

LANGUAGE VARIATIONS OF K-POP FANS ON THE @CARATSTALK AUTO-BASE ACCOUNT IN X: SOCIOLINGUISTIC STUDY

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ABSTRACT

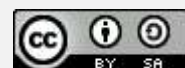
The research entitled "Language Variations of K-Pop Fans on the @caratstalk autobase account in X: Sociolinguistic Study". On This research uses a sociolinguistic approach. The research method used is a qualitative method. The research process is carried out by collecting data which is considered a form of language variation, then the data is managed by means of data that has been found and then analyzed and then grouped, then the data that has been grouped will be concluded. Research data collection was carried out using documentation techniques and note-taking techniques. The results of data analysis showed that 14 data were found that used predetermined language variations, namely 5 tweets that used code-mixing, 5 tweets that used code-switching, 2 tweets that used informal language varieties, and 2 tweets that used variations of slang. Based on the research results, code-mixing and code-switching language variations dominate the tweets of the @caratstalk autobase account on X social media.

ABSTRAK

Penelitian berjudul "Variasi Bahasa Penggemar K-Pop Pada Akun autobase @caratstalk di X : Kajian Sociolinguistik" bertujuan untuk mendeskripsikan variasi bahasa pada akun autobase @caratstalk di media sosial X. Permasalahan yang muncul dalam penelitian ini adalah bagaimana variasi bahasa yang digunakan pada akun autobase @caratstalk di X. Ruang lingkup artikel ini adalah cuitan-cuitan pada akun autobase @caratstalk di Media sosial X dengan rentang waktu sejak tanggal 3 April 2024 hingga 5 April 2024 dari pandangan sociolinguistik. Penelitian ini menggunakan pendekatan sociolinguistik. Metode penelitian yang digunakan yaitu metode kualitatif. Proses penelitian dilakukan dengan cara mengumpulkan data yang dianggap sebagai bentuk variasi bahasa kemudian data tersebut dikelola dengan cara data yang sudah ditemukan lalu dianalisis dan kemudian dikelompokkan selanjutnya data yang sudah dikelompokkan akan disimpulkan. Pengambilan data penelitian dilakukan dengan teknik dokumentasi dan teknik catat. Hasil analisis data menunjukkan bahwa ditemukan 14 data yang menggunakan variasi bahasa yang sudah ditentukan yaitu terdapat 5 cuitan yang menggunakan campur kode, 5 cuitan menggunakan alih kode, 2 cuitan menggunakan ragam bahasa informal, dan 2 cuitan menggunakan variasi bahasa slang. Berdasarkan hasil penelitian, variasi bahasa campur kode dan alih kode mendominasi pada cuitan-cuitan akun autobase @caratstalk di Media sosial X.

Kata Kunci: Variasi bahasa; Media Sosial; K-Pop; Sociolinguistik.

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Introduction

Language has an important role in everyday life, of course, language cannot be separated from using various languages (Rejeki & Afnita, 2023). Language is created in a good, communicative, and effective form, making it easier for users to interact (Rohmah, 2022). Language is a tool for humans to communicate by communicating ideas, ideas, opinions, feelings, or any emotions they want to convey to other people verbally (Alan, 2022). Language as a means of communication plays a very important role in everyday life, language can be a means of conveying information and can help to interact with others. Language is a good means of expressing feelings and emotions. In describing or conveying feelings and emotions, humans need recognition and existence from other humans, this is realized in terms of community with other people (Hayati, 2021). With language, social interactions will occur that cannot be separated because they are embedded in everyday life (Afdhaliyah & Haq, 2021). In communicating and interacting, language variations or variations will certainly arise without us realizing it.

