

# The Morpheme Analysis in the Hotel's Greeting Card in Surabaya

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## Abstract

*Morphemes, being the most fundamental meaningful grammatical entities within a language, play a significant role in enhancing the intricacy and depth of linguistic communication. Consequently, the analysis of morphemes serves as an indispensable instrument employed by linguists to deconstruct and comprehend these expressions, thereby offering valuable insights into the underlying structure, semantics, and cultural subtleties inherent in our communicative endeavors. The analysis of morphemes holds significance as it facilitates comprehension of the organization and semantics of words. Through the process of deconstructing words into their fundamental semantic components, one can acquire knowledge on the formation of words, their potential for modification, and their role in conveying meaning within sentences. The aforementioned analysis has the potential to enhance our linguistic abilities, understanding, and interpersonal exchange. The analysis of morphemes in a hotel's greeting card can yield vital insights into the linguistic nuances utilized to extend a warm welcome to guests, establish a favorable impression, and successfully convey crucial information. This research is going to find out the types of morpheme analysis, more specifically in the Hotel's Greeting Card in Surabaya. The study utilizes a descriptive qualitative methodology. The research activities involve several distinct stages, including data collection, data analysis, and the subsequent conclusion, which is generated from the process of analyzing the data. Based on the findings, it was found out that there were 4 types of morpheme analysis, they were free root, bound root, free non root, and bound non root.*

**Keywords:** Morpheme, analysis, hotel's greeting card

## 1. INTRODUCTION

A morpheme is defined as the minimal linguistic unit that conveys semantic content in a given language. Every each word is composed of one or several morphemes. Linguistic structures are comprehensively understood with their inclusion (Lee et al., 2018). The examination of morphemes enables scholars to get insights into the structural composition of language and the intricate ways in which several morphemes combine to create linguistic signs.

The analysis of morphemes holds great importance within the subject of linguistics, since it greatly aids in comprehending the structures and evolution of language. The field of Morpheme Analysis pertains to the examination and investigation of morphemes, which are the most basic grammatical constituents within a language that possess inherent semantic significance. A morpheme has the ability to function independently as a word, as

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exemplified by the term 'cat', or it can serve as a constituent element inside a word, as demonstrated by the morpheme 's' in the word 'cats', which indicates plurality. Morpheme analysis encompasses the process of deconstructing words into their component pieces and scrutinizing both their individual semantic significance and their collective semantic value.

Greeting cards found at hotels fulfill the function of extending a warm welcome to guests and enhancing their overall stay. The presence of a greeting card within a hotel room has the potential to elicit a sense of being esteemed, as it provides a heartfelt and individualized message. Hence, the morphemes and their utilization in these greeting cards might exert a substantial impact on the efficacy of the conveyed message.

Surabaya serves as the administrative center of the East Java province in the Republic of Indonesia, holding the distinction of being the second most populous urban area within the nation. Although Bahasa Indonesia serves as the official and predominant language in Indonesia, the utilization of English is prevalent in several industries such as business and tourism, especially the hospitality industry. In order to accommodate the needs of international guests, it is common for hotel greeting cards in Surabaya to feature messaging predominantly in the English language.

Based on the contextual information provided, it is plausible that a research endeavor entitled "The Morpheme Analysis in the Hotel's Greeting Card in Surabaya" would explore the use of English morphemes inside the greeting cards employed by hotels in Surabaya. This study aims to investigate the morphemic structure of words and phrases, with a specific focus on understanding the linguistic strategies employed in the creation of inclusive and hospitable messages.

## **2. LITERATURE REVIEW**

### **2.1. Morpheme**

A morpheme can be defined as the most basic and meaningful unit of a given language. The term refers to a linguistic unit that possesses inherent semantic significance. Morphemes serve as the fundamental constituents of words, possessing the capacity to function independently as discrete lexical units or to amalgamate with other morphemes, therefore engendering novel lexical formations (Gwilliams, 2020).

Free morphemes, such as "book" or "dog," have the ability to function independently as individual words. Furthermore, there exist bound morphemes that lack the ability to function independently and are frequently observed in conjunction with other morphemes to augment or alter their semantic interpretations, exemplified by the suffix -s in the word "dogs."

