

PRAGMATICS IN SOCIAL MEDIA: AN ANALYSIS OF THE USE OF SLANG

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ABSTRACT

In order to meet their social demands, humans require communication tools. Electronic media, including television, radio, telephones, and cell phones, are utilized to facilitate simpler communication. Information from electronic media is easier to understand and may be accessed more rapidly. Human interaction and communication have been impacted by the evolution of the times. In this instance, the language employed also has an impact. Slang is widely utilized in communication these days. Slang is a colloquial type of language that is used in social groupings to facilitate quicker and simpler communication. The study, entitled "Pragmatics in Social Media: An Analysis of the Use of Slang" investigates the use of slang in several social media networks. The study aims to describe the meaning and function of slang used by social media users and to understand the sociolinguistic factors that influence its use. Through qualitative descriptive analysis, data were collected from various Instagram, Tiktok, facebook, as well as Twitter accounts, focusing on the frequency and context of slang word usage. The findings show that slang is prevalent on social media, serving to create a sense of community and belonging among users, while reflecting cultural and social dynamics. This study provides valuable insights into the evolving nature of language in digital communication and highlights the importance of understanding slang as a linguistic phenomenon in social media interactions.

Keywords: Social Media, Slang, Language, TikTok, Instagram, Facebook, Twitter, Sociolinguistics.

INTRODUCTION

Language is a tool used to communicate and express goals to other people (F. Nasution & Tambunan, 2022). Both the speaker and the listener can understand the speaker's intended message thanks to the language employed. As a medium of connection and communication that enables people to express their thoughts and opinions and form social bonds, language is a nation's identity (Alshehri, 2023). It now serves many purposes and is an essential component of human life. Language's dynamic and changing character highlights how important it is to human society (Scott-Phillips, 2007).

Slang terms might make it challenging for some audiences to comprehend the intended message because the language employed by the researchers are interested in examining this phenomena since the speaker's voice differs from the listener's. As a result, the study "Pragmatics in Social Media: An Analysis of the Use of Slang" was conducted. Meaning transfer from one person to another is the fundamental component of communication. Humans require a way to communicate in order to satisfy their social demands. These days, a variety of media, from printed to electronic, are created to facilitate communication. Users can read the information provided by printed media, such as newspapers, letters, magazines, etc. However, viewers can view and hear the information that is provided by electronic media. They include computers, phones, radar, radios, televisions, and more. The evolution of media has an impact on how people connect and communicate. It indicates that the language utilized for communication has changed. These days, a lot of social groupings communicate with one another using specialized terminology,

especially on social media.

The usage of slang on social media platforms like Twitter, Instagram, TikTok, and others is the main topic of this study. A subfield of linguistics called sociolinguistics examines how language and social variables interact. The stated research question is: What do people nowadays mean by the slang terms they employ on different social media platforms?

This study aims to explain the meaning of slang usage on Twitter, Instagram, and TikTok. According to researchers, slang is frequently used on the homepages of Twitter, Instagram, and TikTok, which has led to an investigation into its usage. Advantages The following advantages are anticipated from the importance of this research: provides information for authors working in the discipline of linguistics. In order to preserve and safeguard the English language, it seeks to educate people about language use and stress the value of acceptable and good language use. Its goal is to raise public awareness of the value of using English correctly in both formal and casual settings. It can be a useful guide for future researchers who are interested in grammar usage and transformation.

The following are some crucial keywords that are pertinent to this study: Analysis comes first, According to Killeen (2018), analysis is the process of studying and dissecting a complicated subject or material into smaller components in order to better understand it. Slang comes in second. Slang is a type of Indonesian that is used in casual social situations to add warmth and familiarity to conversations (Kandiawan, 2022). Social media is the third. Social media facilitates information sharing and communication. It is now a necessary component of daily life for people at all social levels. The internet has produced a new generation that was brought up in an interactive digital media environment, claim Chang & Chang (2023).

Slang is a subfield of sociolinguistics, which examines how language and society interact. According to Nasution in J. S. Nasution, Rahmadeny, & Jazzawi (2019), sociolinguistics—also referred to as the sociology of language or language in society—studies how language is used in certain social circumstances. As Zhou & Fan (2013) explain, slang is a form of speech variety or language diversity.