Ohoiwutun (in Saniyati, 2021), believes that variations or varieties of language are a form of change or difference in various linguistic manifestations that do not conflict with linguistic rules. There are many languages, so every human being has different variations. Language variation is a set of human speech patterns consisting of sounds, words, and grammatical features that can be combined with external factors, such as geographical location and social factors from the environment itself. So group communities tend to have different variations (Permatasari & Indrawati, 2021). Language variations are something that we often encounter in everyday life. Language variation is something that becomes a characteristic of a particular language by changing, expanding, or changing by modifying the language (Ro'fah et al., 2023). In its division, language variations can be seen in terms of speakers, usage, formality, and means. Language variations give rise to variations in the form of code-mixing and code-switching (Khoirunnisa & Putri, 2023). Chaer (in Inderasari et al., 2020) said that variations in terms of speakers are divided into four types, namely dialect, idiolect, chronolect, and sociolect. Apart from social variations and language functions as a result of language variations, social factors also support the occurrence of language variations. Amrullah (in Inderasari et al., 2020) said that social factors in the use of slang are influenced by non-linguistic factors, according to A. Chaer and L. Agustina (in Fauziah et al., 2022) argue that slang is a social variation that is special and secret, meaning that this variation is used by certain very limited groups, and should not be known by people outside the group.

As time progresses, language also changes according to its dynamic nature. As time goes by, social media users are increasing. Likewise with the use of language variations, one of which is slang. This slang language is developing very rapidly on social media, social media is a medium that is used to communicate not directly face to face, but through social media (Fauziah et al., 2021). The use of social media as a means or forum for communication is becoming difficult to avoid, becoming increasingly widespread and having a major influence on language, in this case Indonesian (Pratama et al., 2022). Social media has developed into an essential communication tool for humans in the current digital era. On social media, users can interact with people from various backgrounds and walks of life, which can facilitate the use of various languages (Fadhilah & Pratiwi, 2023). In this day and age, there are many types of social media. One of the social media used by many people is X better known as Twitter.

As one of the social media with the most users, X is often used for various purposes. More than just a communication medium, According to Shepherd (in Yahya, 2023), X is one of the most popular micro-blogging types of social media in the world. This social media has been used by 396.5 million users in various countries. Among the many functions and uses of Twitter, this social media is used as one of the most popular fan page media for fans of South Korean artists or music groups (Yahya, 2023).

K-pop is a type of music originating from South Korea. Korean Pop better known as K-Pop

is a type of music that is liked by many young people. The popularity of K-pop was initially a development of the Hallyu phenomenon that occurred in the 2000s in various countries (Yahya, 2023). Marinescu (in Yahya, 2023) Hallyu or Hanryu is a phenomenon that refers to the influence of South Korean cultural products throughout the world. Then according to Muhammad (in Yahya, 2023), the term Hallyu or Korean wave was first popularized by journalists in Beijing, China at the end of the 1900s after the soaring popularity of South Korean films in that country. Marinescu (in Yahya, 2023), said that the Hallyu explosion in Indonesia was most visible starting at the end of 2010 when interest in Korean culture shifted to K-pop music groups. Since the beginning of 2011, the emergence of various South Korean boy bands and girl bands such as Big Bang, SS501, T-Max, Shinee, The Wonder Girls, Super Junior, MBLAQ, and SNSD have been much loved by young people.

Nowadays K-Pop is more widely known because there are more and more new groups with various adapting concepts. K-pop agencies are competing to attract attention by pitching various concepts for their groups. One of them is Pledis ent. which houses the groups After School, Pristin, Nu'est, Seventeen, Fromis_9, and TWS. Each group has its fans and names more often referred to as fandom.

Laffan (in Yahya, 2023), mentions fan communities that have similar interests and then form a particular fandom identity. Like certain social or professional communities that have language characteristics, K-Pop fan communities in K-Pop fan page accounts also use variations of unique language in their linguistic speech. Sumarsono (in Yahya, 2023), states that a community or social group tends to use language that has distinguishing characteristics from other groups/communities. Moreover, as a social media based on microblogs, X uses more This also applies to fans of the Korean boy group, Seventeen. Seventeen fans also form a fandom identity by calling themselves Carat, the name of the Seventeen fandom. they use an auto-base account with the name @caratstalk.

This phenomenon of language variation can be studied in one branch of linguistics, namely Sociolinguistics. Fishman (in Ardhana et al., 2021), states that the sociolinguistic problem is "who speaks what language to whom and the what end". Therefore, the functions of language can be seen from the perspective of the speaker, listener, topic, code, and message of the conversation. According to Saddhono (in Sitohang, 2023), sociolinguistic studies is a field of science that deals with language variants and their correlation with relevant social aspects. In general, it is still truly linguistic, both analysis and data collection techniques are carried out empirically. Chaer and Agustina (in Lestari et al., 2024) stated, "Speaking language as a means of communication is closely related to sociolinguistics, namely the branch of linguistics that studies the use of language in interaction in society, meaning that social interaction will be alive thanks to the speaking activity of members who use it. language itself".