An additional illustration can be found in the term "Worker," which consists of two morphemes: "work" and "-er." Languages that exhibit isolation, such as Vietnamese, demonstrate a morpheme-to-word ratio of one-to-one.

According to Guo & Ellis (2021), morphemes play a vital role in comprehending the linguistic structure of a given language, and the academic discipline that focuses on the study of morphemes is referred to as morphology. Phonological units play a crucial role in the construction of words and contribute significantly to the understanding of the syntax, semantics, and overall organization of a given language.

### **2.2 Morpheme's Analysis**

Morpheme analysis, alternatively referred to as morphemic analysis, entails the systematic identification of discrete semantic components known as morphemes contained inside a given word (Easterday et al., 2021). Morphemes encompass three distinct categories, namely prefixes, suffixes, and root words, each of which possesses its own inherent semantic significance. The study of morphology is crucial for comprehending the

processes by which words are created, their internal composition, and the interconnections that exist among various words within a given language. The investigation of morphemes is a fundamental aspect of language acquisition, particularly in the initial stages where emphasis is placed on the examination of root words that serve as the foundation for word formation.

To analyze the types of morpheme, the researcher adopted the theory to Hickey & Lewis (2013) which can be seen as follow:

### *2.2.1 Free Root*

Within the field of linguistics, the concept of a "free root" is intricately connected to the broader notion of a root morpheme, which is further characterized by its status as a free morpheme. In simplified words, a free root can be defined as a fundamental semantic unit capable of functioning independently as a lexical item. The root in question possesses the fundamental semantic essence of a word and is utilized in compound words or when additional morphemes, such as prefixes or suffixes, are attached to it.

To illustrate, let us examine the term "disorganization." The term "organize" serves as the unbound root in this context. The essence of the term is encapsulated within its core, serving as the primary conveyer of its fundamental significance. Furthermore, it possesses the ability to function independently as a standalone term. The process of modifying the semantic content of the base term "organize" is achieved by affixing the prefix "dis-" and the suffix "-ation," resulting in the formation of the lexeme "disorganization."

In conclusion, it can be argued that a free root is a self-contained and semantically significant element of language that functions as the foundation for generating novel words or word forms by the attachment of additional linguistic units.

### *2.2.2 Bound Root*

In the field of linguistics, a "Bound Root" refers to a specific category of morpheme that possesses a core semantic content, yet lacks the ability to function autonomously as a self-standing lexical unit. In order to transmit an intelligible idea, it is necessary for a morpheme to be affixed to another morpheme, either in the form of a root or an affix.

An illustration of a bound root can be observed in the morpheme "-sect-" found in the term "dissect." The term in question holds substantial semantic weight, denoting the act of severing or partitioning, yet lacks the ability to function independently as a lexeme. An additional illustration may be seen in the term "concurrent," where the morpheme "-curr-" is present. While "-curr-" conveys the concept of 'run,' it does not function as an independent word in the English language.

The notion of a bound root exhibits a strong correlation with the field of morphology within linguistics, encompassing an examination of the composition of words and its constituent elements, including stems, root words, prefixes, and suffixes.

### *2.2.3 Free Non Root*

Within the field of linguistic morphology, morphemes can be classified into two primary categories: root morphemes and non-root morphemes. The fundamental morpheme, as previously mentioned, constitutes the central or principal significance of a word. In contrast, non-root morphemes possess the ability to augment the semantic content of a word, however they lack the capacity to independently express a complete conceptual unit. The term "free non-root" refers to a non-root morpheme that possesses the ability to function independently as a distinct word.

An exemplary illustration of a "free non-root" morpheme can be observed in the prepositions found in the English language, such as "on," "over," "under," and so on. An

additional illustration pertains to quantifiers such as "some" and "any". Although these morphemes do convey a partial meaning, they rely on root morphemes to fully represent a coherent idea. Nevertheless, as autonomous morphemes, they have the ability to function independently as whole words.

By affixing prepositions or quantifiers to root morphemes, it is possible to create more intricate linguistic formulations. As an illustration, the morpheme "over" (a free morpheme) can undergo fusion with the root morpheme "come" to get the lexeme "overcome".

