AN ANALYSIS OF SLANGS AND ABBREVIATIONS USED BY ZOOMERS (GEN-Z) ON THE TWITTER PLATFORM

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Abstract

This study aimed to analyze the intended meaning and types of Slang and Abbreviations on Tori's Twitter account. Data were taken from tweets on Tori's Twitter account. This study used a qualitative descriptive method based on the theory of Allan and Burridge (2006), five types of slang were found: fresh and creative, flippant, imitative, Acronym, and clipping. Based on Schendl's theory, five types of abbreviation were found: clipping word, blend, Acronym, initialism, and contraction. The results of this study indicate that there are 40 types of slang data and 121 types of abbreviation. Based on the results of the study, the use of types of slang and abbreviation on Tori's Twitter account reflects her personal interest in K-pop and how this shapes her digital identity as a fan. An analysis of the intended meaning of the use of K-pop abbreviations and slang in Tori's tweets reveals how important language is in shaping digital fan identities and building strong virtual communities. The evolution of language in this fandom reflects the complex and ever-changing dynamics of fan culture.

Keywords: Generation Z, Slang, Abbreviation, Twitter

Abstrak

Penelitian ini bertujuan untuk menganalisis makna tersirat dan jenis-jenis Slang dan Singkatan pada akun Twitter Tori. Data diambil dari tweet-tweet pada akun Twitter Tori. Penelitian ini menggunakan metode deskriptif kualitatif berdasarkan teori Allan dan

Burridge (2006), ditemukan lima jenis slang: fresh and creative, flippant, imitative, Acronym, dan clipping. Berdasarkan teori Schendl, ditemukan lima jenis singkatan: clipping word, blend, Acronym, initialism, dan contraction. Hasil penelitian ini menunjukkan bahwa terdapat 40 jenis data slang dan 121 jenis singkatan. Berdasarkan hasil penelitian, penggunaan jenis-jenis slang dan singkatan pada akun Twitter Tori mencerminkan ketertarikan pribadinya pada K-pop dan bagaimana hal ini membentuk identitas digitalnya sebagai penggemar. Analisis makna tersirat dari penggunaan singkatan dan slang K-pop pada tweet-tweet Tori mengungkap betapa pentingnya bahasa dalam membentuk identitas penggemar digital dan membangun komunitas virtual yang kuat. Evolusi bahasa dalam fandom ini mencerminkan dinamika budaya penggemar yang kompleks dan terus berubah.

Kata kunci: Generasi Z, Bahasa gaul, Singkatan, Twitter

INTRODUCTION

The young Generation in this digital era is a society that has grown up and lived exposed to the current developments in information and communication technology. They communicate to build relationships, both verbal and non-verbal, using an important tool, namely language. That's why language cannot be separated from society because with language we can understand the meaning of a discussion and can avoid mistakes. Lestari (2020), states that People are social creatures who routinely hold discussions to set up relationships, both verbal and non-verbal, within the sense of discussion and the foremost important device for carrying out these huge talks.

Language as a communication tool plays an important role in the interaction of every society. With the help of language, we can convey thoughts, opinions and spread information. Language is a communication tool that is the basis of all human activity. Language is a medium of communication between humans (Syakur et al, 2020). Humans depend on the use of language to fulfill their needs in terms of communication. The use of this language can help humans to express what they think and what they feel. In other words, wherever an activity occurs, there is also a language activity.

In this digital era, the delivery of ideas and information has been greatly modified so that the language style for communication in society has changed a lot. This digital era is a big step towards a system that is more community-oriented, collaborative, interactive, and responsive. Communication does not escape the internet

network, which every Generation will evolve to become more advanced and modern, one of which is social media. Social media is a web-based message that can be a forum for expressive people. Social media sites have become the world's largest virtual communities where they are a place to express the language characters of those who have feelings, starting from how they carry out conversations on social media, channeling ideas and opinions, etc.

Misunderstandings often occur because there are many languages they do not understand as a result of the meaning of the language they use. The application of language is not just about how to produce language but must be appropriate to the context of the language used, both sender and recipient must clearly understand the topic being discussed. Language also influences a person's good or bad characteristics.

