

THE ANALYSIS OF LOCAL TERMS ON SOCIAL MEDIA OF INDONESIAN TEENAGERS

Fachri Yunanda¹⁾, Dinda Nuari²⁾, Kristina Angelika Br Panjaitan³⁾, Frederico
Werend Renanta⁴⁾
¹²³⁴⁾Prima Indonesia University

SUBMISSION TRACK	A B S T R A C T
Submitted : 24 February 2022 Accepted : 10 March 2022 Published : 18 March 2022	A local term is a non-standard word that is used by groups of teenagers to communicate internally. This research attempts to provide relevant knowledge about local terms, specifically to identify the types and functions of the local terms, the influence of social media on Indonesian teenagers' usage of local terms, also to analyze the impact of the local terms among teenagers. The researchers chose the descriptive qualitative method to explore the data and accomplish this study. The researchers used an online observation approach to obtain data. The data of this study were 50 samples of local terms from Facebook, Whatsapp, and Twitter. The slang theory from Allan & Burridge in (Savitri, 2021) is used to clarify the types of local terms in this research. The classification of local terms in this study is flippant, imitative, fresh and creative, clipping, and acronym.
KEYWORDS	
Local terms, social media, Indonesian language, teenager	
CORRESPONDENCE	
E-mail: fachriyunanda@unprimdn.ac.id	

Introduction

Communication is something that is done by everyone in the needs of human life. People can share any information through communication. People need language as a communication tool to promote successful communication. By communication, people can communicate their feelings and thoughts about something like showing anger, surprise, hatred, etc (Alfarisi et al., 2019). According to Chaer in (Noermanzah, 2019) language is a system, in the form of symbols or sounds, is arbitrary, meaningful, universal, productive, diverse, conventional, unique, dynamic, humane, and used as a tool in social interaction, and serves as the identity of the speaker. Terminology is a set of specialized words spesific to an area of study. (M. Teresa Cabré, 1992) These words are not commonly used outside of that area – for example, the word “igneous” is rarely used except when talking about volcanic rocks or geology in general. Referring to (Michael. L . Kent, 2010), social media is a reciprocal communication channel which enables two-way interaction and response. (W.Akram, R.Kumar., 2017) claim that the impact of social networking on young people is enormous. It is increasingly evident that social networking has become a part of people's lives. Every language system's essential role is to connect meaning and utterance—to offer verbal expression for ideas and feelings and to make that expression intelligible to others (Finegan, 2015).

Language function is a transmitter of information. With that being the case, humans can express their ideas, thoughts, and feelings. The Indonesian language has a far longer history than the nation itself. Since 1928, even before Indonesian's independence, the Indonesian language has been recognized the national language. In trade and communication, Indonesian language occupies an important position. When Indonesian language is used on casual occasions, there are sometimes slang interventions, resulting in a mixture of Indonesian language and local terms. Furthermore, it becomes burdensome to communicate because it cannot be universally understood by everyone. Regardless of whether the local terms as known as slang is

disrupted or not, it also has a positive effect. Adolescents become more creative as a result of slang, because they create new words everyday. The user can simply enjoy any modifications or advances in the growing language, but it must be used in the appropriate media and context. In view of the fact that the world's languages are clearly very diverse. Even a language has various dialects and registers.

As proposed by Moelyono in (Martinus Dwi Antoro, 2018) slang is classified as a non-standard word, namely temporary and can be used by certain groups of teenager to communicate internally with the purpose that groups outside them do not understand. Language and its specific terms play an important part in daily life, which is why it is important to observe and comprehend. Another similar analysis of local terms or slang was made by (Budiasa, I Gede, Putu Weddha Savitri, 2021). Their research concludes the many types and meanings of slang phrases in Indonesian social media. Their research also used Allan and Burridge's (2006) theory.

