

VARIETY OF LANGUAGES FOR SOCIAL MEDIA FOR THE DEVELOPMENT OF ANIMATION VIDEO BASED ON DIGITAL DICTIONARY

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Abstract: The ease of communicating has an impact on the language used in social media, usually in influencer content on social media that can affect the practice of using Indonesian. Unknowingly, language content on social media affects language rules and new words are increasingly appearing. The formulation of the problem in this study is how is the variety of languages in social media for the preparation of animated video-based digital dictionaries? And what about the meaning of language in social media for compiling animated video-based digital dictionaries? This study aims to determine the variety of social media languages and find out the meaning of language in social media for the preparation of animated video-based digital dictionaries. This is to make it easier for readers to distinguish meaning and distinguish standard language varieties on social media. The research method used is descriptive. The data collection technique is collecting various languages through social media such as *Facebook, Twitter, YouTube, and Tiktok*. Data analysis techniques include data collection, making animated videos, presenting data, and drawing conclusions. The research steps include planning, implementing, and collecting reports. The results of this study are for the preparation of various languages of social media based on video animation. Based on these results will be explained in the form of qualitative descriptive.

Keywords: *variety of languages; social media; digital dictionary; animation video.*

INTRODUCTION

The distinctiveness of language creates various language varieties and variations in spoken and written language. Language variation is not single and homogeneous, but consists of a number of language varieties (Prayudi & Nasution, 2020). Language variety arises because of the background of heterogeneous speakers. Language is said to be varied or diverse because language is used by heterogeneous speakers and has different habits and social backgrounds (Sudaryati, 2018). With the times came the varieties of language produced by human creativity (Istiqomah, et al, 2018). The occurrence of language diversity is due to grouping in social life, especially in social media. The grouping can be based on age, education level, socio-economic status, profession, regional origin, and others. Language diversity arises based on social diversity and the

function of activities in society (Chaer 2010). Speakers will speak formally or not based on the interlocutors and their needs.

The rapid development of technology in modern times has contributed a lot to the younger generation and even the elderly. The development of social media as a means of communication is easily accessible through devices. According to Nasrullah (2015) social media is an internet medium that allows users to introduce themselves and be able to interact, cooperate, communicate with others, share their daily lives. In social media, there are three forms that refer to the meaning of socializing, namely introduction, communication, and cooperation. Lestari & Nusarini (2017) also stated that social media is an online media with users who can easily participate, share, and create content. With the existence of social media, it has become a new

way for people to communicate easily. In line with the opinion of Kaplan & Haenlein in Zubaidi, et al. (2010) which states that social media is used as a means to interact, communicate, and share using the internet and is also used as a means of self-expression and self-branding. The presence of social media has brought a very significant impact on the way of communication.

Communication is inseparable from a language, language has its own style in communicating because it is related to social aspects. Chaika (2012) states that language style refers to the selection of linguistic forms in conveying social or artistic. Style acts as a set of instructions. Meanwhile, Keraf (2014) states that language style is the ability and competence to make sentences in a good way. So that style determines how speakers and listeners take meaning from communication in the right way.

Nowadays many people use social media to find and disseminate information. They find it easier to reach information specifically through social media. Media as a communication channel plays an active role as a process of delivering messages and news that has its own meaning for its readers. In addition, social media is also a means to socialize with one another (Prayudi & Nasution, 2020). In line with Novitasari and Khotimah (2016), the media allows a person to carry out social interactions, especially social contacts and to communicate with one another very easily.

The ease of communication has an impact on the language used in social media, usually in influencer content on social media can influence the practice of using Indonesian. Various communication styles are carried out by social media users, both through comments, criticism, suggestions, and jokes in it. The use of language styles in social media can educate the public and spread examples of inappropriate language use (Nugrahani, 2017). Without realizing it, language content on social media influences language rules and new words are increasingly emerging. Language variety itself can be interpreted as a form of language use in the media, although the use of language is sometimes not in accordance with the rules of good and correct use of Indonesian, but many follow it. Influencers sometimes use a variety of language content that is easy to communicate, short, concise, and has its own characteristics in communicating without having to be guided by correct language rules. Deumert (2006) mentioned that social media

language is unique because it combines the characteristics of Speech like criteria (spoken language) and Writing like criteria (written language).

The language content used by influencers on social media may influence their followers in their language. Meanwhile, readers and followers sometimes cannot distinguish which language should be used when they are at a scientific meeting from the language used when social media. Some of the problems that have been described, show that the urgency of a variety of languages that are not in accordance with the rules of this language will have a further impact, with the preparation of this animated video-based digital dictionary is expected to make it easier for readers to recognize language and distinguish between standard and non-standard language, the meaning of real language with the meaning of language on social media such as Twitter, Tiktok, Youtube and Facebook.

