

ANALYSIS OF TIKTOK SLANG ON THE ACCOUNT @EMIL MARIO IN THE USE OF INDONESIAN LANGUAGE AMONG TEENAGERS: A SOCIOLINGUISTIC STUDY

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ABSTRACT

Slang developed in the United States. This slang is considered a phenomenon that occurs, but then this slang spread to other countries, including Indonesia. The development of slang was initially a language that was understood only within a group. With the aim that people outside the group do not understand the meaning of the language used in the group. But now the function of slang has shifted, slang is considered everyday language by teenagers, implementing the use of slang every day will result in a shift in the use of Indonesian. Indonesian will fade away and it will no longer be a sacred language. The circulation of slang usage is getting faster due to the existence of social media. With social media, teenagers can find out the latest slang circulating. Slang is an important topic to discuss because it is one of the reasons why Indonesian is no longer the everyday language of teenagers. The effect of slang which is used excessively by teenagers, apart from decreasing the quality of the Indonesian language, also reduces interest in reading and results in low literacy in Indonesia. This research describes the slang acronym on the Tiktok platform on the Tiktok @Emil Mario account and its influence on the good and correct use of Indonesian. The data source in this research is acromin slang found on *Emil Mario's account*. Data collection techniques were carried out using listening and note-taking techniques. The results of this research show that there are 12 slang acronyms in abbreviated form, 11 slang acronyms in mixed form taken from Indonesian, regional languages and foreign languages, and 7 slang acronyms in informal form.

Keywords: *Slang; Indonesian; Teenager.*

INTRODUCTION

Language becomes an access or bridge in communication between humans. Language as a communication tool has two forms, namely written language and spoken language, both of which have the same goal, namely to enable interaction between humans. In studying language, there are many areas of linguistics that are directly involved in understanding language in society, both in its use. Change, its influence is sociolinguistic. Chaer and Agustina (2010:2) say that sociolinguistics is an interdisciplinary science amidst sociology and linguistics, two fields of empirical science that are interrelated. So, sociolinguistics is a combination of two sciences, namely sociology and linguistics, which complement each other in studying the use of language in social life.

As language is used from time to time and with the addition of technological developments in society, language experiences changes or variations that occur in the language. Chaer and Agustina (2010:61) say that language as a langue has a system and subsystem that is understood by all speakers of the language, even though the speakers of the language are in a speech community but are a group of people who are not homogeneous, so the concrete form of language, which called parole, becomes non-uniform. The language in a place or region must be understood by the people who speak it, but the heterogeneous or nomadic nature of humans and the social interaction activities carried out cause the language to increase or become non-uniform. Languages will increase more quickly or experience linguistic variations if there are many speakers of a language and it has a large area. According to Pateda (2021:62) Language variations can be seen from: (1) Place (2) Time (3) User (4) Situation (5)

Dialect combined with greeting (6) Status (7) Usage. So, these seven instructions create linguistic diversity that occurs in a language, because the speech community is not homogeneous which causes the creation of linguistic diversity. Because humans are heterogeneous, the development of language or language variations will never stop until the next era. As is happening today, namely the emergence of a new language called slang .

Slang was initially used only in certain groups, because initially the aim of using slang was so that only that group would understand the meaning of the language used, so people outside that group would not understand what they were conveying. Slang or certain codes in a group will give rise to new terms by modifying the Indonesian language which causes a shift in the meaning of the Indonesian language. Because slang from a group is often used and attracts the attention of people who are not part of that group, over time the language of a group that is heard will be studied and then the meaning of the language conveyed can be understood. However, the slang that occurs today is mostly in the form of abbreviations of words taken from various languages, such as Indonesian, regional languages and also foreign languages. Slang is more often used or liked by teenagers because it is considered that slang is more modern and adaptive.

