

SLANG, IDENTITY, AND DIGITAL INTERACTION IN K-POP FAN COMMUNITIES ON INSTAGRAM AND TIKTOK

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Abstract

This study explores the use of slang within the K-Pop community on the social media accounts of @soohyunk216 on Instagram and TikTok. Employing a descriptive qualitative method, the researchers analyzed 63 data points of slang expressions collected from comments between September and October 2024. The study classifies slang usage based on Bloomfield's (1933) four forms of slang; abbreviations, funny mispronunciations, shortened forms, as well as interjections and examines their social functions through Eble's (2006) framework. Findings reveal that slang is predominantly used to shorten writing, express communal support and identity, convey humor, and implement euphemized or sarcastic language including hate speech. This research confirms the dynamic role of slang in digital fan communities, reflecting both linguistic creativity and social bonding. The results contribute to sociolinguistic understanding of online language variation and offer valuable insights for intercultural communication and translation studies involving multilingual digital communities.

Keywords: *slang, K-Pop community, sociolinguistics, digital communication, Instagram, TikTok*

Introduction

Noermanzah (2019) describes language as a means of transmitting messages through various forms of expression, making it indispensable in different contexts and everyday activities. Micro-linguistics, macro-linguistics, and applied linguistics are the three primary subfields of linguistics. According to Muhassin et al. (2014), the internal structure of language, including elements like phonology, morphology, and syntax, is the focus of micro-linguistics. Macro-linguistics, which includes disciplines like sociolinguistics, pragmatics, and discourse analysis, studies how language interacts with outside elements, especially social and cultural contexts. In contrast, applied linguistics focuses on applying linguistic theories and discoveries to practical problems, such as communication, translation, and language instruction.

Sociolinguistics is a crucial component of macro-linguistics, which examines the relationship between language and society by asking questions about who speaks, what variety is used, to whom, when, and for what purpose in interaction, Kuntarto (2017). The World Economic Forum in (Skirgård et al. 2023) reports that more than 7,000

languages are spoken worldwide, if dialects and undocumented varieties are included, the figure rises even further. Language practices are shaped and reshaped across communities and generations by ongoing social, environmental, and technological changes, demonstrating how language is dynamic and always changing in response to broader societal developments.

The first and second paragraphs above highlight the vastness of the world's linguistic diversity (more than 7,000 languages). Then, it connects to continuous technological, social, and environmental changes that actively alter language use across generations.

Slang exemplifies informal language that often arises within specific social groups, serving both as a marker of identity and a medium for covert communication. The evolution of slang reflects generational changes, technological advancements, and intercultural exchanges. For example, each generation such as Baby Boomers, Generation X, Millennials, Generation Z, and Generation Alpha develops its own distinct slang, influenced by the culture and technology of its time (Annisa and Suwanto 2023; Utomo 2018). The growth of digital technology and social media has greatly accelerated the evolution and global spread of slang, particularly within online communities.

Past research has thoroughly examined sociolinguistics and language variation in online environments, especially with a focus on youth culture and multilingual communities (Blommaert 2021; Ibad 2022; Saputra et al. 2023; Wijayanti and Sihotang 2021). However, studies specifically exploring how multilingual slang is used within the global K-Pop community particularly the blending of Korean, English, and Indonesian on social media are still scarce. This gap points to the need for focused research on how language innovation and group identity are constructed in transnational digital spaces.

Therefore, this study aims to investigate the forms, meanings, and functions of slang employed by K-Pop fans on the Instagram account @soohyun_k216. Bloomfield's theoretical framework will be used to classify the structure and function of slang within this context. The results are intended to contribute to a deeper understanding of communicative practices, identity formation, and the dynamics of language change in multilingual online settings. The significance of this research lies in its potential to enhance insights into intercultural language dynamics and assist in developing more refined translation strategies for multilingual and multicultural digital communities.

Method

This study adopted a descriptive qualitative approach, enabling an in-depth investigation of language phenomena within a digital social context (Ritter 2022). The qualitative paradigm was selected to prioritize detailed analysis of text-based data, specifically focusing on how slang emerges and operates within online interactions. Descriptive qualitative research is particularly effective in documenting and interpreting social processes and linguistic patterns as they occur naturally in authentic settings.

