

# COLLOQUIAL WORDS IN INDONESIAN SOCIAL MEDIA

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## **COLLOQUIAL WORDS IN INDONESIAN SOCIAL MEDIA**

**Fauziah Khairani Lubis & Syamsul Bahri**

### **Abstract**

Colloquial words are usually found in the caption or status of social media users. It sometimes creates a confuse for the readers or society because it is just understood by certain community. This becomes a unique and an interesting one to be explored. This research aims to investigate more about colloquial words in Indonesian social media captions those are mainly utilized by young people. It was conducted by a descriptive qualitative method using the theory of colloquial speech, Yule (2010). The data was taken from the captions made by social media users, then identified and classified based on its types. Furthermore, the data analysis of colloquial words was done contextually and theoretically. The research findings showed that from 66 colloquial words data, Coinage had become the highest rate percentage in which it is used to show the uniqueness and a trend or style in a social media caption or status. The unique things and new trends are easier to follow by young people, especially in Indonesian social media. Whereas backformation and derivation become the most rarely percentage used in the caption of Indonesian social media.

Keywords: Colloquial words, Social media

### **INTRODUCTION**

Sociolinguistics is a field of linguistics that studies how people utilize language in their daily lives. Initially, sociolinguistics was known as language in society or sociology (sociology of language). "Sociolinguistics is that aspect of linguistics concerned with language as a social and cultural phenomenon" ( Trudgill,1974). Sociolinguistics has long been recognized as numerous approaches to discuss the role of language in society and how people in society communicate with one another through their languages. The significant characteristic of a speech community is that its members share a common language (or range of languages) and the norms (or rules) for using that language appropriately in social situations.

With the different backgrounds of the speakers' language in various communities, there will be different kinds of language diversity that emerge as a result of the speakers' distinct situations and social stratification. Many factors of speech community divergence have been discovered in society. These distinctions impact the type of language they use to communicate. They must be aware of one another's positions. As a result, it is critical for speakers involved in certain speech situations to consider the language to be utilized. In multicultural cultures, language choice is usually influenced by social elements such as the number of people you are speaking with, the

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