

## Variety of Indonesian on Social Media

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### ABSTRACT

*Language is a communication tool used by the community to interact with great regiliat with a variety of languages. Variety of languages comes from two words, namely variety which means type, kind of, (indicating plural) and language, namely the sound symbol system used to communicate. Then it can be said that the variety of languages is kind, kind, and variations in language usage according to the context of use. The research conducted aims to find out how the variety of Indonesian language use on Twiter's social media, this research is a qualitative descriptive study, this study uses a type of research phenomology with a qualitative approach to the object of humans (human). Data from this study was obtained from a collection of several tweets from the @anyaLalubelar account and @dsuoerboy. The method of data collection in this study is observation and documentation. The results of this study are the discovery of some languages on @dupuperboy and @anyaLalubelar accounts but the variety of languages that are most often used from these two accounts on twiter social media, namely slang and code transfer and mixed code, but also found a variety of foreign languages.*

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### 1. Introduction

Language is a social phenomenon as well as the main communication tool for Indonesian people (Rahman & Weda, 2019). Language is a communication tool used by each individual to provide information in the form of ideas, thoughts, intentions, and feelings (Weda et al., 2021; Andini et al., 2022). With language, it will facilitate the occurrence of social interactions that cannot be separated because it is inherent in everyday life. Language is a communication tool that is arranged in the form of units and consists of: words, phrases, clauses, and sentences that are said, both orally and in writing when referring to opinions (Wiratno & Santosa, 2014). There are so many meanings of language, one of which is a system of human interaction or relationships expressed by vocal structures or written expressions that have been arranged to form larger units, such as morphemes, words, and sentences, which are translated from English: "the system of human communication by means of a structured arrangement of sounds (or written representation) to form lager units, eg. morphemes, words, sentences") (Richards et al., 1985).

Barron (2003) explains in her book *Language of the internet*, she says that there are several things to consider in moving natural languages to the internet (Baron, 2003), namely, speaking versus writing, the effect of technology on language and inter-language and cultural issues. Still according to Baron, the uniqueness of language use does not lie in the specificity of the medium but in the variety of forms used to convey modalities, in this case such as speaking versus writing, participants' conversations, style, media used (eg spoken language delivered face-to-face and through communication). telephone) and culture. In terms of language use on the internet, communication for the deaf (deaf) is the most widespread.

According to Chaer and Agustina (2004) language variation is the diversity of languages caused by the existence of social interaction activities that are manifested by diverse and different community groups and also due to various users. According to Allan Bell in Coupland and Adam, (1997), language diversity is one of the most interesting parts in sociolinguistics because the ideology of this language variety is that users usually do not always speak or interact in a way that is not distinguished between all events or events. This is a sign that language users have other options for speaking in different ways in different situations (Wicaksono et al., 2021; Hasnia et al., 2022). So, based on the opinion above, it can be concluded that language variation is a kind of language variety that is used and adapted to certain functions and situations and conditions, while still paying attention to the basic rules or rules that apply in the rules or order of interaction. This is because, language variations occur as a result of social diversity and the diversity of

language functions. According to Chaer and Agustina (2004) language variety is a variety of language related to different uses seen from the subject being discussed, also influenced by the relationship between the speaker, the interlocutor, the person being spoken of and depending on the speaker's media. Language variations exist due to social diversity and the functions and goals of activities in society or its subject. Users or speakers with a certain age, occupation, education and social status have varying amounts of variation in communicating with the same group and speakers will speak formally or informally depending on the interlocutor and needs (Nahdhiyah et al., 2023).

The most important function of language is as a means or tool of communication and interaction (Rahman et al., 2021). Indonesian must be the language of science and technology. With the development of science and technology today in the global era, especially in the very rapid information technology (Coupland & Adam 1997). Technology is a tool that facilitates human activities. In its development, communication can take place through various means, including the internet (Bodker, 2021).