#### 2.2.4 Bound Non Root

In the field of linguistics, the term "bound non-root" morpheme refers to a type of morpheme that lacks the ability to function independently and instead requires attachment to another morpheme, referred to as a root morpheme, in order to express a coherent and meaningful concept (4<sup>5</sup>). The term "bound non-root" largely pertains to affixes, namely prefixes, suffixes, and infixes. The aforementioned affixes serve to augment semantic content or alter the root morpheme, thereby modifying the linguistic units with respect to tense, number, or other inherent attributes.

An illustration of this can be found in the term "disorganized", where the affixes "dis-" and "-ed" are both classified as bound non-root morphemes. These lexical units lack the ability to function independently as standalone words, necessitating their combination with a root, namely "organize", in order to generate a coherent and meaningful linguistic phrase.

Non-root morphemes that are bound play a significant role in the field of morphology, as they enable languages to create novel words or modify old ones in a manner that is grammatically meaningful.

### 2.3 Hotel's Greeting Card

The hotel's greeting card refers to a card that is offered by hotels or establishments in the hospitality industry with the intention of extending a warm welcome to guests and fostering a pleasant and inviting ambiance (Wu, 2007). The inclusion of a personalized letter expressing the hotel's appreciation for the guest's stay is a crucial component of the guest experience. The card may have significant information, including hotel announcements or promotions, as well as a compilation of forthcoming events or activities at the hotel.

In customary practice, a hotel's salutation card is typically positioned inside the confines of the room prior to the guest's scheduled arrival or alternatively delivered to the guest upon the process of check-in. The design of the card has the potential to reflect the branding of the hotel, while the message can be composed either through handwritten means or printed methods in order to maintain a sense of personalization. In the context of luxury or boutique hotels, it is not uncommon for the card provided to guests to feature their name as a means of showcasing a heightened emphasis on meticulousness and individualization.

In general, a meticulously designed hotel greeting card fosters an inviting ambiance that reflects the hotel's commitment to hospitality and its unwavering focus on delivering an outstanding guest experience. The initial impression experienced by a guest during their stay significantly adds to their overall satisfaction and perception of the hotel.

## 3. METHODS

The research employs a descriptive qualitative methodology. The research activities encompass various stages, namely data collecting, data analysis, and the conclusion, which

is derived from the data analysis process. The researcher draws a conclusion based only on the available evidence.

The researcher conducted extensive research using online sources, books, and academic publications in order to thoroughly examine the process of morphology and to expand their knowledge on the topic, with a specific focus on morphemes. Subsequently, the researcher proceeded to conduct an analysis of the Greeting Card belonging to The Kampi Hotel. The Kampi Hotel is situated in the Tunjungan area of Surabaya. The researcher proceeded to mark the problematic terms on the Hotel's Greeting Card and cross-referenced the data with the theory proposed by Hickey & Lewis (2013). Subsequently, the researcher proceeded to present the findings and engage in discussions during the designated session.

#### **4. RESULTS AND DISCUSSION**

Based on the analysis, the researcher would like to present the types of morpheme's analysis based on Surabaya's Hotel's Greeting Card as follow:

##### **4.1 Free Root**

Within the field of linguistics, the term "free root" refers to a type of morpheme that possesses the ability to function alone as a word, devoid of any attached affixes (Nursanti, 2013).

Based on the analysis result, there were some words that belonged to free root, they were as follows:

For the first sentence, there were 4 words that belong to Free Root. First was "Dear". This word is an adjective that has lexical meaning on its own. It can stand alone as a word. The second were "Maria" and "Arina". These words can stand on their own as they are a personalized name, which has lexical meaning, then the last was "L". This letter stands as a personalized initial, and while it can stand on its own, its full lexical meaning and context may only be clear depending on the understanding of the recipient.

For the second sentence, there were also 4 words which belong to Free Root. First was "Big". It is a complete word that can stand on its own, creating the notion of size. The second was "Warm". Similarly to "big", it is a complete word that exists on its own, illustrating the notion of a friendly welcome. The third was "Welcome". It stands alone and directly proscribes the action of welcoming. It means "a greeting or reception given to someone on their arrival. The last was "Kampi Hotel-Surabaya". It's a proper noun. However, it is complex and consists of three parts - "Kampi" and "Hotel", separated by a space, and "Surabaya" separated by a hyphen. Each part individually can be considered as a Free Root, because they are self-contained and can stand alone. Combined together in this structure, they act as a singular unit representing a specific location

For the third sentence, there were only 3 words which belong to Free Root. The first was "Have", the word "have" here is not an auxiliary, but it is the main verb. The second was "Hope". It is another lexical morpheme that expresses the desire or expectation for something to happen. The third was "Stay". It's a noun that stands alone with a clear independent meaning.

