

# Analysis of Language Styles Using in Social Media and the Effect on English Use with Student Engineering in STT Wastukancana

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**Abstract:** *This study aims to describe the use of language style used by mechanical engineering students in social media and its effect on the use of good and correct Indonesian language in the campus environment. The reason authors choose social media, because currently the use of language styles in medsos like facebook have a negative impact and very influential on the use of Indonesian language. The method used in this research is the observation about the use of student's language style in social media, interview, and literature study. Based on the results of research can be concluded that the habits of students using slang language in social media, resulting in difficulty communicating using the correct Indonesian language, especially in formal situations. For example when students are presenting and making papers. The use of language style of students has been mixed with many languages and foreign languages. So to avoid it need a way to grow the love of the language. One of them by way of approach to learning Indonesian language by using social media in helping students understand the rules of Indonesian grammar is good and true.*

**Keywords:** style of language, social media, and usage of Indonesian language

## 1. Introduction

The ease offered in the social world, especially the ease of language. There are various languages in the world for the audience to result in the increasing number of social media visitors every day. There is no social and language restrictions to strengthen the growth of slang language among the community as an example of alay language phenomenon. Language alay is a phenomenon that appears among teenagers. This phenomenon according to some librarians occur because of the adolescent rebellion against the grammar. Teenagers have sensitivity to words of twofold meaning. They love the use of metaphors and irony and play the words to express their opinions and expressions. In addition, teenagers are also very creative in playing the words.

Right now the usage of good and correct language style is being ignored by society, especially teenagers. Adolescents today have begun to have difficulty using good and correct language styles according to the rules of language in a formal environment. For example, when they have to present something in class or when creating an Indonesian language paper. Some studies have found that the style of language used by adolescents in Indonesia has been mixed with slang and foreign languages. In learning situations, when going to presentation in front of a class, they generally use the word 'presentation' rather than the word 'presenting'. They think formal Indonesian language is rigid, boring, and not slang.

The use of slang or 'alay' language is found in teenage statuses on social media, for example on Facebook or Instagram. The use of alay language style is very influential on other teenagers. The average of them will absorb and imitate what their friend has post. Because, according to them, the style of language like that is something that is ngetrend. As an example of using the metaphorical style of

'god-level bete', and 'half-dead kesel' which means expressing their unbelievable boredom and annoyance. There is also the use of words that they reduce to a new kara, such as 'waarbiyasah' which is the reduction of the phrase 'extraordinary', which is reduced to have multiple meanings.

Based on the above reasons, the authors are interested to examine the use of adolescent language style in social media and its effect on the use of good and correct Indonesian language by students majoring in Mechanical Engineering at STT Wastukancana Purwakarta. In general, the issues to be answered in this study are:

- 1) How is the use of language style of Mechanical Engineering students in social media?
- 2) What is the influence of social media on the use of Indonesian language?

This study aims to find out about the use of what kind of language styles they use in social media and what are the effects on the use of Indonesian language. The authors hope the results of this study can be useful for all parties, especially for students, so they become more familiar with the extent of the influence of language style in social media against the use of the Indonesian language they use in everyday conversation. In addition, this research can add information about the impact of what is caused by the use of language style in Social media, to the Indonesian language. Students are expected to distinguish the use of language situations used in official or unofficial situations, so the proper use of the Indonesian language will be maintained. The scope of this research is limited only to students of Mechanical Engineering at Wastukancana Purwakarta High School.

## 2. Methods

Research conducted this through observations in social media such as Facebook and Instagram. Then do the data collection by recording the style of slang that appears in the student post on social media. For interviews to students are done in campus environment such as, in the classroom and in the cafeteria.

To determine the intensity of social media use, the authors conducted surveys and interviews on the students. Respondents amounted to 20 people namely students majoring in Mechanical Engineering STT Wastukencana Purwakarta morning class and night classes.

## 3. Results

Based on the results of research, students majoring in Mechanical Engineering STT Wastukencana Purwakarta, almost all have social network account in the form of facebook and instagram. They use facebook almost every day in the morning, afternoon, afternoon, and evening. Just some students who use facebook one time for example only night, because morning until afternoon they work as employees. Of the 20 respondents interviewed, none of the students who answered did not use or did not check their social media accounts every day.

This shows that the intensity of the use of social media such as facebook and instagram by students majoring in Mechanical engineering is very high. This high intensity illustrates the lifestyle of adolescents who are never separated from social media. As an average student still young, the easiest, fastest, and efficient medium of communication in this modern age is social media. Social networking media is one lifestyle that can not be separated from the teenagers because it has two functions, namely, as a medium of entertainment and information, as well as media to communicate.

Data show that the use of slang style and the use of slang and alay words in social media is very high. The use of slang and high slang is balanced with the high intensity of social media usage. So this data shows the existence of attachment between the intensity of the use of social media to the language style of mechanical engineering students.

Based on the data that has been collected and after examined, it is clear that the correct use of language style in everyday conversation is very low. The correct use of the Indonesian language, usually can be found in the delivery of task information from lecturers or from campus, even though the use of language still uses a lot of non-standard and mixed languages. So the authors can conclude that students majoring in Mechanical Engineering STT wastukencana Purwakarta, prefer to use the style of 'slang' and use the words 'alay' or for the language of social (conversation) in social media.

## 4. Discussion

### 4.1 Language Style

When viewed in terms of language, the style of language is how to use language. The style of language allows us to judge the person, character and abilities of a person who uses the language. The more the style of the language, the better the judgment of people will be; the worse a person's language style, the worse the judgment will be given to him. So the style of language can be given the limitation as "a way of expressing the mind through language typically displaying the soul and personality of the language user".