In this digital era, the younger Generation uses a lot of social media such as Instagram, Facebook, WhatsApp, Twitter, TikTok, etc. As a technology-savvy Generation, the use of social media can build friendships or relationships with conversations that can be responded to and felt by other people through an application also known as indirect interaction. Twitter is an application that is used by almost the whole world and we can find it among both young and old, regardless of age, sex or gender. Twitter (http://www.Twitter.com) is an online platform where people can communicate and exchange real-time information (Zahidi & Sulaiman, 2023). The language used in social media is related to sociolinguistics and pragmatics which still has a structure as a language system that is understood by every speaker. Therefore, we can encounter various types of language because they are used almost all over the world. This variety of language has given rise to the phenomenon of slang and abbreviations on social media, especially on the Twitter platform.

Slang words and abbreviations widely used by Twitter users are popular words, so some of them are not listed in the dictionary. Some words are not understood by ordinary people or anyone who is not very active on social networks, especially Twitter, so there are meanings that are difficult to interpret literally. The large number of abbreviations and slang used on the Twitter platform makes some people use them without knowing and understanding the meaning of these words, thus making people confused and not appropriate to the context of what is being discussed or used on social media. People usually use slang to talk with their friends or close people and it is regarded inappropriate when it is used to talk to elders (Sopiah & Yulianisha, 2023).

This study will begin to analyze the use of abbreviations and slang so that people do not get confused and understand the use of slang and abbreviations.

The young Generation in this era has entered the Alpha Generation, where the specifications of this Generation have not yet been identified, so in this research the Generation that will be discussed is Generation Z or often called Gen-Z or Zoomer. The term Zoomer in Generation Z is taken from the first letter, namely "Z" and from the term Generation X or Baby Boomers, so it becomes "Zommer". Generation Z is the Generation born after Generation X or Baby Boomerss and Generation Y or Millennials. Generation Z are those born from 1997 to 2012. For young age groups born after 1996, the term Z or Generation Z (Yusuf & Aini, 2022).

The Twitter used as the object of this research is Tori's Twitter account, which actively uses Twitter, resulting in the emergence of abbreviations and slang. An abbreviation is a shortened form of a written word or phrase that is used as a substitute for the entire word or phrase. There are contractions, word shortening, word clipping, acronyms, initialisms, and blends. Slang is a collection of words or terms that have a special, unique, deviant or even controversial meaning by people of certain subcultures. Teenagers frequently utilize slang as a communication tool throughout time. This is a result of the fact that youth use social media to express themselves in their own language (Situmorang et al, 2021).

Based on the explanation above, there are several reasons to study the phenomenon of using slang and abbreviations on the Twitter platform. First, more and more new languages are being produced by the younger Generation in facing the development of this digital era. Second, it can help people to know more about what is in slang and its abbreviations. Third, help people understand the meaning of language, both slang and abbreviations, so that in the future there will be more understandings regarding the meaning of a language used on the Twitter platform.

METHODS

The type of research used by researcher in analyzing data sources is using a qualitative descriptive research method where the researcher describes a complete general picture in the form of words. Qualitative research is research in which the presentation and analysis of data contains a description of the data one by one and does not use statistical techniques (Dhika, 2023). Presenting data using descriptive qualitative methods explains the picture objectively without any manipulation of

circumstances. The design of this study was chosen to describe the phenomenon that occurs naturally (Napitu & Suhardianto, 2020). This is because research aims to describe a situation or phenomenon that occurs naturally.

The object of this research is the tweets used on the Twitter account "Tori" (http://x.com/sunghaobin?t+o7ongtKDmxXSttdvyF1_Rg&s=08) where the researcher analyzes and identifies slang words and abbreviations contained in the account. The researcher will collect data through the account which will later be observed to determine the development of words that have been created and modified by Generation Z in communicating online.

The data source in research is the subject from which the data can be obtained. In this study, the data source was obtained from "tweets" on Twitter user accounts, namely Tori based on June 02, 2024 to June 26, 2024. In this research, the researcher chose the Tori Account as the research subject because this account is an account that is often visited by the younger Generation on the Twitter platform where they can find slang and abbreviations in online communication. In identifying data sources, researcher do a lot of literature searches through websites, journals, articles and other sources related to this research so that it will be more relevant.