This internet can be accessed without limits, anytime, anywhere, and by anyone, from young to old age can use it freely. Internet facilitates the communication of everyone who uses it, including people who are known or unknown though from all people in the world (Uddin, 2019). Social media as a medium of communication tool. As for social, it becomes a social reality for everyone who acts or contributes to society, both of which are the product of the interaction. Distance learning or learning activities carried out by audiences all over the world are massive and intensive (Agustina & Nandiyanto, 2021). The internet provides various facilities, one of which is an application called Twitter.

Twitter is a social networking service (social media) that functions as a communication medium, business media, entertainment media and media for sharing information, news and opinions. Twitter is an internet-based or online social networking (social media) service and also a micro-blogging service that allows users to send and read messages of no more than 280 characters, known as tweets. Previously, messages on Twitter were only up to 140 characters, but on November 7, 2017 it was increased to 280 characters. Twitter is also a website owned by Twitter Inc. and also promoted by Twitter Inc. Twitter offers a social network in the form of a micro-blog that allows users to send and read Tweets (Twitter, 2013). In addition, Sakurai et al., (2021) defined that Twitter is a messaging service that shares various characteristics with easy-to-use communication tools. Twitter is not only used for business. Nowadays it can be said that almost most people use Twitter, this is because it can be easily accessed, besides that, Twitter also makes it easier for users to communicate with other people, usually to express their thoughts, or to see news that is trending or viral. and many more.

Based on pre observations, the researchers found a variety of language usage in the Twitter application. In this application, users of accounts on Twitter are often found using words or phrases that deviate from the rules of the Indonesian language. This is a form of describing the various forms of using Indonesian in the Twitter application as a problem that occurs.

There are three previous studies that are relevant to the current research. First, research conducted by researcher which examines "the use of Indonesian in social media" (Istiqomah et al., 2018). The purpose of this research is to examine or see how much use of social media, especially Instagram, is still wrong in using the Indonesian language. The similarity of this research is to examine the use of language on social media. The difference in this study is that previous research emphasizes the Instagram application while this study emphasizes the Twitter application.

The next relevant research by Nuralifa et al., (2021) who researched "The Use of Language in Social Media (Medsos): Pragmatic Studies". This study aims to describe the use of sarcasm in the social network Facebook. The difference in this study is that it examines the use of Indonesian on social media but only focuses on sarcasm in the Facebook application. Meanwhile, this research covers the use of various Indonesian languages in general including slang, mixed and foreign languages on Twitter social media.

The last relevant research is the result of research conducted by (Prayudi & Nasution, 2020) with the title "Various languages in Twitter social media: sociolinguistics studies". This study aims to describe the various forms of language in the twitter media on the account owned by Andi Hiyat which was carried out over a span of one week. The similarity of this research is that it examines the variety of language use in social media, especially Twitter, only focusing on one account, while this study looks at several accounts.

## **2. Methodology**

The method is the way that must be implemented or applied, while the technique is the way of implementing the method (Surdyanto, 2013). This research is a qualitative descriptive study. It is said to be qualitative because this

research does not deal with numbers and only observes the symptoms of language change. This study uses a type of phenomenological research with a qualitative approach to describe the form of language use in Twitter posts. Language variety is a variety of words or a variety of words adapted to their use, which depends on the topic being discussed as well as the relationship between the speaker, the interlocutor, the person being discussed, and the means of conversation. This research activity uses the object, namely human (human). Lofland in Moleong (Moleong, 2006) explains that the main data sources in qualitative research are sentences and actions. The source of data in this study was taken from a collection of several tweets on Twitter. The data collected in this study was carried out using non-interactive techniques, namely indirectly through interaction with human data sources. In this study, this is the result of an analysis of uploads that have been written by Twitter users on their accounts. This study takes data sources from two (human) accounts, namely the @dsuperboy account which is a content creator named Boy Chandra who is also a book author, and the @anyaselalubelar account which is an account owned by celebrity Anya Geraldine. The data collection technique used is the documentation technique which serves as evidence of the implementation of the research and supports the implementation process and reading method. The author collects data in the Twitter social media accounts of @dsuperboy and @anyaselalubelar by means of a screen shot of posts posted on the homepage of the @dsuperboy account @anyaselalubelar.

