

## VARIATIONS OF LANGUAGE SLANG ON INSTAGRAM SOCIAL MEDIA

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### Abstract

Through the large number of Instagram users in Indonesia, slang can be easily found in photo or video descriptions and comments made by uploading. Instagram is a program for sharing photos and videos that allows users to take photos or videos, implement digital effects for photos or videos, and upload them to other social media services, to Instagram. This study aims to determine the variation of slang on social media Instagram. This research method is included in the category of qualitative descriptive research, which then provides a description or explanation clearly regarding the form, meaning, category and role of slang in social media Instagram. The data sources used in this study are photos or videos uploaded by Instagram social media users to an account. The results showed that in Instagram there are several forms of slang including: 1) abbreviated form, 2) shortened form, 3) funny pronunciation errors, 4) home form, 5) community form. So it can be concluded that the research found 5 forms of slang on Instagram social media.

**Keywords:** Slang Variations; Social Media; Instagram.

### Introduction

Language is the ability possessed by individuals to communicate with other individuals using signs, such as words or movements. Language has a crucial role in the order of human life. Possibly because he is familiar, and rarely makes observations, he thinks it is rather ordinary, such as what we do when we breathe or walk (Presbitero, 2020). Based on the opinion (Tu, Lalwani, Gella, & He, 2020) language has various correlations with various domains of individual life order so that it can be understood through various perspectives. Then (Huettig & Guerra, 2019) gives a definition of language as a set that has or does not have a limit of sentences, each length of which has a limit, and is created through a series of components that have limits.

Linguistics is a science that understands language through various internal structural perspectives (Yang, 2018). In linguistics the correlation between language and audience is called sociolinguistics. Then (Lomotey & Csajbok-Twerefou, 2021) argues that sociolinguistics has become part of what is considered several courses at the tertiary level related to "linguistics" and "Language" which have indeed become important

development points in the scientific study of language based on the perspective of learning and assessment.

Slang is one of the sciences found in sociolinguistics. Then (Situmorang & Herman, 2021) explained that slang is language every day and has a temporary nature, which is considered far relatively low compared to informal speech, and is more polite. Slang is an unofficial language and is not included in the standard language that is generally used by a particular social group to communicate in detail so that those who are not members of the group do not understand. A group of Instagram users generally uses the categories of home slang and public slang (Sari, 2021).

The internet or what has an abbreviation for interconnection a network is an entire computer network that is interconnected using the global transmission system control protocol / internet protocol suite (TCP / IP) as a packet exchange protocol) to serve millions of users around the world. The method of connecting internet lines through these regulations is called *internetworking* (www.wikipedia.com:2017) . Then the internet provides the possibility to communicate directly between two or more users through the use of Instagram, not only can communicate but can be used to share photos, videos, and we can broadcast live via *Instagram stories*.

Instagram is one of the most popular social media. There are more than 45 billion of the 700 million direct users of Instagram in the world today (Laksono, Damayanti, & Santoso, 2019). Active users have *stories* that have reached 250 million users. Wikipedia, social media Instagram is a program that is used to share photos and videos through users, which can also be used to take photos or videos and share them with various other social media features, including Instagram. Since the 21st century, Instagram has become a very popular medium for most individuals, especially Indonesian audiences. Users can communicate continuously especially when they are in close proximity.

Through the large number of Instagram users in Indonesia, slang can be easily found in photo or video descriptions and comments made by uploading. Instagram is a program for sharing photos and videos that allows users to take photos or videos, implement digital effects for photos or videos, and upload them to other social media services, to Instagram. Instagram is a combination of the words "instant" and "telegram" by the design of Kevin Systrom and Mike Krieger is a company that develops programs for *mobile phones* that are developed through Instagram and Facebook (www.wikipedia.co.id:2017) also provide possibilities for use. to write and read messages or descriptions in photos or videos uploaded to Instagram. Users can create specific themes or content in the posts or comments they write by typing "#" in front of a word or phrase. So the "@" sign accompanied by the Instagram username can be used to indicate other users in explanations and comments. Instagram is the right place to express yourself. The difference between Instagram and other social media such as *Facebook*, *Twitter*, and *the path* that is relatively focused on posting status, photos and videos is not the same as Instagram which focuses on posts that are only in the form of photos and videos that are uploaded.

