

AN ANALYSIS OF SLANG ON TWITTER IN INDONESIA

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ABSTRACT

Technology provides both exciting opportunities and complex challenges that influence human's life, one of the influences is language changes. This paper aims to provide the reader with an understanding of the slang types on social media, especially Twitter. This paper applies qualitative data research to discover and research types of slang and why it is used for interactions. Data were collected from document analysis and used the interactive model of data analysis. The results shows that the types of slang language on Twitter showed different results for each type. The highest is acronyms with a percentage of 78,57% and the least are imitative, compounding, and clipping with a percentage of 1,42%. There were 2 reasons for using slang, the reasons is to build a good impact on social interaction, and to use slang language to make the conversation run much more smoothly. The conclusion of this study is people use a variety of languages from formal language to informal. One of language variations is slang on social media or even in daily conversations with types of slang such as fresh and creative, imitative, compounding, clipping, and acronyms.

KEYWORDS

Slang, social media, Twitter, language.



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INTRODUCTION

Language is a communication system consisting of sounds, words, and grammar. The language that humans use to interact with each other is the function of language, language as an identity, language means of communication (Nooyen, 1999), (Saputra & Marlina, 2019), (Rezeki & Sagala, 2019), (Analysis et al., 2018). Not only time and social interaction but also human background and the environment create a new style of language so that one can communicate easily.

A new language style is a form of language change. Language changes in Indonesia, especially in social media, are called slang. Slang has several definitions. (Analysis et al., 2018), slang is a variety of language used in certain contexts whose meaning is used by people to express a sense of belonging to certain groups in a community that is not specific

to any geographic location.(Saputra & Marlina, 2019) state that slang is an ideological framework for reasoning about language that defines a deviant language register class. When compared to the original language, slang has a different meaning, and usually, only slang users understand its meaning. Slang can be found on social media and the internet.

In this era, human lives side by side with the advancement of technology, especially the internet and social media. Almost everyone uses the internet and social media, with the internet and social media humans can interact with other people easily and freely, they can build a new circle of communication on the internet and social media, and they can meet new people on the internet and social media, they can communicate with different styles and accents of language. On the internet and social media, people usually apply slang to communicate.

Social media is one thing that is quite important for society, almost everyone uses the internet and social media, such as Twitter, Instagram, Facebook, etc. Through the social media people can post photos or videos with captions or just share some written sentences using both formal and informal language, some social media users post using informal language or slang. One of the samples is Koh Parel who likes posting his caption informal language.



Figure 1. Source: From Twitter by Koh Parel. Downloaded on 23rd December 2022.



Figure 2. Source: From Twitter by Koh Parel. Downloaded on 23rd December 2022.

Nowadays, social media has been a new lifestyle among teenagers, they can have circle who have similar hobbies, interests, work, and others. Through social media users can post on some medias freely and use informal language as well, one of the most popular social media is twitter so that the writers focus on analysing some posts on Twitter. Moreover, Twitter is used by scholars, student, professionals and others, they share content in written form and to shorten their writing, they usually use slang whether it is an acronym or a new word.

RESEARCH METHOD

This research uses a descriptive qualitative method. After the writers get the data, the writers analyse and describes it. The data of this research is a kind of slang word on Twitter and the source of data was the content written by the account "Koh Parel". The writers analyse the posted content during 2022 and the writers choose this range time because Koh Parel is popular influencer users and often posts his content using slang words. For elaborating the data, the writers describe the data descriptively.

RESULT AND DISCUSSION

The Result of Types of Slang Language Used

According to Allan and Burridge (2006), the types of slang is divided into five types, they are fresh and creative, compounding, imitative, acronym, and clipping. Besides that, the researcher applied the theory from Yule (2010) that discusses about the word-formation. Slang-type results on Twitter using an **Result**

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Table 1. Types of Slang Language Used Frequency

No.	Types of Slang	Frequency of Slang Used	Percentage of Slang Used
1.	Fresh and Creative	12	17,14 %
2.	Compounding	1	1,42%
3.	Imitative	1	1,42%
4.	Acronym	55	78,57 %
5.	Clipping	1	1,42%
	Total	70	100%

According to the table above, it can be concluded that Koh Parel uses various types of slang on Twitter. The highest position is an acronym with a total of 78,57% or 55 words. Then the second position is fresh and creative with a total of 17,14% or 12 words. Next, there are three types of slang that on the third position, they are compounding, imitative, and clipping with the same total of 1,42% or just one word.

The Result of The Reason of Using Slang

In this section, the writer explains the reason for using slang language on Twitter by Koh Parel. The writer uses the theory from Partridge (1954) which stated there are 15 reasons for using slang. The result would be explained as follow :

Table 2. The Result of Reason of Using Slang.