### 3. Result and Discussion

Language variation is defined as a form of a changed or differentiated linguistic system, which is caused by certain factors, but is still in accordance with linguistic rules (Isnaniah, S., & Eliya, 2014). The opinion of Kridalaksana, that language variation is a form of various manifestations, both conditional and unconditional, from concept units that include variables and variants (Kridalaksa, 1984). So from the above definition it can be concluded that language variation is a form of using different languages by a person or speaker due to certain factors. The result of this research is the discovery of several varieties of language on the @anyaselalubelar and @dsuperboy accounts, including:

#### a. Slang

According to (Mulyana, 2008), slang is a collection of words or terms that have special, unique, divergent, or even contradictory meanings when used by people from certain subcultures. This language emerged in the 1980s and continues to this day as a lingua franca. The presence of slang is considered a common thing because it is in accordance with the times, especially for teenagers, even if young people today do not use slang, then they are considered outdated, considered old-fashioned, not slang and so on. In this study, the author will describe several kinds of slang found on social media Twitter. There are many words that are classified as slang, for example gabut, mager, jamet, insecure, salting and others. So many slang vocabulary that has existed from the past until now. Of the many slang vocabularies, along with the changing times and generations, slang has changed according to the tastes of the generations. Here are some tweets that the researchers found which are examples of the use of slang on social media Twitter which is increasingly being used by teenagers.

**Data 1** "pengen lihat di bola ramalan siapa calon suami gue nanti jadinya,kepo".

I want to see on the ball predictions who my future husband will turn out to be, curious (kepo)".

The data above is a post sentence that was uploaded on Twitter social media on an account belonging to @anyaselalubelar on September 12, 2020 at 00:11. It can be seen in the upload that there is the word "kepo". The word "kepo" is defined when someone is curious or wants to know everything about something. The word "kepo" is often used in everyday conversation to interact and is usually addressed to people who have a high level of curiosity. The word "kepo" itself is an abbreviation of the English language, namely "knowing every particular object" which means want to know every particular object. The intention of the owner of the account is that she is curious or she wants to find out who will become her husband through the prediction ball.

**Data 2** "katanya sayang tapi kalo otw lama banget :("

"he said it's a pity but if it takes too long :("

Based on the data above, the sentence was uploaded on Twitter social media on an account belonging to @anyaselalubelar on May 30, 2020 at 19:40. In the upload, it can be seen that there is the word "otw" which is an abbreviation of English, namely "on the way". Which means it's on its way. The word is chat slang which is shortened to "otw". The word is included in the type of slang, namely abbreviations.

- Data 3** “jng salfok sm kiri bawah, itu nyokap gue jadi photobomb, minta tolong pencetin foto dari tripod”  
“Don't focus wrongly (salfok) on the bottom left, that's my mother (nyokap) being a photobomb, ask for help to press a photo from a tripod”

Based on the data above, the sentence is a tweet that was uploaded on Twitter social media on an account belonging to @anyaselalubenaar on May 25, 2020 at 00:24. In the upload, it can be seen that there is the word "salfok". The word is an acronym for misfocus or failing to focus, which is usually used when someone is distracted. In the upload there is also the word "nyokap". The word has the same meaning as mother.

