LANGUAGE VARIETY'S CHARACTERISTICS

IN SPEECH EVENTS ON SOCIAL MEDIA IN INDONESIA

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INTRODUCTION

The language condition in Indonesia is unique since Indonesia is composed of many tribes and local languages. This affects the language used in the process of communication with others, both of the same and different ethnic backgrounds.

The difference in language speaker's background will certainly bring out language variety.

Language variety also appears in language use in communication interaction on social media, including WhatsApp, Instagram, Facebook, Youtube, and other types of social media.

INTRODUCTION

Language variety is an interesting phenomenon to study from a sociolinguistic perspective since the phenomenon is not only related to language aspects, but also the community's social and cultural aspects.

This research illustrates language variety in speech events on social media. There are two objectives to be revealed in this research, namely the tendency of language variety used and characteristics of language variety in speech events on social media. The research's finding is expected to be a significant new approach to developing terms of reference in fostering the community's language and culture that are part of language conservation.
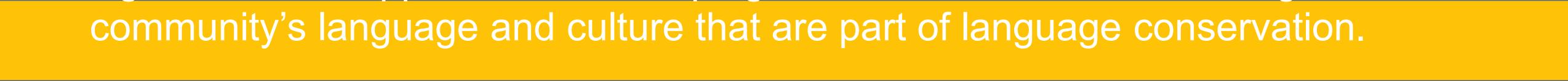
METHODOLOGY

This research would answer the problems of language variety use in speech events on social media. The research problems were reviewed using two approaches, quantitative and qualitative approaches. The quantitative approach was carried out using content analysis.

The qualitative approach used focused on sociolinguistic theories. The sociolinguistic approach was used since language variety study is not only related to language structure, but also the social-cultural factors of the concerned community.
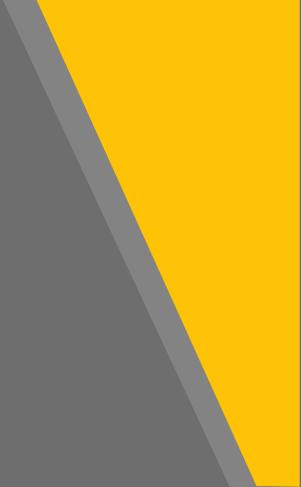
FINDINGS AND DISCUSSION

The tendency of Language Variety Use in Speech Events on social media

Table 1. Languages Mastered by Respondents

Number of Languages mastered	Percentage
One language	16.5%
Two languages	56.2%
Three languages	23.5%
More than three languages	3.8%

FINDINGS AND DISCUSSION

Table 3. Language Variety Use on social media

Language Variety on social media	Percentage
Non-standard Indonesian Language Variety	48.2%
Standard Indonesian Language Variety	10.6%
Slang Indonesian Language Variety	2.4%
Local Language Ngoko Variety	3.5%
Local Language Krama Variety	2.7%
Indonesia Language and Local or Foreign Language	32.5%
Foreign Language	0.1%

Table 2. Languages Used on social media.

Language Name	Percentage
Indonesian Language	45.6%
Local Language	3.5%
Indonesian and Local Languages	42%
Indonesian and Foreign Languages	8.9%

Characteristics of Language Variety in Speech Event on social media

- Informal Language Use

(1) Context: Conversation in a WA group of alumni of a Senior High School (SMA) from different years.

P1 : *Astagfirullah muka saya kenapa kaya gitu ya bundah*
P2 : *Saya juga bingung sama muka sendiri*
P1 : *Maap bund pengen saya sensor muka saya sendiri*
P2 : *Ni couple goals*
P1 : *WKWWKK gak ada obat pokoknya yg ini*
P3 : *kok ya betah ya dewe ngancani duo bucin kuwi wkwkwk*
P4 : *Apa lagi saya bund wkwk*
P4 : *Ko item bgt ya dulu kita haha*

(1) Context: Conversation between teacher and students in a WhatsApp group.

P1 : *Halooo selamat malam anak anak kesayanganku yang baru! Mulai hari ini aku jadi ibu tiri kalian ya selama di kelas XI ini, dulu cukup jadi guru kimia aja, sekarang jadi keluarga baru ya kita pokoe enjoy aja ya selama idup sama aku di kelas XI jan spaneng brader and sister.*
P2 : *Malem bu*
P3 : *Malam bu*
P4 : *Malam bu*
P5 : *Malam bu*

Characteristics of Language Variety in Speech Event on social media

- Unnatural Context

In speech events on social media, however, the context accompanying it is often unnatural, which means that the context is made up for the speech to be attractive.

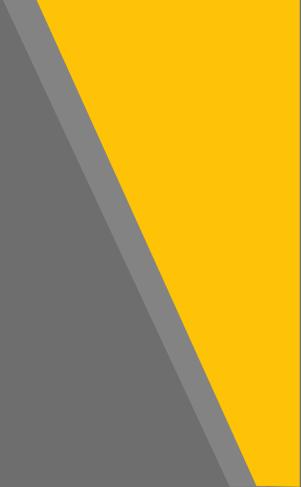*- Daily Conversation Language Use*

- Abbreviated or Shortened Word Writing

CONCLUSION

Language variety is the picture of non-uniformity of language users in interaction. Language variety also emerges in language user in speech event on social media, including WhatsApp, Instagram, Facebook, and Youtube. Language variety in speech event on social media tends to be dominated by informal variety, code switching and code mixing). The characteristics in speech event on social media include use of informal language, use of daily life conversation language, unnatural context, and shortened writing.

TERIMA KASIH