

An Analysis of Slang Word on Comment in Selena Gomez's Instagram Account

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ABSTRACT

Slang is an informal language used by a certain community or group. The aim of this research is to identify the most frequently used slang words, their types, meanings, and social factors from comments in Selena Gomez's Instagram account. Descriptive qualitative methodology is used in this research. The phenomenon of slang words is the subject of this research. The researcher found slang words in Instagram comments. The primary source of data for this research is comment in Selena Gomez's Instagram account. In this research, books, journals, and other sources that provide data to support this research will be used as the secondary data source. The result of this research are five types of slang according to (Allan and Burrige, 2006), from 50 data of slang words in column comments with total frequencies of as much as 412 words, namely acronym was the most appeared slang in this research with 139 or 33,74%. Then clipping, it is 118 words 28,71%. After that, it is imitative, it is around 66 or 16,05%. Fresh and creative are 59 frequencies or 14.3%. While flippant is the least appeared with 30 or 7,2%. The social factors that influenced the use of slang word as follows the level of age, environment, and education. As a result, slang is occasionally used as a language among individuals. Especially, when they have multiple goals like be creative, fashionable, fun, and distinct from the previous generation.

Keywords; *Slang, Instagram, Social Factor, Informal Language*

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INTRODUCTION

Language is the most essential thing the people to communicate in social life in modern era, with many types of language used in the society. Language is used by people to express their thoughts, feelings, and opinions. The most important aspect of existence is language, both for the nation and the populace. It is crucial to grasp and comprehend the origins of language since it acts as a uniting force in society (Maulidiya et al., 2021). People used language as a means of

communication to send written or verbal messages to other people (Prastikawati, Pratama, & Wiyaka, 2021).

Slang is considered to be a sociolinguistics phenomenon, and a number of neologistics forms have illustrated its particular aspect (Alawiyah, et.al, 2021). One of the varieties of language now in use by the community is slang. Slang is a vocabulary constructed of words, phrases, and other phrases that are used in informal situations. Slang is a

language that young adults use to interact with others in society, such as while online chatting or with friends.

Language

According to Wardaugh (2006), language is a social possession, although it is an abstract one. People interact with one another using language as their primary means of communication. People use language to express their ideas, emotions, and opinions (Nuraeni & John, 2021). So, Language is the means through which human thought and emotion are expressed. Language is a symbol either spoken or written, consisting of the use of words in a structural and conventional way. A language is not only words but language is a body language, a culture or tradition of a community.

Sociolinguistics

Sociolinguistics is a branch of linguistics that focuses on the use of languages in communities. Actually according to Nasution et.al, (2019), sociolinguistics refers to as the sociology of language (sociology of language) or language in society. Sociolinguistics is concerning the relationship of language to society (Wardaugh, 2006). Sociolinguistics is the study of how language and society interact. Anthropology and sociolinguistics have a deep connection through the study of language and culture, as is the importance that language plays in the development of social groups.

Slang

In this modern area, slang can be found in the conversation of the teenagers and young people (Nuraeni & John, 2021). Slang is a popular and contemporary words that is regarded to be stylistically inferior to the standard formal and even polite informal speech (Allan and Burridge, 2006). Slang is primarily used to create social groups, rebel against the standard language, and imply informal contexts. It is a simplified representation of language dynamics and an expression of human creativity in language.

Types of Slang

Regarding the types of slang words, (Allan and Burridge, 2006) divide them into five categories as explained in this below:

Fresh and Creative

Fresh and creative is a unique, imaginative, creative even shocking and amusing expression. For example, the term "daddy" is used to refer to a man or synonym of father.

Acronym

It can be constructed by joining the first letters of the words that make up a phrase or by pronouncing the first letters of many phrases or syllables as one word.

Clipping

Clipping creates the words that eliminating certain elements of a longer word to create a shorter form with a similar meaning. In formal interactions, clipping form is also to be avoided.

