
THE PRESENT OF DIGLOSSIA IN SOCIAL MEDIA

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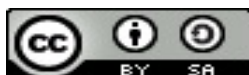
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ABSTRACT

Recently, Indonesian people often use non-standard Indonesian language. This is due to the fusion of languages that occurs as a result of globalization. Social media is also not spared from this phenomenon, especially the Twitter application. This study will discuss the use of the Diglossia language variety used by the Indonesian people on Twitter social media. For data collection, the author uses a qualitative descriptive method to analyze the data. The theory focuses on grammar and language function. The results of this study indicate that the language used by the Indonesian people on Twitter is divided into two variations of language, namely formal and informal. Most of the websites of government, health issues, politics, and education use a variety of formal language in each of their posts. While the general public who do not spread the above issues from teenagers to adults use a variety of informal languages. This proves that in every use of Indonesian, Indonesian people still have a variety of languages called Diglossia, even in social media applications.

KEYWORDS

Diglossia, Twitter, Non-standard language



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INTRODUCTION

Language is very important used to communicate or to convey messages between humans. Therefore, language has many varieties of languages spread across the world and has many functions in each of its varieties. Various languages can be found through sociolinguistic studies. Wardhaugh (in Mu'in, 2019) says that sociolinguistics concerns language research with society, understanding the sociological structure of language involves research between language and society and understanding social structures through language studies. According to Bram & Dickey, (in Arsenius, 2013) states that sociolinguistics specializes in its study of how language functions in society. They also state that sociolinguistics describes the human ability to use language rules appropriately in a wide variety of situations. This is correlated with the type of language variety.

There are several types of languages. One of them is seen from the means of use, namely the written variety and the oral variety. Between these two varieties there is a difference that is not so striking. Then according to the attitude of the speaker, the variety of languages includes a number of language styles where the choice depends on the attitude of the speaker towards the interlocutor. This language attitude is influenced by the age and position of the speaker, the level of intimacy between speakers, the subject matter of money

being discussed and the purpose of delivering the information. Language variety in this case deals with the selection of certain language forms that describe our official, relaxed, cold, warm, or other attitudes. While the differences in the various styles are reflected in the vocabulary used by speakers when talking to their participants.

However, lately the Indonesian people do not use Indonesian properly and correctly. This is one of the impacts of globalization. The new languages that have entered the Indonesian community are all accepted by Indonesians. This greatly affects the use of Indonesian. In fact, this also affects social media users. Twitter, one of the largest social media platforms in Indonesia. Twitter users are also indicated to use a variety of formal and informal language. So in this study the author will discuss the use of the diglossia language variety used by the Indonesian people on Twitter social media.

RESEARCH METHOD

There are 50 accounts that the author analyzes including 20 official accounts (40%), 15 public figure accounts (30%) and 15 general public accounts (30%) levels participated in this study. 10 of the user accounts (20%) were aged 17-24, 30% were 25-30, and 50% older than 30. For data collection, the author uses a qualitative descriptive method and Fergusson's Theory to analyze the data. Data extracted from online media with data criteria are taken from the official website. While the research time is in December 2021. After obtaining an existing reference, the sorting of online data that corresponds to the topic of discussion, and then the processing of information according to the topic of discussion.

RESULT AND DISCUSSION

In this section we present the results of the research. The results can be found in Table 1. We find that every Twitter user uses a variation of language. One example where non-standard language is used extensively is Twitter, a microblogging service where publicly available broadcast messages (called tweets) are limited to a mere 140 characters. This limitation causes users to be very creative in shortening words, using abbreviations and emoticons. But, they also used formal and informal language variation.

Many Official Accounts used formal language. They must use formal language for formal situations. There are many public figure accounts that use both varieties of language, namely formal and informal language. While the general public accounts more often use a variety of informal language.

Table 1. Analyze result

No.	Twitter Accounts	Varieties of Language/ Diglossia	
		Formal	Informal
1.	Official Accounts	√	-
2.	Public Figure Accounts	√ (Based on the problem Discussed)	√ (Based on the problem Discussed)

3.	General Public Accounts	-	√
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Official Account is an official account of an agency or organization, which generally provides important information about the institution. Official Accounts used formal language. They must use formal language for formal situations. This is because they are discussing serious matters, and to show seriousness and to convince the public that they have presented an information or issue that is worthy of being seen, read and listened to by many people. In figure 1 we know that every official account always used formal language.