To distinguish good language styles and bad language styles, Gorys Keraf in his book *Diction and Style Language* exposes three elements in a good style of language. The three elements are; honesty, courtesy, and interesting.

- 1) Honesty is a style of language that follows the rules or rules of good and correct in the language
- 2) Courtesy is a style of language rewarding or respecting others who are spoken to, especially listeners or readers. This respect is manifested through a style of language that uses clear and concise phrases.
- 3) Interesting is the use of varied language styles will avoid monotony in tone, structure, and diction. In addition, an interesting language style also has a vast and powerful vocabulary to create a sense of joy and pleasure.

### 4.2 Use of Indonesian in Social Media

Language as a means of communication, language is a tool for formulating speaker intent. By communicating, we can convey everything we feel, think, and know to others. Language has many variations or variations of language. Hartman and Stork (1972) distinguish variations of language based on criteria (a) the geographic and social background of the speaker, (b) the medium used, and (c) the subject. The variety or variety of languages concerns all personal problems of the speaker, such as age, education, sex, occupation, nobility, socioeconomic conditions, and so on. We can see the differences in language variations used by children, adolescents, adults, and older people.

Variations or variants of language based on the speaker and its use with respect to the status, class, and class of speakers, commonly called *akrolek*, *basilek*, vulgar, slang, *colokial*, jargon, argot, and *ken*. There are also adds to the term *prokem*. The slang language or the *prochem* language is a variety of non-standard Indonesian language commonly used in Jakarta in the 1970s which was later replaced by a variety called slang.

### 4.3 Slang or Alay Language

In the present, slang language is widely used by young people, although there are still parents who use it. This language is temporal and secret, then the impression that this language is the secret language of criminals when in fact not so. This confidentiality factor causes the vocabulary used in slang often to change. Adolescents use this slang language in

a variety of spoken and written, or also in a variety of language by using certain media, such as communicating in social media.

Social networking is a medium that many speakers use to communicate with each other over the Internet. Social networking the most popular by the community, namely Facebook and Twitter. In Facebook and Twitter, users can freely write down what they are thinking in 'status' and others can comment on their friends 'posts' and 'status' of their fellow users. In addition, they can talk to each other and comment to each other. The comments provided are very diverse and with the style of each user's language, from the status posts also these comments the authors get many styles of any language that is often used in social media. Here are some types of slang or slang form found in social media:

1. Eliminate some of the letters on the word in order to shorten, for example:

Karena = karna

Sudah = udah

Sekarang = skarang

Usually the letters that are omitted are the initial letters, although some of the letters are omitted in the middle.

2. Added -in add at end of word, example:

Mengambilkan = ambilin

Menanyakan = nanyain

Mengantarkan = anterin

The mostly-found additives generally stick to the verb.

3. Putting two words into one new word but retaining its meaning, for example:

Jaman dahulu = jadul

Curahan hati = curhat

Percaya diri = pede

Generally two abbreviated words are easier to pronounce and more efficient.

4. Changing the word diphthong so monosyllabus letters, for example:

Walau = walo

Pakai = pake

Kalau = kalo

5. Words translated directly from the original language (English) that the writing is abbreviated, for example:

On the way = otw

By the way = betewe (btw)

Swear = suer

6. Words are created by itself as the times and technology develops, for example:

Lebay

Galau

Kepo.

Based on the results of research obtained in the field, the authors know that respondents (students majoring in Mechanical Engineering STT Wastukencana Purwakarta) generally more often use the style of slang as described above whether it is providing information about campus tasks or the nature of relaxed and entertainment only. Use of the correct Indonesian language, hardly found in 'status' posts on Facebook or Instagram of the students. The use of slang or slang in the style of adolescent language has become

one of the lifestyle elements. Adolescents follow the present-day style trends to look up to date or 'slang'.

#### 4.3 Social Media Influence on Indonesian language

Based on the events mentioned above, this social media has a positive and negative impact. Positive impact as a means to exchange information and expand friendship. Delivering a hobby of writing so it can inspire others, as well as a means for advertising promotion.

Negative impact for children and adolescents to be lazy to communicate in the real world, so that the level of understanding of language is increasingly disturbed. If a person communicates too much in cyberspace, then knowledge about communicating in the real world, such as body language, tone of voice, becomes diminished. If you look at the use of language in social media so far, it is not impossible that Indonesian language is increasingly rare. Because the use of foreign languages and coupled with the way the writing is done teenagers almost most use the language 'alay' which is certainly writing not in accordance with the rules of the Indonesian language is good and true. If the style of language is left then it is feared will be more entrenched and entrenched, thus making the Indonesian language good and true forgotten.

#### 5. Conclude

Social media has become one part of lifestyle, especially teenagers who can not be separated. Most teenagers (students) assume that social media is the center of all information. When they can not connect with social media, they feel that it is the end of their social world. They will feel not knowing the latest news, do not know the trending at this time, and not hanging out including not knowing the slang language at this time.

Indonesian grammar at this time has changed a lot. Indonesian people, especially teenagers, have a lot of difficulty in communicating by using good and correct Indonesian language. Changes are due to the use of new languages that they consider more trendy. If they do not come to use them they will be afraid of being outdated or not hanging out. One of the language deviations is that many students use the language in their association.

#### 6. Suggestions

We recommend alay language or slang is used in casual or unofficial situations only. So the speakers are aware of their language use situation, knowing when to speak good and true Indonesian. The use of slang is allowed origin in accordance with the situation and time of its use, thus the use of the Indonesian language is maintained.

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## Author Profile



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