The data for this research were drawn from comments posted by users (netizens) on the Instagram and TikTok accounts of @soohyun_k216. Both platforms were purposefully chosen due to their large, active user bases and their popularity with K-Pop fan communities, providing a rich corpus of language data for analysis.

This study only used publicly available data from Instagram and TikTok to ensure ethical compliance. No membership, login, or special access was needed to post any of the examined comments in the platform's open, unrestricted sections. According to current ethical guidelines for internet-based research, no individual user consent was required because the data is in the public domain (Bruckman 2022; Townsend and Wallace 2016).

Data collection was conducted on comments submitted to posts published by @soohyun_k216 between September 2024 and October 2024. The scope of this study was restricted to this time frame and these specific online locations to ensure coherence and relevancy. Purposive sampling, as described by Chaer (2014), was utilized to select comments that exemplified the use of slang, language mixing (Korean, English, Indonesian), or the negotiation of group identity and meaning within online communities.

Before analysis, all identifiable account information was anonymized to protect user privacy. Pseudocodes (e.g., User A, User B) were used in place of usernames, profile pictures, or any other potentially identifying information. This procedure protected the identity of the commenters while ensuring that the linguistic content could still be analyzed. Additionally, screenshots and examples used in the analysis were altered to remove any visual or personal identifiers.

Moreover, the study involved no direct contact or interaction with the original commentators or the main account holder (@soohyun_k216). All observations were conducted unobtrusively through archival textual analysis. The research design thus maintained a non-intrusive stance, focusing solely on linguistic patterns observable within naturally occurring digital discourse.

The process involved several steps. First, comments meeting the predetermined criteria were gathered from both Instagram and TikTok during the specified period. Second, initial data were screened to remove irrelevant, off-topic, or otherwise inadmissible material. Third, the finalized corpus was prepared for in-depth qualitative analysis.

Analysis proceeded through several distinct phases. Initially, slang terms and phrases were identified and classified according to Bloomfield's typology (1933) for slang forms, while Eble's framework (1973) was used to interpret the social functions of slang expressions. The meanings of unfamiliar or novel slang items were triangulated using sources such as Urban Dictionary, standard and colloquial language guides (Torchia, Bolen, TalkToMeInKorean), and relevant linguistic studies. Results were organized in tables to track form, meaning, and context and were then interpreted with reference to the study's conceptual frameworks and research questions.

To enhance the reliability and validity of the research, multiple triangulation strategies were implemented (Bans-akutey and Tiimub 2021). Analytical triangulation involved drawing on multiple theoretical frameworks. Data source triangulation was achieved by collecting material from both Instagram and TikTok. Reference triangulation was used by verifying linguistic interpretations across several authoritative sources. Each stage of the process was meticulously documented to ensure transparency and replicability for future researchers.

Result and Discussion

Result

1. Forms of Slang

The forms of slang in this study are vocabularies found in the comment columns on Instagram and TikTok posts from the account @soohyun_k216 during September 2024 to October 2024. In this study, the researcher classifies slang into four categories based on Bloomfield's theory (2021). According to this theory, the four forms of slang are abbreviation, funny mispronunciation, shortened form, and interjection.

Based on the research conducted, it was found that this study aligns with Bloomfield's four forms of slang theory. Throughout the research, the researcher collected a total of 63 data points taken from the social media platforms Instagram and TikTok. From the total data collected, 15 data points or 23.81% were abbreviations, 7 data points or 11.11% were funny mispronunciations, 20 data points or 31.75% were shortened forms, and 22 data points or 33.33% were interjections.