It is undeniable that there are often a variety of renewable languages which are generally referred to as "*contemporary languages*" that arise in cyberspace audiences or audiences who play social media. But the current language that is meant is only the language used in a certain period or the language that can only be used in a special period or the language that can only be understood by a group of social media users, especially on Instagram social media.

Among some examples of slang that the reviewers found on Instagram, such as

1. *Yeayyyy new phone twinning with my **bestie** thanks to @ekaceluller for giving us the best offer! Go get yours now.*
2. ***BTS** of this was a group of guys jeering "blogger bloggerrr" at me Dress & skirt @prettylittlething jacket @nakdfashion shoes @adidasoriginal #ootdmagazine #ootdfashion #outfitoftoday #newyorkfashion #streetstyle #prettylittlething #fashionblogger.*

<b>SLANG</b>	<b>Meaning</b>
<b>Bestie</b>	<b>Best Friend</b>
<b>BTS</b>	<b>Behind The Scene</b>

According to the description, the reviewer has an interest in conducting research "**VARIATIONS OF SLANG LANGUAGE ON INSTAGRAM SOCIAL MEDIA**" because now most individuals who use slang on social media, especially Instagram, which has relatively many users than other social media such as *Facebook*, *Path* and *Twitter*, and is very helpful in socialization and interaction between social beings.

### **Research Methods**

This research is included in the category of qualitative descriptive assessment, which then provides a description or clear explanation regarding the form, meaning, category and role of slang in social media Instagram. Based on the opinion (Stahl & King, 2020) qualitative research is intended to be able to understand what events are related to what the research actors feel, such as behavior and actions holistically through the description method in the form of words and discussions. Then this study will provide a clear description or explanation regarding types and forms, explanations, and examples.

The data sources used in this study are photos or videos uploaded by Instagram social media users to an account. The account has 3,491 uploads in the form of photos or videos in September 2019. Data collection in this study is *captions* from photos or videos uploaded to Instagram accounts in January 2018 to January 2020 which relate to the formulation of the problem under discussion, types and forms, explanations, and examples.

At the stage of collecting data on the Instagram account using the listening technique of language (Stahl & King, 2020) in the Instagram account which will then get the slang in the *caption* .

The stages carried out in collecting data in this study are: (1) Doing documentation or data retrieval through *screenshot* in uploading Instagram accounts (2) Examining *captions* on the Instagram account in detail and understanding each vocabulary in the *caption*; (3) Recording *captions* by selecting *captions* that contain slang vocabulary that leads to problem formulation; (4) Creating a data collection table as a tool for classifying data collection.

The data that has been collected after that is categorized to search for categories and formations of slang words and to provide then the writer takes a photo shoot of the data collection so that it is used as evidence, in order to classify the data collection following the deductive technique through the use of a data collection analysis framework, namely.

**Table 1**  
**Data Collection Categorize Slang**

No	Type and Form	Explanation	Example
1	Abbreviation (Joopudi, Dandala, & Devarakonda, 2018)	Abbreviations are short forms of words or phrases that are pronounced each letter or not	<i>BTW, FYI</i>
2	The shortened form (Hasson, Egidi, Marelli, & Willems, 2018)	The shortened form is in various languages. The correlation in normal speech is not clear, but it is a kind of sub linguistic communication, in which the meaning of the common forms has no role	<i>Just wanna be with u, u2</i>
3	Funny Mispronunciation Forms (Bloomfield: 1933)	Funny misspellings are high modifiers, a unique problem tone that is used to be rude language that is funny or gives an expression of distrust of something. The expression does not have a formation in line with linguistic characteristics.	<i>Is zat sho?, fo sho?</i>
4	Types of home slang (Ariyanti, Suardhana, & Mulyawan, 2018)	Home slang generally used in a residential area is a word or phrase that is generally used in neighboring correlations. The slang category is an abbreviated category of actors who are representative and have a friendly and not rude nature.	<i>Grand's, pals.</i>
5	Types of Community Slang (Samola, Andries, Kumayas, & Rorimpandey, 2018)	Community slang is usually used in daily conversation. Generally, these slang categories include words or phrases that are only understood by a group of audiences, especially	<i>Come the Rothschild, repulsive</i>

This research uses an inductive method of analyzing data according to interpretation so that it can provide an explanation of the meaning that is in harmony with the picture, after that analysis of meaning using an online dictionary is: “*Urbandictionary* and *Dictionary.cambridge*”.