RESEARCH METHOD

This research method is divided into five parts. These include the kind of research, the study's goal, the data source, the data collection strategy, and the data analysis method.

RESULT AND DISCUSSION

Result

A nation's language defines its identity by providing a channel for social interaction, communication, and the expression of ideas and opinions (Altun, 2023). Human life now cannot exist without language. Language is neither static nor exclusively dynamic due to interest in and attachment to it. The usage of slang on social media is investigated in this study.

The findings demonstrated that a variety of slang terms are often utilized across multiple social media sites. The information gathered will be used to support the study's findings. Straight from social media. The results of this study will be discussed in light of the slang terms found on the social media homepage. Research observations are based on data from social media users, who use slang terms. These observations serve as evidence for the research findings. Below are the results of observations from several slang users found on social media.

1. Slay

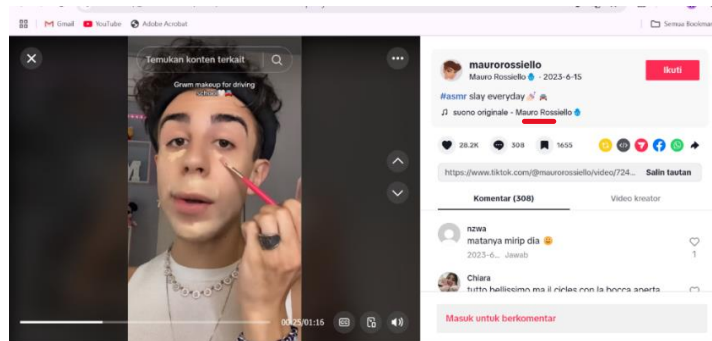


Figure 1. @maurorossiello, #asmr slay everyday, Courtesy of Tiktok, accessed on 15th of July 2023,

<https://vt.tiktok.com/ZS6Y7TNKV/>

“Slay” is a slang term used on TikTok and other social media platforms to describe someone who is performing exceptionally well or excelling in some way. It can also be used to compliment someone's skills, appearance, or achievements. The term “slay” is often used as slang to describe someone who has done exceptionally well or impressed others. It is commonly associated with fashion, music, and artistic performance but can be used in various contexts.

The word “slay” became popular in social media due to its adoption as slang within online communities, particularly in fashion, entertainment, and self-expression. The popularity of “slay” in social media can be attributed to its positive and empowering connotations. Users use the term to express admiration, confidence, and a sense of accomplishment. Furthermore, the term “slay” gained even more visibility and widespread usage through the influence of popular culture, celebrities, and influencers who embraced the word and incorporated it into their social media presence. As these individuals attracted large online followings, their use of “slay” contributed to the word’s popularity and adoption among their fan bases.

For example, you might say "Yes, slay!" to show support for a friend applying for a job.

2. Spill the Tea

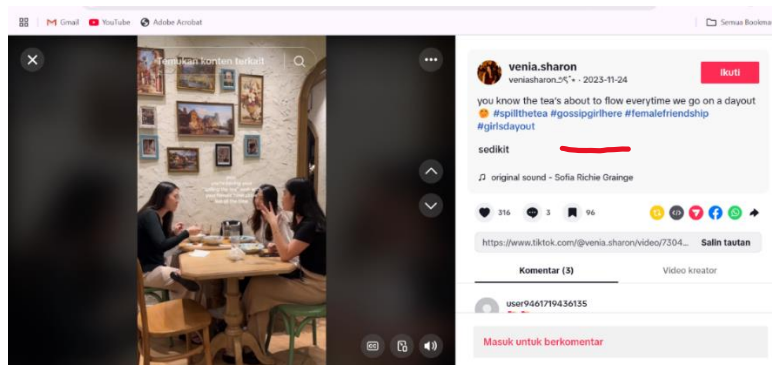


Figure 2. @venia.sharon, you know the tea’s about to flow everytime we go on a dayout #spillthetea #gossipgirlhere #femalefriendship #girlsdayout, Courtesy of Tiktok, accessed on 24th of November 2023,

<https://vt.tiktok.com/ZS6Y7v5BN/>

“Spill the tea” is a popular phrase on social media, including TikTok, that means to share gossip or reveal interesting news. It's similar to asking someone to share the latest news or secrets. "T" or "Tea" is slang for gossiping about a situation, story, news, or some

juicy information. You can give tea, get tea, or spill tea. “Spill the tea” is an American slang term that's closely related to the idiom “spill the beans”. However, “spill the tea” is more closely associated with gossip, while “spill the beans” is often used when someone accidentally or prematurely shares private information.