Flippant

Flippant suggests that slang has irrelevant expressions of the particular situations. Examples, it is make this phrase offensive and unfriendly.

Imitative

Imitative refers to a slang term that is similar to or derived from the Standard English Word, such as using Standard-English terms in different contexts or connecting two distinct words.

The reason of young people using slang (Sarbunan, 2020) are: the first is because it is unique. Adolescent life stays connected with something remarkable. That is why young people enjoy using slang. The second is, avoiding being deemed out of date. Slang is preferred over beautifully ordered Indonesian or national languages by young people who are still immature, readily mimicked, and easily misled. The third is, because they love it. Indonesia has many strict and consistent rules, affected by slang that is not dull and stagnant and opposes mainstream speech, young people in Indonesia tend to adopt it rapidly (Indonesian perspective).

Instagram is an application designed to allow users to post pictures or videos to the website (Wafa & Husna, 2022). People can follow, like, and comment on other users' objects to add it to their feed. Users can add a caption and a location when they submit a photo or a video. The subtitles are completely up to the users' caption. As a result, the standard of grammar might not

be followed, which may result in a language style.

This research aimed to find out the most frequent and types, then meaning of slang, and the social factor of slang that found in social media. The researcher is interested in talking about the phenomena of slang words found in netizens' comments on Selena Gomez's Instagram post in relation to this phenomenon..

RESEARCH METHOD

In this research, the researcher used the descriptive qualitative method. Qualitative research focused on described the state of nature or the nature of the value of a certain object or phenomenon (Abdussamad, 2021). Based on the above explanation, the subject of this research is the phenomena of slang words in Instagram especially in Selena Gomez's account.

The primary data source of this research is the comment of Selena Gomez's Instagram Account. Then, the researcher employed the secondary data source from publication, and other source. The data will be collected between January-March 2023.

The researchers observed slang words in Instagram comments. The writer decided book study, library research, and internet in order to get information regarding the study of slang words from comments on Selena's Instagram account.

FINDINGS AND DISCUSSION

1. Findings

a. Data Analysis of The Most Frequencies of Slang Words

The researcher found as many as 50 data's of slang words in column coments with total frequencies as much as 412 words. Then, the data divides into several types. In this research, the researcher uses theory proposed by (Allan and Burrige, 2006). There are five types of slang words such as, fresh and creative, acronym, clipping, flippant, imitative.

Fresh and Creative

This research is present types of slang words, which is fresh and creative. The researcher founds ten slang words in the comment of Selena Gomez's Instagram Account. The total frequencies of those types are 59 slang words used in comment. While, the percentage of this type is 14,32 %.

Acronym

In this research founds thirteen words that are considers acronym types of slang words. The total frequencies of this type are 139 and the percentage of this types is 33,74%.

Clipping

One of types of slang words according to Allan and Burrige, (2006) is Clipping. There are nine

words that found in this research. The total frequencies of this type are 118 words, with the percentage 28,64%.

Flippant

In the flippant types, the researcher found seven words that include in this type. The total frequencies of this type are 30 words. While, the percentage of this type is 7,28 %.

Imitative

The last types of slang words are imitative, this research found ten words that include imitative types. Then, the total frequencies in this type as much as 66 words. The percentage of imitative types is 16,02%.

b. Data Analysis of The Meaning of Slang Word

The second part of this research is only focuses on analysis meaning of the slang words that found in comment of Selena Gomez's Instagram Account.

