

Cognitive Semantics of Social Media Themed Proverbs in Generation Z Interactions

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ABSTRACT

Proverbs are an important aspect of language and culture that are used to describe meanings, experiences and values that are common across cultures. This article explores social media-themed proverbs that reflect Generation Z's interactions in daily life. This generation, growing up in the age of technology, views life through the lens of social media, and the proverbs expressed reflect their views on popularity, transient life, and the reality behind the online filter. By delving into proverbs such as "Not Big on Social Media, Not Small on Heart" and "Tweet a Million Words, Act a Million Meanings", this article aims to illustrate the complexity of Generation Z's interactions with social media and their awareness of responsibility and positive values in the digital world. From the analysis that has been obtained, it can be said that social media-themed proverbs are interpreted as Generation Z's behavior towards the use of social media at this time. Generation Z is virtual and superficial, relationship-related, and has short-term goals to communicate and interact in social media.

KEYWORDS

cognitive semantic; proverbs; social media; Generation Z

INTRODUCTION

After 1995, people in Generation Z were born (Cilliers, 2017, pp. 189-190). "They were born in the 1990s and raised in the 2000s during the most profound changes of this century, existing in a world with the web, internet, smart phones, laptops, freely available networks, and digital media" (Singh, Dangmei, 2016, page 2). The use of social media as a main platform for interaction, experience sharing, and forming social bonds was invented by Generation Z. The dynamics and patterns of interpersonal interactions, particularly when it comes to language, are significantly altered by this phenomenon. Information, technology, and communication that improve human well-being contribute to this delay (Shareef et al., 2021). Social media is used to counteract the negative effects of the common life as a hiburan or double dwelling (dunia maya) (Reis & Ashmore, 2022).

However, despite the ease of access and convenience provided by social media, there are a number of challenges and dilemmas faced by Generation Z in understanding and navigating their social interactions and interactions with others in the world. Fewer people in the Z generation are using pribahasa to express themselves. Accordingly, the extent of language use is limited to various social media platforms such as Whats Up, Reels, Instagram, Facebook, and online forums, among others.

Lakoff (1992) is one of the pioneers of semantic cognitive analysis. Ia has developed the conceptual metafora theory, which serves as the foundation for this investigation. (Lakoff and Jhonson, 2023): a Lakoff employee who developed the conceptual metafora theory. She has also developed the theory of skema citra, which explains how metafora are used to understand the world. Analysis of Meta-Formal According to Lakoff (1992),

conceptual metafora For example, "waktu adalah uang" is used to understand that time is a valuable resource that has to be managed carefully. Langacker (1987) was a linguist who developed the theory of cognitive grammar. This theory holds that human cognition cannot be fully understood by grammatical language. Thus, Fillmore (2014) advanced the causal theory. This theory explains how a word and its value may be understood based on the relationship between those words.

Cognitive semantics examines the relationship between concepts, structures, representations of meaning, and human experience. Evans and Green (2006: 48) states that cognitive semantics is the study of the relationship between conceptual systems, semantic structures, and human experience realized by language. Gärdenfors (1999) states that cognitive semantics is related to mental representation and its relationship with language. That is, lexical meaning is conceptual. In other words, the meaning of a lexeme does not refer to the real-world entity in question, but to a concept based on thoughts based on experience with that relation or entity. Metaphor is an important part of the study of cognitive semantics. Metaphor is the process of mapping two domains, namely mapping the source domain into the target domain. This mapping process is a process of associating the target domain of the target domain and the source domain obtained based on the experience that has been experienced by a person (Evans & Green, 2006).

Proverbs have the power to educate, to move the soul, to shape human attitudes, dispositions, and characters, to obtain what is revealed and radiated in themselves, and have the power as social control. There are two types of social control and Persuasive. Social control is direct and strict (hard), accompanied by social coercion and punitive sanctions if the control is violated, such as laws. Meanwhile, social control is persuasive, indirect, and moves slowly, such as customs, behavior patterns, moral values and so on.