In the data collection process in this research, researcher used the Non-Participant Observation Method theorized by Sudaryanto (2015). There are several procedures in the data collection process for this research, as follows:

1. First, researcher looked for the Tori account on Twitter. Scroll down the post based on June 02, 2024 to June 26, 2024. And then print the post from the specified date. Read the caption until you find a caption that contains slang words and abbreviations.

2. Second, mark with a pen the captions that contain slang words and abbreviations.

3. Third, researcher identified slang words and abbreviations from the texts contained in the Tori account. After identified, slang and abbreviations will be entered into the analysis table.

4. Fourth, the researcher identified the types of slang and abbreviation from the texts found in the Tori account. After identified the types of slang and abbreviation will be entered into the analysis table.

5. Fifth, researcher find out all the intended meanings of slang words and abbreviations found from other sources.

6. Lastly, the researcher wrote down the information in the form of notes.

In the data analysis process, the researcher used a qualitative descriptive method with the analysis model proposed by Miles et al., (2014). Analysis as three concurrent flows of activity: data condensation, data display, and conclusion drawing and verification.

1. Data Condensation

According to Miles et al., (2014), data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that appears in written field notes, transcripts, documents, and other materials with the aim of making the data more organized and structured.

As a result of data collection, subsequent data condensation includes writing summaries, coding, creating categories, and writing memos. Data condensation is a data analysis process where information contained in transcripts or other records is selected to be further simplified. Therefore, researcher will simplify the existing data by focusing on categorizing tweets in the form of slang and abbreviations on the "Tori" user account.

2. Data Display

Data display is the next step of analysis activities. In general, data displays are a collection of organized information that allows conclusions and actions to be drawn. According to Miles et al., (2014), It involves the process of organizing and summarizing the information obtained to draw conclusions and take relevant actions. In this research, the results of the data found will be presented through text description and coding so that it is easier to understand. Using a data display in this form will make it easier for researcher to understand and plan the data to move on to the next step based on the information found in the data display.

3. Conclusions Drawing or Verification

Conclusions drawing or verification is an important final step in analysis activities to take action or find meaning from the results of the data collected. According to Miles et al., (2014), "final" conclusions cannot occur until all data has been collected, which is determined both by the quantity of field note documents, coding, storage, and collection processes used, the sophistication of the writer, and what deadlines are. that's

all that has to be achieved. At this stage, researcher. At this stage, researcher look for relationships, similarities, or differences in data to answer existing problems. Verification is a process carried out to ensure the suitability of data with the objectives contained in the basic concepts of analysis more precisely and objectively. At the verification stage, researcher see, examine, and relate all the data that has been collected. In drawing conclusions, researcher integrate and analyze all the data that has been collected. By looking at the data as a whole, researcher can draw more comprehensive and significant conclusions.

FINDING AND DISCUSSION

Finding

After identifying the types of Slang, the researcher chooses one random data from each type of language style that will be discussed as follows:

a. Fresh and Creative

Based on the theoretical framework and after exploring Tori's Twitter account tweets, researcher found 18 data fresh and creative slang words in the tweets. According to Allan and Burridge (2006), Fresh and creative slang refers to new vocabulary created with imagination and cleverness for informal situations where Generation z uses wordplay such as metaphors or pop culture references to create new meaning. Exemplified by the following:

Data 1

Corpuses   : hao drawing cat ears, whiskers and eyelashes on hanbin HE GETS IT

The slang word "HE GETS IT" was found in a tweet dated June 26, 2024. The phrase "HE GETS IT" is often used to express that someone "gets" or "gets" a joke, reference, or idea being conveyed. It indicates a shared understanding or common ground between the speaker and the listener.