The steps for analyzing the data collection in this study are: (1) Recording the data found in *caption* of the Instagram social media account; (2) Grouping the data collection related to the hoses in the formulation of the problem of this study; (3) Exposing the results of the study in the form of analysis that is in harmony with the formulation of the problem; (4) Inferring the acquisition of analysis according to the data collection on the acquisition of the study which includes the form of slang words and categories of slang words found on Instagram social media accounts.

## Results and Discussion

### A. Literature Study

1. "*Study of Slang Words in Ride Alone Movie*" was written (Anis, 2018). In this study, the author uses two techniques by (Bahromovna, 2022) related to slang categories and concepts related to the role of slang by (Kalyan & Sangeetha, 2021). Obtaining this study, the reviewer found 13 data, which were divided into three categories, namely thirteen data collections covering community language slang, then one in the general home slang category and the other two on medical slang.
2. “*Novel Cloudstreet*” written by (Padati, Rattu, & Senduk, 2019). In this study, the reviewers used the concepts (Cukor-Avila & Balcazar, 2019). The results of this study prove that the Australian slang form in the novel is a funny mispronunciation, in the form of abbreviations, interjections, figurative expressions and individual calling.

Slang is a very informal word and expression that is usually used in spoken language and is not suitable in formal situations. Slang does not belong to a particular social group, because it is an accumulation of terms that are present from each quartet that are found and understood by most individuals. In essence, it includes daily discussions, which are not good enough to be used for good communication.

In this study, the authors use the concepts (Cukor-Avila & Balcazar, 2019). The researcher uses these 2 theories because the reviewer has made comparisons and has also studied related theories and found various slang on Instagram related to the two concepts.

There are eleven categories of slang based on (Shaikhutdinova & Balykina, 2020), namely *cockney* (natives), house slang, work slang, merchant slang, art slang, publicity slang, theater slang, public school slang and college slang, community slang, and slang. medicine, army slang. However, in this study, the reviewer only found 2 categories of slang, namely community slang and household slang, with the following understanding

**B. Home Slang**

Home slang is felt to be a group of household words or phrases that create cracks in the existing vocabulary based on the nature of the subject. The category is felt to be a form of friendly, cheerful, materialistic, but not dirty and not here. For example, household slang is grand's means grandma pals means friend.

**C. Community Slang**

Community slang proves the pleasure or joy of the object of application of the calling of the slang user. For example, community slang: Come the rothschild, meaning pretending to be rich repulsive, meaning it does not give pleasure or bad then, based on the opinion of (Cukor-Avila & Balcazar, 2019) there are four forms of slang, namely in the form of abbreviations, in the form of funny pronunciation errors, in the form of shortening and interjection.

**D. Abbreviations**

Abbreviations in the form of abbreviations of words or phrases. Examples are:

**Table 2**

**Abbreviations in the form of abbreviations**

Abbreviations	of Words Origin of	Meaning/Meaning
BTW	By The Way	'Ngomong-ngomong'
FYI	For your Information	'Sebagai informasi'

**E. Funny Mispronunciations Funny**

Misspellings are high pitch modifications and strange problems that are used in funny or crude language give an expression of distrust of something. The expression has a formation that is in line with the linguistic characteristics. For example:

**Table 3**

**Funny misspellings**

Words from		the Pronunciation Form
Is that sho?	Pronounced	Is zat sho?
For sure?	Pronounced	Fo sho?

