AN ANALYSIS OF SLANG WORDS IN @AGNEZMO'S POSTS ON INSTAGRAM

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Abstract : This research aimsed to describe the form of slang and the meaning of the use of slang in Agnez Mo's posts on her Instagram account. The data source used in this research was in the form of sentences written in isntagram captions that show the form of slang and the meaning of the use of slang contained in Agnez Mo's account. The data collection technique used in this research is the free listening method followed by the note-taking technique. The data analysis used in this research is descriptive qualitative analysis that describes the form of slang and the meaning of the use of slang in Agnez Mo's posts. Using the theory of Keith Allah and Kate Burridge (2006), the result shows that there are 55 types of slang consisting of 1 Fresh and Creative, 13 Flippant, 10 Imitative, 6 Acronym, and 25 Clipping. Furthermore, it shows that slang is not just a language style, but also reflects social and cultural changes in the ever-evolving online communication, slang has become a part of everyday conversation to convey messages easily and casually.

Keywords: *Social Media, Slang Words, Descriptive Qualitative Methods, Agnez Mo*

INTRODUCTION

In today's technological era, communication through social media is growing rapidly and changing the way people communicate, interact and express themselves in this global digital age. One of the most popular social media platforms today is Instagram, which allows users to share their moments, thoughts and views using captioned images and videos. The caption is the part that gives meaning and context

to each shared image or video. In this case, the language used in Instagram captions becomes very important as it serves as the main communication tool on this platform. Language is a tool that humans use to communicate with others.

Language has a very important role for humans to communicate because without using language, one cannot communicate with others. Through language, humans can express what is in their mind and convey it to others. From time to time, human language always develops and tends to change due to several factors such as social life and human needs for language. An interesting aspect of language use on Instagram is the increasingly frequent use of slang. The use of social media is uncontrolled, for example, almost every conversation will have new vocabulary. This is common due to the creativity of language users who combine various languages in daily conversations.

Slang is an informal language that often changes and develops quickly, and slang is used in certain groups of society, especially used by the millennial generation in communicating with each other. Fasola (2012) explains that slang refers to non-standard language of words and expressions used in conversation or writing, but not used in formal speech or essays. According to Agha (2015), slang has several definitions. In the KBBI dictionary, slang is not an official language recognized in the dictionary. It is simply a style of language used within a particular group. Slang has a value that shows the closeness and solidarity of its members. The slang often used on Instagram often reflects current trends in communication and popular culture. There is much appeal and uniqueness in the use of language by Instagram users. Hermanto (2008:70) states that slang is one of the many variations of language often used by millennials, especially those we often encounter on television shows and among teenagers, as a more flexible language in daily communication to foster a sense of familiarity, closeness, and brotherhood. Actually, the language used is the everyday language used by the general public, the difference lies in the vocabulary used when they communicate has been modified, for example, letters are changed,

words are quite short, often use new terms and sometimes even foreign terms are used to modify.

The use of slang words is increasingly common and is an important concern as it affects the way we communicate and express ourselves in today's technological era. Many people still do not understand or do not understand these slang words. Therefore, researchers are interested in examining the slang words used by @AgnezMo in her social media captions. This research aims to know and understand the types and meanings of slang words used in @AgnezMo's posts. To achieve this goal, the researcher formulates two main research questions: first, what are the slang words used in @AgnezMo's posts? Second, what are the types and meanings of slang used in @AgnezMo's posts?

The researcher chose this topic because she wanted to analyze the types and meanings of slang used by @AgnezMo in her Instagram posts. This research focuses on analyzing the type and meaning of slang words. There are 3,071 total posts on her Instagram account and this research is only conducted on 30 posts containing slang words from 2022-2024. The researcher hopes that the significance of this study can contribute to a better knowledge and understanding of slang words and can be useful and relevant in several ways, both theoretically and practically.

Theoretically, the findings of this study can add to the knowledge of the theory of slang words, as well as can add to the study in analyzing the types and meanings of slang words. Practically, this study can benefit other researchers by adding information, knowledge, and references regarding slang words, both in terms of their types and meanings. In addition, this research can help readers to understand the types and meanings of slang terms, as well as increase knowledge or sources of information about slang on social media.