The term “spill the tea” started in drag culture and became famous on TV shows. Now, it’s a big hit on social media platforms like Twitter and TikTok, where people use it to talk about sharing gossip or news. “spill the tea” is a call to share gossip or news. You might see a tweet asking for the latest on a topic or a TikTok video revealing fun facts. It’s all about sharing exciting details. “Spill the tea” has inspired many online trends and memes. From TikTok challenges about personal stories to YouTube videos on celebrity news, it’s a phrase that grabs attention and sparks curiosity.

3. FoMO (Fear of Missing Out)

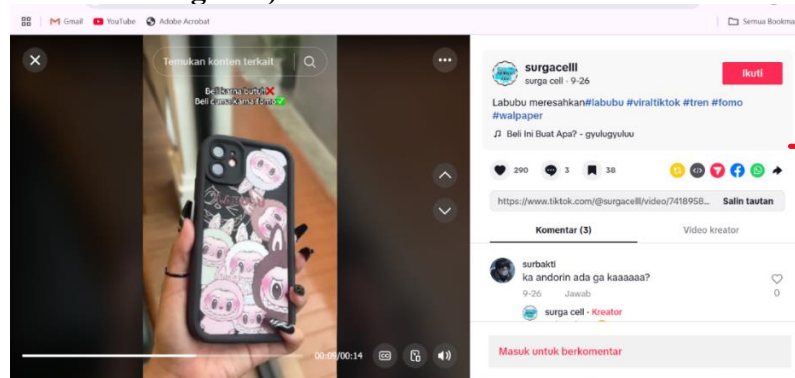


Figure 3. @surgacell, labubu meresahkan #labubu #viral tiktok #tren #fomo #wallpaper, Courtesy of Tiktok, accessed on 26th of September 2024, <https://vt.tiktok.com/ZS6YvjFo6/>

The great desire to continue to connect with what others are doing in cyberspace is called Fear of Missing Out (FoMO) (Przybylski, Murayama, DeHaan, & Gladwell, 2013). Fear of Missing Out (FoMO) is a strong urge to be in two or more places at a time. This happens because a person is afraid of missing something, and social media helps him find happiness, especially in enjoying the moments that others experience (Abel, Buff, & Burr, 2016). FoMO was defined as feelings of anxiety and fear of being left behind when friends do or feel something better or more enjoyable than what they are doing or currently having. A person's feelings will become very worried when they miss an ongoing social trend. TikTok is considered to be a significant cause of FoMO because it offers unlimited content in a short format that's easily accessible. Some research suggests that FoMO on TikTok can be categorized into four levels: light, moderate, severe, and extreme. Some say that TikTok can have negative impacts, such as encouraging users to imitate the actions and styles of other TikTok users without considering if it's appropriate.

4. POV (Point of View)

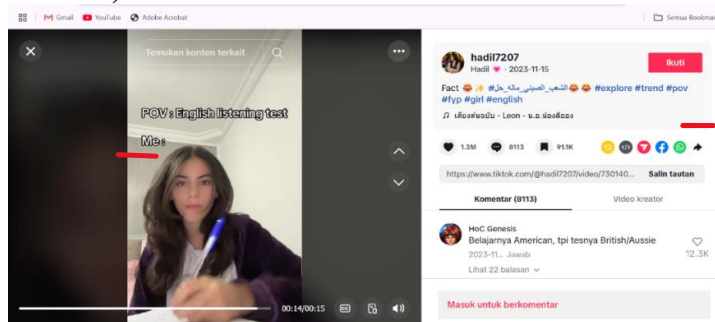


Figure 4. @hadil7207, fact #explore #trend #pov #fyp #girl #english, Courtesy of Tiktok, accessed on 15th of November 2023, 4.