The words "HE GETS IT" in the sentence above could mean that Hanbin (the person being drawn) understands and appreciates Hao's humor or creativity in drawing cat ears, whiskers, and eyelashes on him. It could also indicate that Hanbin appreciates Hao's effort in making something cute or unique. Hanbin may feel flattered by the attention Hao gives him.

b. Flippant

Based on the theoretical framework and after exploring Tori's Twitter account tweets, researcher found 7 data Flippant slang words in the tweets. Exemplified by the following:

Data 2

Corpuses   : THIS SELCA.. HES INSANE

The slang word above was found on June 23, 2024 in the Tori's Tweet. The word "insane" is used in an exaggerated way to describe something that is considered very good, interesting, or amazing. It is typical of flippant slang, where words are used non-literally to create a dramatic effect. This expression indicates a very strong emotion, such as admiration or excessive joy. The sentence "THIS SELCA.. HES INSANE" is most likely uttered by a fan who sees a selfie (selca) of their idol. The word "insane" is used to express extreme admiration for the idol's appearance in the photo.

c. Imitative

Based on the theoretical framework and after exploring Tori's Twitter account tweets, researcher found 2 data Imitative slang words in the tweets. Exemplified by the following:

Data 3

Corpuses   : now why did he poke his leg like that LMAO

The slang word poke was found on June 26, 2024 in a tweet from Tori's Twitter account. The slang refers to words that are created in a certain form. The sentence above shows the words as Imitative because they describe something in a funny and interesting way.

The word "poke" literally means to feel or touch something. In slang terms, the word "poke" means something that catches someone's attention in an unexpected way or invites attention without being too serious. The term "poke" can also be used in casual conversation or jokingly as a way to refer to touching someone or giving a light signal.

The word "poke his leg" in the table above refers as a joke to show the action or give a signal to someone indirectly. So, in this sentence, "poke" is used to describe the act of someone nudging another person's leg in order to tease or seek attention. The speaker's reaction ("LMAO") indicates that he or she finds the action funny or silly.

d. Acronym

Based on the theoretical framework and after exploring Tori's Twitter account tweets, researcher 7 Acronym slang words in the tweets. Exemplified by the following:

Data 4

Corpuses : now why did poke his leg like that LMAO

The slang word "LMAO" was found on June 26, 2024 in a tweet from Tori's Twitter account. The word "LMAO" is short for Laughing My Ass Off. It is a slang expression used to indicate that someone is laughing very hard or out loud because of something that is considered very funny. In short, "LMAO" is a short way of expressing extremely loud or uncontrollable laughter.

In sentence "now why did poke his leg like that LMAO", the word "LMAO" is used to indicate that the speaker finds it very funny or strange to see someone poke someone's leg in a certain way. This is a spontaneous reaction that we often use in everyday conversation, especially when communicating online or through text messages.

e. Clipping

Based on the theoretical framework and after exploring Tori's Twitter account tweets, researcher found 6 data Clipping slang words in the tweets. Exemplified by the following:

Data 5

Corpuses : AHH this pic of hao putting the bow in hanbin's hair is do cute

The slang word "pic" was found on June 26, 2024 in a tweet from Tori's Twitter account. The word "pic" is a shortened form of the word "picture". Picture is a picture or photo that displays something in visual form. It can be a photo taken with a camera, a painting, or an illustration. In the context of slang with the clipping type, this word is often used in text messages, social media or online conversations where time and space are sometimes limited. The use of this abbreviation also reflects a more relaxed and informal language style that is commonly found in slang or internet slang.

DISCUSSION

After the researcher analyzed, the second statement of the problem is the intended meaning of slang in the Tori's Twitter account. The slang Tori uses on Twitter can provide insight into her personality, social group, and cultural influences on her communication. By analyzing Tori's use of slang, we can understand how Tori constructs her online identity, interacts with her followers, and follows informal language trends. Factors such as gender, age, and geographic location may also influence her choice of slang. By delving deeper into Tori's use of slang, we can gain

valuable insights into her communication style, social networks, and the broader cultural landscape.

CONCLUSION

The researcher concluded that from 40 slang tweet data from Tori's Twitter account, using the theory of Allan and Burridge (2006), five types of slang were found: fresh and creative, flippant, imitative, Acronym, and clipping. Based on Schendl's theory, 121 data using different types and five types of abbreviation were found: clipping word, blend, acronym, initialism, and contraction. An analysis of the intended meaning of the use of K-pop abbreviations and slang in Tori's tweets reveals how important language is in shaping digital fan identities and building strong virtual communities. The evolution of language in this fandom reflects the complex and ever-changing dynamics of fan culture.

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