In relation to these two controls, proverbs belong to the persuasive control over individuals or society. Proverbs have a distinctive structure that relates to the elements or constituents that make them up. The issues related to proverbs are interesting to be examined further because proverbs have an important role and position in controlling individuals and society in their behavior, mannerisms, character and character in daily life. In short, proverbs serve to describe situations, attitudes, dispositions, characters, mannerisms, and human behavior in social life. This is related to what Kridalaksana (1983: 42) and Sri Ahimza Putra (1997: 4) said that language reflects attitudes and worldview. Indonesian proverbs have a structure in the form of phrase units, both nominal phrases and adjectival phrases, sentence units, namely in the form of single sentences, predicative constructions, coordinative compound sentences, and subordinative compound sentences and clause units.

In previous research conducted by Abdullah (2011) the results of his research using cognitive semantic studies explained that in Malay proverbs, dogs are conceptualized as despicable, weak, and evil animals. Aqromi (2019) the use of the word fire in English and Indonesian proverbs. His research revealed that the similarity of the interpretation of the word fire is depicted in human social life, behavior and human character. In addition, the word fire in proverbs contains a negative meaning. The other one is Ahmad & Rashidin (2011) on the Translation of Water in Malay - English proverbs. They found different perspectives on the word water in each proverb. In Malay water symbolizes people and positive things while in English proverbs water symbolizes negative situations, events and cases. In this case, the aspect that will be studied is the use of limbs in Indonesian proverbs, this needs to be known as said by Kovecses (2002) that there is a large portion of metaphorical meaning that comes from our experience with our bodies. Meanwhile,

Saragih and Mulyadi (2020) used cognitive semantic studies in animal concept proverbs in the Toba Batak language.

RESEARCH METHODS

This research is descriptive qualitative research. Qualitative method is a research procedure that produces descriptive data in the form of written words. Descriptive refers to the sense that research is carried out solely based on facts or phenomena that are empirically alive for the speakers so that the resulting language is the same as a portrait or in the form of a description that is as it is (Sudaryanto, 2008). Specifically, the approach used is a cognitive semantic approach. The data of this study are Indonesian speech contained in Indonesian proverbs in the form of writings found on social media, namely Facebook, Instagram, Twitter, Whats Up and online invitations and online bloggers. The data is collected by observing and taking notes by visiting social media sites and digital media. The data were selected by recording the writings that included proverbs and then the data were analyzed using cognitive semantic analysis. The next analysis is the classification of data based on the form of structural aspects based on the forming elements, the function relationship between the forming elements.

This research discusses proverbs sourced from social media using cognitive semantic studies. Cognitive semantics considers that meaning is part of mental problems. One of the important studies in cognitive semantics is metaphor. Metaphor is seen as an important element in the human thought process that is integrated in language. Metaphor is considered as one type of conceptualization of human experience that never escapes the use of natural language (Siregar, 2004).

The method used in this research is descriptive qualitative research. Descriptive research is research conducted solely based on facts or phenomena that are empirically lived.

Phenomena that are empirically alive in the speakers so that the resulting language is the same language as the portrait or in the form of exposure as it is (Saryanto, 2008: 6). The object of study in this research is social media-themed proverbs.

These forms are very important in every traditional ceremony performed by the community and are still used today. Initial data were obtained from writings and posts on social media.

Furthermore, the methods and techniques of data collection use the grouped method by recording and selecting existing data. The aim is to obtain accurate and specific data. Furthermore, the data was analyzed in accordance with the previously described theory. In the analysis process, researchers use the interpretation method.