Table 4.1. Total data on slang usage

No	Types of slang	Percentage
1	Abbreviations	23,81%
2	Funny Mistaken	11,11%
3	Abbreviated Forms	31,75%
4	Interjection	33,33%
Total:		100%

Based on the table above, it can be concluded that, in general, netizens commenting on the Instagram posts of the account @soohyun_k216 tend to use slang in the form of abbreviations to shorten their writing. This is demonstrated by the total data (Abbreviations & Shortened Forms) reaching 55.56%. This indicates that netizens quite consider time efficiency or are too lazy to write in formal language, which is considered too long. Meanwhile, 33.33% is used to express the fans' feelings toward the owner of the account @soohyun_k216, to provide support, and also as a symbol of group identity. Lastly, the remaining 11.11% is used for joking among members of the same group.

a. Abbreviations

Abbreviations are formed by shortening words, usually by taking the initial letters of several words. The purpose of their use is to create a new word that speeds up typing time, where several words are compressed into one shorter and easier-to-understand term. The following are data found in the comment section of the Instagram account that can be classified as abbreviations:

Table 4.2 Abbreviations

No	Comments	Slang
1	<i>Rip</i>	<i>Rip</i>
2	<i>Lol</i>	<i>Lol</i>
3	:kim soohyun please marry me :GIRL he won't FUCK with you	LMFAOOOO
4	forever love KSH ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ 🤔	KSH

No	Comments	Slang
5	Sepedhan kok gak ajak ² sih yan.. hayuk jjs bareng (p.s : tapi w pake sepeda ontel)	Jjs, p.s
6	Gws	gws
7	:emang awalnya gimana lu yakin bakal jadian? :Awalnya gw suka doi dengan kjw . Tapi gara fansnya yg kayak ular smoga bukan jodoh aaminn kasian doi gw.	Kjw,
8	Katanya papnya buat aku doang 😏	papnya
9	NPD 🏏	NPD
10	Wtf	Wtf
11	Creepy af	af
12	😏 ❤️ OMG	OMG
13	Why comments are full of with QoT	QoT
14	Btw jadi dating kim beauty ga sih? Senyap aja ini kecokok logian ngana?	Btw
15	Y'all need to stop support him	Y'all

Data 1

Context:

In the comment, a hater used slang to mock the account owner @soohyun_k216 regarding the issue he was facing.

The word “**gws**” in the comment is an abbreviation of the English phrase “**get well soon,**” which translates into Indonesian as “**semoga cepat sembuh.**” In this context, the term “**gws**” is used as a form of sarcasm directed personally or toward a group, implying a criticism against being overly fanatical.

Data 2

Context:

In the comment, a fan asked about their idol's status, and the comment was then replied to by another fan. The slang was used to shorten words, but its main purpose was to show group identity.

In the comment “Awalnya gw suka doi dengan **kjw**,” the term “**KJW**” is an initialism of the name of a Korean actress, “**Kim Ji-won**”. In K-pop culture, fans often abbreviate the names of their favorite actors or idols. This kind of name abbreviation is a common practice among K-pop fans and has become a part of their communal identity.

b. Funny Mispronunciations

The form of slang known as funny mispronunciations refers to slang used as a joke in a conversation. The mistakes in writing are generally made intentionally by the writer, giving a humorous, unique, or unusual impression. Usually, this type of slang is used to reduce formality in communication, ease tension, and enhance the sense of closeness between individuals or groups.

Table 4.3 Funny Mistaken

No	Comments	Slang
1	:ternyata banyak banget femboy ksh :hah??? femboy apaan, fansboy lah kocak	femboy
2	:redflag :mendingkerja sana, gk guna lu nge julid ke dia. minimal baca berita sebelum komen	julid
3	Caught in 4k , fix no debat	Caught in 4k
4	Ayang. Sarang tawonnn ❤️ ❤️ ❤️	Sarang tawonnn
5	:i hope u d*e :sok inggris, gk usah ditemenin gengges	gengges
6	:namanya juga manusia, kadang salah kadang kasus :ngemis kah? banyak recehan	receh
7	: pedo : gabut banget keknya bang ngurusin idup orang, mending cari loker	gabut

Data 1

Context:

In the comment, a fan used slang to express admiration, which was then corrected by another fan who noticed an error in the original comment.

In that dialogue, the word "**femboy**" appears, which stands for "**feminine boy**." In slang, "**femboy**" refers to a male who expresses himself in a feminine way, often through clothing, hairstyle, and even behavior, while still identifying as male. In pop culture, the term "**femboy**" can have various contexts, ranging from casual gender expression to more sexualized portrayals.