No.	Reason of Using Slang	Frequency of Using Slang Reason	Percentage of Using Slang Reason
1.	Just for the fun of the thing.	15	21,42%
2.	For delight in virtuosity.	-	-
3.	To be different.	-	-
4.	To be picturesque.	-	-
5.	To be unmistakably arresting, even startling.	-	-
6.	To escape from cliches, or to be brief and concise.	37	52,85%
7.	To enrich the language by inventing new words	-	-
8.	To lend an air of solidity and concreteness.	-	-
9.	To reduce the seriousness of a conversation.	-	-
10.	To amuse the superior public.	-	-
11.	For ease of social intercourse.	-	-
12.	To induce either friendliness.	18	25,72%
13.	To shows that one belongs to a certain group.	-	-
14.	To show or prove that someone does not belong to a certain group.	-	-
15.	To be secret.	-	-
	Total	70	100%

According to the table above, can be inferred that there were three reasons for using slang on Twitter. The highest position is to escape from cliches or to be brief and concise with a percentage of 52,85% or 37 frequencies. Then, the second position is to induce either friendliness with a percentage of 25,72% or 18 frequencies. Next, the third position is just for the fun of the thing with a percentage of 21,41% or 15 frequencies.

As explained in the result of the data above, the highest frequency of slang language uses types of slang is acronyms with 55 words or 78,57%. This type is created by the results of the initial words of each word in the sentence or made by the first letter of the phrase or syllables. An example of this type would be shown in the following table below :

Table 3. An example of acronyms.

No	Acronym	Basic words
1.	Idk	I Don't Know
2.	Rt	Retweet
3.	Rn	Right now

Koh Parel uses Idk which means the phrase I don't know. Idk is often used in informal communication, like via messages on social media. There are no rules for writing Idk use uppercase or lowercase letters. An example of idk word usage would be shown below :



Figure 3. An example of “idk” usage.

Source: from Twitter by Koh Parel. Downloaded on 23rd December 2022.

The second frequency of slang language uses fresh and creative with a percentage of 17,14% or 12 words. This type has new varieties and it can be an up-to-date word. This type is made by modifying a word base by varying its spelling. An example would be shown in the following table below :

Table 4. An example of fresh and creative.

No	Fresh and creative	Basic Word	Meaning
1.	Moots	Mutual	Experienced or done by each of two or more parties toward the other others
2.	Salty	Salty	Extremely angry, full of anger or energy.

The table above show an example of the use of salty in the content of Koh Parel's account. A salty word in basic meaning is the taste of food with much salt. The use of “salty” here shows how the user feels extremely furious about something. Below is an example of “salty” word usage:



Figure 4. An example of “salty” word usage.

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The third frequency of slang language there is three types. They are imitative, compounding, and clipping. Not only the frequency, but they also have the same percentage. They have just one word and 1,425 percent. An example of imitative is “Crush” this word uses English vocab that has a different meaning in Indonesia. Indonesian people use this word to describe someone that they like or who has a feeling of interest in someone. Crush in basic meaning is compress or squeeze forcefully. Below is an example of “crush” word usage :



Figure 5. An example of “crush” usage

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Then, an example of compounding is “spill the tea” This phrase means gossip or personal information belonging to someone else. This phrase is combined three words to build new words or new meanings if we look at the basic meaning this phrase means to spill the tea, and tea’s basic meaning is drink. Below is an example of “spill the tea” phrase usage:

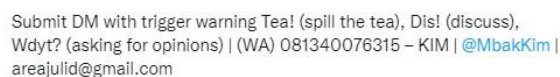


Figure 6. An example of “spill the tea” usage

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Next, an example of clipping is “rep” This word is the cut form of the basic word reply which means to reply or answer. This clipping is a type of slang that is often used by social media users, especially on Twitter. The user uses the word “rep” to engage others to interact with his content. Below is an example of “rep” word usage :



Figure 7. An example of “rep” usage

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Next, the second finding of this research is the reasons why Koh Parel uses slang language on Twitter. As a result of the data, the first reason is to escape from cliches or to

be brief and concise with a percentage of 52.85% or 37 frequencies. Koh Parel uses this reason so that his content does not look boring besides that, because of the limitation in writing content on Twitter. Not only to make it attractive but also so that all information can convey even in short writing. Then, the second reason is to induce either friendliness with a percentage of 25,72% or 18 frequencies. This rationality has a positive impact on social interactions. It can be easier for people to do conversations and more comfortable. The last reason is just for the fun of the thing with a percentage of 21,41% or 15 frequencies. These reasons have been chosen because slang language is familiar to people, so people can speak slang even if it has a harsh meaning.

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CONCLUSION

Language is how people interact with other people. Interaction support in varieties language. There are some examples of language variations, and one of them is slang. In the data analysis and results, the writer found that people use language variations, especially slang on social media or even in daily conversations with types of slang such as fresh and creative, imitative, compounding, clipping, and acronyms. Moreover, people have various reasons why they use slang in their conversations.

The types of slang that is used on Twitter by Koh Parel showed different results for each type. The highest is acronyms with a percentage of 78,57% and the least are imitative, compounding, and clipping with a percentage of 1,42%.

On the other hand, there were also 2 reasons for using slang with a different percentage for each reason. These reasons can build a good impact on social interaction, and people can find the new vocabulary of slang language to make the conversation run more comfortable.

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