Researchers are interested in conducting this research because of the unique variety or variations of language used by K-Pop fans used on the @caratstalk auto-base account on X. According to researchers, the uniqueness of the language variations used is interesting to study. Based on the tweets on the auto-base account @caratstalk on social media code, code-switching, informal language varieties, and slang.

Apart from that, this research also aims to describe language variations on the @caratstalk auto-base account on social media readers regarding language variations.

When using social media, we can find language variations in the tweets sent. With this variety of language variations, it is hoped that we can differentiate when to use it as a form of using Indonesian properly and correctly. Judging from the lack of in-depth knowledge about language variations by the community, it is interesting to research because researchers want to know more about language variations and see the diversity of languages used by social media users.

Based on the description that has been presented, the researcher is interested in conducting research with the title "Language Variations of K-Pop Fans on the @caratstalk auto-base Account in X: Sociolinguistic Study".

Literature review

This research is inseparable from previous research. The previous relevant research related to language variations was conducted by Mad Yahya (2023). In this study, it was found that from the total data, 6 tweets used code-mixed language variations in English and South Korean, 3 tweets used code-switched language variations in the use of greetings, clauses, and full sentences in English, and 3 tweets used variations of code-switched language. Informal language, apart from that, 3 tweets were also found that used speech forms that could be used as identity markers, where each K-Pop fan page account had community markers that could differentiate it from other K-Pop communities. These community markers are in the form of nicknames for each K-Pop music group fandom which are different from each other.

Research on language variations was also carried out by Rahayu Duwi Rohmah and Atiqa Sabardila (2022). In this research, it was found that from a total of 15 data, there were 7 tweets using abbreviations, 5 tweets using foreign languages mixed with Indonesian or what is commonly known as code-mixing, and 3 tweets using forms that were shortened to short forms found in various languages.

Apart from that, research on language variations was also carried out by Winda Putri Rejeki and Afnita (2023). In this research, it was found that from the total data, 2 data were found using code-mixing language variations, 2 data were using code-switching language variations, 1 data was using interference analysis, and 1 data was using integration analysis.

Based on the relevant research described above, there are similarities with this research, namely examining language variations. What differentiates this research from relevant research lies in the research object.

Research Methods

This study uses a qualitative method. According to Denzin and Lincoln (in Asfar, 2016, 2017), qualitative research is a focus of attention with a variety of methods and work models that include interpretive and naturalistic approaches to the subject of study. In this research, the data comes from social media X on the auto-base @Caratstalk account then the data used in the form of a tweet taken in the span of 3 April 2024 to 5 April 2024 with a link <https://x.com/caratstalk>. The techniques used by researchers in the data collection process are documentation techniques and note-taking techniques. The documents in this research are in the form of photos or images resulting from screenshots of tweets on the @caratstalk autobase account and in this research, the researcher recorded data on language variations that had been collected through screenshots of tweets on the @caratstalk autobase account which were taken from April 3 2024 to April 5 2024. Apart from that, researchers also used other literature. Literature is connected and integrated from other sides of the lives of the people who own it (Syahrani et al., 2024). The researcher listens to and examines the records that have been made in data collection (Asfar, 2015). The data analysis technique in this research follows Miles and Huberman who said that data analysis consists of three streams of activities that occur simultaneously, namely data reduction, data presentation, and concluding/verification (Inderasari et al., 2020).

Findings and Discussions

1. Results

Results of research regarding language variations on the @caratstalk autobase account on social media X obtained 15 pieces of data which were transcribed into written form. Data analysis was carried out using sociolinguistic studies which were grouped into code-mixing, code-switching, informal language, and slang. The data source is tweeted from the

auto-base account @caratstalk on social media X, which was taken in the period 3 April 2024 to 5 April 2024.

Language Variations of K-Pop Fans on the @caratstalk auto-base Account in X: Sociolinguistic Study.

In this research, the language variations that will be discussed are code-mixing, code-switching, informal language, and slang on the @caratstalk auto-base account on X social media.

