verb. Consequently, this formation gives a particular function and meaning to the morpheme. As a prefix, it functions as an agent (subject) which refers to the second person singular or plural pronoun meaning 'kamu: singular or kalian: plural (you)'. So, the morpheme *ko-* in ML is used to form meaning 'kamu or kalian (you)' by attaching it to the front of a verb, instead of using a special existing word in ML that is 'ikau' meaning 'kamu or kalian (you)' as well.

Case (2): suffix -ko	
Pulangko nacariko mamamu.	(ML)
Pulang kamu dicari kamu ibu kamu.	(WMI)
Pulanglah kamu dicari oleh ibumu.	(SI)
(Go back home, your mother is looking for you)	(SE)

From case (2), we can see that the speakers of ML can also give the morpheme *ko* a different role as a suffix. It occurs when the morpheme is attached to the end of a verb. With this word formation, the morpheme *-ko* holds a function as an object in the sentence which refers to the second person singular or plural pronoun meaning 'kamu or kalian (you)'. However, to distinguish the meaning of suffix *-ko* from singular 'kamu' to plural 'kalian', the speakers of ML tend to add the word 'semua' to mean plurality for the suffix *-ko*, for example: 'pergiko semua' meaning 'you (plural) go'. It is important to note that the use of this morpheme is affected by cultural value [4]. The speakers of ML tend to use this morpheme to mention 'kamu (you)' for less polite meaning.

h. Unique bound morpheme 'mi'

Another form of unique morpheme found in ML is the bound morpheme 'mi'. This morpheme has only one role in Makassar language system that is as a suffix. As a suffix, the morpheme *-mi* is attached to the end of a verb. For details, take a look at the examples as follows:

Case (1)	
Ambilmi, jangan ko malu!	(ML)
Ambil jangan kamu malu!	(WMI)
Silahkan Ambil, jangan and malu!	(SI)
(Just Take it. Don't be shy!)	(SE)

By referring to case (1), it is found that in ML, when the morpheme *-me* is attached to the end of a verb, it mainly functions as an adverb (an emphasiser) which is commonly used to invite another person to participate in an action (Hanan, 2015). In Inoneisan, it means 'silahkan (please)' or equals to a particle '*-lah* (just)'. When a speaker of ML says 'makan-mi' that means 'silahkan makan (just eat it)' or 'makanlah (juts eat it)'. It indicates that he strongly invites his interlocutor to eat. However, the morpheme *-me* also has another function in ML. To describe next function of this morpheme, take a look at the example as follows:

Case (2)	
Itumi yang koambil.	(ML)
Itu saja yang kauambil.	(WMI)
Itu saja yang kamu ambil	(SI)
(That is only you take)	(SE)

The use of morpheme *-mi* in the case (2) still functions the morpheme as a suffix. But this time, it is attached to the end of a determiner. This formation certainly gives another function that is an adjective meaning 'hanya (only)' used to

show a single one of something. This word formation can be used for two types of determiners namely 'itu (that)' or 'ini (this). For example, as a speaker of ML says 'inimi motorku', it means 'inisaja motor saya (this is the only my motorcycle)'. However, the morpheme *-mi* meaning is relatively flexible depending on the context [12].

i. Unique bound morpheme 'ji'

Bound morpheme 'ji' is another unique morpheme found in ML. This morpheme is very common to be used among the speakers of ML. As it is used in ML, the morpheme 'ji' plays a role as a suffix only which is commonly attached to the end of a verb or a determiner. Let's take a look at the following examples for the details.

Case (1)

Tidurji ade'nu?	(ML)
Tidur- adik kamu	(WMI)
Apakah adik kamu tidur?	(SI)
Did your sister sleep?	(SE)

Case (1) indicates that when the suffix *-ji* is attached to the end of a verb, it will function as a question word used to question whether an action has been done. This suffix *-ji* means 'apakah: sudah (did)'. Therefore when a speaker of ML wants to ask whether an action has been done or not, he just needs to use the morpheme *-ji* by attaching it at the end of a verb, e.g. 'mengajar-ji gurunu?' means 'apakah guru kamu sudah mengajar? (Did your teacher already teach?)'. Another function of suffix *-ji* in ML can be seen in the following example:

Case (2)

Makanji nakerja tamuku	(ML)
Makan saja dia kerjakan tamu saya.	(WMI)
Tamu saya kerjaannya hanya makan.	(SI)
(My guest does eating only)	(SE)

When the suffix *-ji* is attached to the end of a verb, it can also function as an adjective which is used to form affirmative sentence to indicate that only a single action is conducted. In case two, *makan-ji* means 'makan saja (Only eating)' or no action or activity is conducted, but eating, nothing else. This word formation has been one rule of forming affirmative sentence in ML (Swisher, L., Restrepo, M. A., Plante, E., & Lowell, S. 1995).

j. Unique bound morpheme 'pi'

In ML, the morpheme 'pi' is also found to be a unique morpheme. This morpheme plays a single role in ML system that is a suffix. As a suffix, this morpheme is attached to the end of an agent or to the end of numerical expression in a sentence. The word formation gives different functions and meanings to the unique morpheme *-pi*. Details of the word formation using this unique morpheme can be seen in the examples as follows:

Case (1):

Diapi yang bayar itu kopi.	(ML)
Dia nanti yang bayar kopi itu.	(WMI)
Dia yang akan membayar kopi itu.	(SI)
(He will pay for the coffee)	(SE)

In case (1), it is clearly seen that the morpheme *-pi* is a suffix because it is attached to the end of an agent in a sentence. This formation has given the suffix a function as an adverb to express a future action meaning 'nanti (later:will)'. So, when this morpheme is generally used to specifically express a grammatical function that is a future

action (Beard, R. 1987). So there is no special word to say 'nanti (will)' in ML system instead of using this word formation. With one condition, the morpheme must be attached to the end of an agent (subject) in a sentence.