RESULTS AND DISCUSSION

Based on the analysis, there are 7 proverbs with social media themes. The social media groups include Instagram, Social Media, Filter, Instagram, Twitter, Facebook and the word follower. Here are the data with social media themes in the form of proverbs:

Data 1: "Bukan Besar Sosmed, Bukan Juga Kecil Hati" (Not Big on Social Media, Not Small on Heart)

Generation Z lives in a world where popularity is measured by the number of followers and the number of 'likes'. This proverb reflects the reality that the measure of popularity on social media does not always reflect one's true worth. The word "Sosmed" is an abbreviation of Social Media, generation z likes abbreviations that will make communication easier, big Sosmed": Social media is likened to something big and important "Little heart": The heart is likened something small and weak.

Data 2: "Seperti Story Instagram, Hidup Itu Sementara" (Like Instagram Stories, Life is Temporary)

Generation Z's lives are often filled with fleeting moments captured in Instagram or Snapchat stories. They realize that life moves fast and those moments may only last for a while.

The word "Instagram Stories" is a feature on the Instagram app that allows users to share 15-second photos and videos, which disappear after 24 hours. This feature is popular for its quick, spontaneous and impermanent nature, encouraging creativity and closeness with followers.

Data 3: "Tak Ada Filter yang Bisa Sembunyikan Realita" (No Filter Can Hide Reality)

Social media is often used to show off the best version of ourselves, but at the end of the day, real life cannot be hidden by the filters and effects used on these platforms.

The word "Filter" is a digital image effect that alters appearance, which is often used to change the appearance of the self, such as the face, skin, hair, and so on. Social media filters can be used to make oneself look more attractive, or to express oneself.

Data 4: "Tweet Sejuta Ucapan, Tindakan Sejuta Arti" (Tweets for a Million Words, Actions for a Million Meanings)

Generation Z tends to use social media as a platform to voice their opinions. However, they also realize that real actions have a much bigger impact than just a 'tweet' or social media post.

The word "Tweet" is a term used to refer to a short message shared on Twitter. They are limited to 280 characters, and can contain text, images or links. Tweets can be used to share information, opinions, or simply to chat with others.

Data 5: "Sebanyak Followers, Sebanyak Tanggung Jawab" (As Many Followers, As Many Responsibilities)

With popularity comes responsibility. Generation Z realizes that having a large following also means having the responsibility to provide positive and constructive content.

The word "Followers" is a Followers on social media are the people who follow your account. They will see all your posts, be it photos, videos, or text.

Data 6: "Medsos Ibarat Pisau Bermata Dua" (Social media is like a double-edged knife)

Generation Z needs to use social media for positive things, such as communicating with friends and family, sharing useful information, and expressing themselves creatively. Generation Z needs to avoid using social media for negative things, such as spreading fake news, hate speech, and cyberbullying.

The word "Medsos" is a Social media stands for social media for various purposes, such as communicating, socializing, sharing information, and expressing themselves.

Data 7: "Seperti Facebook tanpa update, hidup tanpa berbagi adalah buku yang belum terbaca." (Like Facebook without updates, life without sharing is an unread book)

For Generation Z, Facebook is an important tool for sharing information and experiences with others. They use Facebook to share news, events, thoughts and feelings.

The word "Facebook" is the largest social media in the world. This social media allows users to connect with others, share others, share information, and express themselves.

The word "No updates" means if Facebook has no updates, then the social media will be less interesting and useful. Similarly, a life without sharing would be less meaningful and complete.

Based on the analysis that has been obtained, it can be said that proverbs with social media themes are interpreted as the behavior of generation z towards the use of social

media at this time. Generation z is virtual and superficial, related to relationships, and has short-term goals to communicate and interact in social media.

CONCLUSION

In the age of social media, traditional proverbs remain relevant and can influence the culture of communication. The use of proverbs in social media can empower traditional languages and maintain cultural values, while also shaping cultural identity in online communication. The use of social media as a platform to develop creativity and collaboration and can build a positive and supportive community.

Future research could involve interviews with social media users to get their views on the use of proverbs in the context of social media and its impact on communication culture in Generation Z. In addition, further analysis on the changes in the meaning of proverbs caused by the use of social media can also be conducted to understand the evolution of language and communication culture.

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