For the fourth sentence, there were 8 words which belong to Free Root. The first word was "Press". 'Press' is an essential standalone word that carries its own meaning (the action of pressing). It serves as the main verb in this part of the sentence. The second word was "0" (zero). In this case, '0' is acting as a noun representing a specific digit to be pressed. Although numerals have unique characteristics compared to other morphemes, including the fact that they do not typically form other words by adding affixes, they still serve a critical function in language conveying meaning and expressing numerical values. The

third was "Need". It is a verb that stands on its own with its meaning (require something). The fourth word was "Help". This word serves as a noun in this context. The word 'help' stands on its own as a root with an independent meaning. The fifth and sixth words were "Phone" and "Call". Both are functioning as nouns. 'Phone' and 'call' independently carry their own meaning—but combined, they have a particular meaning: a telephone connection. The seventh and eighth words were "Day" and "Night". They act as nouns. Each can stand alone and carry their own meanings.

#### 4.2 Bound Root

The phrase "bound non-root" in the field of linguistics pertains to a specific kind of bound morpheme that does not operate as a root. Instead, it serves as either a particle or an affix, thereby modifying the meaning or function of a root (Maulidina et al., 2019).

Based on analysis result for the Hotel's Greeting Card in Surabaya city, there were none of bound root to be found.

#### 4.3 Free Non – Root

The concept of "free non-root" in the field of linguistics pertains to a specific category of free morphemes. Unlike roots, these morphemes operate as particles or words that modify the meaning or function of a root (Demiray Akbulut, 2017).

The amount of words that belong to Free Non – Root is quite a lot. For the second sentence, there were 2 words. Firstly was "A". It is an article used to indicate a single, non-specific item. The last word was "To". It's a preposition that shows direction or intention.

For the third sentence, there were 12 words to be found. The first was "We". It's a pronoun that stands alone with clear, independent meaning. It is a functional morpheme that indicates the first-person plural pronoun or the subject of the sentence. The second word was "Are". It's a commonly used verb and carries a clear, standalone meaning. It is a functional morpheme that indicates the present tense or the auxiliary verb. The third word was "To". It belongs to a preposition. It is used in this context to indicate the relationship of the verb "have" with "you". The fourth was "You". It is another functional morpheme that indicates the second-person singular or plural pronoun or the object of the sentence. The fifth word was "With". It is a preposition used to express the relationship between the words in a sentence. In this particular sentence, "with" is used to convey the relationship between the speaker ("us") and the person being addressed ("you") in terms of being together or in the company of one another. The sixth word was "Us". It is another functional morpheme that indicates the first-person plural pronoun or the object of the preposition. The seventh word was "And". It is a conjunction used to connect clauses or sentences. The eighth word was "That". It is a conjunction acting as a subordinating particle. It is linking the two ideas present in the sentence. Its function here is to introduce a subordinate clause ("that your stay is awesome as you are. The ninth word was "Your". This word is a possessive pronoun. It doesn't carry a complete meaning by itself like a verb, noun, or adjective (root morphemes), but it must relate to another word in the sentence (in this case, "stay"). The tenth word was "Is". It is a functional morpheme that indicates the present tense or the auxiliary verb. The eleventh word was "Just". It is another functional morpheme that modifies the adverb "as" by indicating the degree of similarity. The twelfth word was "As". It is another functional morpheme that indicates the comparison marker or the degree of similarity.