The problem formulations in this research are, 1) How is the variety of language in social media for the preparation of animated video-based digital dictionaries? 2) How is the meaning of language in social media for the preparation of animated video-based digital dictionaries?

This study aims to determine the variety of social media language for the preparation of animated video-based digital dictionaries, and to determine the meaning of language in social media for the preparation of animated video-based digital dictionaries. This is to make it easier for readers to distinguish meaning and distinguish standard language varieties on social media. The social media used are Twitter, Facebook, Youtube and Tiktok. The use of social media is currently trending among the public, which can be seen from the content created by influencers.

METHOD

The research method used is descriptive. The data collection technique is to collect language varieties through social media such as Instagram, Facebook, Twitter, YouTube, and TikTok. Data analysis techniques include data collection, making animated videos, presenting data, and drawing conclusions. Research steps include planning, implementation, and report collection. The results of this research are for the preparation of animated video-based social media language varieties. Based on these results, it will be explained in qualitative descriptive form.

RESULTS AND DISCUSSION

Based on the results of the analysis that has been carried out on the variety of social media language, the data obtained are in the form of terms commonly used on social media including Facebook, Twitter, TikTok, and YouTube. Of the four social media obtained, 255 terms were divided into 90 terms from tiktok, 83 terms from facebook, 55 terms from twitter, and 27 terms from youtube. Based on the terms that have been obtained, they are then analyzed based on the origin of the word and also the meaning of the word. Simpen (2021) states that the word of origin or form of origin is a form of origin of a word that becomes the formation for a new form of term. In this case, the terms that appear in social media are formed due to changes in the form of terms or abbreviations of existing terms. Damayanti (2019) states that word meaning is the understanding or intention of a form of words that are spoken or written.

The terms that have been analyzed based on word origin and word meaning are then developed into an animated video-based digital dictionary. Video animation is a combination of moving audio-visual media, audio-visual media rely on the senses of hearing and vision (Hapsari, et al., 2021). Animated video is used as an alternative in the preparation of digital dictionaries. This is done to attract people's attention in reading a dictionary. One of the advantages of animation proposed by Ariandhini & Anugraheni (2022) is its ability to explain an event systematically in each time change, of course it helps in explaining the procedure and sequence of events. The presence of audio visuals in the dictionary provides something new and easy for readers to understand. As stated by Fitria in Fitriyah (2022), one of the objectives of using audio visual is to construct and stimulate in the form of motion and sound images and clarify the presentation of the message to be conveyed

The preparation of an animated video-based digital dictionary in this study uses animaker software. Animaker is a DIY (Do It Yourself) video animation software founded by CEO and Founder R. S. Raghavan in 2014 (Ika and Irianto, 2021). As one of the software that can be used as an alternative in making videos, it certainly provides many benefits. Pratama and Widodo (2018) explain that animaker is an application used to create a video with two-dimensional animation. The advantages of animaker as an animation video maker application mentioned by Robinson & Hasan (2023) are that one of them

makes it easy and has been provided with interesting animations and has been categorized from the animaker such as animations for education, business, and others.

The following is a display of the animated video-based digital dictionary using the animaker application that has been compiled.



Figure 1. Initial display of digital dictionary based on animated video

In Figure 1, it can be seen that the first display of the animated video digital dictionary contains several components, including images, animated people, and text. Apart from these displays, the video is also accompanied by a sound that adjusts to the writing that appears as shown in Figure 1. In the initial appearance of the video, information related to the content of the video that will be listened to is presented. This is done as a trigger or lure for video listeners so that the information conveyed is clear. The next display contains a digital dictionary display grouped by type of social media which is the source of language variety. Can be seen in Figure 2.



Figure 2. Visual display of digital dictionary of

social media language variety

It can be seen in Figure 2 the visual appearance of the digital dictionary of social media language varieties. The terms contained in this digital dictionary total 255 terms consisting of 90 tiktok terms, 83 facebook terms, 55 twitter terms, and 27 youtube terms. Each term is given an explanation of the intended meaning of the term presented. In the digital dictionary display, several components can also be seen to support visualization such as loading images, animated people, and text that refers to a term being explained. In addition, the digital dictionary contains sounds that are issued in accordance with the display of text or terms that appear. The order of terms is arranged alphabetically from each type of social media displayed.

Social media language variety in the preparation of digital dictionary based on animated video

Language variety in social media is one of the varieties of written language that adapts to social media users. This is certainly one of the language developments that adjust to the times. As Chaer (2010) reveals, language diversity arises based on social diversity and the function of activities in society. Each group of people with different ages, professions, levels of education, and social status has its own variety of language used when communicating with other groups (Prayudi & Nasution, 2020).