<https://vt.tiktok.com/ZS6Y7WQLx/>

Point of view, most commonly known as POV, is the perspective of the person narrating the story or a play. It can be categorized as first person or third person. First-person POV is when the character speaks about his own story, using I and us. Third-person, on the other hand, is when there is a speaker or a narrator in a story using he/she or them in the story/play.

POV stands for point of view. On TikTok, POV is often used in videos or as a hashtag to indicate that the video is meant to be watched as if the viewer were present or the viewer is in a specific situation. While the acronym POV is not exclusive to TikTok, POV videos are a popular video format on the platform.

You may have seen the hashtag #POV trending on TikTok or Instagram and wondered what it means. Content creators on social media will use "POV" in captions or as text on a video when they want the viewer to be watching the scene from their own perspective. By finding and adopting a unique POV, you can differentiate yourself and stand out on social media, engage with your audience, and achieve your goals. Just remember to be consistent and authentic in your POV, and to always align it with your overall brand strategy.

5. FYP (For Your Page)

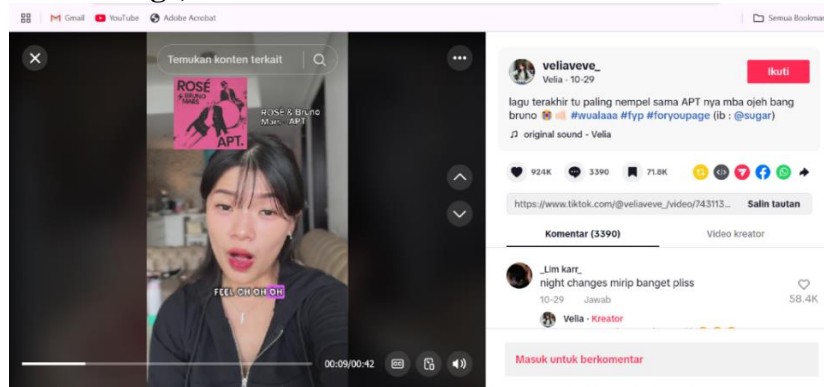


Figure 5. @veliaeve_, lagu terakhir tu paling nempel sama APT nya mba ogeh bang bruno #wualaa #fyp #foryourpage (ib : @sugar), Courtesy of Tiktok, accessed on 29th of October 2024,

<https://vt.tiktok.com/ZS6YvrNTE/>

FYP is an acronym for "For You Page", which is the first page that users see when they open the TikTok app. It's a feature that uses a personalized algorithm to recommend videos that are relevant and interesting to each user. The algorithm considers several factors, including: User interactions, Profile information, Trends and hashtags, Time spent watching, and Similar content.

Content creators can hashtag their videos with #fyp to try to get their videos on other users' For You Pages. This can help increase views and brand visibility. Some tips for increasing the chances of a video appearing on the For You Page include:

- Using trending hashtags
- Following current trends and news
- Creating high-quality videos with clear formats, good audio, and relevant hashtags

FYP is also beneficial for marketers and advertisers, as it provides them with a way to reach a large and active audience on TikTok.

6. Idk (I don't know)



Figure 6. @mairamuthma, 21 w a degree *p.s. idk what I learned, Courtesy of Instagram, accessed on 28th of November 2024,

<https://www.instagram.com/p/DC5zm8vyDXf/?igsh=eTlzcyY4b25uaXFk>

In the comments above, a slang term was identified from observations on Instagram, specifically the word "idk." This abbreviation stands for "I don't know" and is used to express someone's uncertainty or lack of knowledge about a particular topic.