From the explanation above, the issues to be discussed in this study are: 1) the types and functions of the local terms, 2) the influence of social media on Indonesian teenagers' usage of local terms, 3) the influence of the local terms among teenagers. With that being said, the problem solving plans for this study are: 1) to analyze the kinds of local terms that are used by Indonesian teenagers and the meaning of those terms in the standard of Indonesian language by using qualitative methods. The qualitative method is appropriate for this research because it provides an easy way to analyze every available data point and source explore from social media. Because qualitative research bring about verbal descriptions of real-life circumstances. The objectives of this study are: 1) to identify the types and functions of the local terms, 2) to identify the effect of social media on Indonesian teenagers' usage of local terms, 3) to analyze the impact of the local terms among teenagers. We expect this research to provide useful knowledge about Indonesian local terms to public, and influence good impact in various communicative functions.

Research Method

(Andi Ibrahim, 2018) state that a research method is a research design that includes procedures or steps to be taken, research time, data sources, and how the data was obtained, processed, and analyzed. Referring to (Creswell, 2012), qualitative research is an instrument for investigating and evaluating the meaning that individuals or groups place on social and human issues. The research process involves emerging issues and procedures; collecting data in participant settings; inductively analyzing data, from details to general themes; and creating interpretation of the data meanings. The final written report has a resilient writing structure. (Creswell, 2012) also adds that there are five types of qualitative methods, namely phenomenological research, case study, grounded theory, ethnography, and narrative research.

The researchers chose qualitative method to explore the data and accomplish this study. Since this research method relates to ideas, perceptions, and credence within the person being studied and all of them cannot be appraised by numbers. The purpose is to analyze the kinds of local terms which is used by Indonesian teenagers and the meaning of those terms in the standard of Indonesian language. The data was explained by the fact which researchers explore from social media. The descriptive qualitative method is appropriate for this research because it provides an easy way to analyze every available data point and source compared to other methods. According to Yusuf in (Fahmi Nur Fawaid, Ho Ngoc Hieu, Rahmawati Wulandari, 2021) qualitative descriptive research is used to describe a situation or event precisely and accurately than

any other method. This research is an attempt to provide an answer to a problem or to get more information. This approach is intense, capable of completely recording data from the field, and superior in comprehending specific conditions. As proclaimed by Sugiyono in (Agustiawan, 2020), descriptive method is a procedure used to describe or analyze a research result. However, it is not used to draw broad conclusions. In other words, descriptive research take particular problem or focus on the problem to be studied as it was at the time the research conducted. The descriptive qualitative method in this study is used to describe slang word structure and to classify the forms of slang words in millennial teens in social media based on the elements' shaper.

This research was done online due to the current COVID-19 condition. The researchers used an online observation approach to obtain data. The research started since December 4th and finished in February. Teenagers who utilize local terms in their daily life were chosen as subjects for this study. According to Femi Oktaviani in (Azizah, 2019) Teenagers are part of communities that form small groups (subcultures) formed by same age. This subculture develops its own communication system for the sake of increase efficiency. They also create their own culture based on their beliefs, conventions, and ways of thinking. The research instrument is a tool used to measure observed social and natural phenomena by Sugiyono in (Agustiawan, 2020). Instruments or facilities used by researchers make the process of collecting data easier and the results are better, in the sense of being more accurate and systematic so that it is easier to process. According to (Donal Ary & Sorensen. Chris, 2010), the most broadly utilized qualitative research techniques are observations, interviews, and document analysis. In this study, the researchers used observation technique to obtain the data. According to Basrowi in (Farida Nugrahani, 2014), defines observation as a technique that involves doing an observation and systematic recording. In accordance with (Johnson & Christensen, 2020) data collection is the process which researchers objectively use to derive research data from research participants. The methods section of the research report discusses the data collection methods used in the study. As a consequence, researchers qualified to analyze the behavioral of research participants in natural and structured circumstances. Whereby it is called as observation.

