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The Phenomenon Of Loan Words That Often Used In Social Media

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Abstract

This study uses Sociolinguistics theory, especially regarding the phenomenon of loan words in social media. The purpose of writing is to determine adoption, adaptation and levy from social media. Absorbed words serve to enrich vocabulary and provide more knowledge about foreign languages to Indonesian language users. Because it comes from a foreign language, of course there are some letters that are transliterated into Latin letters in accordance with the rules that apply in Indonesian. This research is descriptive qualitative research, using observation method. This research is what is often confusing when we are going to use absorbing words that are often mistaken in a writing. From this reasearch, the writer found that many words from english that aborbing and people used in social media.

Keywords: Load Words, Adoption, Adaptation, Levy, Social Media

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I INTRODUCTION

Loan words are words that are borrowed from another language that used in another language. Today, there are so many loan words from English that so many people used in society. Lately, we often see social media users using English words to express something. Whether this is a habit, a trend, or a fad that seems to bring prestige value in the social media user's environment. Sometimes this kind of thing is not only often used by the younger generation but also by the 40s generation.

Loan words also include in language change. Words received from other languages are called loan words or absorption words. The process of absorption or borrowing is done

directly from the source language but there are also those through other languages. Chaer, A & Agustina, L (2010:139)

Interaction and contact between people is crucial in providing the channels for linguistic change. one answer seems to be that a linguistic change may enter a speech community through any social group, but that differenttype of change are associated with different group. Holmes (2001:208)

Although in reality there are also many mistakes found in the placement of the word or in terms of writing which sometimes raises doubts about the meaning of the word contained in the absorption word because it has a different

way of writing. This is most commonly found on Facebook, Instagram, Whats Up, and other social media that have many users.

The traditional view of language change also favors a 'family tree' account of change and of the relationships among langauages. Wardhaugh, R (1986: 188). Structural approaches to universals and change in the generative tradition often put a strong emphasis on the connection between acquisition on the one hand and universals and change on the other. Good, J (2008:10)

Because it comes from a foreign language, of course there are some letters that are transliterated into Latin letters in accordance with the rules that apply in Indonesian. This is what is often confusing when we are going to use absorbing words that are often mistaken in a writing. Here's an example of an example of an absorption word whose writing is often wrong:

A. Adapted Words from English

One of the most widely absorbed words in the Indonesian language is English. Historically, the British occupied Indonesia for a short period of time. The entry of the British into Indonesia has also indirectly affected the existing language. English is also an international language used by the whole world to communicate. So it is very easy for English to be accepted and absorbed by Indonesian speakers.

Many words in English are also adapted from other languages, especially Latin and Greek. In this case Indonesian also absorbs directly from the language of origin without going through English.

There is a separate rule in how to absorb an Indonesian vocabulary. For example, in English words containing 'oo', the pronunciation and writing changes to 'u' in Indonesian. Example: 'cartoon' in Indonesian is absorbed into 'cartoon'.

B. Types of Absorbed Words by Absorption Process

The absorption of a foreign word to become an Indonesian vocabulary also goes through several processes. There are three types of absorption words based on the absorption process. These processes include adoption, adaptation, and levy.

1. Adoption

Adoption is the process of absorbing foreign vocabulary that has the same meaning in

Indonesian without changing its spelling, pronunciation and writing.

Examples of English words that undergo the adoption process are bus, data, movie, golf, internet, radio.

2. Adaptation

Adaptation is the process of absorbing foreign words that are used because they have the same meaning in Indonesian but the word has undergone changes in spelling, pronunciation and writing in accordance with Indonesian language rules.

Examples of English words that go through the adaptation process are *bisnis* which is adapted from the word business, *aktor* which is adapted from the word actor, *buku* which is adapted from the word book

3. Levy

The process of absorbing foreign words with levies occurs because the user takes the basic concept that exists in the original language. After that, the word is searched for its translation in Indonesian. Examples of levies from English include 'try out' which is translated as *uji coba*, 'background' which is absorbed with *latar belakang*, 'download' which is absorbed with *unduh*

Examples of Adapted Words from English

According to the List of Absorbed Words in Indonesian (1996) compiled by the Center for Language Development and Development, there are 1,610 English words. This number is likely to increase.

English	Indonesian Absorption
account	<i>akun</i>
activist	<i>aktivis</i>
actor	<i>aktor</i>
acupuncture	<i>akupuntur</i>
bomb	<i>bom</i>
book	<i>buku</i>
boss	<i>bos</i>
calm	<i>kalem</i>
campus	<i>kampus</i>
cancer	<i>Kanker</i>
card	<i>kartu</i>
design	<i>desain</i>
diagnose	<i>diagnosa</i>
dissertation	<i>disertasi</i>
erotic	<i>erotik</i>
ethnic	<i>etnik</i>
evacuation	<i>evakuasi</i>
fermentation	<i>fermentasi</i>

fashion	fesyen	okay	<i>oke</i>
feminine	<i>feminin</i>	pelican	<i>pelikan</i>
homophone	<i>homofon</i>	pen	<i>pena</i>
homograph	<i>homograf</i>	pencil	<i>pensil</i>
homonym	<i>homonim</i>	quality	<i>kualitas</i>
innovation	<i>inovasi</i>	quantity	<i>kuantitas</i>
insecticide	<i>insektisida</i>	relax	<i>rileks</i>
instan	<i>instan</i>	renovation	<i>renovasi</i>
juice	<i>jus</i>	relation	<i>relasi</i>
keeper	<i>kipper</i>	science	<i>sains</i>
landscape	<i>lanskap</i>	scheme	<i>skema</i>
lasso	<i>laso</i>	sceptic	<i>skeptis</i>
legislative	<i>legislatif</i>	taboo	<i>tabu</i>
marginal	<i>marjinal</i>	taxi	<i>taksi</i>
mark	<i>Marka</i>	technology	<i>teknologi</i>
mascot	<i>maskot</i>	unique	<i>unik</i>
negotiation	<i>negosiasi</i>	unisex	<i>unisex</i>
nuance	<i>nuansa</i>	verandah	<i>beranda</i>
nuclear	<i>nuklir</i>	verification	<i>verifikasi</i>
oasis	<i>oase</i>	villa	<i>vila</i>
obsession	<i>obsesi</i>	Zone	<i>zona</i>