- Data 4** “fyp tiktok gue absurd banget banyak jamet tapi gue seneng dan sangat menikmati”  
“fyp My tiktok is really absurd, there are a lot of jawa metal (jamet) but I am happy and really enjoy it”

Based on the data above, the sentence is a tweet uploaded by the @anyaselalubenaar account on Twitter social media which was uploaded on February 22, 2022 at 00:57. In the tweet upload there is the word "fyp" the word is an abbreviation of "for your page" which means for your page. This word originally came from the tik tok app. The sentence also shows the word "gue" which is a word that has the same meaning as the word "I", this word is the word most often used by teenagers today, especially in social media. Furthermore, in the upload there is also the word "jamet", the word "jamet" is an abbreviation of "jawa metal" or "jalal metal" which is intended for people who want to look cool using metal attributes.

- Data 5** “gimana mau jamet, saya orang sumatera. Kalau sumet sih mungkin. sumatera metal,”  
“How about Jamet (Java Metal), I'm a Sumatran person. If it's sumet (Sumatra metal) it's possible. metal Sumatra,”

Based on the data above, the sentence is a tweet uploaded by @dsuperboy on the Twitter social media account which was uploaded on June 29, 2020 at 00:53. In the upload there is also the word "jamet" as in the fourth data, which means "jawa metal" or "jalal metal" which is intended for people who want to look cool using metal music attributes, but most people currently interpret the word "jamet" as a word addressed to alay people.

- Data 6** “kamu nonton tapi diam aja. Salting nih lama-lama.”  
“You watch but stay silent. It's (salting) misbehavior for a long time.”

Based on the data above, the sentence is a snippet of a tweet uploaded by the @dsuperboy account on Twitter social media which was uploaded on November 22, 2020 at 23:09. In this sentence, there can be slang, namely the word "salting". The word "salting" is an abbreviation of "misbehavior" which is usually addressed to people who are embarrassed after being given a compliment or addressed to people who have been given a crush from someone.

- Data 7** “hidupku gabut banget tahun ini”  
“My life is very (gabut) messy this year”

Based on the data above, the sentence is a tweet uploaded by the @dsuperboy account on Twitter social media which was uploaded on December 2, 2020 at 18:29. In the upload there is the word "gabut" which is slang. The word "gabut" is an abbreviation of "blind salary", but "gabut" is also described as a condition where a person does not have certain activities and activities. People who are hit by a sense of peat will usually feel bored and don't know or are confused about what to do so that it ends up in a bad mood.

## **b. Code Switching and Code Mixing**

According to Muysken, (2020), code switching is the transition of use from one code to another, while code mixing is the use of language units from one language to another in order to expand the style or variety of languages.

Code switching is a change or mixture of language use or variety from one language to another. Code switching in linguistics is defined as the use of another language or language style in one place to adjust to other roles or situations or also due to the presence of other participants. The occurrence of code-switching and code-mixing is an event that usually occurs in places where people from different regions bring together people who have different languages. In social media, code-switching and code-mixing are often done by teenagers today, because today's teenagers think that posting something using mixed languages (mostly from Indonesian to English) is considered cool. Here are some tweets that the researchers found which is an example of the use of code switching on Twitter social media.

- Data 8** first komen dapat apa? Ya, enggak dapat apa-apa. Emangnya tiap postingan punya undian.aelah.tired deh.”  
what do you get for the first comment? Yes, nothing. Indeed, every post has a draw. aelah. Tired deh.”

Based on the data above, the sentence is an upload from the @dsuprboy account on Twitter social media on July 9, 2018 at 01:35, it can be seen in the upload that the code mixes from Indonesian and English, namely "aelah.tired deh" (I'm tired), but besides that there is also a mix of codes from English and Indonesian, namely "first komen" (first comment)

- Data 9** “cewe berkacamat itu, gimana gitu. Smart aja kelihatannya  
“That girl with glasses, how about that. Just look smart

In the sentence above, which was uploaded to the @dsuperboy account on November 17, 2012 at 21:08. It can be seen that there is a mix of codes from Indonesian and English, namely "smart aja kelihatannya" (it looks smart)

- Data 10** "makin kesini makin banyak cowo yang kalau deket sama gue gapernah share gue sama sekali, it's a good thing or bad thing?kalo dari perspektif cowo gimana?"  
"More and more guys are coming here who, if you are close to me, never share me at all, is it a good thing or a bad thing? What about from a guy's perspective?"