Therefore the data collection technique is divided into 3 stages, namely:

1. Preparation, the researchers began to interpret books related to slang and sociolinguistics. Then, the researchers did an online observation to acquire data from social media platforms including Facebook, WhatsApp, and Twitter. Finally, the researchers observed existing studies on this issue,
2. Data Collection, in this stage, the researchers collected and identified the data by browsing through the uploads on the social media. The author limits the data to only 50 local terms which are divided again based on the types of the local terms. This is in accordance with the theory of Allan and Burridge in (Budiasa, I Gede, Putu Weddha Savitri, 2021) which divides slang into five types, namely; Flippant, Immitative, Fresh and Creative, Clipping, and Acronym. Each obtained local terms was classified according to their respective types,
3. Data Analysis, we examined and presented the collected data using a qualitative descriptive method.

Procedures of Analyzing Data

The collection of techniques and procedures by which researchers advance from the acquired qualitative data to a certain structure of assertion, understanding, or expounding of the examined individuals and environment is known as qualitative data analysis (QDA).

The stages in data analysis are as follows:

1. Data Reduction, According to Sugiyono (Agustiawan, 2020), the obtained data from the field is quite a lot, for that it needs to be recorded carefully and in detail. Reducing data includes summarizing, choosing the main things, focusing on crucial things, looking for themes and patterns with the intention that the reduced data will be conveyed more clearly. These steps make it easier for researchers to collect data.
2. Data Display, By displaying the data, it will make it simpler to understand what is happening, also to plan further work based on what has been understood. It is a concise summary in the form of a chart or table, referred to Sugiyono in (Agustiawan, 2020).
3. Verification, In this phase, the researchers determine the validity and consistency of the obtained data according to expert theory.
4. Conclusion Drawing, The researchers draw conclusions about the meaning and types of local terms. In addition, the impact of the usage of local terms and the influence of social media on the use of local terms are discussed.

Result and Discussion

The slang theory from Allan & Burrige in (Budiasa, I Gede, Putu Weddha Savitri, 2021) is used to clarify the types of local terms in this research. They divided slang or local terms into five types. Including flippant, immitative, fresh and creative, clipping, and acronym.

No.	Categories	Numbers (how many cases)
1	Flippant	11
2	Immitative	10
3	Fresh and Creative	15
4	Clipping	7
5	Acronym	7

Table 1. the Data display of the findings

Flippant

This type of slang consists of two or more unrelated words which bring a new connotative definition, such as “hit me up” which means to encourage others to contact or reach out to you, and “party animal” which refers to people who love parties. In this study, we found that flippant in local terms are mostly used to curse and mock.

From the data there are 11 cases about flippant, which are as follow; Mantap Jiwa (this term is used to express amazement whenever we see something considered great), Netizen +62 (+62 is actually the dialing code for the Indonesian country. In local terms, it’s a sarcasm which refers to a person or group of people Indonesian/netizen), Generasi Micin (this term refers to people whose act considered goofy and out of bounds. *Micin* means MSG), Kumpul Kebo (In Dutch, *gebouw (kebo)* means building or house and in Indonesian, *kumpul* means to gather. *Kumpul kebo* refers to an act of living together as husband and wife outside of legal marriage), Bau Tanah (this term is used to define elderly people), Kurang Asam (This is a term used to define ill-mannered people. “*Asam*” is a pun to soften the word “*ajar*”)., Pansos / Panjat Sosial (this term is defined as someone who attempts to gain popularity by certain people or social media posts), Cewek Linux means (It is used to define woman with complicated disposition), Bocah Ampas means

(*Bocah* means children, and *ampas* refers to dregs or rest of the goods which have been extracted from the starch. This term refers to kids who tend to act reckless and futile), Air Mata Buaya (In English, this term means crocodile tears and it has the same meaning. This term used to define fake tears or grief), Gaji Buta (This phrase is used to define "getting money without doing any work" This phrase is synonymous with "freeloader" in English).

Immitative

Based upon the theory of Allan & Burridge this kind of terms are already existed before, then get expanded and become totally distinct from its origin meaning. Such as "bitch" that has original meaning female dog, and "gotta" is originated from the word get and to combined into one word. This type of local terms is a bit taboo for certain people since it's actual meaning is totally get changed.