Slang is a derivative of language variation, namely language variation in terms of speakers. The slang used today is a combination of slang and colloquial. Chaer and Agustina (2010:67) say that *slang* is a secret and special social variation. This variation is used very limitedly and is only carried out by certain groups. The vocabulary contained in this language variety cannot be known by people outside the group. Interactions that occur in a group will definitely produce new language or vocabulary, this is so that the group remains secret and the group's goals can be achieved without other audiences knowing. Colloquial according to Chaer and Agustina (2010:62) is a social variation that is used every day in every conversation or conversation. The word colloquial comes from the word *colloquium* (conversation, conversation). So, colloquial means colloquial language, conversation). So, colloquial means spoken language, not written language. Colloquial is everyday language in a society which is done by abbreviating a word or sentence so that it is more efficient and still understood by the speaker. The use of slang among teenagers today is a mixture of slang and colloquial, with the aim of making conversations more relaxed and acceptable or keeping up with existing language developments.

Teenagers nowadays use slang more often than using good and correct Indonesian. Everyday slang is used and this results in forgetting to place the slang properly. Usually this slang is often used on social media. The development of slang is also influenced by the development of digital entertainment platforms, for example Tiktok. Deriyanto and Qorib (in Ida, 2022:2) Tiktok is a new social media, where each user can create various types of videos and can also interact directly with other users through the comments column or through private chat. Tiktok is an application from China which was originally used as a place to relax or just to find entertainment, but now Tiktok can become a forum for education and information if we can filter the content or information circulating on the platform.

The author's interest in conducting this research is because currently the Tiktok platform is the digital entertainment platform most widely used by the public, both among teenagers and adults. Excessive use of this platform can give rise to or create new languages or slang that are found on the Tiktok platform and are only understood by users of the Tiktok platform. However, the slang language found on the Tiktok platform is often implemented by teenagers in their daily lives, both in formal and non-formal activities, regardless of the situation and conditions as well as good attitudes in communicating. In the end, this can affect the use of Indonesian .

Communicating using slang is indeed more fun, because the conversation will feel more relaxed. However, by using slang that is adjusted to the portion, and adapting to the situation and conditions in communication, it can create harmony in the use of slang in the use of Indonesian. The absence of control over the use of slang will affect the good and correct use of Indonesian among teenagers. This can hinder the development of the Indonesian language, and reduce teenagers' awareness of their love for the Indonesian language .

RESEARCH METHODS

The type of research used is qualitative descriptive analysis. Anggito and Setiawan (2018:8) state that qualitative research is collecting data in a natural setting with the aim of

interpreting phenomena that develop in society by prioritizing in-depth research related to the phenomena that occur. The descriptive analysis method is used to describe the facts presented through an analysis.

The research stages used by the author are stages that are adapted to what has been planned or determined. The techniques used in this research are listening techniques and note-taking techniques. The data found is arranged according to the object studied in this research, then the data is processed, classified, analyzed, then a conclusion will be drawn from the process that has been carried out. In the research entitled "Analysis of Tiktok Slang on the @Emil Mario account in the Use of Indonesian Among Teenagers: A Sociolinguistic Study " researchers used the Tiktok entertainment platform as a research forum and used a Tiktok account called Emil Mario as the research object. In this research, researchers are trying to find slang vocabulary from Emil Mario's Tiktok account, both from the speech delivered and in texts such as descriptions (*captions*) and comments, then they will look for the true meaning or meaning of these words in Indonesian. Apart from that, this research also looks for abbreviations or absorption of foreign languages and regional languages which have become slang, then the original meaning or true meaning of the slang in Indonesian will be searched for and researched. Then, researchers will look for the influence of these data or the slang language found on the good and correct use of Indonesian among teenagers.