Data 2

Context:

In the comment, a hater used slang to joke about the circulating issue.

"**Caught in 4K**, fix no debat." In this sentence, the phrase "**Caught in 4K**" is a slang expression. The term "**4K**" refers to 4K video resolution (a very sharp video quality), which is interpreted as "**solid, undeniable evidence**". Meanwhile, "**Caught in**" can be translated as "**caught red-handed**." In its usage, the phrase "**Caught in 4K**" is often used to describe someone who is caught red-handed in a video, photo, or digitally proven to be doing something silly, funny, embarrassing, or inappropriate.

c. Abbreviated Forms

Shortened forms are reductions of one or more words created to form a new word or simply to shorten an existing word without changing its meaning. The difference

between abbreviations and shortened forms lies in the number of letters taken: abbreviations usually take only the first letter of each word, while shortened forms can take two, three, or more letters to form the shortened version.

Table 4.4 Abbreviated Forms

No	Comments	Slang
1	Yok bisa yok bundirrr	bundirrr
2	Gak sia sia beli tiket 5 jt bisa liat dari dekat :Top 5 kegiatan unfaedah 1. Beli tiket 5 jt :Lah ngatur, duit duit gw juga. Emang lu rugi apaan?	unfaedah
No	Comments	Slang
3	CAKEP BGT PLS	PLS
4	Awalnya gw suka doi dengan kjw . Tapi gara " fansnya yg kayak ular smoga bukan jodoh aamin kasian doi gw.	gara", doi
5	:Eh, gak jadi deh. Tak Tarik Kembali kata kataku :Ok boomer	boomer
6	Aku marah ni bang, foto kita waktu malming kok ga di post 😞 😞	malming
7	: 🙄 🙄 🙄 🙄 🙄 🙄 🙄 🙄 🙄 :dasar fomo , hujat orang tanpa tau konteks	fomo
8	Ayangbeb ❤️ ❤️	Beb
No	Comments	Slang
9	kirain di alun2 rangkas depan masjid agung 😊 😊 😊	alun2
10	:aktor yang benarnya, emang iblis ni orang : gaje lu	gaje lu
11	Sayang nanti dulu sepedhannya, aku lagi dukung timnas dulu. Nanti aku susul. Serloc aja yah doain ya sayang biar babak ke 2 bisa kesusul	Timnas, Serloc
12	:15 ? 😊 : bocil sok asik, kek tau kasusnya aja. baca berita dulu cil	bocil
13	:lah kan emang kasusnya udah jelas, lu aja yg gk baca berita : sotoy lu, di baca lagi beritanya	sotoy
14	Goes trs suami	Goes
15	:WKWK idolanya pemb*nuh :@ki****e_30 heboh kau. Gausah pakek 2nd kalo berani. Mental kau mental 2nd	2nd
16	Netizens Indonesia emang badas 😊😊😊 dikorea boleh sepi beritanya tapi tidak di negara lain	badas²
17	Ko kamu ga ngajak ngajak aku sih sepedaan? Parah bet aku ditinggal 😞	Parah bet

18	Allahuakbar iki napa marai bucin 😬	Bucin
19	Saya mencium agenda woke sini	woke
20	Apa di tower itu ada KJW? Tgg doi kerja, pulang naik sepeda bareng y bro , romantika tiamo 🔥	Bro

Data 1

Context:

In the comment, a hater expressed hatred and disgust toward the owner of the account @soohyun_k216. The comment was then replied to by a fan using slang as a form of mockery.

In this sentence, there is a slang term in the word "**FOMO**". "**FOMO**" stands for "**Fear of Missing Out**", which refers to the fear of being left out or missing the latest trends or information. This slang is typically used to describe people who often follow popular trends just to fit in, even though they have no understanding of the meaning or context behind what they are following. As a result, they come across as merely following the crowd without genuinely caring about what it's really about.

Data 2

Context:

In the comment, a hater used slang as both sarcasm and hate speech directed at the owner of the account @soohyun_k216.