From the data there are 10 cases about immitative which are as follow; Cepu (The actual meaning of this word is people who work as a police informant. As a local term, this refers to people who love to let a secret slip), Gas keun (The actual meaning of *gas* is substance in a form like air that is used as a fuel for heating and cooking. In local terms, *gaskeun* means "keep going" or "let's do this"), Haqiqi / HQQ (The meaning of *hakiki* is "actually". For local terms, it is used to define something genuine and pure), Taken (In English, taken defined as to have acquired or gotten something. In local terms, taken refers to no longer single or someone is in a romantic relationship), Ambyar (This word is borrowed from Javanese. From several research, we indicate that *ambyar* is a term used to express feelings of heartbreak associated with the lyrics of Didi Kempot's songs which mostly about heartbreak. However, *ambyar* can also represents a feeling of happiness), Receh (The actual meaning of *receh* is loose change. This term is defined as people who laugh easily over lame jokes), Badai (The true meaning of the word *badai* in Indonesian is a natural disaster called "storm". In local terms, *badai* refers to something or someone that seems impressive), Kepo (This word is borrowed from Hokkian Chinese "kay po", which has "really curious" meaning. This term refers to anyone who always curious and want to know about everything), Kompot (*Kompot* literally means stove. For locals, this term is used to define people who like to heat up the situation and incite others to do something), Kongkow (This word comes from the Hokkian Chinese language which means "meaningless conversation". In local terms, it means gathering with friends).

Fresh and Creative

This type of slang is clearly lives up to its own name. The words in this type of slang are brand new and formed by pure creativiy, which combines imagination, contemporary words, and informal forms. Namely dude, dawg, babe, buddy, etc. This type of local terms is unique as a result of pun from certain word.

From the data there are 15 cases about fresh and creative, including; Kicep (*Kicep* refers to the condition where someone suddenly being silent and unable to move. This is used for people who get shamefaced then don't know what to do), Jiper (This term is used to define the frightened feelings), Gengges (It's a wordplay from word *ganggu*. It is used to define people who bother and demand for many things), Gretong (This is a wordplay for *gratis* which means free or doesn't cost a penny), Rempong (This local term is used to define complicated and troublesome people or situation. It is a wordplay from "*repot*"), Santuy (The actual word is *santai* which means relaxed. In local terms, it is used to tell people to just relax and define the "just take it easy" condition), Kobam (It is a

reverse form from the word *mabok*, which means "drunk"), Boker (It is from word *berak*, which means defecation or shitting), Kemek (This word is popular around the nineties, it refers to *makan*. In English it means to eat something), Caur (This word refers to the mixed up and broken heart feelin), Anjir (*Anjir* is a term used to express shocked feeling. This is actually a wordplay. The actual word is *anjing*, and it is changed as "*anjir*" to make it sounds less harsh), Bapuk (This term is used to define damaged stuff), Sepokat (It is a wordplay from the word *sepatu*. This local term used to define shoes), Sepik (It is a word from English, speak, and written as how it sounds. This term has some meanings such as lying, gossiping people, and talk bullshit), Jayus (This is used to define people who frequently try to crack jokes but are not funny at all).

Clipping

This kind of slang is formed to simpler the spelling and pronunciation, which make its other part of word get clipped-off but still has the same meaning as the original word. For example, the word "bro" is a part of the word brother, and the word "capt" is a part of the word captain.

From the data there are 7 cases about clipping, namely; Cuk (This word is used as a substitute for close friends' name. This clipping comes from the fragment of Javanese curse, *Jancuk*. This word is pretty versatile since it can be used in various condition to express surprised feelings, disappointment or astonishment), Jan (It is clipped from the word "Jangan". It means "do not"), Dah (It is clipped from the word "Sudah". It refers to something already done), Sob (It's a snippet from the word *sobat* which refers to "best friend"), Gan (It is a snippet from the word *juragan*. Which refers to a skipper. This term is started to popular from the Kaskus users to address their fellow), Ntar (It's a clipped word from the word *bentar*. It means "in a short time"), Say (It comes from the word *sayang*. This term is used to address close friend).