Case (2)

Tambah satupi piring supaya cukup selus (ML)
Tambah satu lagi piring supaya cukup selusin(WMI)
Tambah satu lagi piring supaya cukup selusin. (SI)
(Add one more plate to make it one dozen) (SE)

Case (2) indicates that the morpheme *-pi* can also be attached to the end of a numerical expression as in the sentence. This word formation functions suffix *-pi* as a quantifier to talk about additional quantities meaning 'lagi (more)'. In social interactions, the speakers of ML generally use this word formation to express that something needs to be added, e.g. *duapi* means two more.

k. Unique bound morpheme 'pa'

The last unique bound morpheme found in ML is the morpheme 'pa'. This morpheme is commonly used together with a personal pronoun in a sentence which is placed at the end of the agent. Therefore, it plays a role as a suffix in ML system. Let's take a look at the following sentences to analyse how the morpheme is used by the speakers of ML.

Case (1)

Sayapa yang bayar ini.	(ML)
Saya perkenankan yang bayar ini.	(WMI)
Perkenankan saya yang membayar ini.	(SI)
(Let me pay for this)	(SE)

In case (1), we see that the morpheme *-pa* is attached to the end of a personal pronoun 'saya'. The formation indicates that the morpheme is a suffix which functions a verb meaning 'ijinkan, perkenankan (let, allow, permit)'. Since the morpheme *-pa* function as a transitive verb in that sentence, we can then recognize that the personal pronoun must be 'an object'. Therefore, when a speaker of ML wants to say 'allow me, or let me, or allow me, he/she will usually use this word formation.

Case (2)

Kaupa yang jadi pimpinan.	(ML)
Kamu saja yang jadi pimpinan. (WMI)	
Kamu saja yang jadi pimpinan. (SI)	
(You are just the leader)	(SE)

However, a different function of suffix *-pa* is found in case (2). The morpheme *-pa* is also attached to the end of a personal pronoun. But this time, the personal pronoun is an agent in that sentence. Consequently, the suffix does not function as a verb anymore, but it functions as an adverb meaning 'saja (just)' which is used to make a statement stronger. In other words, the suffix *-pa* in ML system can perform two different functions, i.e. The first, as a verb meaning 'perkenankan (let, allow)' when it is attached to the end of the first person singular pronoun 'saya'. However, the pronoun functions as an object because the word 'ijinkan (allow)' is a transitive verb. The second, as an adverb meaning 'saja (just)', when it is attached to the end of personal pronouns as agents in sentences.

Regarding the unique morphemes occurrence in ML as described above, we can identify them into two as a set of word class, i.e. opened bound morphemes and closed bound morphemes [11]. Some of the unique morphemes are categories as opened bound morphemes because, the morphemes are functioned as verbs (suffix *-pa*, prefix *ta-*), adjectives (suffix *-mi*, *-ji*), adverbs (suffix *-mi*, *-pa*, *-pi*),

and noun (prefix ka-). Some are identified as a set of closed bound morphemes because they are functioned as pronoun (suffixes -ka,-ta, -nu, -ku, -ki, -na, -ko; prefixes: nu-, ku-,na-, ko-), conjunction (prefix ka-), exclamation (prefix ki-), and quantifier (suffix -pi). Both opened and closed unique bound morphemes in ML may differ in many aspects such as the frequency of their occurrences, their positions to be involved in word formations, the process of acquisition, the cultural values existing in them, the age and gender of their users, and so on [3]. What we found in this study indicate that the unique bound morphemes in ML are special set of morphemes which give contributions to linguistics (as a study of language) concerning not only the word formation process (morphology), but also to the syntactical process of ML. We also claim that expressions or sentences produced when using the unique bound morpheme-based word formations are the representation of the diversity of word or sentence structures used by a group of people in a community. The diversities may be regarded as one of cultural identities of the speakers of the language which is essential to be learnt by the learners of the language.

4. Conclusion

The use of modern communications tools within supply chains is lagging behind their usage for other operational functions, such as human-resources strategies and marketing. Social media has been used mostly by business-to-consumer (B2C) to enable companies to promote their brands and market their products to consumers. From a business perspective, the early adopters are young professionals who already use these tools (such as Facebook, twitter, LinkedIn, and blogs) in their personal lives, and the focus has been largely on enhancing external communication, awareness, and thought leadership. Malay language being adopted as the national language of Indonesian has long spread throughout the archipelago. As a result, there were many separate dialects in Malay in accordance with the affected-regional languages, for example, the Malay of Makassar dialect. Makassar language is one of the regional languages which has long been acculturated with Malay. As a result of these influences many Makassar language morphemes adopted into Malay. These morphemes become unique morphemes because the features are different from ordinary morphemes, for example if it is at the beginning of a word and at the end of a word, it will have a different meaning. Uniqueness is that this kinds of morpheme is only found in Malay of Makassar dialect. Those unique bound morphemes in Malay of Makassar dialect such as the unique bound morpheme mi, ji, ta, pi, pa, ka, nu etc. In ML system, the morphemes mainly play different roles, functions which have made them different in meanings as well. In many aspects, the unique bound morphemes are different from one another such as the frequency of their occurrences, their positions to be involved in word formations, the process of acquisition, the cultural values existing in them, the age and gender of their users. However, the differences are not explored in this study yet which has resulted inadequate explanation on this topic. Therefore, further studies are still needed to investigate the unique bound morphemes in ML using the perspectives of the supply chain and social media interaction.

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