In the comment, I sensed a woke agenda — the word "**woke**" itself is a slang term that originally meant "**social awareness of sensitive issues such as race, skin color, and so on**". However, today the meaning of "**woke**" has significantly changed. It is now often interpreted as a "**false awareness of issues that are either non-existent or considered unimportant, such as LGBTQ+, gender equality, political agendas, and others**". The term "**woke**" is commonly used to describe someone with a left-leaning ideology who is seen as close-minded, ignorant, and deviant.

d. Interjections

Interjections are basic word forms used to express a person's feelings about something seen or experienced. In use, interjections are usually followed by a comma (,) and followed by other words or sentences in conversation. However, interjections are sometimes used as brief single words to express someone's emotions.

Table 4.5 Interjection

No	Comments	Slang
1	Diddy from korea	Diddy
2	idiw	idiw
3	DUKUNG SOMEN TERUSSS SAMPE KENA CANCEL CULTURE DI SEGALA ARAH 😊	CANCEL CULTURE
4	REDFLAG 🚩	REDFLAG 🚩

5	Busyeeet 1 gedung tertipu sama dia 😊	Busyeeet
6	apaan banget anjir tutup mata, stress	anjir
7	My bias 😊😊😊😊😊	bias
8	Pak hoby nya kalau tidak bersepeda, foto tower, foto awan ya pak 😊😊😊 hii tidak pernah berubah ya pak wkwkwk 😊 yg paham paham aja yakan pak 😊😊	Hihii, wkwkwk, yg paham paham aja
9	Gacorrr mang 🔥	Gacorrr mang
10	Anying	anying
11	plis hapus, cringe banget sumpah	cringe
12	Menyala papi 🔥 🔥	Menyala
13	Wat a smile. ufff ❤️	ufff
14	:katanya sih jadi :@al****fujin wadidaw	wadidaw
15	Potret pensiunan kaya raya yg sedang menjalani slow living	slow living
16	Ahhhh ayang	Ahhhh
17	Anyong 😊	Anyong
No	Comments	Slang
18	Liat komennya mood bgt 😊😊	mood bgt
No	Comments	Slang
19	ternyata di Indian banyak banget kaum Rahim anget 🤔	Rahim anget
20	Fuiyoo	Fuiyoo
21	Kiw kiww sus banget ga datengg award	Kiw kiww, sus
22	P3DO diddy NPD	P3DO

Data 1

Context:

In the comment, a hater used slang to express their frustration. Additionally, the use of the word *diddy* served as a way to censor inappropriate words.

In the comment “**Diddy** from Korea,” there is an interjection in the form of the word “**Diddy**.” “**Diddy**” is the name of an American rapper, music producer, entrepreneur, and actor whose real name is Sean Combs. The word “**Diddy**” itself is derived from one of Sean Combs’ popular stage names—he is widely known as Puff Daddy, P. Diddy, or simply Diddy. However, “**Diddy**” has recently taken on a slang meaning referring to “**a sexual offender**,” stemming from the sexual harassment allegations against Sean Combs. In this context, the commenter uses the phrase “**Diddy** from Korea” to allude to sexual harassment allegations involving Kim Soo-hyun, implying a comparison between the two figures based on the controversy.

Data 2

Context:

In the comment, a hater used slang jokingly while also expressing disgust toward overly fanatic fans who excessively praised their idol.

In the comment “ternyata di Indian banyak banget **kaum Rahim anget** 🤔,” there is an interjection in the phrase “**kaum Rahim anget**.” This phrase is a form of Indonesian slang that carries a negative connotation among netizens. The term “**Rahim anget**” can be interpreted as “**sexual attraction or arousal**” experienced by a woman upon seeing someone she finds attractive. The phrase is often used mockingly or critically to describe perceived excessive infatuation or lustful behavior.

2. Purpose of Using Slang

Based on the findings and data analysis conducted, it was discovered that slang has four main purposes when used in the comments on Instagram posts of the account @soohyun_k216. These four purposes are: first, to shorten writing; second, to express support as well as a form of communal identity; third, as a form of humor; and lastly, as a means to convey hate, sarcasm, or to soften harsh expressions.