Acronym

Acronyms are abbreviations which made from the first letter or syllable, then pronounced as word (Simpson & Weiner, 2020), Such as "TBH" which stands for To Be Honest and "TW" which stands for Trigger Warning. We found that certain phrases are made into acronyms in order to make it shorter and simpler to use.

From the data there are 7 cases about acronym which are as follow; Bucin (This term derived from the phrase *budak cinta*, which means "slave of love". It refers to someone who is deeply in love and willing to do anything for their loved ones), Titi DJ (It stands for "Hati Hati Di Jalan", it simply means take care on the way, PHP (This term is an acronym of the phrase "Pemberi Harapan Palsu". This refers to people who spread false hope), BT/Bete (The word *bete* is a combination from words boring and total. The term boring comes from the English word 'boring,' but the word total is derived from the Indonesian phrase 'entirely, fully.' So "boring total" implies "very boring"), PD (PD stands for "percaya diri". In English it's known as self-confidence. It is a state where people are trusting their own worth and ability), Mantul (It is an abbreviation of the word "mantap betul". It refers to something considered great), and Mabar (It stands for "main bareng" or playing game together).

The Impact of The Local Terms Among Teenagers

Positive Impact

The positive impact of using local terms is that it makes it easier for teenagers to communicate with other people, makes teenagers more creative in creating new trending

terms. Local terms are also widely used since they are more efficient and concise, the presence of these local terms makes teenagers have their own language in expressing themselves. Along with the development of the modernization era, local terms are growing rapidly which make most Indonesian teenagers are required to use local terms in daily conversation with the intention of feeling more groovy and up to date. Local terms also make communication between teenagers more familiar. It is not monotonous and does not give the impression of being rambling or excessive.

Negative Impact

The influence of current development of technology and communication reflected in the behavior of people who begin to leave Indonesian standard language. They get used to use slang for any communication purpose. This is exacerbated by the phenomenon where the younger generation is more interested in learning foreign language than mastering their own language. In this situation, it is necessary to give early generation with direction and concepts about the Indonesian language. The habitual use of local terms can complicate Indonesian native speaker to use Indonesian standard language properly. In fact Indonesian are required to use Indonesian standard language at school or in the workplace. Local terms or slang can be off-putting anyone who reads and hear the words in them. Considering not everyone understand the meaning of these non-standard words. Primarily in the form of writing, it is confusing and takes more time to understand. Slang can make it difficult for its users to communicate with others in formal events as well.

The Impact Social Media Among Teenagers in Usage of Local Terms

Social media is an online media where users can easily communicate, share, and create content in a virtual world. The presence of social media has had an impact on social life in society. Social media encourages everyone who wants to participate by publicly participating and providing feedback, making comments, and sharing information in a short and infinite amount of time. With the rapid development of technology and mobile phones are increasingly advanced, social media is growing rapidly as well. The access of any social media can be done anywhere and anytime. The positive and negative impacts of social media on the use of local terms are:

Positive Impact

Social media quickly disseminates the latest local terms to society. It provides open opportunities in terms of language development. Social media helps the spread about local terms especially through campaigns, events, and advertising which help the society to be up to date with the current local terms. Especially in advertising matter, online merchant use social media to offer their products and display the quality of their merchant. The usage of local terms in social media is efficient and appealing for the customers.

Negative Impact

People who do not really up to date with current local terms may fail to comprehend the significance in certain talk. The usage of good and correct Indonesian language increasingly forgotten on social networks and upholds slang words more than correct Indonesian. Due to the speed of its spread, social media has begun to replace the role of conventional print media in spreading news. There are also inappropriate local terms circulating in social media. Teenagers who lack of parental supervision will be

affected both verbally and behaviorally. Some inappropriate words are spreading easily among them and used to bully and humiliate people on the internet. Lastly, teenagers who tends to use slang may not be able to communicate and socialize effectively in formal conditions.