RESULTS AND DISCUSSION

Results

Based on the data that has been found and analyzed, the author found 30 acromins or forms of slang found on Emil Mario's account both in the form of speech and text (video descriptions and comments). Of this number, it is divided into 12 abbreviated forms, 11 in mixed forms taken from Indonesian, regional languages and foreign languages, 7 from informal slang. The slang data that has been found and has been shared in this group will be explained as follows:

Table 1. Slang data

No.	Slang	Amount of data
1.	Slang in the form of abbreviations	12
2.	Slang taken from Indonesian, foreign languages and regional languages	11
3.	Informal Slang	7

1. Slang in the form of abbreviations

Table 2. Slang in the form of abbreviations

No.	Acromin	Word Meaning
1.	w	This acronym stands for "gw/gua", in Indonesian it means I'm/me.
2.	markicob	This acronym stands for "mari kita coba" in Indonesian the acromin "markicob" means "let's try". This achromin is used when someone makes a video to try something new and usually a food/drink.
3.	cwk	Akromin is an abbreviation of "cowok/cewek" in Indonesian which means "male/female". This acromin is used when someone wants to joke by making a puzzle about what gender the acromin refers to.
4.	bgt	Akromin is an abbreviation of "banget" in Indonesian which means "very".
5.	murce	Akromin is an abbreviation of "murah cekali" in Indonesian which means "very cheap". Akromin is used when buying goods at low prices but with high quality'
6.	Nak jaksel	Akromin is an abbreviation of "anak Jakarta Selatan" which means in Indonesian it means "a person/teenager who comes from South Jakarta".

		This acromin is used when someone sees a video of Indonesian teenagers who have a westernized style and speak English mixed with Indonesian.
7.	Boba	Acromin is an abbreviation of "bola tapioka" which in Indonesian means food made from tapioca flour which is served paired with milk or other drinks. This acromin is used to refer to drinks paired with tapioca balls, but its use has shifted or increased to refer to gadgets that have three or even more rear cameras.
8.	Samsek	Acromin is an abbreviation for "at all" This acromin is used to give an overview of something but in an exaggerated way.
9.	cegil	Akromin is an abbreviation for "crazy girl" in Indonesian which means a woman who has a mental disorder. Akromin is used when referring to women who act or have different characteristics from women in general, this word is also used to describe female characters
10	cogil	Akromin is an abbreviation for "crazy guy" in Indonesian which means "man who is mentally disturbed". This acromin is used when referring to men who behave or have different characteristics from men in general. This acromin is also used to describe male characters.
11.	YTТА	Akromin is an abbreviation of "yang tau-tau aja" in Indonesian which means "only those who know". This acromin is used when someone does not want to share information with another person.
12.	manjiw	Akromin is an abbreviation for "steady soul". This acromine is used when someone feels happy when they get something or other things.

Each of the acromines above experiences shortening. Like the acromine "YTТА" which is abbreviated by only taking the first letter of each word and melting down the other complementary letters, so that it becomes "YTТА" whose original word form is "just who knows".

2. Slang taken from Indonesian, foreign languages and regional languages

Table 3. Slang from Indonesian, foreign languages and regional languages

No.	Acromin	Word Meaning
1.	gaes	This akromin comes from English, namely "guys". In Indonesian, this akromin means "teman-teman". This acromine is used as an informal greeting to people who are considered close.
2.	kudu	This akromin comes from Javanese, in Indonesian this akromin means "must/mandatory". This acromin is used to force someone to do, buy, or try something.
3.	Zaman now	This akromin comes from two languages, namely Indonesian, namely "zaman" and English "now", in Indonesian this akromin means "now". This achromine is used by older people to refer to teenagers who do things beyond reason.
4.	tatangga	Indonesia means "neighbor". This acromine is used by someone to greet someone in a joke, because this acromine is made viral by someone who greets the audience with this acromine.
5.	BTW	This akromin comes from English, which is an abbreviation of "by the way". In Indonesian, this akromin means "ngomong-ngomong". This achromine is used by someone to open a topic of conversation.
6.	rill	This akromin comes from English, namely "real", in Indonesian this akromin means "nyata". This acromin is used to express something in a non-formal context.
7.	jujurly	This akromin comes from Malay, in Indonesian it means "honestly". This acromine is used to convince someone of the statement that will be conveyed.
8..	kiyowo	This akromin comes from Korean, in Indonesian it means "cute/cute". This achromine is used when you see someone or something cute.