In the sentence above, the sentence was uploaded by the @anyaselalubenaar account on December 5, 2020 at 19:54. It can be seen in the upload that there is a mix of code " gapernah share gue sama sekali"" (never share me at all) from Indonesian and English. In addition, there is also a code switching from English to Indonesian, namely " it's a good thing or bad thing?kalo dari perspektif cowo gimana?" (is this a good thing or a bad thing? What about a guy's perspective).

- Data 11** “best feeling buat perempuan itu ketika pulang kerja dijemput, apalagi kalo malam gini.perhatian kecil tapi bernilai besar.”  
"The best feeling is for the woman to be picked up when she comes home from work, especially at night. Small attention but great value.”

Based on the data above, the sentence is a tweet uploaded by the @anyaselalubenaar account on August 8, 2020 at 23:46. In this sentence, it can be seen that there is a code switching from English to Indonesian, namely "best feeling buat perempuan" (best feeling for women).

- Data 12** "They said they were friends, but because they are frequent friends with friends, they don't feel like just friends now"  
“bilangnya temen, tapi gara-gara keseringan di cie-ciein sama temen-temen jadi bukan sekedar temen sekarang feel nya”

Based on the data above, the sentence is a tweet uploaded by the @anyaselalubenaar account on March 4, 2020 at 18:21. It can be seen in the sentence that there is a mix of codes from Indonesian and English, namely " bukan sekedar temen sekarang feel nya " (not just a friend now it feels like).

- Data 13** "cukup overthinking, jangan overdosis"  
"enough overthinking, don't overdose"

Based on the data above, the sentence is a tweet uploaded by the @dsuperboy account on November 29, 2020 at 12:42. It can be seen in the Twitter post that there is a mix of codes from English and Indonesian.

### c. English

In this modern era, many Twitter users like to use foreign languages in their posts without being mixed with other languages. The most common foreign language found is English. This is usually done by foreigners, or certain people such as a celeb-gram or content creator, but apart from that, there are also many people who can use English in social media because they understand that English is an international language and can be a source of pride. When uploading a post using English because the post can be understood by most people in the world. Here are some of the tweets that the researchers found which are examples of the use of English on Twitter social media.

**Data 14** i will stop loved you, hunny,. Must stop."

Based on the data above, the sentence was uploaded from the @dsuperboy account on September 16, 2018 at 10:20 am. Seen in the upload, the account owner uses full English, without mixing it with other languages. The meaning of the post is "I will stop loving you dear, have to stop"

**Data 15** "you can have all the money& luxurious things but you cannot buy 'class'.

"you can have all the money & luxurious things but you cannot buy 'class'.

Based on the data above, the sentence is a tweet uploaded by the @anyaselalubengar account on December 11, 2020 at 7:35. It can be seen in the post that "you can have all the money and luxury things but there can't be a class" in English without being mixed with other languages.

**Data 16** "you'll find a love when you least expect it.

Based on the data above, the sentence is a tweet uploaded by the @anyaselalubengar account on 28 December 2019 at 02:57. In the post which means "you will find love when you least expect it", it appears that the post is only in English.

### 4. Conclusion

From the research conducted, it is known that the diversity of languages originating from the objects studied on social media is the @dsuperboy account and also @anyaselalubengar. These two Twitter accounts use a variety of different languages, such as the use of foreign languages, code switching and slang. Of the three varieties found in the study, the use of slang is the one that most often appears in the uploads of these accounts, both the @ anyaselalubengar and @dsuperboy accounts. Looking at the results of the research that has been done, the researcher only focuses on examining the variety of languages in Twitter uploads. If the reader wants to obtain more diverse data about the variety of languages on social media, it is advisable to conduct a more detailed study with a wider scope because the researcher is aware that this research is still incomplete and not perfect.

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