In this research, 14 pieces of data were found that used predetermined language variations, namely 5 tweets that used code-mixing, 5 tweets that used code-switching, 2 tweets that used informal language varieties, and 2 tweets that used variations of slang.

a. Code-mixing

Nababan (in Mayasari, 2020) said that code-mixing is a language condition where people mix two (or more) languages or varieties of languages in a speech act. In this research, the code-mixing used in tweets mostly mixed Indonesian and English, others mixed Indonesian and South Korean. The data found in the autobase account is as follows.

Data 1. [17s] adakah yg punya ide **custom cake** buat **birthday** mingyu
9.28 AM. 4 Apr 2024.

Data 2. [17s] kmrn sempet lewat tl **andwaeyo** ichann sejam, **plss** sudah aku **bookmark** tp ketimbun **bookmark** lain 🤔🤔 ada yg tau ga ya twt nya yg mana 🤔 **i need andwaeyo** ichann
5.21 PM. 4 Apr 2024.

Data 3. [17s] tolong **drop** foto2 dari **fansite** nya Jun dong hihi 🙄🙄🙄
12.46 PM. 5 Apr 2024.

Data 4. [17s] caratdeul liatin **nail art** kalian yang berbau sebong dong, **sender** mau **custom** lagi cari inspirasi
5.05 PM. 5 Apr 2024.

Data 5. [17s] Guys yg mau **ditag** di video mingyu editan **sender drop** @yaaa, tapi aku **upload**nya besok okei? 🤪 **jaljayooo~**
10.40 PM. 5 Apr 2024.

In data 1, 3, and 4, the code-mixing contained in the data is a mixture of Indonesian and English.

In data 2 and 5, the code-mixing contained in the data is a mixture of Indonesian, English, and South Korean.

b. Code-switching

Code-switching is a transition event from one code to another in a speech event. For example, speakers using Indonesian switch to using regional languages. Code-switching is one aspect of language dependency in a multilingual society (Mayasari, 2020). In this research, the code-switching used in tweets mixed Indonesian and English. The data found in the autobase account is as follows.

Data 1. [17s] Video cover by Seventeen yang Baby Carats wajib nonton minimal sekali: a thread
Sender first! Seventeen cover girl groups medley
11.50 AM. 3 Apr 2024.

Data 2. [17s] halo caratdeul~ semoga kalian dalam keadaan yg baik. **i am very**

unstable right now, i am afraid this will be my last, tapi buat semua carat, semoga kalian semua bahagia, sayangi sebong dan diri kalian ya.

9.25 PM. 3 Apr 2024.

Data 3. [17s] caratdeul, sender habis buat video edit dari vlognya mingyu 🐶 ✨ Adakah yg mau di tag? **drop ur @ if u want to be tagged okkk** ❤️

7.26 PM. 3 Apr 2024.

Data 4. [17s] Hii! sender buat mingyu's birthday edit, **who wants to be tagged? kindly drop ur @ya!**

4.46 PM. 4 Apr 2024.

Data 5. [17s] carats, ayo mutualan fan account di IG, **drop yours and follback every carats who follow you** 🤪

12.29 PM. 5 Apr 2024.

In the data presented above, the code-switching contained in the tweets above is a transition between Indonesian and English.

c. *Variety of informal language*

The types of informal language used in this research are casual language and intimate language. Casual language varieties are variations that are usually used in informal situations such as chatting with family while on holiday, exercising, recreation, and so on (Mayasari, 2020). Meanwhile, familiar language varieties are used by speakers and speakers who have very intimate and close relationships, such as with family members or close friends. This variety is characterized by the use of incomplete, short language and unclear articulation (Mayasari, 2020). The data found in the autobase account is as follows.

Data 1. [17s] caratdeul, kira" sekarang ada *going seventeen* **gak ya... sender udah di posisi kangen banget huhuuuu** 🤪 🤪 🤪

2.43 PM. 3 Apr 2024.

Data 2. [17s] carats drop foto ichan yang menurut kalian "**gila gantengnya gak ngotak**" dong **Ig kangen bgt ama doi**

9.18 AM. 4 Apr 2024.

In the two data above there is the use of informal language, a variety of casual language in data 1, and a variety of intimate language in data 2. In data 1 it can be concluded that the tweets in it are included in the casual language variety and in data 2 it can be concluded that the tweets in it are included in the variety of familiar language because there is use of incomplete, short sentence.

d. *Slang*

Chaer and Agustina (in Mayasari, 2020) stated that slang is a social variation that is special and secret, used by certain groups in a limited way, and should not be known by people outside that group. Meanwhile, Fishman (in Yuliyanto, 2020) defines the use of slang as very temporary, slang does not have a precise and definite definition and can only be understood by certain groups or the community where the language originates. In this research, the slang contained in tweets is the language commonly used by fellow Seventeen fans or K-Popers. The data found in the autobase account is as follows.