7. Coz (Because)

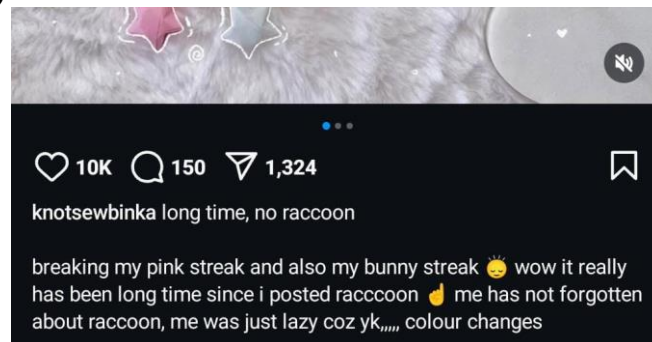


Figure 7. @knotsewbinka, ...,me wa just lazy coz yk,..., Courtesy of Instagram, accessed on 12th of October 2024,

<https://www.instagram.com/p/DBBkEFEzL4H/?igsh=M3p4ZjNpMWFxa3Fu>

The comment above abbreviates a slang term commonly seen on Instagram: "Coz", a shortened form of "Because". This indicates the reasoning behind an event or action.

8. RIP (Rest in Place)

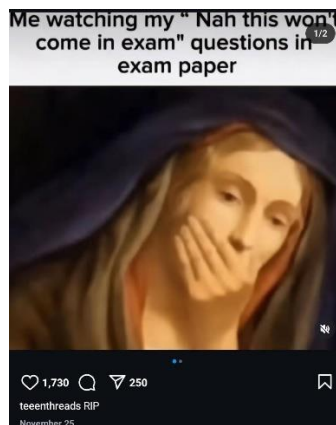


Figure 8. @teentreads, RIP, Courtesy of Instagram, accessed on 25th of November 2024, <https://www.instagram.com/p/DCxeRkkSyUU/?igsh=bHY2N2g0aWNzM3Y5>

The comment mentioned above is a slang term often seen on Instagram, specifically "Rip," which stands for "Rest in Peace." This phrase is used to express hope or to pray for someone who has passed away.

9. Tq (Thank You)



Figure 9. @nurulshafiqahizhamm, ... Tq for having me dear, Courtesy of Instagram, accessed on 26th of September 2024,

<https://www.instagram.com/p/DAXiWQFB1LR/?igsh=aHU3ZHlqMDh0dGV2>

The comment above includes a slang term observed on Instagram. The term "Tq" is an abbreviation of "Thank you," which is used to express gratitude towards someone.

10. FYI (For Your Information)

The era of giving people the benefit of the doubt is over...

Pay attention to what people are showing you.

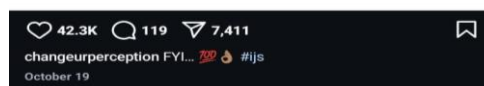


Figure 10. @changeurperception, FYI, Courtesy of Instagram, accessed on 19th of October 2024, <https://www.instagram.com/p/DAXiWQFB1LR/?igsh=aHU3ZHlqMDh0dGV2>

FYI stands for for your information which means "for your information" or "for your information". This abbreviation is often used at the beginning of a sentence to provide certain information, especially in formal and professional communication. FYI is commonly used in emails, text messages, and other messages to indicate an informational message. This abbreviation is also often used in spoken conversations. FYI was first used in the 1930s by journalists when sending messages via telegram. Today, FYI is used to indicate that the message is for informational purposes only and does not require any action.

11. Salty

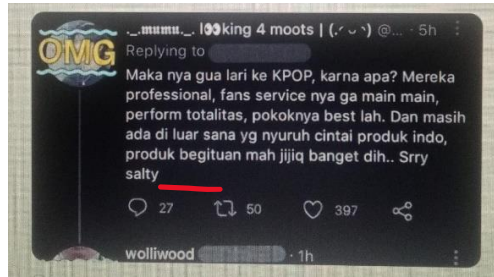


Figure 11. @._.mumu._., ..., srry salty, Courtesy of Twitter

The word "salty" in slang means to show feelings of resentment, annoyance, irritation, or resentment. The term is often used to describe someone who is overly sensitive, defensive, or angry, especially in response to criticism or insults. The word "salty" is often used on Twitter, especially by users of Menfess (Mention and Confess) accounts. To avoid harsh comments from other netizens, message senders will add the word "no salty" in front of their messages.

