SLANG LANGUAGE USE IN @NIKITAMIRZANIMAWARDI_172 INSTAGRAM ACCOUNT

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Abstract	Article Information
The dynamic development of language enables the emergence of new languages and meanings in society. This development is also experienced than the slang language that follows the times. The development of slang among adolescents is very creative and creates new slang. This study aimed to identify the function of slang used on Instagram @nikitamirzanimawardi_172. A qualitative method with a qualitative descriptive approach was used in this study to explain the function of slang. Slang on the Instagram account @nikitamirzanimawardi_172 as a data source. The data collection technique used was the technique of reading and noting. Based on the results of data analysis, this study showed that there are 9 functions of using slang on the Instagram account @nikitamirzanimawardi_172, including: as a joke or just for fun, to look different and up to date, avoid preamble, enrich vocabulary, for several purposes certain (refining and emphasizing rejection, and reducing the excessive seriousness of a conversation), to show group membership, to ease social relations, and to show solidity, reality. There were also types of slang, such as jargo, prokem, and colloquial. Based on the results of this study, it was hoped that it will become a source of information for further research, considering that language has developed over time. ***Keywords****: slang language, function, Instagram*	

INTRODUCTION

The use of language with its existence is inseparable. The dynamic life of society affects language which always undergoes development and advancement. The development and advancement of language could occur for many factors, several even nearly extinct as it is less utilized. The occurrence of language development could be based on necessity, condition, as well as the desire of the speaker (Chaika, 1994).

A dynamic language or one that undergoes development along with era changes and the use of language could generate words, meanings, and new terms (Zaky, 2017). In a general sense, the emergence of such things occurs in teenagers' social life, that is spoken in various creativities and could produce a new speech or even a combination of various languages (Prihandini & Isnendes, 2020). In the scope of linguistics, that speech known as code-switching, code-mixing, inferential (combining foreign language form into Indonesian language morpheme or vice versa), foreign terms borrowing, and the use of slang language (Khodijah & Hayuningtyas, 2021). Those terms become language styles within informal communication among teenagers today.

Slang language is a variation of language often encountered in teenagers' associations, specifically in language utterances on social media (Swandy, 2017). Chaer and Agstin argue that slang language is communicated or uttered within a significant group to prevent other speakers from perceiving their internal interaction. The emergence of slang language at first was placed as a language variation uttered by a social community or a specific region in interacting. Hence, slang language within a social group or a particular place holds differences from other social groups or regions (A. R. Azizah, 12019). The use of slang language among teenagers is an inspirational expression as a form of self-affirmation, self-expression, and self-realization (Sulemana & Islamiyahb, 2018). Slang language holds a specific reason, conveyed similarly by Partridge (in Rosalina, 2020). Those reasons include; a joke or just for fun, to show off or boast (as a sense of competition or responsive), to look up to date, to look pleasing, to prevent repeating the same error, and even to make a surprise, to avoid preamble, to enrich vocabularies, to show reality, to emphasize rejection, to show superiority, to ease social connection, to encourage a deep intimacy, to show group membership, to show non-group membership, and to conceal something.

The use of slang language could emerge as a consequence of the shortening and emergence of fluctuating new words. In addition, it could be in a form of words whose phonetic is reversed which makes it sound unusual, humorous, and several are in contrast with their original meaning. Sumarsa and Pratama (in (Laili, 2012) projected there are several types of slang language according to its form, for instance: jargo, prokem (prefix ko, combination of e + ong, infix pa/pi/pu/po/pe), cant, argo, and colloquial.

Social media is one of the trending communication media used by teenagers, including in delivering their feelings, ideas, and opinion through the use of slang language, be it WhatsApp, Twitter, Facebook, Instagram, etc.

Instagram is a social media that is much fancied by various classes, whether businessmen, government institutions, and even artists. The utilization of Instagram as a communication medium is purposed as a place to express oneself, particularly their daily activities (Martha, 2021). One of the artists, as well as Instagram users who exceptionally draws attention and phenomenon, is Nikita Mirzani. Nikita Mirzani often steals social media users' attention with her style and behavior which makes a lot of Instagram users comment on every post on her Instagram @nikitamirzanimawardi_172. Nikita Mirzani often expresses herself

through her private Instagram account which generates many controversies among social media users. Every post has various responses, whether supporting or opposing her.

