ABBREVIATION ESTABLISHMENT IN INSTAGRAM SOCIAL MEDIA

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Article Info	ABSTRACT
	This study aims to describe the process of forming abbreviations used on Instagram. The method used in this study is observation by taking screenshots and recording abbreviation data. Furthermore, the sample used in this study does not depend on quantity but rather on quality based on the range and depth of the problems studied. The results of this study indicate that the process of forming abbreviations still follows the old pattern, and the new pattern is in the form of only one abbreviation, each retaining the first letter of each component and retaining the first letter with a number. Furthermore, abbreviations that still follow the old pattern and the new pattern in the form of acronyms consist of three respective formation processes, namely the preservation of the first letter of each component, the preservation of the first syllable of each component, the preservation of the first syllable and the preservation of the first letter of each component, and the preservation of the first syllable of the first word and the last syllable of the last word. The various syllables and letters of some components are conserved by the omission of prepositions, and the various syllables and letters of some components are conserved by omission. The second and third patterns are the dominant new patterns used in Instagram social media. The dominant use only pays attention to sound so that it looks slangy and pleasing to the listener's ear without paying attention to its logic.

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1. INTRODUCTION

The use of Indonesian began to show a shift towards a more modern one (Smith-Hefner, 2009). Especially marked by the widespread use of abbreviations in everyday communication. The use of abbreviations is not merely following the development of the times; there are also other factors that are more essential. The factor in question is the demand for efficiency, both in terms of writing and in terms of pronunciation or mention. The increasingly advanced development of science and technology shows that the more modern a nation and its life, the more developed its language, including abbreviations (Biletska et al., 2021). Unknowingly, the forms of abbreviations that are found are generally based on their respective goals and interests.

Another term for abbreviation is shortening, while the process is called shortening. Shortening is the process of dating the parts of a lexeme or a combination of lexemes so that they become a shortened form, but the meaning remains the same as the meaning

of the full form (Grace & Heryono, 2022). Abbreviation (Latin brevis, meaning short) is a morphological process. There are two types of abbreviations: abbreviations and acronyms (Amiot & Dugas, 2020). An abbreviation is a form of shortening one or more words into one or more letters whose spelling is done by pronouncing the letter by letter in question. This phenomenon arises along with the human need to speak in a practical, fast, and economical way.

The role of social media in everyday life is very important in the development of language (Seargeant & Tagg, 2014; Kessler, 2018). Until the term emerged, 'social media brings those who are far away closer and keeps those close away.' The social media platforms that people are most interested in lately are Instagram, Facebook, and WhatsApp (Rozgonjuk et al., 2020). Users can write what they are thinking about in the status or upload photos, and they can comment on each other. Among the uses of social media, Instagram is a medium that is often found using abbreviations (Veum & Undrum, 2018). The following is an example of using the abbreviation or its abbreviation on Instagram social media.

Abbreviation on Instagram social media is generally a form taken from the perpetuation of letters, tribes, and letters without regard to applicable rules. This is contrary to an opinion by Kridalaksana (2008) that an abbreviation is a process of dating a part or several parts of a lexeme that forms a new word without changing the meaning.

The previous thing is, of course, a burden of meaning for the Indonesian language itself. In addition, the use of abbreviations that are often used can also shift some of the meanings of vocabulary in Indonesian (Azizah, 2018). In fact, the use of abbreviations whose original purpose is to facilitate will be difficult and only add to the memory burden with words that do not bring new issues. In fact, an abbreviation that does not have definite and fixed formation rules will make it difficult for people to know what it stands for; the abbreviation will only be a puzzle of parts and confusion (Rorty, 2020). If you use too many abbreviations without writing down what they stand for, these abbreviations will make your writing uncommunicative because the meaning cannot be grasped (Plester et al., 2009). The meaning contained in the writing is not immediately understood by the reader.

The phenomenon of using abbreviations is one of the novelties of language use (Squires, 2010). However, if this novelty is not limited in its use, it will have fatal consequences, namely the loss of language functions (Verlin et al., 2018). Therefore, the things described earlier became the background for this research. Based on the idea that the formation process resulting from abbreviation is an interesting problem to study.

2. METHOD AND DISCUSSION

Research on abbreviations, especially between abbreviations and their abbreviations, is a type of research that is descriptive in nature. It is considered appropriate to provide as detailed a description as possible in accordance with reality. This descriptive research is used to reveal the process of forming abbreviations, the forms of abbreviations, and the principle of the relationship of meaning between

abbreviations and their abbreviations in Instagram social media (Kothari, 2004). The primary data in this study was obtained from Instagram social media in the form of photos that read the abbreviation and what it stands for. Furthermore, the secondary data in this study comes from research that is relevant to the object of study, such as books, theses, and articles. With secondary data, this study can be compared with primary data to support the validity of the analysis's results.

