

SOCIOLINGUISTICS PERSPECTIVE ON ACRONYMS FORM IN BAHASA INDONESIA

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ABSTRACT

The background of this research deals with two problems, firstly language as an instrument of communication which is used by society and secondly the society as users and speakers of language as well as changes on vocabulary or acronyms. This research focused on the process of acronym formation in the Sociolinguistics perspective. Events in society are reflected in language, in this study the formation of acronyms. This study is a descriptive qualitative study, where social phenomena are described by their characteristics. The data were collected by observing and recording the acronym found. The source of this research data is Refly Harun's program on YouTube with the title "UBER" throughout 2022. The sample of this research is the "UBER" program on Refly Harun's YouTube in April and May 2022. The result of this study was 12 acronyms found, after being analyzed there were 3 groupings of the formation process. With the uniqueness of the process of determining the Indonesian language component mixed with a foreign language, it is shortened to an Indonesian acronym. Acronyms in the form of abbreviations that have been formed have meanings that attract attention.

Key words : language, society, acronym

ABSTRAK

Penelitian ini dilatarbelakangi oleh dua masalah, pertama bahasa sebagai instrumen komunikasi yang digunakan masyarakat dan kedua masyarakat sebagai pengguna dan penutur bahasa serta perubahan kosakata atau akronim. Kajian ini mengkaji proses pembentukan akronim dalam perspektif sosiolinguistik. Kejadian dalam masyarakat terrefleksi ke dalam bahasa, dalam kajian ini pembentukan akronim. Kajian ini merupakan kajian kualitatif deskriptif, dimana fenomena sosial dideskripsikan dengan ciri-cirinya. Data diambil dengan observasi dan pencatatan data akronim yang ditemukan. Sumber data penelitian ini acara Refly Harun di YouTube dengan judul "UBER" sepanjang tahun 2022. Sampel penelitian ini adalah acara "UBER" di YouTube Refly Harun pada bulan April dan Mei 2022. Hasil dari penelitian ini ada 12 data akronim yang ditemukan, setelah dianalisis ada 3 pengelompokan proses pembentukan. Dengan keunikan proses pembentukan pada komponen bahasa Indonesia bercampur dengan bahasa asing disingkat menjadi akronim Bahasa Indonesia. Akronim yang berupa singkatan – singkatan yang dibentuk telah mempunyai makna yang menarik perhatian.

Kata Kunci : bahasa, masyarakat, akronim

INTRODUCTION

Language is the most fundamental needs in human life. Language transmits desires, wants, and feelings from one speaker to another. Without realizing it, language speakers are in a heterogeneous society. The society consists of various language speakers who have different social groups based on education, age, ethnicity, social status and occupation. The different backgrounds of the speakers of these languages reflect the varied forms of language. Developments and changes in the vocabulary of a language cannot be avoided because language is dynamic and develops to fulfill of the speaker needs. The changes of language usually to fulfill the speakers needs and can fulfill the social needs of the society it also.

Sociolinguistics is a branch of science in the field of linguistic studies. Sociolinguistics are combined from two words that is the word sociology and linguistics, therefore it can be interpreted in general terms, namely the science that discusses about the relationship between language and language society. According to (Chaer and Agustina, 2010, p.2) sociolinguistics is a branch of science that is interdisciplinary character with sociology science, with object of the research relationship between languages with social factors in a speech society. So it can be said that sociolinguistics does not only study the structure of it language only such as phonological structures, morphological systems, syntactic structures, but sociolinguistics also study about the aspects of language heterogeneity. Aspect heterogeneity it can be said that as diversity in language related to the society language speakers. Sociolinguistic studies examine the relationship tightly between language and the society, what happens in society is reflected in the language.

The development and change are clearly seen on vocabulary of a language or that over known with language vocabulary of a language. A happening in society can be marked by the presence of the certain vocabulary in that society. Along with time and changing times, language also develops. The existence of online based media also influencing and

accelerating language change. Online media such as YouTube, WhatsApp, Facebook, and other online news, it also accelerates the development of language.

Language change lately is related closely with social change it can be observed and explained because of these two things are closely related.

However, this change can also seem to ignore the norms of language development that already exist. This thing can be seen clearly in the changes in the words or acronyms which are part of the language. So far, acronyms are known to have their own patterned references, but rapid social developments are made easier with online media so that the development of the formation of new acronyms is very different from the formation of the previous acronyms. This study will compare the acronym data put forward by Refly Harun, in his program on YouTube, with the title UBER which is an abbreviation of Ulas Berita. The acronyms proposed by Refly Harun attract attention to be studied as the development of acronym changes according to the needs of the speakers.

This study deals with two problems: the first problem is the social condition of the speaker. The second problem is the change in the formation of acronyms that are used in conversation.

RESEARCH METHOD

This study was a descriptive qualitative research. This research was conducted through observations and recording data on the Refly Harun event on the YouTube channel with the title "UBER". The choice of this event as a research data because in this event Refly Harun as the host, and news reviewers often used new acronyms that have multiple meanings.

The source of this research data was the "UBER" event of Refly Harun on the youtube channel in 2022. The sample of this research was 6 series YouTube in the "UBER" event in April and

May 2022. As for acronym data which was found as much as 13 pieces.

Changes on the formation of acronyms were external changed due to current social changed, considering developments and fulfill the needs of speakers who rapidly changing languages.

The experts of Sociolinguistics Wardhaugh, and Holmes, argue that language change occurs due to internal and external factors. Internal change happened from in the language itself, such as changed in the phonological system, morphology, syntax, or other levels. While external change was change in language due to external influences, such as borrowing or absorbing other language elements (vocabulary). In addition to the reasons for borrowed language and imposition, external changed occur due to differences in social class, economy, regional boundaries, age, and gender.