12. Jbjb (join bareng)



Figure 12. @wngsafadilla, aku bisa dapet jbjb lebih dari 100 gaa yaa?, Courtesy of Twitter,

JBJB is a slang term often used on Twitter that means "join together" or "nimbrung". This term is usually used when someone wants to join in or reply to a chat or thread in someone else's tweet, especially if the person is unknown or not followed.

13. Ber word-word



Figure 13. @mifta, tidak bisa berword word, Courtesy of Facebook, Accessed on 12th of February

"Berword-word" is a slang term that means "speechless" or "can't find words". It's a play on the English word "word" and is often used on social media platforms like Instagram, Twitter, and TikTok.

14. LOL (Laughing Out Loud)

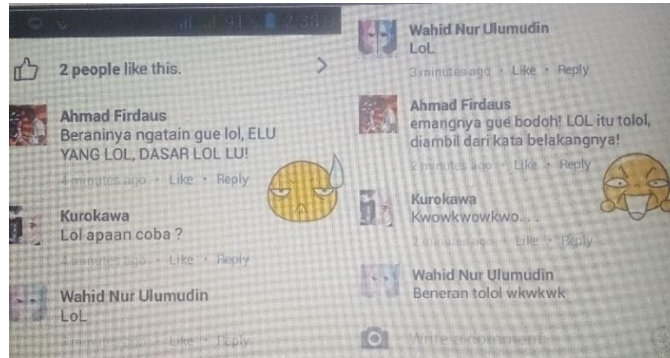


Figure 14, @Wahid Nur Ulumudin, Lol, Courtesy of Facebook

Lol is an acronym of laugh out loud. It can be used as an interjection and a verb. Lol is one of the most common slang terms in electronic communications. Even though it means laugh out loud, lol is mostly used to indicate smiling or slight amusement.

15. Flop



Figure 15. @stanwithkai, ..., flop biarin kasih ke yg mau aja wqwq, Courtesy of Twitter, Accessed on 1st of January 2020

Flop can be traced back to the entertainment industry and is commonly used to describe a commercial failure or lack of success. Its usage has expanded beyond the industry to become a popular slang term used in various contexts.

Discussion

The information provided suggests that the English language regularly deviates from accepted spelling conventions, especially through the usage of slang and abbreviations. Acronyms that are thought to appropriately reflect a term are frequently used in place of slang. Additionally, slang is not only abbreviated, but it is also replaced with even shorter versions. This phenomena demonstrates how language use is dynamic and ever-changing in modern circumstances.

Table 1. Table of Research Results/Discussion of Slang in Socials Media (TikTok, Instagram, Facebook, Twitter)

No.	Social Media Comments	Meaning	Name of Account	Type of Social Media
1.	#asmr slay everyday	to describe someone who is performing exceptionally well or excelling in some way.	maurorossiello	TikTok
2.	You know the tea's about to flow eveytime we go on a dayout # spillthetea	Spill the tea is GOSSIP	venia.sharon	TikTok

	#gossipgirlhere #femalefriendship #girlsdayout			
3.	Labubu meresahkan #labubu #viraltiktok #tren #fomo #wallpaper	FoMO is Fear of Missing Out	sugarcell	TikTok
4.	Fact #explore #trend #pov #fyp #girl #english	POV is Point of View	hadil7207	TikTok
5.	Lagu terakhir tu paling nempel sama APT nya mba okeh bang bruno #wualaaa #fyp #foryourpage (ib : @sugar)	FYP is For Your Page	veliaeve_	TikTok
6.	21 w a degree *p.s. idk what I learned	Idk is I Don't Know	mairamuthma	Instagram
7.	...me wa just lazy coz yk,...	Coz is Because	knotsewbinka	Instagram
8.	RIP	RIP is Rest in Place	teeenthreads	Instagram
9.	Tq	Tq is Thank You	nurulshafiqahizhamm	Instagram
10.	FYI...	FYI is For Your Information	changeurperception	Instagram
11.srry salty	Salty is overly sensitive, defensive, or angry words, especially in response to criticism or insults.	.. mumu ..	Twitter
12.	Aku bisa dapet jbjb lebih dari 1000 gaa yaa?	Jbjb is "join bareng"/"nimbrung"	wngsafadilla_	Twitter
13.	Tidak bisa berword word	Berword word is 'speechless'	mifta	Facebook
14.	... LOL	LOL is Laugh Out Loud	Ahmadfirdaus	Facebook
15.	... Flop biarin kasih ke yang mau aja wqwq	Flop is a complete failure	stanwithkai	Twitter