For the fourth sentence, there were 13 words to be found. The first word was "Please". It acts as an adverb here, modifying the verb 'press' to add a tone of politeness or request to the sentence. The second word was "If". It acts as a conjunction to express a condition. The third word was "You". It is a subjective personal pronoun referring to the person that the

speaker is addressing. The fourth word was "With". It acts as a preposition in this context. The fifth word was "Anything" - This word consists of "any" and "thing". The word "any" here acts as an adjective. The sixth word was "At". It is a preposition indicating a particular position or place. The seventh word was "All". It plays the role of an adverb here. It is another functional morpheme that modifies the preposition "at" by indicating its extent or completeness. The eighth word was "We". It is a subjective personal pronoun referring to the person(s) the speaker is included. The ninth word was "Are". It acts as an auxiliary verb in this context. The tenth word was "Just". It's an adverb used for emphasis or to show the exactness of a situation or event. The eleventh word was "A". It is an indefinite article used before words beginning with a consonant sound. The twelfth word was "Away" It acts as an adverb indicating distance in time or space. The last word was "Or". It acts as a coordinating conjunction that connects two equal parts of a sentence.

For the fifth sentence, there was only 1 word to be found. It was "Your". This word is a possessive pronoun. It is a functional morpheme that indicates the second-person singular or plural possessive adjective or the modifier of the noun. A functional morpheme is a word that has little or no meaning by itself, but it serves to connect, modify, or express the grammatical relationship between other words. For example, the word "your" modifies the noun "sincerely" by indicating its ownership or relation to the person you are writing to.

For the last sentence, there was only 1 word to be found. It was "The". It is an article, specifically the definite article in English, used to point forward to a noun or noun phrase.

#### **4.4 Bound Non – Root**

The phrase "bound non-root" in the field of linguistics pertains to a bound morpheme that does not function as a root, but instead serves as a derivational or inflectional affix. A bound morpheme is a linguistic entity that lacks the ability to function independently as a standalone word, necessitating its attachment to another constituent, often a root or another affix, in order to constitute a complete word. The root of a term is the fundamental component that conveys the primary significance (Halawa, 2017).

For the first sentence, there was only 1 word that belongs to Bound Non – Root, it was "Mrs.". It is an affix that attaches to a proper noun to indicate the marital status and gender of the person. Although it can appear independently in a sentence, it generally does not have a complete meaning on its own and needs to be attached to another free morpheme (a person's name, for instance) to convey its full meaning or function.

For the third sentence, there were 2 words that belong to Bound Non – Root, the first word was "Thrilled". It comprises two morphemes: "thrill" and the suffix "-ed". Together, they create the adjective "thrilled." The second word was "Awesome". It consists of two morphemes: "awe" and the suffix "-some". It is an affix that attaches to nouns to form adjectives that indicate the quality or state of being. The suffix "-some" changes the meaning of "awe" from "a feeling of reverential respect mixed with fear or wonder" to "causing or inspiring awe; amazing". The word "awesome" is an adjective that modifies the pronoun "you" by indicating its quality or state.

For the fifth sentence, there was only 1 word that belongs to Bound Non – Root, it was "Sincerely". It consists of two morphemes: "sincere" and the suffix "-ly". It is an affix that attaches to adjectives to form adverbs that indicate the manner or degree of an action or state. The suffix "-ly" changes the meaning of "sincere" from "honest and genuine" to "in a sincere or genuine way". The word "sincerely" is an adverb that modifies the verb phrase "press 0" by indicating the tone or attitude of the speaker.

For the last sentence, there was only 1 word that belongs to Bound Non – Root, it was "Crafter". This word can be split into two morphemes: "Craft" and "-er". The suffix "-er" is

used in English to turn a verb into a noun, indicating someone or something that does the action of the verb.

## 5. DISCUSSION

Morpheme analysis entails the systematic deconstruction of a word into its constituent morphemes, which are the smallest semantically relevant components. Morphemes are fundamental linguistic units that serve to convey semantic content, grammatical roles, or a combination of both within words (Purnamaningwulan, 2020).

According to M, Silvi Nuril (2017), conducting a morpheme analysis is of significant importance as it facilitates comprehension of the semantic, structural, and etymological aspects inherent in words. Through the process of morphological analysis, one can get knowledge regarding the constituent morphemes inside a given word, thereby gaining insights into its etymology, semantic content, and lexical connections with other words.