RESULT AND DISCUSSION

Language development and change were interrelated and influence. This study discusses about language development and change in sociolinguistic perspective. The occurrences in society influence the language and its aspects.

The acronyms formation in the “UBER” Refly Harun youtube program, has several forms , There are :

1. Baperin = bahan perbincangan hari ini, English “The topic of today's discussion”. Acronym baperin was an abbreviation from the topic today's discussion. Coined from: Bahan. The topic was coined ba (the first syllable from the first component). Perbincangan/Discussion was coined per (the first syllable from the second components). Hari/Day (today's) was coined by ri (the second syllables from the third components). Ini/This (today) was coined of the second letter n from the fourth components.

2. Dicecar = dialog cerdas cara Refli. English “Smart dialogue by Refly”. Coined process: Dialog/Dialogue was coined of the first syllable di from the first component . Cerdas/Smart was coined of the first two letters from the second components of ce. Cara/By was coined of the first syllable from the third

components. Refli was coined of the first letter r from the fourth components

3. Jalur = jalan lurus. English “Straight way”. Coined process: Jalan/Way was coined process of the first letter Ja from the first component. Lurus/Straight was coined process of the second letters rus from the second components

4. Uber = ulasan berita. English “News review” Coined process: Review is coined process of the first letters p from the first component. News is coined process the first syllable of the second components be coined of the third syllables from the second components.

5. Tipu = tiga pertanyaan utama. English “ Three main questions “ Coined process:Tiga/Three is coined process of first syllable ti from the first componentPertanyaan/Question is coined process of first syllable p from the second components. Utama/Main is coined process of first syllable u from the third components

6. Keren = kepoin Refly. English “ The Refli points “ Coined process: Kepoin/Points is coined of first syllable ke from the first component. Refli is coined of two letters from first syllable Re (Ref) and adding the letter n at the end of the acronym

7. Cadas = channel cerdas. English “ Smart channel “ Coined process: Channel is coined of ca syllable, from the first component. Smart is coined of the second syllable das from the second components.

8. Rayu = Refly menjawab kamu paham. English “ Refly answers you understand “ Coined process: Refli is coined of first letter R from the first component. Menjawab/Answer is coined of first letter a from the second components

9. Memeras = MEMberi Edukasi secaRA bernaS. English “ Give education by bernaS Coined process: Memberi/Give, is coined of first syllable mem from the first componen. Pendidikan/Education, is coined of first letter e from the second components. Secara/By, is coined of third syllable ra from the third components.

10. Membenci = MEMbangkitkan Energi daN Cinta. English “Generating of energy and love” Coined process: Membangkitkan/Generating, is coined of

first syllable mem, plus first letter from the second syllable b from the first component. Energi/Energy, is coined of first syllable e and coined first letter of the second syllables n from the second components. Cinta/Love, is coined of second letters from the first component ci from the fourth components

11. Mengancam = Membahas perbincaNGAN maCAm. English “Discussing conversation of kinds”. Coined process: Membahas/Discuss, was coined of first syllable mem from the first component. Percakapan/Conversation, was coined of fourth syllables ngan from the second components. Macam/Kinds, was coined second syllables cam from the third components.

12. Keren Cadas = kepoin Refly ngebangun channel cerdas. English “The points of Refly building smart channel”. Coined process: Kepoin/Points, coined of first syllable ke from the first component. Refli, coined of two letters from first syllable Re (Ref) from the second components. Ngebangun/Building, was coined first letter n from the third components. Channel/Channel, was coined first letter c and third letters a from the fourth components. Cerdas/Smart, was coined second syllables das from the fifth components.

From the above analysis, the group of acronym formation can be divided into three:

First, the process of forming an acronym coined, as in : No 2. Dicecar = Dialog cerdas Cara Refly, No 3. Jalur = Jalan lurus and number 12. Keren Cadas = Kepoin Refly Ngebangun Channel Cerdas.

Second, the process of forming acronyms by coining the syllables of the word components and coining the letters of the coined word components, as 1. Baperin = Bahan Perbincangan Hari ini, number. 4. Uber = Ulas Berita, number 5. Tipu = Tiga pertanyaan Utama, number 6. Keren = Kepoin Refly, number. 10. Memeras = Memberi Edukasi Secara Bernas, number 11, Membenci = Membangkitkan Energi Dan Cinta, number. 13, Mengancam = Membahasa Perbincangan Macam.

Third, the process of forming acronyms by coining the initial letters of every component, as No 8. and no 3 from the 4 of abbreviated words are

Foreign Languages (English). Rayu = Refly Answer You Understand and No. 7, Cadas = smart channel.

CONCLUSION AND SUGGESTION

In accordance with the first step of this research based on the background of two problems, namely communication problems and language use problems. In a sociolinguistics perspective, what's happening in a society will be reflected in its language. This thing is clearly seen in this study after the data analysis.

Firstly, the Refly Harun program on Youtube with the title 'UBER' which an abbreviation of “Ulas Berita” is a reaction or response to the opinion of someone who wants to convey his thoughts to the general public without any barriers in this currently era of digital communication.

Secondly, the existence of acronyms which is always used by Refly Harun, the abbreviation itself has its own meaning. Not only abbreviated but the abbreviation also has its special own meaning. This thing is not happening at usually with previous acronyms

Thirdly, the existence of foreign words which were shortened to Indonesian acronyms

For Indonesian language users, this study will enrich the process of forming in Indonesian acronyms. With there is the uniqueness in several points from this study. A language is dynamic and has creative characters, will fulfill the needs of its speakers in line with the development of the times and the social changes of its people.

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