The communication occurred as a consequence of her posts through Instagram @nikitamirzanimawardi_172 raising variety of languages, particularly slang language, either from her posts or followers' responses. Needless to say, the use of slang language generates words and new meanings to convey the emotions of the social media account owners which are dynamic and arbitrary. The circumstance expected from this research is to provide readers, particularly social media users, with the development of slang language in the society as well as to prevent miscommunication.

LITERATURE REVIEW

Many of research on slang language are conducted by previous researchers because it is very interesting to be discussed considering language is very dynamic. I Gede Budiasa et al., (2021) on his research "The Use of Slang Language on Social Media" argues that the use of slang language has certain objectives. Those objectives include: as a joke or just for fun, to look different and up to date, to simplify social relations, to reduce seriousness within a conversation, to promote deep intimacy, to show off, to avoid preamble, to show superiority, as well as something concealed. In addition, F. Azizah et al., (2021) in her article "Phenomenon of Using Slang Language and Character Values in Students" conveys that the use of slang language are not merely affects daily life, but also declines character values of teenagers, particularly when they are with work colleague. Another research reveals that several objectives of using slang language in social media Twitter, namely: as a joke, to be different from others, to draw attention, to contract words, to enrich vocabulary, to ease social relation, and to show friendliness and intimacy Rosalina et al., (2020).

Understand every slang language spoken on those posts is essential to do by readers or social media users, specifically Instagram @nikitamirzanimawardi_172 to avoid misunderstanding in communication. This study identifies and describes the functions of every emerging slang language on posts and responses of Nikita Mirzani followers on account @nikitamirzanimawardi_172 from the end of month 2022 to February 2023. Additionally, this study is essential to be conducted considering language development within society is dynamic so this would benefit readers and social media users in minimalizing misunderstanding in communication

RESEARCH METHODOLOGY

This study is designed according to problem formulation above-mentioned. This study applied a qualitative descriptive method (Sugiyono, 2014). Slang language in the form of data was derived from posts as well as responses from social media Instagram account of @nikitamirzanimawardi_172, those were posts and responses from other Instagram users on

year of 2022 endings and two first month of 2023. In collecting the data, this study used reading and note-taking techniques. The data that had been collected was being analyzed with adopting thematic analysis. During the process of data analysis, several steps were conducted to identify and describe the data, these included identifying the data in the form of slang language, analyzing form and function of slang language, presenting the data based on form and function of slang language, and concluding the data based on form and function of slang language. The data that was being analyzed is presented using informal assessment. Informal assessment of data is a data assessment that describes the data with language and words that are easy to grasp by readers. The data was analyzed using a descriptive qualitative method.

FINDINGS AND DISCUSSIONS

The use of slang language on @nikitamirzanimawardi_172 account is highly varied and used continuously. Discussion on the use of slang language on @nikitamirzanimawardi_172 account was examined based on research problem formulation. In dissecting research problem formula, the researcher referred to the theory proposed by Erik Partridge who conveys reasons that motivate social media users to use slang language. Those reasons are examined in the following part:

As a joke or just for fun

The use of slang language on social media has certain objectives. On of the objectives is as a joke or just for fun to make communication more amusing and less boring. Several slang words that were found on social media account @nikitamirzanimawardi_172 included ***hura, wkwkwkw, yahuuudd, senggol dong, gokil, warga +62, dan nenyee menenyeeeye***. Those slang words gave the impression of a joke or being funny. The above-mentioned slang words represented a lighthearted communication to avoid boredom, in the same way as the following examples.

- *Berasa fashion show nyaii tetep kecee **huraaaa**.*
- ***Wkwkwk** caption nya lucu" deh.*

The sentences above showed lighthearted conversations to make situation more amusing and exciting. The phenomenal *huraaaa* word makes Indonesian citizens familiar with it and often use it as a joke in doing a conversation. This word comes from the Russia that is used by the President Vladimir Putin in military events with the purpose of encouraging Russian Soldier before going to a war. The meaning behind *hura* or hurray is a shout of joy, enthusiasm (Dictionary, 2014). In contrast, that is not the case with the Indonesian citizens, they use it as a joke for amusement instead. However, some of them remain use it as a motivation burner to live up the atmosphere. The same case applies for the word *wkwkwk* which is the typical way of Indonesian citizens when laughing (I Gede Budiasa et al., 2021). The word *wk* is derived from the words *we (gue) ketawa* and being duplicated 3-4 times.