Fresh and Creative

The type fresh and creative is mean to create a fresh expression that is imaginative, innovative, creative, even shocking and humorous. There are several slang words that found in this type such as, *Buddy, Guys, Babe, Bestie, Dude,*

Savage, Goddes, Cuties, Crush, Bruhh.

a. **Buddy**

Data 1: May 7th, 2023, at 9.22 am

Account: @Fatipose

Comment: @imjulianfrick Good luck *buddy* haha

Buddy uses to call a friendship or partnership. Buddy is also nickname of “guys” use for other guys they pity or feel more influential over.

b. **Guys**

Data 2: May 6th, 2023, at 18.46 am

Account: @spoozn

Comment: I LOVE U *GUYS* SM

Guys is an informal or easygoing way to address a group of person.

c. **Babe**

Data 3: May 7th, 2023, at 10.23 am

Account: @scarbajal

Comment: @aisslin.04 gotta fill me in babe

Babe is use in the dialogue for informal situation that call or refer to person.

Acronym

An acronym is an abbreviation in the form of a combination of letters or syllables or other elements that are written and pronounced like any other natural word. In this type,

the researcher found several words which is *WTF, IDK, LMAO, IDC, STFU, ILYSM, DM, BTW, TBH, OMG, LOL, BF, GF.*

a. **WTF**

Data 11: April 19th, 2023, at 11.17 am

Account: @kristy.mariee

Comment: @bchgal33 idk why she’s even getting body shamed *wtf.*

WTF is an abbreviation of “what the fuck”. This word is use to show that you are surprise, recklessness, or do not care about something.

b. **IDK**

Data 12: April 19th, 2023, at 11.30 am

Account: @greenfairy.elf

Comment: @a.a.indirapaloma idk man, I did see her Tik Tok. Am I missing something

IDK stands for “I don’t know”. IDK is use to convey that the speaker does not have the information being requested.

Clipping

Clipping is remove some of part of longer word become a shorter word but still have same meaning. This type only uses an informal dialogue. the following of the results for clipping type such as, *Cuz, Ur,*

Luv, Pic, Gorg, Ppl, U, Memz .

a. **Luv**

Data 27: May 11th, 2023, at 10.13 am

Account: @_za_die_

Comment: *Luv* u sel

Luv is an alternative spelling of the word 'love' that is used as a simple way of affecting someone.

b. **Gorg**

Data 29: April 19th, 2023, at 11.39 am

Account: @_orellana6

Comment: Okay you got a body a lot of us wish to have! Gorgggggg
Gorgeous is the most often used definition for "Gorg" on Snapchat, Facebook, Twitter, Instagram, etc. It's usually used to describe someone as hot, however it can also mean "cool".

Flippant

Flippant is one of type of slang that has irrelevant expression of the specific circumstances. This result as follow, *What the hell, Shut up, No matter, Red flags, Drama queen, Get the hell outta here, Stupid ass.*

a. **What the hell?**

Data 34: May 4th, 2023, at 12.45 pm

Account: @paulett_ns

Comment: Drew? Has the second name of Justin. *What the hell?*

What the hell is use when someone is angry, surprise, shock, etc.

b. **Shut up**

Data 35: May 5th, 2023, at 19.19 pm

Account: @ja5mina_

Comment: @_jbaena you *shut up*, stupid fan

Shut up is an Expression to quiet who someone making noise.

Imitative

Imitative is a type of slang words, that imitate another word or a combination of two words that produces a different meaning. In this research are categorize in imitative slang words as follows, *Gonna, Gotta, Kinda, Outta, Cool, Damn, Bullshit, Asshole, Fucking, Childish.*

a. **Gonna**

Data 41: May 3rd, 2023, at 18.43 pm

Account: @mabelmoraq

Comment: 2023 best album *gonna* be #sg3

Gonna is a combination of the terms "going + to."

b. **Gotta**

Data 42: May 7th, 2023, at 10.23 am

Account: @scarbajal759

Comment: @aisslin.04 *gotta* fill me in babe

Gotta is short for “got to”. This words is another way to say ‘I have to..’.

c. The Analysis of Social Factors Influenced The Use of Slang Words on Comment in Selena Gomez’s Instagram Account

Many factors in the use of slang, include social factors. The social factors that influence the use of slang are as follows:

1) The Level of Age

Factors in language use based on language at this age level can affect writing, topics, and typing variations. The higher a person's age, the more words he masters understand the structure of the language, and the better the lesson.

