EMBODIMENT OF ARBITRARY ABBREVIATIONS AND ACRONYMS IN INSTAGRAM SOCIAL MEDIA

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Abstract: This study aims (1) to describe the embodiment of arbitrary abbreviations and acronyms in Instagram social media, and (2) explains the purpose of forming arbitrary abbreviations and acronyms in Instagram social media. The method used in this study is observed method by taking screenshots and recording abreviation data. The sample used in this study does not depend on quantity, but rather on quality based on the scope and profundity of the problem researched. The results show that arbitrary abbreviations are made by twisting and forming a new extension. Meanwhile, the acronym is made for an extension that seems forced because the form of the acronym does not have a meaning relationship with its extension. Arbitrary abbreviations and acronyms generally also contains meaning that was deliberately mischarged, making it difficult for understanding outsiders who don't use social media.There are three objectives of forming arbitrary abbreviations and acronyms on Instagram social media, looks contemporary, ragged material, and as a reminder.

Keywords: *abbreviations*, *acronyms*, *instagram*

Abstrak: Penelitian ini bertujuan (1) menguraikan perwujudan singkatan dan akronim yang arbiter dalam media sosial instagram, serta (2) menjelaskan tujuan pembentukan singkatan dan akronim yang arbiter dalam media sosial instagram. Metode yang digunakan dalam penelitian ini, yaitu metode simak dengan men-screenshot dan mencatat data abreviasi. Selanjutnya, sampel yang digunakan dalam penelitian ini tidak bergantung pada kuantitas, tetapi lebih pada kualitas dengan didasarkan pada jangkauan dan kedalaman masalah yang diteliti. Hasil penelitian penelitian ini menunjukkan bahwa singkatan yang arbitrer dibuat dengan memplesetkan dan membentuk kepanjangan yang baru. Sementara itu, pada akronim dibuatkan kepanjangan yang terkesan dipaksakan karena bentuk dari akronim tersebut tidak memiliki hubungan makna dengan kepanjangannya. Singkatan dan akronim yang arbitrer umumnya juga mengandung arti yang sengaja diplesetkan sehingga menyulitkan pemahaman orang luar yang tidak menggunakan media sosial. Selanjutnya, ada tiga tujuan pembentukan singkatan dan akronim yang arbitrer dalam media sosial instagram, di antaranya agar terlihat kekinian, bahan gombalan, dan sebagai pengingat.

Kata Kunci: *akronim, instagram, singkatan*

Introduction

Development of science and technology is increasingly advanced shows that the more modern a nation and its life, the more developed its language. Along with these developments, the use of Indonesian also began to experience a shift towards a more modern direction. Especially with the use of abbreviations and acronyms in daily communication. The use of abbreviations and acronyms not only follows the times, but there are also other factors that are more essential. These factors are demands for efficiency, both in terms of writing and in terms of pronunciation or mention.

The role of social media in everyday life becomes very important in the development of a language so the term appears, "Social media brings the far and near the distance". The most popular social media by the public right now is Instagram. In fact, Indonesia is listed as the fourth country with the largest Instagram users. Instagram users can write their thoughts in status or upload photos and can give comments to each other. Among social media, Instagram is a media that is often found to use shortening, both in the form of abbreviations and acronyms.

The example of using abbreviations and acronyms on Instagram social media, i.e. @*wanitasoleha* and @*ustadzsingkatan* accounts. The word "SMP" in Instagram is used as an abbreviation for the "Shalat Malam Pertahankan". Meanwhile, "SMP" in Indonesian is an abbreviation for "Sekolah Menengah Pertama" (Junior High School). SMP is an abbreviated form taken from the first letter of each component. Furthermore, the word "Jabatan" on social media Instagram is used as an acronym for the extension of "Jadi Bahan Godaan Setan". Meanwhile, the word "Jabatan" in Indonesian means work in

government or organization. The meaning of the word position has a relation with its meaning. When having a high position, people will get a test whether they can be trusted in their position or not.

The shortening used in the previous example tends to be forced. The use of shortening has also been updated on the Instagram social media. Although there are still formed conventionally, abbreviations and acronyms on social media Instagram is "whichever likes" or called arbitrator.

The two shorten examples are formed with their respective goals and interests. This is contrary to the opinion of Kridalaksana (2008) that shortening is the process of dating part or some parts of "leksem" that forms a new word without changing meaning.

Previously it was a burden to the meaning of Indonesian itself. In addition, the use of shortening that is often used can also replace some of the vocabulary meanings in Indonesian. In fact, the use of shortening with the initial purpose is making it easy will be difficult and only adds to the burden of memory with words that do not bring new issues. Instagram users are unlimited so the various languages used in Instagram cannot be limited. If this continues, the consequences can be to the detriment of language users who will lose their language identity or loss of language function.

The use of shortening in Instagram has essentially developed which was initially formal and is now a place to look for attention in order to get many followers. These developments can enrich the language treasures if the application does not obstruct the communication process. If that can obstruct the communication process, it is better that social media users need to pay attention to this. In addition, as people working in language need to be aware and bring order to these obstruction. The matters outlined earlier form the background of this research. Based on the idea that the embodiment of abbreviations and acronyms that are arbitrators with the aim of its formation is an interesting problem to study because it is considered very productive among users of social media, especially Instagram.

Material and Methods

This type of descriptive research is considered suitable to provide as detailed representation in accordance with reality. Primary data in this study were obtained from social media Instagram which is a photo that contains abbreviations or acronyms and their lengths. Secondary data in this study were obtained from research relevant to the object of study, such as books, minithesis, thesis, and articles. Secondary data in this study are used as a comparison with primary data to support the validity of the analysis results.