Social media users, especially those on TikTok, Instagram, Facebook, and Twitter, frequently employ slang terminology in practically every comment, post, or hashtag while interacting with others, according to research findings. These users' slang usage has gotten more out of control. It is evident from the data evaluation that slang can lead to communication problems. The majority of people either don't know what slang means or have trouble reading it in writing. The intended message may not be understood by the recipient as a result of this ignorance. Furthermore, slang creation and translation are frequently laborious and ineffective processes. The primary goal of social media communication—to be rapid, simple, and useful—has been undermined. People who are used to writing in colloquial language may forget or grow habituated to utilizing proper English. Slang is not just common among teenagers; adults and kids can as frequently be heard using it.

Slang is used in communication because it is distinctive, humorous, and eye-catching. Slang is frequently used, though, and this can interfere with communication. Slang

terminology are unfamiliar to certain people, particularly those who are not extremely engaged on social media. Miscommunication may arise from this ignorance. One significant problem is that words and sentences can lose their meaning, creating ambiguity or giving rise to different interpretations. The recipient could not comprehend the message at all in some situations. Similar to Facebook and Twitter, where slang is used for the hashtag of posts, Instagram users typically use slang in nearly all of their comments. TikTok users also frequently use slang in their post captions, which can hinder communication for non-native speakers. Hurdles to communication for people who don't know these terminology. This is frequently brought on by the numerous mistakes in the condensed language as well as the extra usage of foreign lingo.

The researchers chose social media networks such as Facebook, Instagram, TikTok and Twitter for their study because these platforms are very popular among millennials and Gen Z. It is this generation that often updates their use of slang to maintain their presence among social media users. On these platforms, the use of language is not restricted, allowing teens to be creative with language and produce various variations of language. Because social media platforms like Facebook, Instagram, TikTok, and Twitter are so well-liked by millennials and Generation Z, the researchers decided to use them for their study. In order to be visible among social media users, this generation frequently refreshes their slang usage. Teens can be creative with language and create a variety of linguistic varieties on these sites because language use is not controlled.

CONCLUSION

Studying slang terms on social media, particularly Facebook, Instagram, Twitter, and TikTok, provides important insights into how dynamic language use is in the modern world. According to the analysis, users of the aforementioned social media platforms frequently include slang words and acronyms in their comments, hashtags, and captions, which reflects the trend toward more casual and effective communication. In addition to showing how language has evolved and become more flexible in digital contexts, this pervasive usage of slang also has certain communication-related ramifications.

First, slang is widely used by people of all ages on social media sites like Facebook, Instagram, TikTok, and Twitter, suggesting that it is accepted and incorporated into regular online conversations. Slang phrases like "idk" (I don't know), "fyi" (for your information), and "slay" (someone who performs very well) are frequently used to communicate ideas in a more succinct and informal way. Nonetheless, this study also noted certain difficulties related to slang usage. Since not all users may be familiar with the slang terms used, one of the primary problems is the possibility of misunderstandings. This can lead to misunderstandings and difficulty in comprehending the intended message, particularly for individuals who are not as active on social media or who are from different linguistic backgrounds.

Furthermore, a user's proficiency with formal language may be impacted by their continuous use of slang. Regular use of informal language structures and abbreviated forms can result in a loss of proper language proficiency, which is especially problematic in professional and educational settings. Notwithstanding these difficulties, the study emphasizes how social media shapes linguistic patterns and trends. Users can experiment with language and create new forms of communication on social media platforms, which offer a space for creativity and linguistic innovation. In conclusion, slang usage on various social media sites illustrates how language is flexible and adaptive, even though it also poses certain communication challenges. Comprehending these patterns is essential to understanding how language use is impacted by digital communication and to creating

solutions for obstacles. Future studies should look more closely at how social media slang affects language development and how it affects how well people communicate in different situations.

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