

"ANJIR TO BJIR": THE TRANSFORMATIVE ROLE OF SLANG IN DIGITAL COMMUNICATION

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Abstrak: Bahasa merupakan suatu sistem bunyi yang mempunyai makna di dalamnya, bahasa juga merupakan salah satu bentuk komunikasi antar individu atau kelompok. Bahasa bersifat dinamis, bahasa dapat berubah seiring dengan perkembangan zaman. Seiring berkembangnya zaman, bahasa pun mengalami perubahan, seperti bahasa plesetan atau bisa juga disebut dengan Bahasa Gaul. Bahasa gaul merupakan bahasa yang sering digunakan dalam komunikasi suatu kelompok. Bahasa gaul bersifat nonformal atau tidak baku, biasanya remaja menggunakan bahasa gaul untuk berkomunikasi dalam konteks informal. Artikel ini bertujuan untuk mengeksplorasi Peran Transformasi Bahasa Slang dalam komunikasi digital lebih dalam dalam kehidupan sehari-hari. Dengan harapan dapat memberikan pemahaman informasi terkait Peran Transformasi Slang dalam Komunikasi Digital, yang didukung oleh data empiris yang dilakukan melalui wawancara, analisis teks, dan observasi. Untuk mengetahui hasil data empiris tentunya penelitian ini menggunakan metode kualitatif, bahasa yang menggunakan data deskriptif baik bahasa lisan maupun tulisan seseorang. Dengan menggunakan metode kualitatif, penelitian ini mengumpulkan data dengan melakukan wawancara satu arah, hasil penelitian ini menghasilkan berbagai sudut pandang, salah satunya mengungkapkan bahwa kata "anjir" bukan sekedar plesetan dari kata "anjing" tetapi dapat digunakan berbagai macam cara. ekspresi seperti kaget, marah, afirmasi dan lain-lain. Begitu pula dengan mereka yang menggunakan kata "bjir", banyak sudut pandang yang dihasilkan setelah melakukan wawancara. "Bjir" adalah plesetan dari "anjir" menjadi "njir" dan menjadi "bjir" salah satunya mengungkapkan hal itu dengan berkembangnya teknologi maju. penyebaran bahasa menyebar begitu cepat. Hal ini membuat penyebaran bahasa gaul "bjir" tersebar dengan cepat dan luas, mereka sebagai pengguna media sosial tentunya tidak mau ketinggalan dengan orang lain yang menggunakan kata "bjir" sehingga mereka juga menggunakan kata "bjir". Penggunaan kata "anjir" hingga "bjir" juga sering digunakan sebagai keakraban seorang individu dengan orang lain.

Kata Kunci: Bahasa, Komunikasi, Transformasi Bahasa Slang

Abstract: Language is a sound system that has meaning in it, language is also a form of communication between individuals or groups. Language is dynamic, language can change with the times. With the development of the times, language has also changed, such as a pun on language or can also be referred to as Slang. Slang is a language that is often used in the communication of a group. Slang is non-formal or non-standard, usually teenagers use slang for them to communicate in informal contexts. This article aims to explore the Transforming Role of Slang in digital communication more deeply in everyday life. With the hope of providing understanding information related to the Role of Slang Transformation in Digital Communication, which is supported by empirical data conducted by interviews, text analysis, and observations. To find out the results of empirical data, of course, this study uses qualitative methods, language that uses descriptive data both spoken and written language of a person. By using qualitative methods, this study collected data by conducting interviews one way, the results of this study produced various perspectives, one of them revealed that the word "anjir" is not just a play on the word "dog" but can be used various expressions such as shock, anger, affirmation and others. Similarly, with those who use the word "bjir", many perspectives are generated after conducting interviews. "Bjir" is a play on "anjir" to "njir" and being "bjir" one of them reveals that with the development of advanced technology the spread of language spread so quickly. This makes the spread of "bjir" slang spread quickly and widely, they as social media users certainly do not want to be left behind with others who use the word "bjir" so they also use the word "bjir". The use of the word "anjir" to "bjir" is also often used as intimacy of an individual with

another.

Keywords: *Language, Communication, Transformation of Slang*

INTRODUCTION

Language and Slang

Language is a means of communication between individuals and individuals, individuals with groups, groups with groups symbolized by symbols or sound systems to convey an idea, idea, thought, and also feelings. Language is dynamic which can be said, language always changes with the times. Language changes can be caused by various factors such as social, cultural and technological or others.