The method used in this study is observed method. Observational method is a method used in the provision of data by means of researchers observing the use of language (Mahsun, 2005). At the data collection, researchers search and collect data by identifying and classifying. Data collection technique is screenshot and record data in the form of abbreviations and acronyms.

The object of research is all forms of shortening and their length in certain Instagram accounts in the form of images in which there are abbreviations or acronyms. The sample used in this study does not depend on quantity, but rather on quality. This is in line with the thoughts expressed by Sarwono (2006) who explained that sampling in qualitative research uses nonprobability techniques, namely a sampling technique that is not based on statistical formulations, but rather on the subjective consideration of researchers based on the extent and profundity of the problem under study. Thus, the form of abbreviations and acronyms that have been collected are chosen purposively, that is 5 examples and not bound by time.

Result and Discussion

The results show that the embodiment of arbitrary abbreviations and acronyms in social media on Instagram is "whichever likes" form.

A. Embodiment of arbitrary abbreviations and acronyms

1. Arbitrary Abbreviations

In Instagram social media, arbitrary abbreviations are taken from several accounts. In @katabapak_ accounts,i.e.(a) ATM (Adik Tapi Mesra), (b) BPKB (Baiknya Perasaan Kita Bersatu). Meanwhile from the Instagram account @ keepodotme, i.e. (c) KTP (Kamu Tetap Pujaanku), (d) PHP (Pemilik Hidung Pesek), (e) THR (Tiap Hari Rindu).

The formation of the abbreviation (a-e) although in accordance with the pattern taken from the first letter of each word is still not well known. That is because the abbreviation already has an abbreviation that is commonly used by Indonesian users. As for what is meant, i.e. ATM (Anjungan Tunai Mandiri), BPKB (Buku Pemilik Kendaraan Bermotor), KTP (Kartu Tanda Penduduk), PHP (Pemberi Harapan palsu) and THR (Tunjangan Hari Raya).

2. Arbitrary Acronyms

In Instagram social media, arbitrary acronyms are also taken from several accounts, @ustadzsingkatan, i.e. (a) Menikah (Menikmat hidup yang penuh berkah) and (b) Mantan (Manusia temannya setan). @keepodotme i.e. (c) Pelangi (Pelan-pelan menghilang), @rikirikum (d) Kamis(Kepoin mantan itu sakit), @singkatangokil (e) selimut (Selalu terlihat imut).

Abbreviation for the acronym (a-e) are essentially patternless and are shaped at will. The abbreviation is also not commonly known by Indonesian users. If noted, some examples have connection between acronyms and their abbreviation. Because basically, the acronym on social media Instagram is formed with certain goals. The two previous examples in the form of abbreviations and acronyms were formed at will or called arbitrators with their respective goals.

B. Purpose of Forming Arbitrary Abbreviations and Acronyms

Some of the foregoing descriptions, if observed from arbitrary abbreviations and acronyms, also have their own purposes. Besides being used as word savings and entertainment, it turns out that on social media Instagram there are also more interesting objectives to study. The intended purpose, which is to make it look contemporary, crap, and can be in the form of advice.

1. Look contemporary

Arbitrary abbreviations or acronyms on social media Instagram are formed to make it look contemporary. Contemporary is meant to follow the times to make it look more modern, like the words below.

Table 1. Arbitrary abbreviationts or acronyms as contemporary terms

No	Instagram Account	Acronym	Meaning
1.	@katabapak_	Sianida	siap nikah setelah wisuda
2.	@katabapak_	UGD	udah gak dianggap
3.	@keepodotme	Mantan	manis diingatan
4.	@keepodotme	superman	suara persatuan mantan
5.	@singkatangokil	Kejora	kelompok jomblo ceria

2. Crab material

Arbitrary abbreviations or acronyms on Instagram social media are also formed as a crab, considering that most of the social media users are teenagers.

Table 2. Arbitrary abbreviationts or acronyms as crab material

No	Instagram Account	Acronym	Meaning
1.	@katabapak_	Selasa	semakin lama semakin sayang
2.	@katabapak_	Mas	mau kamu selamanya
3.	@katabapak_	Kopi	kau orang pertama yang kucintai
4.	@katabapak_	Amerika	aku merindukan kamu
5.	@keepodotme	KTP	kamu tetap pujaanku

3. Advice

Besides aiming to make it look contemporary and crab material, other interesting things are the abbreviations and acronyms that are arbitrary with their lengths can also contain advice.

Table 3. Arbitrary abbreviationts or acronyms as advice

No	Instagram Account	Acronym	Meaning
1.	@ustadzsingkatan	muhasabah	mulai hari ini harus berubah

2.	@ustadzsingkatan	marijan	mari berdoa ketika turun hujan
3.	@ustadzsingkatan	Kuota	kudu optimis dalam meminta
4.	@ustadzsingkatan	Jadwal	jangan dilewatkan puasa syawal
5.	@ nikahasik	Jumat	jadwalnya baca al-kahfi teman

Short, simple, saves words, does not follow the rules of shorthand both acronyms and abbreviations are the characteristics of arbitrary shortening. The three goals outlined earlier generally look interesting, but are only understood by certain groups. The main factor that caused this to happen on Instagram social media is because some people want to attract attention and increase the number of followers.

Conclusion

Based on the results of the study, conclusion of this research are: An arbitrary abbreviation is formed by twisting and forming a new abbreviation. Meanwhile, the acronym is made as an abbreviation that seems forced because the form of the acronym does not have a meaning relationship with its abbreviation. Arbitrary abbreviations and acronyms generally also contain meaning was deliberately mischarged, making it difficult for understanding outsiders who do not use social media. There are three objectives for the formation of arbitrary abbreviations and acronyms, among them to make it look contemporary, crab material, and as a reminder.

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