II RESEARCH METHODS

This research is descriptive qualitative research. According to Fatimah Djajasudarma (2006: 9) "qualitative methodology is a procedure that produces descriptive data in the form of written or oral data in the community". The source of this object is social media that used by people in Indonesia. qualitative methods rely on text and image data, have unique steps in data analysis and draw on diverse designs, Creswell (2017:292).

The observation method is the most commonly used method specially in studies relating to behavioural sciences. In a way we all observe things around us, but this sort of observation is not scientific observation. Observation becomes a scientific tool and the method of data collection for the researcher, when it serves a formulated research purpose, is systematically planned and recorded and is subjected to checks and controls on validity and reliability. Under the observation method, the information is sought by way of investigator's

own direct observation without asking from the respondent. Kothari, C.R (2004:96)

Data collection in this research from social media in Indonesia. in this research, the writer used the listening method and the listening proficiently listening method as well as the involved Conversation Observation Technique (SLC) and the Uninvolved Conversation Observation Technique (SBLC), Sudaryanto (1993:133) the note taking technique was also used as a continuation of the recording technique.

Data analysis consists of several stages namely sorting data, identifying data and answering the problems. the las one is presenting the results of the analysis in narrative form. Presentation in narrative form is divided into two types namely formal and informal methods (Sudaryanto, 1993:145). The presentation of this analysis uses an informal method, namely the presentation of the analysis using ordinary words.

III RESULTS AND DISCUSSION

Because it comes from a foreign language, of course there are some letters that are transliterated into Latin letters in accordance with the rules that apply in Indonesian. This is what is often confusing when we are going to use absorbing words that are often mistaken in a writing. Here's an example of an example of an absorption word whose writing is often wrong:

1. **Gays.** The actual word in question is Guys. But there are Facebook users who I find often use the word that is actually Guys but written in a status update to be Gays. We don't know if this is just following the trend or because they don't know what the actual writing is like which is important to use English in addressing their friends like: "*hai gays..*"

2. **Hepi bidei.** The actual word is Happy birthday, but it is written like the pronunciation of Happy Birthday. This is found in Whats'up users when giving birthday greetings.

3. **China.** Writing the name of this country with the letter h after the letter c, is the English writing. While the correct writing in Indonesian is "Cina" without the letter h. So, if you write it with the letter h, make sure to write it in italic font.

4. Sosial Media.

The English word for this word is social media. Therefore, when absorbed into Indonesian, it should be "media sosial", and not "social media", following the principle of DM or *Diterangkan Menerangkan*.

5. **Resiko.** It turns out that the standard word for risk is "risiko". This word comes from the English word risk, which means the unpleasant or adverse consequences of an action or deed.

6. **Aktifitas.** When the word active is absorbed into the Indonesian language, the correct writing is active, with the

letter 'f'. But it's different with activity. Referring to its English origin, the Indonesian word also uses the letter v, namely "*aktivitas*".

7. **Praktek.** The original English word is practice, so when it is absorbed into Indonesian, it becomes "praktik" instead of "*praktek*". The use of local languages makes most people more familiar with the word "praktek" which is actually not standardized.

8. **Respon.** Not many people know that the standard form of this word is "respons", with "s". This spelling mistake is often found even in journalistic media such as newspapers and television news. This standardized form refers to the English word, response.

9. **Ekstrim.** Not "extrim", but "extrem". In the KBBI, extreme has two meanings, the first being "the very edge (highest, hardest, etc.)", while the second is "very hard; firm; fanatical". We usually use this word in the second sense. But unfortunately, many people write it wrong.

10. **Konkrit.** In English, this word comes from the word concrete, so referring to the language of origin, the standard word for this word is neither "*konkrit*" or "*kongkrit*", but "*kongkret*".

11. **Frustasi.** Not "frustasi", but "frustrasi". Yes, again this standardized wording refers to the original English word, frustration.

12. **BTW.** Those who are fond of social media are certainly very fluent with various new vocabulary or non-standard or standard word abbreviations that are often used when interacting through social media such as the word "gw" (Betawi language: gue or gua) which

refers to the word “me” or “I” or the word “btw” (English) which stands for “by the way” which means “by the way”.

13. OMG. OMG, which refers to the words “Oh, My God” as an expression of surprise or amazement.

14. R U OK. Short for “R U OK” which refers to “are you ok”. The word abbreviation “btw” which refers to “by

the way”. A combination of shortened words and abbreviated words such as “CUL” which refers to “see you later”.

BOZZ. This word refers to the English word Boss. However, sometimes social media users often also twist it into bozz or made by using the ending Z.

IV CONCLUSION

Based on the research above, the writer make the conclusion that people usually used loan words from social media as a habit and sometimes imitate from one group to another group in a society. For example, people is very rare used the word ‘*unduh*’ but usually people used ‘download’. This word adapted from English and sometimes become language change from English to Indonesia.

The writer hopes this research can be a reference to add the knowledge for readers. beside that, one of the reason of people often used loan words is to make communication become easier in oral and written and also to provide Indonesian language users with more knowledge about foreign languages.

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