(Aprianti, A. 2022) Chaer (2014: 61) explained that language diversity or variation is caused by the interaction activities used by the community are very diverse. In terms of language variation there are two views. First, language variation is seen as a result of the social diversity of speakers of that language and the diversity of functions of that language. Second, language variations already exist to fulfill their function as a means of interaction in diverse community activities. Based on the two views above, language variation can be classified based on the presence of social diversity and the function of activities in society.

According to Leonard, Bloomfield argues that language change occurs due to internal factors and external factors. Internal factors are factors that come from within the language itself, such as analogies and borrowing. External factors are those that come from outside the language, such as social and cultural changes.

(Fitra Audina, Lili Aspinda, Safira Ulya Nasution, Widia Astuti, 2024) (According to Tannen (2009), slang on social media can be a form of self-expression used by youth as a form of creativity in conveying messages. In addition, Crystal (2008) states that slang on social media is a form of speech that is different from formal language, where the use of slang is influenced by the situation and context of its use.

(Aprianti, A. 2022) One popular variety of language among teenagers is slang. Slang is a style of language that is non-formal and commonly used in certain circles (Suminar in Istiqomah, et al. 2018). Initially, slang was a coded language that was only understood by certain groups. However, along with its development, slang became a colloquial language and popular among teenagers.

Slang is a language used by a certain group, usually a group of teenagers to communicate in informal situations. Slang is usually a language that is non-formal, not standard and often uses words that are not commonly used. (Salma Sabila Azka, Samuel Tulus Hati Karo-Karo ,2023) Various languages have special characteristics, short, lively, unique, dense, creative. Words used tend to be short, long words will be shortened through the morphological process or replaced by becoming shorter. Slang is the informal or colloquial language used by young people or adolescents among peers. Slang usually uses mixed words from regional languages, English, and new vocabulary created by the youth community itself.

Slang has a function in adolescent communication, there is a social function in slang and a function of self-expression.

Social function Slang is as a tool to build an interaction or relationship between adolescents. Teenagers use slang usually to greet each other, joke, express feelings, and build intimacy. Slang can also indicate the identity of one group with another.

The function of slang as self-expression is to express oneself or the feelings of an individual. Slang is used to express their emotions, ideas, and opinions. The

function of slang as self-expression can also be used to convey humor.

Slang or slang words that are often used among ramaja are "anjir" and "bjir" one of them. The word anjir etymologically comes from Javanese which means "tree". However, in slang or the slang word "anjir" is different in meaning from the meaning of "tree" but "anjir" has a meaning as a swear word that is often used as a form of all expressions such as surprise, surprise, disbelief, annoyance, or anger. While the slang or slang word "bjir" is a play on the word "anjir" which is shortened to "njir" so that it becomes "bjir" which functions as an expressive word, which can be used to express feelings of surprise or surprise.

(Eka Rizky Fauziah, Indah Nur Safitri, Ai Sri Wahyuni Rahayu, Dian Hermawan 2021) In this slang language, there are many impacts that are not good for society, such as for the elderly. These slang languages make it difficult for parents if young people or teenagers use slang that is not understood by parents. Similarly, as revealed by (Zein & Wagiaty, 2018) that communication practices caused by technological developments have affected the realization of lingual used as a communication medium among speakers. This phenomenon has led to disparities and gaps in the language used by the old and the young.

With the development of increasingly sophisticated technology, it can make it easier for us to communicate. Digital Communication is the use of digital technology to be able to interact and share information with various tools and platforms, such as Email, WhatsApp, Instagram and social media to video conferences and online games. The influence of technological developments or digital media is very large. Digital media, such as social media have become the primary means for teenagers to communicate. Thuscausing slang to experience rapid development and spread widely. (Aprianti, A. 2022) The development of Instagram social media is changing the way individuals interact with other individuals. Instagram has become a digital world that creates a space for its users to exchange information.