Data 1. [17s] carat, eps **gose** fav yang sering kalian rewatch apa? kalo sender TTT sama mafia game 🤪 👍

10.56 AM. 3 Apr 2024.

Data 2. [17s] caratdeul, pamerin **cahol** kalian yg gemes itu dong. Punya sender

masih otw di jalan 🚗 🚗
12.40 PM. 4 Apr 2024.

In the two data above there is slang whose meaning is only known by the fandom. In data 1 there is the word *gose* which only Seventeen fandom fans know. The meaning of *gose* itself is Going Seventeen, which is an entertainment program broadcast on Seventeen's YouTube account every Wednesday. In data 2 there is the word *cahol* which most likely only K-pop fans know. *Cahol* is an abbreviation for card holder which is usually used as a place to store idol photocards that are liked when traveling.

2. Discussion

This research analyzes language variations on the @caratstalk autobase account on social media X through sociolinguistic studies. The results of this research show that the variety of languages used by K-Pop fans on the auto-base @caratstalk account on social media X is very diverse. This research succeeded in identifying four types of language variations, namely code-mixing, code-switching, informal language varieties, and slang. Of the 15 data collected, 14 tweets were found that contained these language variations. Code-mixing and code-switching language variations dominate this account, each found in five tweets. This phenomenon shows the flexibility and adaptability of users in communicating. The use of informal language and slang was also found, although in smaller quantities, in two tweets each.

a. Code-mixing

In this research, the code-mixing used in tweets mostly mixed Indonesian and English, others mixed Indonesian and South Korean. This can be seen in (data 1) and (data 2) in code-mixing data which mixes one language with another. This is in line with research by Adawiah et al., (2023) which states that code-mixing often occurs because users want to express themselves more fully by using elements from different languages (Adawiah et al., 2023)

b. Code-switching

In this research, the code-switching used in tweets mixed Indonesian and English. For example, in (data 1) the code-switching data switches from one language to another. This is in line with research by Candilas et al., (2023) which explains that code-switching is the event of switching from one code to another in a speech event. For example, speakers using Indonesian switch to using English (Candilas et al., 2023).

c. Variety of informal language

In this research, from the two data which are included in the informal language variety, it can be concluded that in (data 1) the tweets are included in the casual language variety, and in data (2) it can be concluded that the tweets in it are included in the familiar language variety because there is the use of incomplete, short language. Informal language varieties also use emoticons and slang. This is in line with research by Natsir et al., (2023) which states that informal language, characterized by aspects such as abbreviations, emoticons, slang, and casual writing styles, is prevalent in social media communication, reflecting the relaxed and intimate context of online interaction (Natsir et al., 2023).

d. Slang

In this research, the slang contained in tweets is the language commonly used by fellow Seventeen fans or K-Poppers. Judging from the two slang data obtained, there is slang whose meaning is only known by the fandom. This is in line with research conducted by Batubara et al., (2023) which explains that slang, as defined in various research papers, is indeed a form of language that develops within certain social groups, reflecting their unique cultural and social identities (Batubara et al., 2023).

Conclusions

The results of research on K-Pop Fan Language Variations on the @caratstalk auto-base account of the 15 data collected, 14 tweets were found containing language variations on the @caratstalk auto-base account, especially in the period from 3 April 2024 to 5 April 2024.

There are four types of language variations found on the @caratstalk auto-base account, namely code-mixing, code-switching, informal language varieties, and slang. In the research conducted, five tweets used code-mixing, five tweets used code-switching, two tweets used a variety of informal language, and two tweets used a variety of slang. Based on the research results, code-mixing and code-switching language variations dominate the @caratstalk auto-base account.

The author hopes that this research can serve as a guide for future researchers who want to research language variations, as well as increase readers' knowledge about language variations on social media.

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