Table 4.6 Total function of slang language

No	Function	Total data	Persentase
1	To make writing shorter	10	15.87%
2	To provide support and serve as a marker of communal	24	38.10%
3	As a form of humor or joke	8	12.70%
4	To express hate speech, sarcasm, or to euphemize harsh phrases	21	33.33%
Total:		63	100%

a. To Make Writing Shorter

When commenting on social media, some netizens often feel lazy or enjoy following the writing trends used by certain groups. In general, the shortened form of writing is chosen by some people because it is considered more efficient—although the letter composition differs, the meaning and context of the words or sentences usually remain unchanged. Therefore, it can be concluded that efficiency and usage habits are the main factors why people choose to shorten their words when commenting on social media.

Table 4.7 To make writing shorter

No	Comments	Slang
1	Lol	Lol
2	Gak sia sia beli tiket 5 jt bisa liat dari dekat :Top 5 kegiatan unfaedah 1. Beli tiket 5 jt :Lah ngatur, duit duit gw juga. Emang lu rugi apaan?	unfaedah
3	CAKEP BGT PLS	PLS
4	:Eh, gak jadi deh. Tak Tarik Kembali kata kataku :Ok boomer	boomer

5	Aku marah ni bang, foto kita waktu malming kok ga di post 😊 😊	malming
6	kirain di alun2 rangkas depan masjid agung 😊 😊 😊	alun2
7	:aktor yang benarnya, emang iblis ni orang : gaje lu	gaje lu
8	Sayang nanti dulu sepedhannya, aku lagi dukung timnas dulu. Nanti aku susul. Serloc aja yah doain ya sayang biar babak ke 2 bisa kesusul	Timnas, Serloc
9	:15 ? 😊 : bocil sok asik, kek tau kasusnya aja. baca berita dulu cil	bocil
10	Why comments are full of with QoT	QoT
11	:lah kan emang kasusnya udah jelas, lu aja yg gk baca berita : sotoy lu, di baca lagi beritanya	sotoy
12	Caught in 4k , fix no debat	Caught in 4k
13	Goes trs suami	Goes
14	Btw jadi dating kim mbeauty ga sih? Senyap aja ini kecocok logian ngana?	Btw
15	Y'all need to stop support him	Y'all
16	Sepedhan kok gak ajak ² sih yan.. hayuk jjs bareng (p.s : tapi w pake sepeda ontel)	hayuk jjs, p.s

b. To Provide Support and Function as a Marker of Togetherness

The presence of the comment section on social media serves as a space for users to communicate with one another. In a solid community, the comment section is generally used as a place to offer mutual support. This supportive behavior ultimately creates a communal identity that is formed either consciously or unconsciously. Usually, this communal identity is attached to each member and is easily recognized by both insiders and outsiders due to its distinct characteristics. This shows that communal identity can be seen from the way a person speaks.

Table 4.8 To provide support and serve as a marker of communal

No	Comments	Slang
1	forever love KSH ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ 😊	KSH
2	Katanya papnya buat aku doang 😊	papnya
No	Comments	Slang
3	idiw	idiw
4	DUKUNG SOMEN TERUSSS SAMPE KENA CANCEL CULTURE DI SEGALA ARAH 😊	CANCEL CULTURE
5	My bias 😊 😊 😊 😊	bias
6	:emang awalnya gimana lu yakin bakal jadian?	Kjw, doi