Some research related to this topic has been carried out, including: The first research by (Erni Budiati, 2018) this study aims to examine slang in adolescent associations, using qualitative research methods. The results of this study show that slang acts as a tool used to show identity, build solidarity, and express emotions. The second study by (Aprianti A, 2022) in this study, aims to analyze the characteristics of slang in digital communication. The study found that slang has distinctive characteristics, such as the use of abbreviated words, the use of slurred words and the use of words that have double meanings. The third study by (Anita, A., & Putri, A.R, 2021) this study examines the role of Indonesian slang in developing students' creativity in writing. This study found that slang can be used to help students to develop new ideas, self-disclosure that becomes freer, creating more interesting written work. The fourth study by (Arifin, M. (2021) this study examines the phenomenon of slang in online communication. The study found that slang is used by internet or social media users to express themselves, build identity, and create social relationships. The fifth study by (Fajar Wahyudi, 2022) this study is to analyze the phenomenon of slang use in online literacy communities. The researchers found that slang is used by online literacy communities to build identity, express themselves, and build social relationships.

Language Transformation

A process of changing the form of language from one structure to another without changing its meaning. Language transformation can be done at various levels

of language, ranging from phonology, morphology, syntax, to semantic levels. Language transformation can be applied language learning, language research, and language technology.

1. transformation in Language Learning

Language transformation in terms of learning is used so that students can easily understand the structure and maxims of language. For example, language transformation is used as a distinction between verbs and nouns, or the difference between active and passive voices.

2. Language Transformation in Research

Language transformation in research is usually used to analyze a structure and meaning. For example, it is used to analyze changes in a word or sentence form over time.

3. Language Transformation in Language Technology

In Language Technology, Language Transformation is usually used for language translation, voice synthesis, and natural language recognition.

4. Language Transformation in Digital Communication

Language Transformation in Digital Communication occurs due to various factors, such as making it easier for users, and the speed of communication. Making it easier for users and the speed of digital communication can make language shorter and denser. The use of slang or abbreviations can usually affect language users in digital communication.

The Role of Slang in Digital Communication

Slang is often used as abbreviation, puns, and new vocabulary that is not standard, slang is usually often used by teenagers to communicate with their peers. In Digital Communication, slang has an important role in digital communication, including:

- **Simplify Communication**

Slang as an effective means to communicate especially in informal communication through social media.

- **Reflecting Identity**

The use of slang can indicate a group identity. For example, when groups of teenagers who use certain slang, such as music fan groups or others.

- **Increase Creativity**

Slang users often use new vocabulary created by themselves. This can increase the creativity of use in communicating.

- **Spreading Culture**

Slang can be as a means in spreading culture. For example, groups of teenagers who can spread slang that they often use spread to other groups of teenagers through social media.

- **Improvessocial interaction**

Slang is used as a tool to build interaction and social relationships between individuals, so as to increase a sense of community and familiarity between individuals.

The use of slang is not only positive, of course, it can also be negative. The use of negative slang includes the following:

- **Causing misunderstandings**

The use of slang that is not appropriate to the context can certainly lead to misunderstandings.

- create a disrespectful impression

Using excessive slang can create the impression of impoliteness of an individual.

- Inhibiting standard language skills

Excessive use of standard language and not balanced with standard language can hinder an individual's ability to speak standard.

It is therefore important to use slang wisely. Slang can be used as an effective and efficient communication tool but needs to be balanced with the use of standard language.

METHOD

This research uses qualitative methods with an ethnographic approach. Qualitative method is a method that uses descriptive data in the form of written or spoken language of a person or perpetrator in a phenomenon that is ethnographic approach is an approach taken to understand a culture or behavior of a community group more deeply. Researchers will conduct more in-depth observations and interviews related to the use of slang and digital communication.

Observations are carried out on various platforms such as social media, forums, applications, questionnaires or chat applications. To observe context in conversations, comments or posts.

interview in this study to dig deeper related to the title "Anjir to Bjir": The Transformative Role of Slang Language in Digital Communication.

RESULT AND DISCUSSION

Respondent	Use of Word Slang	Role in Digital Communication
First person	"Anjir"	The first person to use the word "anjir" in communicating with the closest person. According to the first person, the word "anjir" acts as an expression when the first person feels surprised or surprised at something that was not thought of before.
Second person	"Anjir"	The second person uses the word "anjir" in communicating. the word "anjir" has a role as an expression of the second person's resentment towards something that is not as expected.
Third person	"Anjir"	The third person reveals that the word "anjir" has a role as an affirmation of a fact if he expresses a fact

