

SLANG LANGUAGE IN INDONESIAN SOCIAL MEDIA

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Abstract

Slang is a phenomenon of using language variations that arise due to language development and a social dynamic in society in the realm of language. Slang in Indonesian is referred to as bahasa gaul and is mainly used by young people when communicating with other groups. Therefore, this study attempts to analyse more in depth the form, function and meaning of existing slang, particularly used in social media. This research is qualitative by documentation methods in data collection. The data was obtained through observations about the use of slang in several social media then the slang found is classified into the type and formation of words. Based upon Allan & Burridge (2006) the findings show that the forms of slang found on social media are very diverse, creative and active including Fresh and Creative, Flippant, Imitative, Acronyms and Clipping

Keywords: slang, social media, acronym, flippant, clipping

I INTRODUCTION

Language is the main means of communication used by humans to interact with each other, convey opinions and information, or show self-identity. A person who speaks Indonesian can be assumed that he is Indonesian, the same is true of other languages. The languages in the world are very diverse. Even one language has various kinds of dialects and registers used by certain groups. Language is very closely related to society. The section that discusses the relationship between language and society is called Sociolinguistics. The existence of a language cannot be separated from the speech community. In line with people's life which is always dynamic, language experiences the same thing. A language is always developing, some are progressing with the addition of various aspects, some are even almost extinct because no one is using them anymore. The development of a language is usually based on the needs, current circumstances, and of course the wishes of the speaker (Chaika, 1998: 8). Everyone has the ability to create new words, use existing words in new ways, and create sentences by combining elements that have never been heard before. Things like this are very common among adolescents, where with great creativity they often produce new utterances and combine various language variations in their daily communication.

The use of code-switching, code mixing, interference (inserting foreign language elements into Indonesian words or vice versa), borrowing foreign terms, and using slang both orally and in writing have become the informal language styles of today's young people. One of the language variations that is often used in social interactions is slang. According to Chaer & Agustin in Antoro (2018: 2), slang is created and used by certain social groups to interact internally so that it is not known by others. This is in line with the meaning of slang in KBBI where slang or often called bahasa gaul is a non-formal dialect of Indonesian used by certain communities or certain areas for social interactions. Currently, the use of slang words has become more widespread and spread beyond that group. Slang has become a trend among teenagers and one of the factors that have contributed to spreading this out is social media. This is because using social media has become a new lifestyle among teenagers, where on social media they can have certain groups with similar hobbies, interests, work, and others.

Social media has successfully spread the emerging new slang language, so it is not surprising that slang is also used as a social language on social media. Budiasa & Savitri (2019) state that from the results of the questionnaire, as many as 76% of the young generation currently use slang in their conversations between close friends, both verbally and in writing. In written form, they usually use it in social media, such as when sending messages via Whatsapp, giving comments or direct messages on Instagram, Facebook, Twitter, and Youtube, for example:

Bonjour mes amis, *comment ça va?* Do you know that today we will have a crepes cooking program, yuhuuu, Buruan *skuy* if you want to join? Hurry up and go to #WarungPrancisUMY (Instagram)

RIP Marie Freddiksson - Roxette the songs of this Swedish duo make *ambyaar* hearts, one music group that accompanied my mother's teenage years 'Let's (Whatsapp status).

From the two examples above, there are slang words that we encounter very often, namely *skuy* and *ambyar*. These two words can be categorized as slang because initially only certain groups

understood their meaning, but then the use of these words became wider and almost all adolescents understood their meaning and even used them socially. The word *skuy* is an exchange of the letter order of the word *yuks* (let's go) while the word *ambyar* actually comes from the Javanese language but its usage has become wider and so does its meaning. The true meaning of the word *ambyar* is shattered into pieces, but is usually used as a complement to a sentence as an expression of deep disappointment or sadness, even the writing is sometimes given additional letters to further emphasize its meaning.