RESEARCH METHOD

According to Sugiyono (2016: 6) research methods are scientific methods used to obtain valid data that aim to be proven, discovered, developed, and contain knowledge so that it can be used to understand, solve or anticipate a problem in the field of education. The research method used in this research is descriptive qualitative research method. Research with descriptive qualitative methods aims to describe or explain clearly about the form type, and meaning of slang words.

Data Collection : The data collection techniques used in this study are adjusted to the data sources used. The data source used in this research is from Instagram social media. The data collection technique used in this research is the Simak method. In practice, the technique used is free listening, where the researcher only acts as an observer in the use of language (Mashun 2007: 91). This research also uses note-taking and documentation techniques (screenshooting data) which are carried out to record sentences and show captions on the @AgnezMo's Instagram account

Data Analyzing : Data analysis is an effort made to clarify, categorize data. At this stage, efforts are made to group, equalize the same data and distinguish different data, and set aside other groups whose data are similar, but not the same. (Mashun, 2012: 253). This research used a qualitative approach, which means that the researcher described the facts of informants who use slang as the object of research. In this research, the data obtained was not used in the form of numbers or statistical figures, but in the form of written words or sentences from a celebrity @AgnezMo relating to the use of slang in captions on his Instagram social media account. Researcher used three stages according to Miles and Huberman (1984), namely data reduction, data presentation, and conclusion drawing or verification).

FINDINGS AND DISCUSSION

Data Reduction

In this step, the researcher records all data until it reaches the data that is needed in this study. Through this step, the researcher also began to simplify the data or categorize the data based on the five types of slang words classified by Keith Allah and Keith Burridge (2002). The five types are Fresh and Creative, Flippant, Imitative, Acronym, and Clipping.

Data Display

Based on data reduction, researchers found five types of slang words in the posts made by Agnez Mo. These types of slang words are below:

FRESH AND CREATIVE

Fresh and creative is the type where slang words have new vocabulary, clever imagery, informal variations and can be the latest words or even old words that people don't know. Fresh and creative slang are words or phrases that are coined spontaneously and creatively, the process of creating new words or phrases that did not exist before in the language.

Slang Words	Sentence
Vibez !	Vibez !

Definition "Vibez" is a modified spelling of the word "vibes" to add style or uniqueness. This word is often used to describe the atmosphere or feeling produced by a place, music or person. This usage is to give a sense of style or uniqueness to an existing word.

Researcher found that the slang word used by Agnez Mo describes her emotional feelings at the time she made the ception or atmosphere felt in a positive

and pleasant situation that she experienced, the slang word vibez used by Agnez Mo shows the nuances she wants to convey to her fans or to her Instagram followers.

FLIPPANT

Flippant is a type of slang word used in a non-serious or disrespectful manner in situations that usually require politeness or formality. It is language used to express a non-serious or casual attitude, often with the intention of humor.

Slang Words	Sentence
Period	Honestly posting a pic like this is something sooo out of my comfort zone. However, it IS INTENTIONAL on my part as I'm battling my huge insecurity about my body 🫣.
	To love my body as it is, but at the same time still go to the gym so i can be healthy and lookin like a bad bitch 😂 . But the feeling of "not curvy enough" has always haunted me in the past.
	So here it is. Embracing my not curvy body… and still lookin like a bad bitch. **Period**.
	(Plus i guess, Bali is the best place to do it 🙆‍♀️)

"Period" is used to emphasize that the statement made is the end of the discussion, showing firmness and certainty. It shows that the speaker is sure of what he or she is saying and does not expect any rebuttals.

In the context of slang, researcher found that "period" is used to emphasize or emphasize a statement, showing that the talk or opinion is final and cannot be disputed. This term is used at the end of a sentence to emphasize that the speaker or caption maker, in this case Agnez Mo, has finished expressing her opinion and

there is nothing more to debate. The "period" acts like a period (.) that literally closes the sentence, but in slang adds strength and affirmation to the statement it makes.

IMITATIVE

The process of word formation that mimics the sound or shape of another word. This includes onomatopoeia (words that imitate natural sounds) and words created by imitating the structure or pattern of an existing word. Or another definition is Words that describe sounds by imitating the sounds or patterns of existing words.

Slang Words	Sentence
Whatssssuuupp??	**Whatssssuuupp??** Have u watched my dance video with Jabba Wockeez? Fun fact: @jokoy was there the whole day to show support (and directing me!)