	:Awalnya gw suka doi dengan kjw . Tapi gara " fansnya yg kayak ular smoga bukan jodoh aaminn kasian doi gw.	
7	Gacorrr mang 🔥	Gacorrr mang
8	plis hapus, cringe banget sumpah	cringe
9	:redflag :mendingkerja sana, gk guna lu nge julid ke dia. minimal baca berita sebelum komen	julid
10	:🙄🙄🙄🙄🙄🙄🙄🙄🙄 :dasar fomo , hujat orang tanpa tau konteks	fomo
11	Menyala papi 🔥🔥	Menyala
12	😏❤️ OMG	OMG
13	Ayangbeb ❤️❤️	Ayangbeb
14	Wat a smile. ufff ❤️	ufff
15	:katanya sih jadi :@al****fujin wadidaw	wadidaw
16	Apa di tower itu ada KJW ? Tgg doi kerja, pulang naik sepeda bareng y bro , romantika tiamo 🔥	bro
17	Ahhhh ayang	Ahhhh
18	Anyong 😊	Anyong
19	Liat komennya mood bgt 😊😊	mood bgt
20	Allahuakbar iki napa marai bucin 😊	bucin
No	Comments	Slang
21	Saya mencium agenda woke disini	woke
22	Fuiyoo	Fuiyoo
23	Kiw kiww sus banget ga datengg award	Kiw kiww, sus banget
24	:i hope u d*e :sok inggris, gk usah ditemenin gengges	gengges
25	:ternyata banyak banget femboy ksh :hah??? femboy apaan, fansboy lah kocak	femboy
26	Potret pensiunan kaya raya yg sedang menjalani slow living	slow living

c. As a Form of Humor or Joke

Besides being used for abbreviations and forming communal identity, slang can also function as a form of humor. Jokes are a common part of communication and can be made anytime and anywhere—especially through the use of slang. Due to its informal nature, slang is very suitable for humorous interactions. Although the collected data does not show a significant number of occurrences, it is sufficient to indicate that slang can indeed be used for joking and casual interaction among users.

Table 4.9 As a form of humor or joke

No	Comments	Slang
1	Netizens Indonesia emang badas ² 😄😄😄 dikorea boleh sepi beritanya tapi tidak di negara lain	badas
2	Pak hoby nya kalau tidak bersepeda, foto tower, foto awan ya pak 😄😄😄 hihii tidak pernah berubah ya pak wkwkwk 😄 yg paham paham aja yakan pak 😄😄	Hihii, wkwkwk, yg paham paham aja
3	Ko kamu ga ngajak ngajak aku sih sepedaan? Parah bet aku ditinggal 😄	Parah bet
4	:namanya juga manusia, kadang salah kadang kasus :ngemis kah? banyak recehan	receh
5	Ayang. Sarang tawonnn ❤️❤️❤️	Sarang tawonnn

d. To Convey Hate Speech, Sarcasm, or Soften Harsh Expressions

Lastly, slang is also used as a tool for hate speech, sarcasm, or to soften harsh expressions. In practice, slang is quite often used to spread hate speech, mock others, as well as censor or tone down offensive words. Hate speech written in slang is usually used to censor rude words in order to bypass social media systems. However, the main purpose remains the same: to spread hatred, dislike, sarcasm, and even to encourage others to commit suicide.

Table 4.10 To express hate speech, sarcasm, or to euphemize harsh phrases

No	Comments	Slang
1	:WKWK idolanya pemb*nuh :@ki****e_30 heboh kau. Gausah pakek 2nd kalo berani. Mental kau mental 2nd	Mental kau mental 2nd
2	Diddy from korea	Diddy
3	Rip	Rip
4	Yok bisa yok bundirrr	bundirrr
5	:kim soohyun please marry me :GIRL he won't FUCK with you LMFAOOOO	LMFAOOOO
6	REDFLAG 🚩	REDFLAG 🚩
7	apaan banget anjir tutup mata, stress	anjir
8	Busyeeet 1 gedung tertipu sama dia 😄	Busyeeet
9	Gws	gws
10	NPD 🚩	NPD
11	Anying	anying
12	Wtf	Wtf
13	Creepy af	af
14	P3DO diddy NPD	P3DO
15	: pedo	gabut

	:gabut banget keknya bang ngurusin idup orang, mending cari loker	
16	ternyata di Indian banyak banget kaum <i>Rahim</i>	<i>Rahim anget</i>
	<i>anget</i> 🤔	

Discussion

This study found that slang serves several functions in its use. The researcher categorized the functions of slang by grouping data that share similar communicative purposes in the comments. Based on the findings throughout the study, the data show that the function of slang use in comments on the Instagram account @soohyun_k216 is to provide support and express the feelings experienced by the commenters, whether sadness, anger, or neutrality.