To look different and up to date

Netizen or social media users who respond to the posts on @nikitamirzani-mawardi_172 account often use slang language in the purpose of looking different, up to date, and being assumed out of date and flow with the current. Several words that were found are: ***poll, demem, cuan, ngefans, vibes, ngevlong, netizen, gws, gbu, squad, unbox, ilfeel, mood, auto, dan yummy***. These slang words are mostly duplication of English language and there is also a combination of English language with Indonesian language prefix.

- *Sumpah bikin **mood** jadi terang*
- *Udah di**unbox** nih keknya*

The use of those words merely to look up to date and to not to be seen out of date. This is because the above-mentioned slang words could be replaced with Indonesian language word. The word mood is derived from English language that possess the meaning of suasana hati in Indonesian language (Dictionary, 2014). As for the word unbox, it is a compound word consisting prefix un- that means tidak and base word box that means kotak (Dictionary, 2014). The meaning in Indonesian language is membuka kemasan. Indonesian citizens who mostly wants to use English language in social interaction make the use of English language looks more trend. The phenomenon of using English language in Indonesian citizens communication is seen as awesome or assumed up to date.

Avoid preamble

In communication, the use of slang language is often aimed to make communication less wordy, or the speaker prefers to deliver something in a direct manner. Slang words that are aimed to avoid preamble include: ***ngaca, ngeladenin, salfok, dan boikot.***

- *Huhuhuhuhu sblm nyuruh orng intropeksi diri, mending **ngaca** dlu.*
- *Netizen tidak usah **ngeladeni** dong.*

The circumstances of the conversations above are the form of slang words where the speaker expects not to dissolved in a long conversation. The term ngaca is a word that means self-introspection before giving responses or criticize someone (Ananda & Kurniasari, 2022). Normally this term is used as a sarcasm. As for *ngeladeni* is a term that is used to provide response towards something. The word *ngeladeni* is derived from Indonesian language *meladeni* which means to serve or reply (Bahasa, 2022). Those slang words are used in the purpose of conveying the intention directly to readers.

Enrich vocabulary

The language that emerges in social association or social interaction provides evidence that language is dynamic. Such circumstances often generate new words within whether teenagers' communication world or the community in general. The same thing applies to slang language that emerges as the consequence of a group of society that uses it but that words are not understandable for others, for instance, the word **zoom**.

- ▪ *Pasti pada di***zoom**

      The function of *di-* on the word above is to form a new vocabulary. The use of the word **zoom**, that is derived from the English language, means *perbesar* (Dictionary, 2014). The word **zoom** could also be interpreted as increasing. However, in the Indonesian language, particularly among teenagers' conversation has a different meaning. The meaning being referred to by the word zoom above is the act of peeking at something.

For several specific objectives

To soften or emphasize rejection. Several slang words function as a rejection of something that is conveyed softly and less vulgar. Several slang words were found that were aimed to soften conversation, for instance: ***ciee, anjir/anjay/jirr, dan pansos***.

- ▪ ***Ciee*** *ada yg ngamuk di persidangan*
- ▪ ***Pansos*** *loe.*

      From the sentences above, the word ciee is normally used only to tease or when feel content on particular circumstances as well as embarrass someone when the word ciee is aimed for that someone (Dompas, 2017). However, people do sometimes use it as a sarcasm so that it would not sound intimidating someone. As of the word pansos itself is interpreted as a way of someone who seeks for fame by creating misunderstanding with someone more famous by negative sensation (I Gede Budiasa et al., 2021). However, with this way of saying the word, the meaning conveyed is more about degrading social users to be camouflaged. This method makes the impression of conversation look more subtle and less vulgar when conveyed to someone or people who listen to it.

      To reduce the excessive seriousness of a conversation. A conversation often creates boredom that emerges as a result of one's seriousness in conveying something. In some cases, slang words also function to reduce seriousness in a conversation, for instance, the word ***santuy***.

- ▪ *Kaya nya yg ini baik ka niki, terlihat lebih* ***santuy***

      The word *santuy* is derived from the word santai which has the same meaning. The word santuy means to ask someone to be calmer (Goziyah & Yusuf, 2019). This word is normally spoken by one to make a conversation atmosphere less serious and looks more relaxed.

To show group membership

      Several slangs are used to show a group membership and identity of a certain group. Slang words that were found and functioned to show group membership included: ***wanita amazon*** and ***nyai***

- *Yes **wanita amazon** is come back.*
- *Simbuk nyambek ya **nyai**?*

Slang words that were used by netizens above shows that they are the fans of Nikita Mirzani who is nicknamed as *wanita amazon* and *nyai*. The term *wanita amazon* is often used to call women who are considered expert in roles and skilled in all matters. This title is derived from tribe of women in the Amazon Forest, South America (Mayor, 2015). This group of women are all mighty and good at fighting like a soldier. On the other hand, the title *nyai* is a title for women whose age are older than the one who calls her. The title *nyai* is derived from the common title in West Java Province and particularly for grown up women (Ningrum & Mursidi, 2018). These titles marked what they favourite and fancy towards a certain media user.