Conclusion

Based on the results of the study, we can conclude that each local terms has its own type and meaning. As stated by Allan & Burridge (2006) that slang or local terms are divided into five types. Namely flippant, imitative, fresh and creative, clipping, and acronym. We observed 50 posts of local terms taken from users of social media such as Facebook, WhatsApp and Twitter which broadly distributed and is often used by teenagers in daily conversation. Each local term has its own classification and meaning. The usage and development of slang that is widespread among the teenagers is also supported by the existence of social media as a means of communication. Its use must be accompanied by awareness of its function, since local terms can only be used in casual situations, not in formal (official) situations.

Suggestions

Hopefully, future researchers who may have interest in similar issue will be able to do deeper research in understanding the development of local terms .We hope that our findings could be a guidance and valuable for future researchers as well as readers in understanding categorization and correct use of local terms.

References

- Agustiawan. (2020). PEMAKAIAN BAHASA SLANG PADA KOMUNITAS GAME PERSONAL COMPUTER DI KOTA MATARAM. *Repository Universitas Muhammadiyah Mataram*, 1–33. t
- Akram, W., & Kumar, R. (2017). A Study on Positive and Negative Effects of Social Media on Society. *International Journal of Computer Sciences and Engineering*, 5(10)
- Alfarisi, M. S., Adi, A., & Astuti, E. S. (2019). a Sociolinguistic Analysis of Taboo Words in Alpha Dog Movie. *Journey (Journal of English Language and Pedagogy)*, 2(2), 146–155.
- Andi Ibrahim. (2018). *Metodologi Penelitian*. Gunadarma Ilmu.
- Azizah, A. R. (2019). PENGGUNAAN BAHASA INDONESIA DAN BAHASA GAUL DI KALANGAN REMAJA. *Jurnal SKRIPTA: Jurnal Pembelajaran Bahasa Dan Sastra Indonesia*, 5(2), 33–39.
- Budiasa, I Gede, Putu Weddha Savitri, A. A. S. S. S. D. (2021). Slang Language in Indonesian Social Media. *Lingual: Journal of Language and Culture*.
- Creswell, J. . W. (2012). *Research Design* (3rd ed.). SAGE publications, Inc.
- Donal Ary, L. C., & Sorensen. Chris, A. R. (2010). Introduction to Research in Education. In *Introduction to Research in Education* (8th ed.). Cengage Learning.
- Fahmi Nur Fawaid, Ho Ngoc Hieu, Rahmawati Wulandari, D. I. (2021). Penggunaan Bahasa Gaul Pada Remaja Milenial Di Media Sosial. *Jurnal Literasi*, 5(April), 64–76.
- Farida Nugrahani. (2014). Metode Penelitian Kualitatif dalam Penelitian Pendidikan Bahasa. In *cakra books*. Cakra Solo.
- Finegan, E. (2015). *Language Its Structure and Use Seventh edition* (7th ed.). Cengage

Learning.

- Johnson, R. B., & Christensen, L. (2020). *Methods of data collection in quantitative, qualitative and mixed reserach*. SAGE publications, Inc.
- M. Teresa Cabré. (1992). *Terminology Theory, methods and applications* (H. Sonneveld & S. E. Wright (eds.); 1st ed.). JOHN BENJAMINS PUBLISHING COMPANY.
- Martinus Dwi Antoro. (2018). Bentuk, Jenis dan Makna Kata Slang dalam Majalah Hai Edisi Januari-Juni 2017. *Repository Universitas Sanata Dharma Yogyakarta*, 1–80.
- Michael. L . Kent. (2010). Directions in Social Media for Professionals and Scholars. In *Journal of Communication Management* (2nd ed., Vol. 15, Issue 2). SAGE publications, Inc.
- Noermanzah. (2019). Bahasa sebagai Alat Komunikasi, Citra Pikiran, dan Kepribadian. *Prosiding Seminar Nasional Bulan Bahasa*, 306–319.
- Simpson, J., & Weiner, E. (2020). *Oxford Dictionary of English*. Oxford: Oxford University Press.