The use of social media is one of the trends especially used by young people. Many terms appear and are often used on social media. These terms become one of the communication tools that are usually only understood and understood by certain social media users as well. As revealed by Susanti (2016), language and society are closely related to each other and cannot be separated. Communication that occurs for social media users is one of the social relationships. A good social relationship system and language mastery are factors that must be owned by someone to achieve a successful communication (Syam, 2014).

The existence of social media used as a communication medium requires its users to understand the terms that appear on the social media. Language use in social media has an important role in the use of language in society because the language contained in social media is often used as a daily language by social media users (Jadidah, et al. 2023). The terms are innate from the country of origin that created the existence of social media, and some terms are the

creativity of its users (Susanti, 2016). The terms that emerge from social media can be used as Indonesian vocabulary. It is even possible that the term becomes an official language recognized as Indonesian.

As an effort to collect terms used in social media, it can be compiled in the form of a special dictionary. This is what certainly makes the author feel interested in developing an animated video-based digital dictionary. The dictionary is compiled based on data obtained from various social media. The preparation of this dictionary can be used as a reference for users who do not know the meaning of words or terms that appear from various social media. As revealed by Sigit and Anwar (2015) that the dictionary can be used as a reference that explains the meaning of words that serve to help someone recognize new terms. In line with this, Agussalim, et al. (2019) stated that there are several uses in the preparation of digital dictionaries, including overcoming language extinction, making it easier to add vocabulary, preserving language, and can be used in language learning.

Digital dictionaries compiled in the form of animated videos can be used as an alternative in the development of specialized dictionaries. The usefulness of digital dictionaries is the same as dictionaries in the form of books, but by using digital dictionaries, the advantages of searching can be done faster (Nuraini & Firmansyah, 2020). Digital dictionaries can also play an important role, as stated by Azzikri (2019) if we find a new vocabulary and do not know the meaning of the word, digital dictionaries can help in presenting the meaning of the vocabulary. Video animation is a form of audio visual combined together. Safitri (2011) states that animation is an activity of animating or moving stationary objects, stationary objects are given encouragement of strength, enthusiasm, and emotion to become alive or move. Based on this explanation, it can be concluded that a digital dictionary based on animated video is a combination of audio and visual simultaneously and contains information in the form of word meanings arranged alphabetically.

Meaning of language in social media

Language has a very important role in developing social media. On social media, language is used as a form of communicating and conveying data. The presence of social media allows humans to communicate without having to meet face to face. This makes the spoken language used directly

switch to written language. Therefore, there is the use of written language or language varieties that have varied meanings (Hasanah, et al, 2021). A term or word has different meanings. Word meaning is the understanding or intention of a form of words that are spoken or written (Damayanti, 2019). The terms that appear in various social media certainly have various meanings. The meaning of the word arises because of the agreement of its users. The emergence of various word meanings is also certainly supported by the influence of successful communication. Not infrequently there are also social media users who do not fully understand the meaning of a word used. This is certainly one of the factors inhibiting the success of a communication.

Social media users interact with other users using written language. This written language becomes one of the media in conveying the intent and purpose of a communication. Many new terms are often used on social media. Communication misunderstandings in social media are also unavoidable. This is because social media users write a term that is only used by certain groups of people. With the intention to simplify and shorten the communication carried out. Crystal (Junus, 2019) states that netspeak as a variety of speech phenomena used in communication on the internet, social media language users write what is pronounced or can be referred to as epronunciation. The terms that appear in social media language varieties do not refer to a sentence but to the writing of words, phrases, and clauses (Prayudi & Nasution, 2020).

The emergence of new terms used by social media users will shift the use of good and correct Indonesian language. As an effort to provide information related to the meaning of a term in social media, a digital dictionary can be compiled. This dictionary is compiled as a set of terms that appear in social media. Akyuwen, et al. (2020) stated that slang seemed to shift the use of Indonesian among teenagers. This causes a decline in the existence of politeness in language. Not a few also use non-standard social media language varieties that are carried over into formal forums that should use formal language varieties.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that the variety of social media language can be used as the preparation of an animated video-based digital

dictionary. The terms used in various social media such as Facebook, Twitter, TikTok, and YouTube are slang. Term analysis is carried out based on the form of word origin and word meaning. The terms analyzed are words, phrases, and clauses. The preparation of an animated video-based digital dictionary utilizes the results of the analysis of terms on social media. The preparation of a digital dictionary based on animated videos can be used as an alternative in equalizing perceptions for social media users. In addition, it can also be used as an effort to improve one's language politeness. Language users can adjust the use of formal language or not depending on the situation and conditions.

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