These two examples of words are far from the Indonesian language norms, but the facts are more familiar among young people today. Based on this phenomenon, studying or dissecting slang words is very interesting to do as part of language change in today's digital era. The use of slang on social media is certainly an interesting phenomenon to explore because of its massive and dynamic distribution and use. This means that almost always new words emerge which initially come from conversations on social media which are then widely used by teenagers. In addition to Budiasa & Savitri (2019) as stated previously, another analysis of slang was made by Sudiyanti, N.L et al. (2019) in their study to conclude several types and functions of slang words found in a film. The results of the analysis show that of the four types of slang, the imitative form is the most dominant because the speaker does not need certain knowledge but merely imitating words that already exist. Based on the explanation above, the issues to be discussed in this study are: 1) the forms or types of slang that often appear on social media these days, 2) the function and meaning of slang used in social media by teenagers.

II MATERIALS AND METHOD

Teenagers usually use slang words in everyday conversation. The origin of the slang word itself is unknown. This is in line with the opinion of Yule (2006) who describes slang as a word or phrase that is used more frequently than everyday words by young people or certain groups. No one knows the origin of the appearance of a slang word. Usually slang words are new words that arise from the expansion of the meaning of existing words without heeding formal language rules and are used by certain groups (Per & Gaynor in Alwasilah, 1990: 56). To examine the form of slang in this study, the theory of Allan & Burridge (2006) will be used, which divides the types of slang words into 5 types: 1) Fresh and creative types in the sense that new vocabulary words that did not exist before, are the result of creativity, imagination, informal forms, or are contemporary words, for example *buddy*. 2) Flippant, which is a slang made of two or more atoms that bring up new connotative meanings and have nothing to do with the literal meaning of the word, for example *fancy pants*. 3) Imitative, which is a slang word that imitates or comes from a word that is in Standard English but has a more expanded meaning, for example *honey*, *sick*, *gotta*, *wanna* 4) Acronym, which is a word that comes from two or more words which are pronounced as a word and fulfils phonetic rules 5) Clipping is a slang word that is formed from removing certain parts of a word, for example *bro*, *sis*. See also Kridalaksana in Antoro (2018: 16)

To find out the form and type of slang used in social media, the observation method is used, namely by tracking the appearance of slang on various social media such as Instagram, Facebook, Twitter and WhatsApp. Slang language will be classified based on its form, function and meaning.

III RESULTS AND DISCUSSION

Regarding Types and Meanings of Slang Language in Social Media, the theory of Allan & Burridge (2006) will be used in identifying the types of slang words found as data with the inclusion of fresh and creative types of slang, flippant, imitative, acronyms and clipping. This theory is in line with the types of slang words conveyed by Kridalaksano in Antoro (2018: 16) which states that the formation of slang words consists of acronyms, fragments, abbreviations, and contractions. Based on data obtained from various social media, the use of slang words is very diverse and this shows that the formation of slang continues and is increasingly being used in written language on social media on Instagram, You Tube, WhatsApp, and Facebook. The following will describe the types or types of slang words found in data sources, then determine the meaning and how these words are formed.

As proposed by Allan & Burridge (2006) five types of slang are found in the current study with the inclusion of fresh and creative, flippant, imitative, acronyms and clipping.

3.1 FRESH AND CREATIVE

Slang words that are classified as fresh and creative are vocabulary that did not exist before, which were formed as a result of imagination, creativity, informal forms, and contemporary words. The

following are the slang words that can be classified into this type and their meanings and forms are simultaneously translated

No.	Slang Word	Meaning
1	Kuy/skuy	Used as an interjection to invite someone to do something Is a reversal of the order of the letters in the word yuk, yuks; (let's go)
2	Coy	A close nickname for friends in a relationship as a substitute for the person's name and later a nickname for anyone. Other forms can be cuy
3	Santuy	Used to express the attitude of not being hasty in doing something, or not being too bothered about something. Another form of the word relax.
4	Ashia app	An interjection that expresses someone's readiness / willingness to do something that is asked by another. Is a jargon or characteristic of the number one Indonesian Youtuber, Atta Halilintar
5	Unfaedah	To mention something that is useless. Formed from the word un + faedah. English prefix un- means negative (no), while the word faedah means useful. Then the word unfaedah means useless