Public Figure Accounts are Accounts that let people on social media platforms know about popular personalities from influential backgrounds. Most of the public figures usually use both a variety of formal and informal language. This depends on what issue they are discussing. If they are discussing a rather sensitive issue or a serious issue, they will use formal language. However, if they are not currently discussing heavy issues, they usually prefer to use informal language. Because the informal language is more flexible, fun and friendly for all Indonesian people. Below are some accounts belonging to public figures that use formal and informal language.

General public accounts are commonly used by most Twitter users when they know the news or comment on a tweet. It is undeniable that the effects of globalization greatly affect the life of the Indonesian people, including the language used. The language they use also varies. However, many of them prefer to use informal language. The informal language also varies, from the use of "slang" language, and non-standard language.

The meaning of Formal and Informal language

Formal and informal language serve different purposes. The tone, the choice of words and the way the words are put together vary between the two styles. Formal language is less personal than informal language. It is used when writing for professional or academic purposes like university assignments. Formal language does not use colloquialisms, contractions or first person pronouns such as 'I' or 'We'.

Informal language is more casual and spontaneous. It is used when communicating with friends or family either in writing or in conversation. It is used when writing personal emails, text messages and in some business correspondence. The tone of informal language is more personal than formal language.

This is very important to learn because its use adapts to the situation. Informal language is certainly easier to recognize, usually used for everyday conversation with friends or colleagues in the office when talking casually. Informal language vocabulary is also more diverse, even now many have modified it into “slang” language which is used a lot by young children or school children by their friends. Informal language can also be used when chatting or playing social media with friends or friends.

Variety of languages used by twitter users

Twitter is one of the ten most visited websites in the world. In February 2009, compete.com ranked Twitter as the third most used social networking site, ranking based on their calculations of 6 million monthly active visitors and 55 million monthly visits. Twitter experienced an annual growth of 1,382 percent, increasing from 475,000 visits in February 2008 to 7 million visits in February 2009. In 2009, Twitter had a monthly user growth rate of 40 percent. The specified tweet capacity is limited to 140 characters for reasons of compatibility with SMS messages, introducing shorthand notation and slang commonly used in SMS.

The language used by Twitter users is very diverse. One thing that stands out is the use of formal and informal language. Many of them use Formal language for content needs, and use informal language for everyone regardless of the age and status of others. Some words-words slang This is actually just an abbreviation of an English word or phrase. Below is an informal language that is often used by Twitter users.

- Nder: stands for "sender"
- Rep: stands for "Reply"
- JFB: stands for "Promise Follow Back"
- OOT: stands for "Out of Topic"
- CMIW: stands for "Correct Me If I'm Wrong"

The best situation to use Formal and Informal language

Indonesian, in its modern form, fits perfectly with the concept of diglossia. We have a form of formal Indonesian that is taught in schools and used in formal situations without ever being used in everyday informal situations. For informal everyday use, especially in the context of today's youth, they have a colloquial form which is popularly called "Indonesian slang". These two languages are very different, both in vocabulary, word structure, sentence structure, and usage. For example, we can compare the words "memberitahu", "mengerjakan", and "berkata" with colloquial versions such as "bilangin", "ngerjain", and "ngomong". Another example, the pronouns "saya", "aku", "kamu" and "Anda". Compare it with the everyday versions like "me" and "lu". These are some signs that "Indonesian" is actually two quite different languages.

Diglossia is likely to play a role in making the language choice of Indonesians in general more complex. Because social media is very public in nature, they are under pressure to represent themselves well, even better than usual, which has prompted them to develop a more organized language. On the other hand, the personal nature of social media also encourages them to represent themselves in a way that is easy to understand (relative) and also not too far from their everyday selves.

This makes social media official account users use formal or more regular language when they want to share information related to health, politics, economics, and so on. Meanwhile, public figures and the general public tend to use a variety of informal language to express opinions that are easily understood by the general public. They use a variety of languages according to the current situation, for example sharing their work experience in well-known companies to get a salary. So they choose a relaxed form of language.

CONCLUSION

This research explores the variety of languages. Language is very important to communicate or to convey messages between humans. Therefore, language has many varieties of languages that are spread in the world and have many functions in each of its language varieties. One of the Diglossia sociolinguistic languages in this analysis is the presence of Formal and Informal language variations on Twitter social media. This study provides information related to the definition of Formal and Informal, the variety of languages that are usually used on Twitter, and when the situation or time is right to use Formal and Informal. After this research, it is hoped that it will have a positive impact and design the language used by teenagers in Indonesia to be more regular.

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