To ease social relations

To build a social relation among social media users, the use of slang also has a role to play in making conversation warmer and more intimate. Several slang words found on @nikitamirzanimawardi_172 account are: ***bos, shayyyy, guys/guess***, and ***beb.***

- *Wow ! Keren bingit **Beb***
- *Kadang2 hukum berpihak , @kejaksaan.ri ke adilan sosial bagi seluruh rakyat Indo-nesia kan ,,,,**Bos**..... bener kan ?????*

Slang words are also used as nicknames and to create a relaxed atmosphere of communication among social media users. Nicknames slang words above indicates a harmonic social relation and it is spoken to people who are considered peers. These slang words are not used for formal communication situation. The word *beby* is derived from English language baby which means (Dictionary, 2014). This word is commonly spoken by parents to their children. However, this duplicated word experienced a shift of meaning, namely as best friend. This word is usually spoken by women to their women best friends. The same thing applies for the word *bos* that is used by someone with a purpose of making the interlocutors feel like they have a close relationship. Such condition could make a communication feels even more harmonious. This is because the word *bos* is normally spoken to a person in power and a leader (Bahasa, 2022). In the recent years, the word *bos* has been started to be used for people who are considered as best friends, friends, or even lovers.

To show Solidity, Reality

Another objective in the use of slang word is to show solidity. This word is commonly spoken to express agreement on solidity towards something, where both of the speaker and interlocutor has the same response, for instance ***mantul*** and ***cucok***.

- ***Mantul** gacor dehh...*
- *mih nikita **cucok** dah*

The circumstances of the slang words above describe that the speaker agrees with what is being shown or performed or pictured. The word *mantul* is a substitution of mantap betul (I Gede Budiasa et al., 2021) and usually used to express one's feeling towards a condition that is very good and considered as true. As for the word *cucok*, it is a duplicated word of the word *cocok* which has the same meaning (I Gede Budiasa et al., 2021). This word also shows that the netizens agree with what is being shown by Nikita Mirzani on her posts.

To show superiority

In addition, slang words that is used within a conversation also aimed to show superiority of someone or certain group over others. Slang words that were found on @nikitamirzanimawardi_172 account with aim to show superiority is ***Ms. Glow***.

- ***Ms glow*** *bagus parah*

The use ow slang word *ms glow* on the sentence above is communication which shows that Nikita Mirzani is someone who has the features of someone who is considered glowing. This title is usually used for those who have fair and clear skin. The word *ms glow* is one of local skincare and cosmetic products that is highly in demand by every group for Ms Glow itself already has Aesthetic Clinics in several big cities in Indonesia (Handayani & Hidayat, 2022). Meanwhile, its meaning is describing the best glowing product in Indonesia.

The use of slang language on the Instagram account of @nikitamirzanimawardi_172 also highly varied in the same way as being conveyed by Sumarsana dan Pratana (in Laili, 2012). that slang language based on its forms has several types, for instance, jargo, cant, argo, and colloquial. Based on the analysis result of data in the form of slang language on @nikitamirzanimawardi_172 Instagram account, several types of slang language are used, namely:

Jargon

Jargon is a speech or expression in the form of a word or a short sentence popularized by someone famous through mass media, such as radio, television, newspaper, and magazine. This type of slang language is usually used in a billboard/advertisement, piece of a song lyric, a form of communication in a film, and could be a speaking style of someone (celebrity). The analysis result shows several slang languages used, for instance, ***hura, warga +62, senggol dong, nenyee menenyeeeye, gokil, ms. glow, poll, demem, cuan, ngefans, vibes, ngevlong, netizen, squad, unboxing, ilfeel, mood, auto, yummy, boikot, pansos, wanita amazon, nyai***, and ***zoom***. The followings are several examples of slang language usage within a sentence:

- ***Ms glow*** *bagus parah.*
- *Sumpah bikin **mood** jadi terang*
- *Udah di**unboxing** nih keknya*
- *Yes **wanita amazon** is come back*
- *Simbuk nyambek ya **nyai**?*
- ***Pansos** loe*

Those slang words are slang words that became famous after being popularized by Indonesian artists through their communication in mass media in the form of product and service advertisements or the form of communication in soap operas or films. The use of slang language becomes popular in society as a consequence of their love towards someone (celebrity). The use of these words is often found in social media, such as Facebook, WhatsApp, Twitter, Instagram and other social media, television, and daily conversation of Indonesian artists.

