



The Use Of Slang Language Style On Social Media Instagram By Gen-Z (Generation Z)

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Abstract. Along with the times, advances in communication and information technology also have an impact on the cultural aspects of society, especially on the use of social media by Generation Z - a generation born in the era of information technology. The development of social media has led to the emergence of a new language style, which is often referred to as "slang" or "slang" language style. The role of social media in the spread of Slang is to Investigate how social media plays an important role in the spread and adoption of Slang styles among users by considering features such as user interaction, hashtag use, and content sharing capabilities. The social media platform Instagram served as the specific environment for this study, including features of the platform that are relevant to the use of Slang and users' communication behavior. The results of the above research show that the use of slang language styles among generation Z on Instagram social media has become a common phenomenon. This is in line with the characteristics of generation Z, which is known as a generation that is familiar with digital technology and social media

Keywords: *Gaul, Slang, Generationi Z, Gen Z, Social Media, Instagram*

INTRODUCTION

Language is a communication tool that is useful for interacting with others and sharing information. Language is a tool used by members of society to communicate with others. Each language has unique illustrations and arrangements in terms of pronunciation, spelling, and meaning. According to Ertika and Diani (2019), other variables that affect the population of language speakers can also affect language diversity. These include age, education, religion, occupation, and local cultural background (Ertika & Diani, 2019). Slang is a type of nonstandard language used by a certain community in daily conversation. Slang, according to Sulaiman (2019), is defined as slang that is not standardized and is widely used in daily conversation by teenagers or certain social groups. Because Slang is crude, we cannot translate every word and must pay attention to who we are talking to. Slang is usually only understood by certain social groups or like-minded interlocutors, but some are also understood by others. This is because slang has a secret code that makes it difficult to understand in general. Social media is a media platform that focuses on the existence of users and offers them the opportunity to perform activities and work together, according to Aprillia, (2023). Social media can be considered as an online facilitator media that helps users establish relationships and build social relationships on the internet. From year to year, social media continues to evolve, either in one platform updating its features and functions or even new platforms emerging to meet people's new needs. Many new platforms that have emerged in recent years show that the popularity and interest in social media has increased significantly. This data is supported by We are Social & Hootsuite digital report data from 2021, which shows an average increase of more than 1.4 million in the number

of users worldwide in 12 months. This increase shows that 55% of the global population is actively using social media. Around 95% of that number accesses social media. Indonesia's internet and social media users are increasing, with 202.6 million internet users in 2021 and 170 million active social media users (Riyanto, 2021).

Instagram is becoming more popular as a medium to share posts, videos, and photos and express emotions. Instagram is considered an interesting social media because of its focus on photos and videos with writing. Instagram became popular quickly and quickly attracted millions of users. The number of global users reached 1.32 billion from 2010. About 89.15 million user accounts are registered in Indonesia, making it the fourth country with the highest number of users worldwide (Pitrianti & Maryani, 2023). Social media has no boundaries; users can utilize what is in it freely. The term "cyberspace" refers to a space where everything is available. It can be used for business, entertainment, information, and online communication, making distance no longer felt. Many applications that help users get everything through the internet are now available on the global network of the internet (Gede et al., 2020). Along with the times, advances in communication and information technology also have an impact on the cultural aspects of society, especially on the use of social media by Generation Z - a generation born in the era of information technology. The development of social media has led to the emergence of a new language style, often referred to as "slang". Generation Z, also known as Gen Z, is a group of teenagers consisting of people who are the same age and have the same interest in technology (Harahap & Alfikri, 2023). Gen Z itself is those born between 1997-2012.

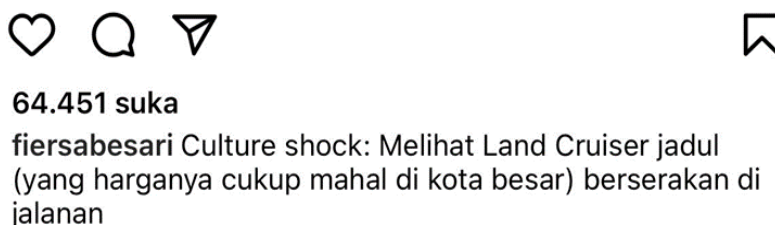


Figure 1 The Use Of Slang Language In Instagram Captions

"Culture shock" is a slang term used by Fiersa Besari in one of her Instagram posts. In that context, she used this expression to describe the feeling of surprise or confusion that a person experiences when encountering a new culture that is very different from their native culture. The use of the word "culture shock" in Fiersa Besari's Instagram post can be considered appropriate and relevant. The term is quite commonly used in English to describe the experience of encountering significant cultural differences, especially when one is traveling or living in another country. In her post, Fiersa Besari is most likely referring to her own or other people's experience of being surprised or confused when dealing with a culture that is very different from their own.

LITERATURE REVIEW

Sociolinguistics

Sociolinguistics is an interdisciplinary science between sociology and linguistics, two fields of empirical science that are very closely related. So, to understand what sociolinguistics is, we must first discuss what is meant by sociology and linguistics. Sociology is an objective and scientific study of people in society, institutions, and social processes that exist in society. Sociology tries to find out how society occurs, takes place, and remains. Sociology studies social institutions and all social problems in society, so it will be known how humans adjust to

their environment, how they socialize, and place themselves in their respective places in society. Meanwhile, linguistics is a field of science that studies language, or a field of science that takes language as its object of study. So, sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of language in society (Chaer and Agustina, 2010: 2).

Fishman (1971) in Chaer and Agustina (2010: 15) explains that sociolinguistics determines who speaks, with which language variety, when, about what, and with which interlocutor. So, a language user will be seen with whose speech partner, what language, where, when, and what factors affect one's language.