The method used in this study is listening. This observation method is a method used to provide data by means of researchers observing the use of language. At the data collection stage, researchers seek to collect data by identifying and classifying it. The data collection technique is to take screenshots and record abbreviation data. The steps are as follows:

1. Browsing by visiting the Instagram (web) page with the address www.instagram.com

2. Enter the researcher's Instagram account.

3. Look for abbreviations with abbreviated hashtags.

4. On the homepage, you can see photo update activity.

5. Following certain accounts that contain the abbreviation

6. Choose abbreviation data.

7. Record the data obtained.

8. Sort the data according to the research criteria.

The population of this study, namely all forms of abbreviations and their abbreviations in certain Instagram accounts in the form of photos, is bound by time.

The sample used in this study does not depend on quantity but rather on quality. Sampling in qualitative research uses non-probability techniques, namely a sampling technique that is not based on statistical formulas but rather on the subjective judgment of researchers based on the range and depth of the problem being studied. Thus, the forms of abbreviations and their abbreviations that have been collected are selected purposefully, namely 3-5 examples, and are not bound by time.

3. RESULTS AND DISCUSSION

The results of the study show that the process of forming abbreviations in Instagram social media has two types, namely the process of forming abbreviations that still follow old patterns and new patterns.

3.1 The Process of Forming Old Pattern Abbreviations

The process of forming abbreviations that still follow the old pattern can be seen in two types, namely in the form of abbreviations and acronyms.

a. Abbreviation in the form of an abbreviation

The process of forming an abbreviation in the form of an abbreviation according to the old pattern on Instagram is only one. Here's an example.

1) Preservation of the first letter of each component

Example (1)

@aswaja_santun

STMJ (praying continues to sin the way)

Example (2)
@nasompun_
LGBT (handsome man with three wives)

Example (3)
@semangatmennikah
MCA (want to find a sister)

The extension of the prayer continues to sin the way, the handsome man has three wives, wants to find a sister in the example (1—3) is an abbreviation that is used as an abbreviation by keeping the first letter of each component, respectively STMJ, LGBT, and MCA.

b. Abbreviation in the form of an acronym

The process of forming an abbreviation in the form of an acronym according to the old pattern on Instagram consists of three. Here's the description.

1) Preservation of the first letter of each component

Example (4)
@suhartina_
the grave (if the age ends, the matter is completed)

Example (5)
@abbreviation
water (I want to please You)

Example (6)
@nasompun_
boss (make people happy)

Prolonged when the end of life is done, I want to be pleased with You, make people happy in the example (4-6) is an acronym formed based on the preservation of the first letter of each component, respectively grave, water and boss.

2) Preservation of the first term of each component
Example (7)
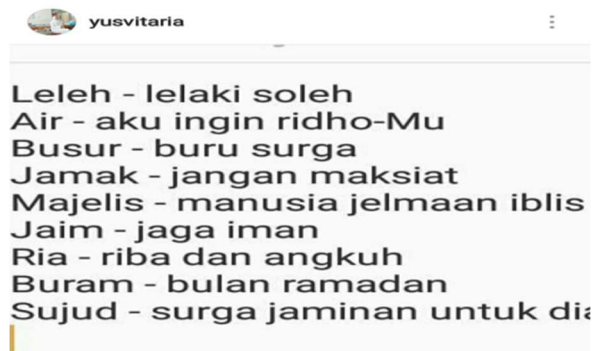@yusvitaria
kuper (less social)

Example (8)
@yusvitaria
spoiled (rare shower)

Example (9)
@yusvitaria
bow (hunt heaven)

The abbreviation for halal money, peace of mind, and paradise hunting in examples (7-9) is an acronym formed based on the abbreviation of the first term of each component, respectively duha, keji, and bow. In addition, the pattern of perpetuating the first term of each component can also be said to be blending.

3) Preservation of the first syllable and first letter of each component
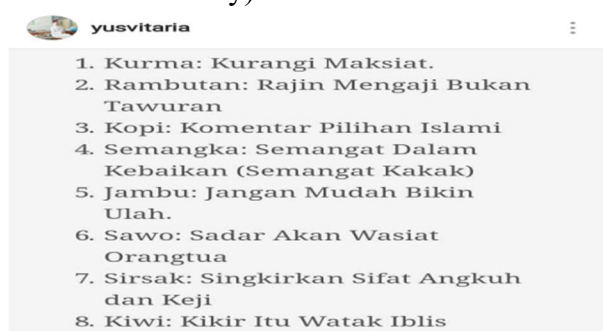
Example (10)
@katabapak
beautiful (want to be near you capture my day)

Example (11)
@yusvitaria
coffee (optional Islamic commentary)

Example (12)
@suhartina_
fasting (praise for all the grace)

The extension of every wish to be near you captures my day, Islamic choice comments, and praise for all its gifts in examples (10-12) are acronyms formed based on the preservation of the first syllable and the perpetuation of the first letter of each component, respectively beautiful, coffee and fasting.