		and it is felt that someone does not believe it, yes, affirming the use of the word " <i>anjir</i> " at the end of the sentence he speaks.
Fourth person	" <i>Anjir</i> "	The fourth person uses the word " <i>anjir</i> " in his communication as an expression of regret for something that has happened so he uses the word " <i>anjir</i> " in the sentence he says.
Fifth person	" <i>Anjir</i> "	The fifth person revealed that <i>anjir</i> is no longer just a play on the word "dog" but the word " <i>anjir</i> " can be used for all expressions in communicating either direct or digital communication.
Sixth person	" <i>Bjir</i> "	" <i>Bjir</i> " the sixth person reveals that he uses the word " <i>bjir</i> ", because the language of communication often used in his friendships is used as intimacy, so it becomes habit and is used to express surprise about something.
Seventh person	" <i>Bjir</i> "	The seventh person said he used the word " <i>bjir</i> " more often because the word " <i>bjir</i> " was a play on " <i>anjir</i> " " <i>njir</i> " and the spread on digital media changed to " <i>bjir</i> ". As a social media user does not want to be left behind with the new trend, he who sees the spread of the slang " <i>bjir</i> " wants to use the word also he uses the word " <i>bjir</i> " as a form of surprised expression.
Eighth person	" <i>Bjir</i> "	In eighth person communication, he uses

		the word " <i>bjir</i> " which has a role according to him as if he wants jokes he uses to be funny in his communication. It uses the word " <i>bjir</i> ", " <i>bjir</i> " is also used as an expression of eighth person familiarity with someone.
Ninth person	" <i>Bjir</i> "	From the results of the ninth person interview, he revealed that " <i>bjir</i> " is a shocking error in written communication, from the word " <i>anjir</i> " which is shortened to " <i>njir</i> " typing error on the letter "b" adjacent to "n" so that he should type " <i>njir</i> " because of this error he becomes more often using " <i>bjir</i> " which according to him the word " <i>bjir</i> " has a role as a form of expression of surprise when knowing something unexpected.
Tenth person	" <i>Bjir</i> "	This tenth person revealed that he used the word " <i>bjir</i> " so as not to get too serious in communicating with peers, and revealed that to look slang like gen z.

CONCLUSION

Language is a communication tool symbolized or sound system to convey an idea, idea, thought, or feeling. Language is dynamic, it can be said that it always changes with development. Language changes can be caused by various factors such as social, cultural, technological and others.

Slang is a language that is often used by a certain group or usually used by gen z to communicate in informal situations. Slang is informal, non-standard and often uses words that are not commonly used. Slang has a function in adolescent communication, there is a social function in slang and a function of self-expression.

Social function Slang is as a tool to build an interaction or relationship between adolescents.

The function of slang as self-expression is to express oneself or the feelings of an individual. Slang is used to express their emotions, ideas, and opinions.

Etymologically the word "anjir" in Javanese the word "anjir" means "tree" but in slang "anjir" has a different meaning, which is a swear word used to express various

kinds of feelings and situations, such as shocked, surprised, annoyed, angry and others. While the slang or slang word "bjir" is a play on the word "anjir" which is shortened to "njir" so that it becomes "bjir" which functions as an expressive word, which can be used to express feelings of surprise or surprise.

With the development of increasingly sophisticated technology, it can make it easier for us to communicate. Digital Communication is the use of digital technology to be able to interact and share information with various tools and platforms, such as Email, WhatsApp, Instagram and social media to video conferences and online games.

Given the dynamic nature of language, language often undergoes language transformation. Language transformation is a process of changing the form of language from one structure to another without changing its meaning. Language transformation can be done at various levels of language, ranging from phonology, morphology, syntax, to semantic levels. Language transformation can be applied language learning as follows:

1. Language transformation in Language Learning
2. Language Transformation in Research
3. Language Transformation in Language Technology
4. Language Transformation in Digital Communication

Language or slang also has a role in communicating. Slang is often used as abbreviation, puns, and new vocabulary that is not standard, slang is usually often used by teenagers to communicate with their peers. The role of language in communicating either directly or through the media, as follows:

- Simplify communication
- Reflects identity
- Increase Creativity
- Spreading Culture

It can be analyzed from a sociolinguistic perspective, that the change from the word "anjir" to "bjir" such as the phonetic change from the word "anjir" to "njir" to "bjir" is a process of changing phonemes." Anjir" to "bjir" also undergoes a change in meaning, "anjir" has a broader meaning while "bjir" is only used to express feelings of shock or surprise it is said to be a semantic change. These changes are language variations. As for factors that can be attributed to sociolinguistics such as technological sophistication, it allows slang to spread widely and quickly through social media. It can be seen as an effort to express oneself creatively and innovatively.

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