9.	gwenchana	This akromin comes from Korean, in Indonesian it means "it's okay". This acromin is used to calm feelings when we feel or see someone experiencing difficulties.
10.	aplot	This akromin comes from English, namely "upload", in Indonesian it means "unggah". This acronym is used when you want to upload something.
11.	bestie	Akromin's bestie comes from English, in Indonesian akromin means "friend". This acromine is used to call friends who are close.

From the acromins above, it can be seen that slang can be adapted from Indonesian, regional languages and foreign languages. Slang acronyms can be adapted natively without changing letters or syllables from the language taken or can also change letters or syllables from the vocabulary of the language being adapted.

3. Informal Slang

Informal slang is slang that is used in informal or unofficial situations such as when joking with friends, talking to someone who is familiar, etc. Informal slang acromins as in the following table:

Table 4. Informal Slang

No.	Acromin	Word Meaning
1.	endul	This acromine comes from "enak" which means "describes the taste of something that is felt". This acromine is used when tasting food/drinks that taste delicious.
2.	mehong	This akromin comes from "mahal" which means "something sold at a high price.
3.	kagak	This acromin comes from "kagak/tidak" which means rejecting/disagreeing with something.
4.	gemoy	This akromin comes from "gemas" which means very happy or annoyed in love.
5.	cus	This acromin comes from "gerak cepat" which means speeding up in doing something.
6.	ea	This acromin comes from "iya" which means agreeing to something.
7.	bingit	This acromin comes from "banget" which means really agree or confirm something.

These acromins take Indonesian words by changing letters, syllables, even entire words into slang acromins.

Discussion

The Influence of Slang on the Use of Indonesian

In this era, teenagers prefer to use slang in daily conversations. This is influenced by excessive use of social media and students' lack of literacy or interest in reading. The dominant use of slang compared to Indonesian will reduce the existence of Indonesian and fewer speakers, especially teenagers, will use Indonesian.

Teenagers are smart in processing standard Indonesian into non-standard, combining Indonesian with foreign or regional languages often done and become accustomed to it. With advances in technology, especially social media, the spread of slang is becoming more rapid and undirected. The use of slang cannot be avoided, but it can be minimized by teaching children to control their use, and getting used to speaking using good and correct Indonesian.

Indonesian will remain sustainable and develop if teenagers receive deeper guidance regarding the importance of loving Indonesian. Requiring teenagers or students to use good and correct Indonesian at school could be one way to instill that using Indonesian is better than using slang that develops on social media, especially Tiktok. By strengthening ICT-based Indonesian language learning (*information, communication and technology*), combining language knowledge with technology will become an appropriate learning platform to apply in this era of digitalization. Learning Indonesian just like that is defeated by the development of students' creativity in using technology. So it would be better if Indonesian language learning becomes digital learning in order to increase students' interest in loving and appreciating Indonesian.

CONCLUSIONS

Based on the results and discussion sections that have been presented, it can be concluded that the slang in Emil Mario's Tiktok account mostly uses abbreviated slang, namely slang acronyms obtained by abbreviating letters, syllables of a word. Slang in the form of words taken from Indonesian, regional languages and foreign languages are the two that dominate in use, in contrast to informal slang which is used less than other types of slang in Emil Mario's account.

In the use of slang, it is appropriate not to use it excessively, the good and correct use of Indonesian among teenagers is decreasing due to excessive use of slang. Indonesian should be used more in daily activities. Cultivating teenagers' interest in Indonesian can be done in the school environment first. Teaching students to use Indonesian in the school environment will bring students to the habit of applying it every day. Developing Indonesian language learning with technology must be done to adapt to the creativity of students who already prioritize digital.

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