Table 1. Fresh and Creative

3.2 FLIPPANT SLANG

This type is a word /phrase that is formed from 2 or more words which form a new meaning that is different from the literal meaning of the word that forms it. Here are some slang phrases that are often found on social media:

No.	Slang Word	Meaning
1	Netizen +62	Satire to refer to a person or Indonesian people / netizen meaning a group of people, and +62 is the dialing code for the country of Indonesia
2	Generasi micin	A term for young people who are mostly acting, unnatural (from cute to cute ones that make us sad). Formed from the words <i>generation</i> and <i>micin</i> . Micin is a type of flavor enhancer in food (MSG) which can have side effects if consumed in excess, including weakness of thinking, excessive sweating, etc.
3	Sobat missqueen	The term for Twitter social media users and the word <i>missqueen</i> serves as a creation of how to spell the original Indonesian word <i>miskin</i> (poor)

Table 2, Flippant

3.3 IMMITATIVE

According to the theory proposed by Allan & Burridge, slang words that are included in this type are words that have already existed before, but their meaning has expanded and is even very different from the original. Below you can see the slang words that are classified as the imitative type

No.	Slang Word	Meaning
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1	Ambyar	Used to express a disappointment, feeling sad until you don't know what to do. In KBBI, <i>ambyar</i> means scattered, fragmented, broken into pieces
2	Haqiqi/hqq	Describes something very extraordinary and irrefutable. For example, <i>essential enjoyment</i> . According to KBBI, intrinsic means <i>true, actually, in fact</i> , it derives from the word <i>hakiki</i> which is usually associated with religious or divine teachings. Nowadays, <i>hakiki</i> is used as slang language with the change of some letter to make it different from the existing word, another form that is often used is <i>haqiqi</i> or <i>hqq</i> . The meaning of <i>haqiqi</i> as slang is referred to something that really nice or give ultimate sensation to someone.
3	Bosque	A call for the other person to raise or raise the status. Slang term for my boss. Sometimes the pronunciation is slightly different, like [boskyu] or [boskuh]
4	Gasss	Used as an interjection to invite the other person to do something as soon as possible. But later on, it can also be used to describe the behavior of other people who speak in a high and fiery tone as if someone is angry (gasping). Derived from the word gas in the automotive sector which means a part that pulls or raises the speed.

Table 3. Immitative

3.4 ACRONYM

An acronym is an abbreviation formed from the initial letter or syllable and is pronounced as a word (Oxford Dictionary of English 2020).

No.	Slang Word	Meaning
1	Bucin	The term for someone who is in love and willing to do anything. Short for love slave. It stands for <i>budak cinta</i>
2	Kepo	The term to describe someone's curious attitude towards something. It stands for <i>Knowing Every Particular Object</i>
3	Baper	It expresses feelings carried away and stands for <i>terbawa perasaan</i> .
4	otw, otewe	A term for being on a trip. It stands for <i>on the way</i> .
5	Follback	A term that is often used by <i>netizens</i> so that their account is followed back by others. The abbreviation of 2 English words, namely <i>Followback</i>

Table 4 Acronym

3.5 CLIPPING

For this type, the slang formulated as fragment of a word in order to facilitate or simplify pronunciation and spelling.

No.	Slang Word	Meaning
1	Bro, brow, vroh	A close call for a friend or interlocutor (male). It is a

		fragment of the English word, <i>brother</i> .
2	Sis, sista	from the English word, namely sister which means <i>sister</i>
3	Cuk	Close call of friends as a substitute for the person's name. A fragment from the Javanese curse, namely <i>jancuk</i> which means <i>damn, jerk</i> which is used to express disappointment or a astonishment over something extraordinary

Table 5. Clipping

IV CONCLUSION

Based on the analysis that has been made, it can be concluded that several things are related to the type and use of slang on social media. Regarding the type the slang language found on social media consists of fresh and creative, flippant, imitative, acronym, and clipping. The formation of slang continues to occur and is increasingly being used in written language on social media on Instagram, YouTube, WhatsApp and Facebook.

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