Slang Language Style

Language is an effective communication tool in conveying ideas, thoughts, and goals and objectives to others; because language is used collectively by a group of people who strive to understand the intentions and goals of the interlocutor quickly and precisely, language also functions as a means of unifying the nation. Language is an arbitrary symbol system used by speech communities to communicate, cooperate, and identify themselves. Language is also an important part of culture because it plays an important role in public relations, both at the national and international levels. Millennial language is growing rapidly, especially in terms of social media use (Sulaiman, 2019). For a period of time, teenagers in their groups use Slang, or language that emerged in the late 1980s. Teenagers use different language means for communication needed by between teenagers to convey things that are considered closed to other age groups or so that the other party cannot know what is being discussed. Slang is a term or word used by people in a particular social group with a meaning that is unique, distinctive, deviant, or even contrary to the meaning commonly used. (Iswatiningsih et al., 2021).

Social media

Social media is online media such as blogs, social networks, wikis, forums, and virtual worlds that allow users to easily participate, share, and create content. Blogs, social networks and wikis are probably the most common forms of social media used by people around the world. Kaplan and Haenlein (2010) define social media as a set of internet-based applications that build on Web 2.0 ideologies and technologies and allow people to create and share user-generated content. On the other hand, social networks are platforms where people can create personal accounts and interact with their friends to share information and communicate (Puspita & Gumelar, 2014). Twitter, Facebook, and Myspace are the biggest social networks today. If traditional media uses print and broadcast media, it is different from social media which uses the internet. Social media allows anyone interested to participate by contributing openly and quickly sharing feedback, comments and information without restrictions.

METHODS

Research on the Use of Slang Styles on Instagram Social Media by Gen-Z (Generation Z) uses a qualitative approach. The qualitative approach was chosen because it allows researchers to thoroughly explore individual perspectives and experiences, understand the context of Slang use, and explore the complexity of the phenomenon. According to Sugiyono (2017), descriptive qualitative research is a type of research that uses qualitative data to investigate objective natural conditions. The researcher uses the key instrument in this research. The data is then described descriptively.

RESULTS

Abbreviations, in simple terms, are shortened letters or combinations of letters from a word or

the result of several words, or shortening of one or more lexemes to create a new vocabulary. Abbreviations and shortening are examples of abbreviations.

1. Abbreviated Form

The result of shortening a word, usually from a first letter, is called an abbreviated form. Given the statement of Rosalina et al. (2020, p. 79) that abbreviations are formed from shortening words spelled from their own letters.

2. Form Of Shortening

Shortening is a form of language used in everyday life. Quoting Rosalina et al. (2020, p. 79), shortening is a short term that can be found in various languages.

3. Inversion

Inversion is a form of language whose use is reversed.

4. Foreign Language Forms

A foreign form of Indonesian, especially English, which is modified when used orally and in writing. Usually used to give a different or modern impression.

5. Forms Of Puns

The form of slang is a form of a word that is jettisoned so that the meaning of the pun changes from the original word. The form of puns in its use aims to refine the meaning.

DISCUSSION

The results of the above research show that the use of slang language styles among Generation Z on Instagram social media has become a common phenomenon. This is in line with the characteristics of generation Z, which is known as a generation that is familiar with digital technology and social media. The use of abbreviations, acronyms, slang, contractions, and terms absorbed from the English language are Generation Z's efforts to express their identity, shorten messages, and build intimacy with fellow Instagram users. The slang style is considered more "current" and "slangy" so it is often used to show existence and affiliation with the generation Z group. This finding is in line with previous research which states that the use of slang on social media serves as a marker of generational identity and a tool to build social closeness (Yulianto, 2018; Andriani, 2020). Generation Z who grew up in the digital era tend to be more familiar with slang and use it as part of their daily communication style, including on Instagram. Although the use of slang on social media by Generation Z can be seen as a form of language creativity, it is important to realize that this can also have a negative impact. Excessive use of slang can hinder effective communication, especially with other generations who do not understand the context in which it is used. In addition, the inappropriate use of slang can also degrade the quality of language and lead to the deviation of prevailing language norms. Therefore, efforts are needed to increase Generation Z's awareness of the importance of good and correct language use, including in the context of social media. Education and socialization on language ethics in social media can be one solution to minimize the negative impact of excessive use of slang.

CONCLUSION

1. Generation Z, as active users of Instagram social media, tend to use various types of slang in their posts. The most commonly used types of slang are abbreviations, acronyms, slang, contractions, and English terms.
2. The use of slang by Generation Z on Instagram has several main contexts, namely to express emotions, shorten sentences, show generational identity, and build intimacy with fellow users.
3. Although the use of slang on social media by generation Z can be seen as a form of language creativity, it can also have negative impacts such as hindering effective

communication, degrading language quality, and deviating from the prevailing language norms.

LIMITATION

1. For Generation Z
Need to increase awareness of the importance of good and correct language use, including in the context of social media.
Be wise in using slang language styles so as not to hinder effective communication.
Consider the negative impact of excessive slang use, such as deviations from language norms.
2. For Academics and Researchers
Conduct further research with a wider sample, analysis that includes various forms of social media content, and comparison of the use of slang styles on various social media platforms.
Examine the impact of the use of slang styles in social media on the quality of language and communication in society.
Develop educational strategies or programs to increase awareness of the use of good and correct language on social media.
3. For Government and Stakeholders
Encourage educational and socialization efforts regarding language ethics on social media, especially for generation Z.
Consider policies or regulations that can encourage the use of good and correct Indonesian language on social media.
4. Collaborate with academics and researchers to develop programs related to language use in the digital era.

With these efforts, it is hoped that the use of slang styles on social media by generation Z can be balanced with awareness of the importance of good and correct language use, so that it can have a positive impact on the development of language and communication in society.

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