Slang is the most frequently used language in comments on Sohyun's Instagram because fans prefer informal and expressive language to show admiration and emotional connection. It is very common for users to use informal language, especially slang, as it feels more personal and easier to understand. This reflects Bloomfield's (1933) idea that language adapts to social needs and contexts. In this case, it can be understood that social media is a place where people can interact without feeling constrained by formality and professionalism.

In the comments on the Instagram account @soohyun_k216, several forms of slang were found, including loanwords from foreign languages, abbreviations, and word modifications. Some netizens use English, Korean, and Javanese as part of their slang. Some words from these languages are transformed into slang by altering their original meanings, creating abbreviations, and in some cases, modifying their pronunciation. This aligns with Eble's (1996) theory of slang formation, which states that slang can be formed through: semantic shifts, where the original meaning of a word is changed to create a new meaning that reflects group identity; clipping, which shortens the original word to speed up typing or pronunciation; and phonological changes, where the pronunciation of slang words is altered to build a sense of communal identity.

This study found that abbreviations in slang are commonly used in comments, whether originating from Indonesian, English, Korean, or regional languages. Meanwhile, slang in the form of word modifications is generally influenced by the cultural background of small groups within the netizen community. For example, the abbreviation of Kim Soo-hyun to "KSH" is a common way for Korean netizens to refer to their idol by using only his initials. This corresponds with Abdul Chaer's sociolinguistic theory (2014), which states that language is influenced by social and cultural environments.

There are differences between this research and previous studies. In Afifah Fauziyyah's (2015) study, slang was categorized into 24 types. In contrast, in the current study, slang is only divided into 4 types. Meanwhile, in other aspects, such as the study conducted by Afifah Embun Putri Ningsih (2023), this study found that slang use is not limited to codes, abbreviations, or group identity markers. The researcher also found changes in sounds in slang language. This slang category differs from previous ones because it emphasizes changes in word forms as well as how the sound or pronunciation of words is altered. Slang is a language that is constantly developing and changing, which is why its pronunciation also changes over time. For example, the slang expression for

surprise "anjir" is also pronounced as "njir," "jir," or "anjay." These four words have different pronunciations but share the same meaning and usage.

This study discovered a new finding that had not been identified in previous research. This finding is the change in sound forms in slang. This discovery can be further explored to expand knowledge in the fields of literature, language, and culture. Although in this study, the data on this finding was not explored extensively due to limitations and a research focus more on the form and meaning of slang language.

Based on the above statements, it can be concluded that this study still aligns with the Bloomfield (1933) theory used. However, during the research, the researcher found some data that could be classified into new types not included in Bloomfield's original theory (1933), namely: (1) loanwords (from regional or foreign languages) and (2) changes in word form and sound.

Conclusion

Based on the research conducted, it can be concluded that this study aligns with existing theories. From all the data, it was found that generally netizens or the K-pop community use slang to shorten words or reduce typing when commenting, with a total data percentage of 55.56%, taken from a combination of abbreviations (23.81%) and abbreviated forms (31.75%). Additionally, the data also show that the K-pop community quite often uses slang to express their feelings, which can be seen from the interjection data at 33.33%. Lastly, the K-pop community also uses slang to joke with one another to strengthen relationships among members of the group. This is reflected in the total funny mistaken data of 11.11%. From these results, it can be concluded that slang language provides many benefits for its users, such as making writing more concise, more flexible, and giving a more relaxed impression because it does not use formal language in communication.

In every community, it is very common to find slang that reflects the identity of that group. This aligns with Eble's theory, which states that a function of slang is to serve as a group identity. From the total data found, it can be seen that the slang used by the K-pop community also quite well represents their group identity, with a total of 38.10% of the overall data.

Besides the identification of the K-pop community, this research also indirectly found the presence of an anti-K-pop group. This is evident from the many comments containing hate speech written by netizens in the comment section of @soohyun_k216's social media posts, with a total of 33.33% of the data. Although this study does not directly explain the existence of a particular group or movement opposing the K-pop community, the existing data provides some indication of the presence of an anti-K-pop group.

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