3.2 The Process of Forming a New Pattern Abbreviation
a. Abbreviation in the form of an abbreviation
The process of forming an abbreviation in the form of an abbreviation with a new pattern on Instagram is only one. Here's the description.
1) Preservation of the first letter with a number
Example (13)
@womensoleha

S1 (friendship)
Example (14)
@womensoleha
S2 (shaum sunnah)
Example (15)
@womensoleha
S3 (alms as much as sincerely as possible)

The abbreviation for silaturrahim, shaum sunnah, alms as much as possible as sincerely as possible in examples (13-15) is an acronym formed based on the perpetuation of the first letter with a number, respectively S1, S2 and S3.
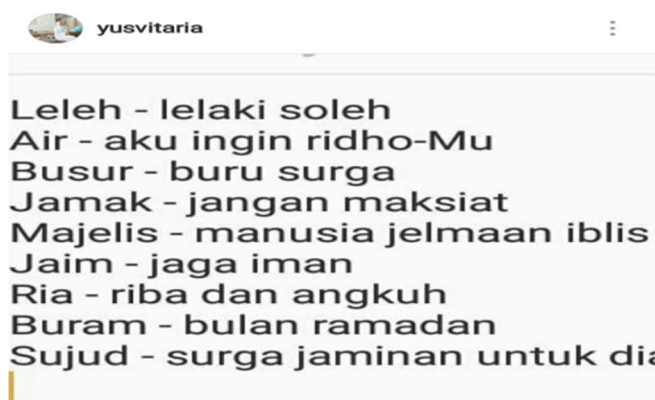
b. Abbreviation in the form of an acronym

The process of forming an abbreviation in the form of an abbreviation with a new pattern on Instagram consists of three. Here's the description.

1) Preservation of the first syllable of the first word and repetition of the last syllable of the last word

Example (16)
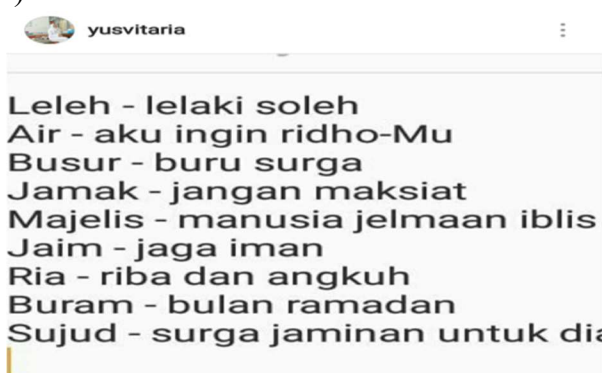@yusvitaria
skewer (rib)

Example (17)
@yusvitaria
die (eat liver)

Example (18)
@yusvitaria
melting (pious man)

The length of the ribs, the sad event, the pious man in the example (16-18) is an acronym that is formed with the perpetuation of the first syllable of the first word and the perpetuation of the last syllable of the last word, each stab, poignant and melting. In addition, the pattern of perpetuating the first syllable of the first word and the perpetuation of the last syllable of the last word can also be said to be blending.

2) Preservation of various syllables and letters from several components with the omission of prepositions or conjunctions

Example (19)
@ustadzabbreviation
quota (must be optimistic in requesting)

Example (20)
@ustadzabbreviation
teriyaki (stay happy and sure you will get sustenance)

Example (21)
@ustadzabbreviation
jannah (take care of children as a trust)

Extension must be optimistic in asking, remain pleased and confident in getting sustenance, take care of children as a mandate by example

(19-21) is an acronym formed based on the perpetuation of various syllables and letters from several components with the omission of prepositions, respectively quota, teriyaki, and jannah.

3) Preservation of various syllables and letters from several components with word omissions

Example (22)
@ustadzabbreviation
tadarus (continuous recitation of the quran)

Example (23)
@ustadzabbreviation
radar (reach lailatul qadar)

Example (24)
@ustadzabbreviation
ORS (envy people have a hard life)

The length of continuous tadabur of the Koran, achieve lailatul qodar, people who are envious of their lives are difficult in examples (21-24) is an acronym whose form is based on the perpetuation of various syllables and letters from several components with word omissions, respectively tadarus, radar and ORS.

Points (2) and (3) above are the process of forming the dominant acronym used in Instagram social media. The dominant use only pays attention to sound so that it looks slang and pleasant to the listener's ear without paying attention to its logic.

4. CONCLUSION

The process of forming abbreviations still follows the old pattern, and the new pattern is in the form of only one abbreviation, each retaining the first letter of each component and retaining the first letter with a number. Furthermore, abbreviations that still follow the old pattern and the new pattern in the form of acronyms consist of three respective formation processes, namely the preservation of the first letter of each component, the preservation of the first syllable of each component, the preservation of the first syllable and the preservation of the first letter of each component, and the preservation of the first syllable of the first word and the last syllable of the last word. The various syllables and letters of some components are conserved by the omission of prepositions, and the various syllables and letters of some components are conserved by omission.

The second and third patterns are the dominant new patterns used in Instagram social media. This shows that the dominant use only pays attention to sound so that it looks slangy and pleasant to the listener's ear without paying attention to its logic.

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