2) Environment

The environment is one of the social factors that influence the use of young people have many activities outside the home that involve groups of friends more often than their parents. Here are some factors in the friendly environment, such as speech partner, social media, and television.

3) Education

The level of education is the most determining factor in language use. The characteristics

of the use of the language used are based on different levels of education which are reflected in the language users as follows, the amount of vocabulary used, the choice of vocabulary, the tendency to connect harsh words, and the way of expression. People with high education upload something on social media, tend not to be monotonous, and discuss a variety of topics.

2. Discussion

There are eleven journals that conducted by previous research on the same issue of analyzing slang, but the objects utilized in the research different, as follows from movie Alawiyah et al., (2021) and Abidin, (2021) , song lyrics Karmila Dewi & Ayu Widiastuti, (2020) , novel or book Mahmud et al., (2022) . The six publications used in the earlier study focused on the analysis of slang on social media.

In the previous study, there are three journals had similarities with this research, from Wicaksana (2022), Wafa & Husna (2022), Rezeki & Sagala (2019). These similarities are data sources taken from Instagram social media, but this research also has differences. The third journal analyzes the types of slang words using the theory from Partridge (2004). Types of slang according to Partridge are as follows (1)

abbreviations, (2) acronyms, (3) community slang, (4) shorted slang, (5) funny wrong words. While this research uses theory from Allan and Burrige, (2006) namely, (1) fresh and creative, (2) acronym, (3) clipping, (4) reckless, (5) imitative.

From the result, the researcher compared the study with other similar studies. Prastikawati et al., (2021), they discusses about the most frequent used slang words on Instagram social media. There is a difference between this study with previous research, in the previous research discussing word formation with it is type, namely Blending (18 words or 20.7%), Derivation it is (8 words or 9.2%), Acronym (6 words or 6.9 %), Borrowing and Coinage with the same amount (3 or 3.4%), and the last is Multiple Processes (2 or 2.3%). While, From five types that have been found, acronym was the most appeared slang in this research with 139 or 33,74%. Then clipping, it is 118 words 28,71%. After that is imitative, it is 66 or 16,05%. Fresh and creative are 59 frequencies or 14.3%. While, flippant is the least appeared with 30 or 7,2%.

Therefore, sometimes people use slang as a language to communicate with each other. Especially, when they have multiple goals like be creative, fashionable, fun, and distinct from the previous generation. One of the reasons for using slang is to enhance the

language and allow members of a community to interact with one another. The amount of slang words on social media, such as post captions, content, and comments, also motivates young people or teens to utilize these words, affecting slang culture today.

CONCLUSION AND IMPLICATION

After analyzing the data, the researcher concludes that communication cannot be separated from formal and informal language. Slang is an informal languages, it is define trends in society or group. The researcher discovered 50 instances of slang terms with total frequency counts of up to 412 words from the findings. There are five types of slang according to Allan and Burrige, (2006) From five types that have been found, the acronym is the most appeared slang in this research with 139 or 33,74%. Then clipping, it is 118 words 28,71%. After that is imitative, it is 66 or 16,05%. Fresh and creative are 59 frequencies or 14.3%. While flippant is the least appeared with 30 or 7,2%. Buddy uses to call a friendship or partnership. Buddy is also nickname of “guys” use for other guys they pity or feel more influential over. WTF is an abbreviation of “what the fuck”. This word is use to show that you are surprise, recklessness, or do not care about something. Many factors in the use of slang, include social factors. The social factors that influenced the use of slang words as follow the level of age, environment, and

education.

This research can remain improved on current reality, especially those involving youth. Furthermore, the effects of changes in global life, which are becoming more prevalent as a result of scientific and technological advances, has a contribution for innovation and change, including the development of new languages.

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