The application of morpheme analysis can also contribute to the enhancement of one's vocabulary and language proficiency, encompassing areas such as spelling, pronunciation, word identification, and comprehension of written material. Through an understanding of the semantic properties of individual morphemes, one can deduce the semantic composition of novel words that incorporate those morphemes. By acquiring knowledge of the utilization of morphemes in word construction, one can enhance their ability to acquire new vocabulary and discern the underlying patterns and principles governing word development. Through the examination of the etymology and historical development of words, one can gain a deeper understanding and admiration for the vast array and complexity inherent in the English language.

There are 4 types of morpheme analysis. They are Free Root, Bound Root, Free Non Root, and Bound Non Root. Based on the findings, the biggest amount that has been found after doing the analysis was Free Non Root which consisted of 29 words. Meanwhile there was no words be found in Bound Root.

The distinction between the free root and bound root lies in their respective abilities to function independently as words. Specifically, the free root is capable of existing as a standalone word, whereas the bound root necessitates combination with another constituent, generally a particle or another root, in order to produce a complete word.

For word "Welcome" some people might be misunderstood and thought this word belongs to Bound Root because it looked like there was a prefix –Wel before the word "Come". "Welcome" can stand alone and has a meaning in itself, which is why it is often considered a Free Root morpheme. However, depending on the viewpoint, one could argue that "welcome" is a Bound Root morpheme in this context, because it is typically used in relation to something ("welcome A," "welcome to B," etc.). In this sentence, "welcome" is associated with "to Kampi Hotel-Surabaya," so it might be seen as bound to that concept. That said, the standard understanding would still classify "welcome" as a Free Root, as morphemes are typically categorized by their ability to convey meaning independently, rather than their use in semantic relations. In English, "welcome" can be used alone and still hold a complete idea ("You're welcome.").

The distinction between a free root and a free non-root lies in their respective linguistic properties. Specifically, a free root is an independent lexical unit capable of functioning as a standalone word, whereas a free non-root is a morpheme that, although not a root, possesses the ability to exist alone as a word.

Typically, "please" is categorized as a Free Non-Root morpheme in English because it is mainly used as a standalone word (adverb or verb) in which it carries its own meaning and doesn't often serve as a base for other words. However, there are also words like "pleaser" where "-er" (the Bound Non-Root morpheme) attaches to "please," arguably



making "please" act like a root in this instance. It's important to note, though, that these cases are relatively rare compared to its normal usage as a standalone polite request or expression of approval. So, if we look at 'please' as it is used within the broader context of English vocabulary, it is primarily a Free Non-Root morpheme. But if we're considering all potential uses, including derived forms like "pleaser", it could also be seen as a Free Root morpheme in those instances.

In the sentence "I am pleased to meet you," the base word "please" can be categorized as a Free Root morpheme. In this context, "pleased" is the past participle form of the verb "please." The "-ed" is a Bound Non-Root morpheme that, when attaches to "please," forms the adjective "pleased." Here, "pleased" signifies the state of the subject, 'I,' expressing satisfaction or happiness. It's important to note that based on the usage, the classification of a morpheme can change. While "please" is often categorized as a Free Non-Root morpheme when used as a standalone adverb or verb, it is also a Free Root morpheme when used as a base for other words like "pleaser," or, in this case, "pleased." The context and usage of the word are key to determining these classifications.

## 6. CONCLUSION

A morpheme can be defined as the most basic and meaningful unit within a given language. A word might consist of a complete unit, such as "dog", or it can contain a morpheme, such as the suffix "-s" in "dogs", which imparts additional meaning, specifically indicating plurality. A morpheme is indivisible and lacks the ability to be further segmented into smaller units that carry independent meaning. Hence, the term 'worker' is comprised of two morphemes, namely 'work' and '-er'.

The process of morpheme analysis involves the examination and dissection of words into their constituent morphemes, which are the smallest units of meaning in a given language. Through the process of morphological analysis, linguists are able to attain a more profound comprehension of a language's grammatical, semantic, and morphological framework.

The hotel's greeting card refers to a meticulously crafted printed medium, typically composed of premium paper or card-stock material, which establishments utilize as a means to convey a warm welcome, extend seasonal salutations, or impart essential details to their esteemed visitors. Historically, these cards have been conventionally provided in the accommodations of guests following their initial check-in. However, in recent times, digital iterations of these cards have gained significant popularity.

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