Prokem

Prokem is a speech or slang language that experienced a morphology by reversing the word order, inserting a word, abbreviating words with acronyms and abbreviations, changing consonants and vowels, changing the sound almost completely, and changing the sound completely. The analysis result shows that several slang languages use prokem type, for instance ***wkwkwkw, gws, gbu, mantul, cucok***, and ***salfok***. The followings are several examples of slang language usage within sentences:

- ***Mantul*** *gacor dehh...*
- ***Salfok*** *sama bangku Nikita*
- *U nikmir cpt pulih.. salam sehat dan semangat dn hpp sllu ya* ***Gbu***
- *mih nikita* ***cucok*** *dah*

The word *mantul* on a netizen comment above depicted an appreciation to someone for their action or behavior towards the post that is being shown. The word *mantul* is an abbreviation of *mantap betul*, where the syllable man is derived from the first syllable of the word *mantap* and the syllable *tul* is derived from the last syllable of the word *betul*. The word *salfok* in the sentence above is the abbreviation of *salah fokus* which has the same meaning. Each of the syllable *sal* and *fok* is derived from the first syllable of the word *salah* and *fokus*. The word *gbu* from the example of the netizen comment above is the abbreviation of God bless you, an English duplication which means *Tuhan memberkatimu*. This word is then abbreviated with the consonant /g/ derived from the first letter of the word God, the consonant /b/ derived from the first letter of the word bless, and the vowel /u/ derived from the last letter of the word you. The word *cucok* on the above-mentioned netizen comment means suitable and is derived from the word *cocok*. The word *cucok* experienced a mutation of the vowel /o/ into /u/. The use of the word *cucok* is introduced by shemale which then became popular among society and spoken by all groups whether women or men.

Colloquial

Colloquial is an unofficial or nonstandard form of word. This slang language is also known as a daily language which is characterized by the use of linguistic features, for instance, letters and syllable fragmentation within sentences. The analysis result shows several Colloquial slang language types used are ***shayyyy, beb, guess, ngaca***, and ***ngeladenin***. The followings are several examples of sentences from netizens:

- *nanti ke gep nangis, mohon2 untuk damai* 😂 😂 *pantengin aja apa yg terjadi di tv*

> **shayyyyy**, *nikmati*
> - *Kaya nya yg ini baik ka niki, terlihat lebih **santuy***
> - *Mak nyus **beb***

The word *shay* from the netizen comment above is a word that experienced syllable fragmentation. The word *shayy* is derived from the word *sayang* and is missing the last syllable. This word then has the letter /h/ inserted between the consonant /s/ and the vowel /a/ to become *shayyy* and then the consonant /y/ is duplicated several times. The word *santuy* in the above-mentioned sentence has the meaning of a relaxed atmosphere of a conversation. The word *santuy* is derived from the word *santai* which has the same meaning. The word *santai* mutates the vowel /i/ into the consonant /y/ and mutates the vowel /a/ into the vowel /u/ so that this word becomes *santuy*. The word *beb* from the netizen's comment above has omitted and inserted letters from the base word baby. The word baby is an English duplication that means *bayi*. The word baby experienced the omission of the consonant /y/ and the insertion of the vowel /e/ from the omission of the vowel /a/ so that the word baby becomes *beb*. The word *beb* has the meaning dear in the sense that this word has experienced a change of meaning from its original.

CONCLUSION

Based on the presentation and analysis of the data, several things could be concluded that the use of slang language found on @nikitamirzanimawardi_172 Instagram social media account based on the reasons with the total of 9 out of 15 objectives of using slang language mentioned by Patrige (1950). The objectives of using those slang language namely: as a joke or just for fun, to look different and up to date, to avoid preamble, to enrich vocabulary, for several certain purposes (refining and emphasizing rejection, and reducing the excessive seriousness of a conversation), to show group membership, to ease social relations, and to show solidity, reality. It also found the types of slang language, namely jargo, prokem, and Colloquial. The slang language that is being used in social media is highly creative and indicates the emergence of new slang language. The circumstance of language that is dynamic makes it essential to conduct sustainable research on slang language from time to time.

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