**F. The abbreviated**

Form The form of this abbreviation is a variety of languages. For example:

**Table 4**

**Language abbreviation form**

shorten	the word origin of	meaning / meaning
<i>Just want to be with U</i>	<i>Just want to be with you</i>	<i>'Hanya ingin bersamamu'</i>
<i>U2</i>	<i>You two</i>	<i>'Kalian berdua'</i>

## G. Interjection

Interjection is a formation that cannot be given affixes (affixes) and does not have a syntactic support in the form of others, and is used to express feelings. For example (expression of joy) “*hot damin*”, “*that's my boy*”, “*you're the man*”, “*fuck yeah*”, and (expression of joy in food and drink) “*yum-yum*”, “*yummy*”.

The reason the reviewer chose the concept was because the reviewer felt that the concepts had a correlation component with the data that the researcher collected on Instagram, but in the study using that concept the researcher did not use every concept but determined several forms and categories of each concept that matched the data collection that had been prepared. The reviewers doing the collection on Instagram are; the concept from (Cukor-Avila & Balcazar, 2019) uses (abbreviated form, a form made by shorthand from a funny form of mispronunciation), while the theory from (Bahgat, Wilson, & Magdy, 2022) uses (home and community slang categories). After that the concept is based on deductive and inductive techniques as described in the research method. The same approach has also been actualized in the study carried out. The following are the categories and forms and meanings found

## H. Short Form

Abbreviations are short formations of a word or phrase, which are pronounced each letter or not. Below is an example of data collection found in the form.

1. **YOLO** /'joo.lou/ you only live once of:

Yolo is an abbreviated form derived from the phrase *you only live once* which means 'you only live once'.

## I. Shortened

Forms The shortened form is found in various languages. Correlation in conversation normally is not clear, but is a kind of sub linguistic communication, which means that forms generally have no role. Below is an example of the data collection obtained in the form of:

1. **Gonna** /'ga:.nə/ going to

Gonna is a form that is shortened, which has the actual pronunciation *going* and *to* which means 'go to'.

## J. Wrong form of y Funny

A funny misspelling is the modification of a unique problem pitch that is used to make funny language or give an expression of disbelief at something. These expressions do not have a conformable formation on linguistic characteristics. Below is an example of the data collection that was found to be in the form:

1. **Cuz** /cos/ because

Cuz is a funny form of mispronunciation, which has the actual pronunciation of *because* which means 'because'.

## K. Types of Home

Slang Domestic slang generally used in a home environment is a word or phrase that is commonly used in neighboring relationships. This slang category is an

abbreviation of the subject that is carried out by representatives and has a relatively friendly nature and is not rude. Below is an example of data collection found in this category:

1. **Bae** /bu:/ sweetheart

Bae is a category of household slang which is generally used to greet a dear individual which means '*beloved*'.

#### L. Types of Community

Slang Community slang is usually used in daily conversation. Generally, this slang category includes words or phrases that are only understood by a specific group of audiences. Below is an example of the data collection found in this category:

1. **Bitch-face** /,bɪtʃ feɪs/ sucks face

*Bitch-face* is a slang category of society which has the meaning of 'having an annoying face'.

#### Conclusion

Slang is a very informal word and expression that is usually used in spoken language and is not suitable in formal situations. Slang does not belong to a particular social group, because it is an accumulation of terms that are present from each quartet that are found and understood by most individuals. In essence, it includes daily discussions, which are not good enough to be used for good communication. The categories and forms of slang found on Instagram are:

1. Abbreviated forms

In this form, the writer finds 12 slang words, namely: lol, yolo, imy.

2. The shortened form

In this form, the writer finds 12 slang words, namely: dunno, kinda, gonna, fav, bestie, wanna, anniv, y'all, pict, darl, bulls and mont.

3. Funny form of mispronunciation In this form the writer finds 13 slang words, namely: cuz, chillin, sayin, movin, fuckin, annoyin, lil, morning, rollin, rockin, poppin, actin and tryin.

4. Types of home slang In this type, the writer finds 7 slang words, namely: dude, mommy, bae, sis, pals, girls and kids.

5. Types of community slang. In this type, the writer finds 6 slang words, namely: hella-cares, bust, candid, bitch. face, smashed and path



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