"Whatssssuuupp ??" Used as a casual way to greet or start a conversation with others, it can convey excitement or amazement about what is going on in the mention depending on intonation and context.

The researcher found that the word "Whatssssuuupp??" that Agnez Mo makes in her posts is a variation of the informal greeting "What's up?" extended with the repetition of the letter "s" and the addition of a question mark to express greater enthusiasm or familiarity to her Instagram followers. Here, "Whatssssuuupp?" is used to greet friends in an excited or expressive way to show familiarity with people.

ACRONYM

Acronym is the formation of a new word by taking the initial letters of other words. Acronyms are slang words that are constructed by taking the first letter of each word in a phrase.

Sentence	Slang Words
Af	Ok. Finally got the energy (and the time) to post these. 😆 honestly ive been so confused which ones to post. These past 2 weeks have been mentally and physically draining.. 🫠 Been on at least 5 flights these past 10 days and still jetlaggin **af**. But… worth it nonetheless.

"af" stands for "as fuck". It adds intensive emphasis to the previous statement. In this context, "af" is used to express that one is really feeling the effects of jet lag, with strong intensity.

Researcher found that in Agnez Mo's post, the use of the word "af" is as an amplifier or emphasis in the statement in her post Agnez Mo uses slang such as "af" to show that she follows pop culture trends or modern and casual internet language. By doing so, she seems closer and more relevant to her young fans and social media followers. She uses "af" to emphasize how severe or intense the jetlag she feels after many flights is, she feels exhausted. Although the use of the word stands for a crude expression, when he uses it it is more subtle, so it doesn't feel too vulgar in the posts he makes.

CLIPPING

Clipping is the process of shortening or forming words by cutting or shortening words by one or more syllables to form slang words that are simpler and easier to pronounce. Gede Adi (2022) Clipping is a type of slang word when a word has one or more parts removed but still has the same meaning as the uncut word. This

means that the slang word comes from the removal of some parts of a longer word into a shorter form with the same meaning.

Slang Words	Sentence
Vibe	A bad bitch with a kind heart type of **vibe**. February 11.

"vibe" comes from "vibration" which means vibration, but in slang it is used to refer to the atmosphere or feeling evoked by someone or something. The word is often used to describe an atmosphere or feeling in an easy, casual way.

The researcher found that when Agnez Mo uses this term, she is talking to her fans in a familiar and relaxed way, making people feel closer and connected to her, when she uses this slang word, she shows that she follows the trends and tries to stay close to her Instagram followers. By using this slang word "vibe," Agnez Mo is not only conveying a message about who she is, but also describing how she feels and her mood. Researcher found that her use of this term reflects a modern and relaxed culture, where people often talk about feelings and atmospheres in a more casual way.

CONCLUSION

After analyzing the data, the researcher draws the following conclusions, Using the theory of Keith Allan and Kate Burridge (2006). There are five types of slang found in the use of slang words in Agnez Mo's posts, namely Fresh and creative, Flippant, Imitative, Clipping, Acronym. The number of slang words found in Agnez Mo's posts, the author found the most types of slang found, namely clipping. This research illustrates that Agnez Mo's use of slang is not simply a creative and innovative communication style, but also a strategy to strengthen her public image and build closer connections with fans on social media platforms. Based on an in-depth analysis of the slang words used, several important things can be concluded:

1) Slang becomes a means for Agnez Mo to express her identity personally and professionally. The use of slang reflects her confident, energetic image and adaptation to modern communication trends.

2) Agnez Mo's use of slang shows her creativity in designing messages that are interesting and relevant to her audience or followers. This not only expands her communication reach, but also strengthens the bond with her followers who often use similar slangs.

3) Slang not only serves as an informal communication tool, but also as an important element of self-expression in today's digital age. Agnez Mo uses slang to convey more casual messages, which effectively builds a closer relationship with her followers.

4) This study provides insight into how slang not only reflects popular culture trends, but also influences how celebrities like Agnez Mo build and maintain connections with her fans.

As such, Agnez Mo's use of slang is not only a communication tool, but also a strategy to build a strong public image and strengthen bonds with fans in today's digital age. This study confirms that slang is not just a language style, but also reflects social and cultural changes in online communication.

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