

Indoglish as A Sociolinguistic Phenomenon: The Power of Language In the 4.0 Era

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Abstract

This research is aimed at identifying the linguistic level of the Indoglish phenomenon commonly used for communication in the industry 4.0 era, identifying the reasons for speakers when using Indoglish in social media, especially on Twitter, Instagram, and TikTok; and analyzing the impacts of its usage on the speakers. The data source in this study uses various forms of authentic tweets and captions that focus on the emergence of Indoglish in this era which was collected by note-taking and observation techniques. Then the data was analyzed and presented qualitatively using the theories proposed by Weinrich (1963) and Holmes (2013). The results of this research imply the forms of Indoglish linguistic level used for communication in social media, especially on Twitter, Instagram, and TikTok in three different levels, such as word level, phrase level, and clause/sentence level. Most teenagers in the 4.0 era use Indoglish language in their tweets or captions on social media to make them easier when conveying intentions for intimacy, developing closeness, affirm intentions, and expressing resentment. The impact of using this language in their communication would help them to develop their English abilities.

Keywords: *Indoglish, the 4.0 era, linguistic level, social media.*

1. INTRODUCTION

The world appears to be shrinking very rapidly as international barriers come crushing down and people gain easy access to other cultures and languages. This era of industry 4.0 of the world produces one effect, which is the growing trend to use English as a world language. English has infiltrated the Indonesian language and it appears there is no stopping it, not a day goes by in major cities where English is not heard, even if it is not spoken correctly. English, although is used informally considered, it has become a language that influenced teenagers in social media, such as on Twitter, Instagram, and TikTok. It is used as a slank language in their daily conversation as a phenomenon that could be found easily.

Indoglish is a particular phenomenon of languages that uses a combination of Bahasa Indonesia and English. According to Saddhono (2018), Indoglish (Indonesian-English) is a term that is often indicated by the use of English which is still nuanced by Indonesian culture and language.

Such a phenomenon as Indoglish can be defined as the involvement of some English expressions in Indonesian discourses (oral and written). Although it is related to other terms such as Chinglish (Chinese-English), Singlish (Singaporean-English), and so on. Yet, this was not an English variation at all. One of the reasons for the existence of the Indoglish form is because Indonesian speakers have struggled to find the right words to express their thoughts. The words or phrases in the Indonesian language do not fully represent the meaning of speech, therefore; speakers use foreign languages more often, in this case, English.

The Indoglish phenomenon causes changes in the communication process among the young generation. It has become a communication means among the young generation as a new language. This phenomenon emerges along with the world revolution in technology and information in the 4.0 era. The effects of technological innovation, particularly the increase in social media use, have caused a shift in the pattern of community relations. The combination of Bahasa Indonesia and English make a distinct impression on social media, such as Twitter, for example: “nge-treat” (memperlakukan), “nge-judge” (menghakimi), and “dispill” (dicurahkan).

This Indoglish phenomenon influenced the occurrence of the language due to some factors. One of them is because of the prestige that speakers usually feel. They perceive more prestigious when they (intentionally) slip foreign terms in their speech. Rahardi (2017) explained that Indonesian people reproduce semantic differences that they get from English, and they will borrow the term in order to express the exact meaning as it is in English.

Indoglish, for some young generations, is a form of prestige in both formal and informal everyday conversations. This phenomenon is frequently used by celebrities in Indonesia, who spread it to society. When using these forms, speakers feel very prestigious. Language attitudes are closely related to the use of foreign language elements in Bahasa Indonesia discourse and sentences. This language attitude is negative, makes Indonesians less proud of their language, and does not need to exist. As Indonesian, we must be proud of our language. Therefore, a foreign language is not necessary to be used as the standard value of Bahasa Indonesia. This phenomenon is frequently observed when teenagers communicate. The use of Indoglish in society is dominated by teenagers. The youth are looking for ways to express themselves. One of them is by means of expressing their thoughts and feelings through language.

However, many studies reveal that the use of this type of language phenomenon is actually not only as the result of speakers' inadequacy in a language but also due to a certain motive behind its usage. There are numerous factors that have influenced the occurrence of this language. The main reason is that speakers frequently have difficulty in finding the right equivalent word for the

English terms they use, and as previously mentioned, they will frequently continue to use the original form while easily adding some elements of Indonesian to the term. Another example is the term "nge-treat", which has become popular among the Indonesian community and is formed by adding the prefix 'nge' to the English word *treat* to form transitive active sentences. Indonesians will borrow the term to express the exact meaning as it is in English in order to reproduce the semantic difference that they learn from English.

In the realm of social media, especially on Twitter, Instagram, and TikTok; the use of Indoglish is commonly heard in everyday communication. This study assumes that besides the factors explained above, there must be other reasons behind its usage. The hypothesis of this study is that the emergence of new English terms without any equivalent in Indonesian could be one of the factors that contribute to its occurrence. This condition and situation then have led this study to be conducted which concerns the factors, the forms, and the effects of it that have caused Indoglish to emerge on social media, especially on Twitter.

This study is about how the forms of the linguistic level of Indoglish are commonly used by the younger generation on social media platforms, especially Twitter, Instagram, and TikTok, and then the reasons and impacts of its usage on the speakers of the Indonesian language.

In analyzing the data of this study, several theories of word borrowing were used. Holmes (2013) stated that borrowing occurs when someone speaks in a second language and includes several terms from his first language or vice versa. This occurs because of the limitations of the words they have in the second language or because they do not recognize the exact equivalent of the first language. Additionally, Weinreich (1963) asserted that when a word is borrowed into another language, the word changes the mini semantic system or space where the word acts as a member. In other words, when a word is borrowed from another language used in a conversation, all the meanings of the words will adjust to each other.

The borrowing process can occur at the four levels of language, namely: phonology, grammar, vocabulary, and semantics where this allows the occurrence of shifts or even changes in language. According to Saddhono (2018) changes in language are commonly interpreted as a change in rules, whether the rules are revised, the rules disappear, or the emergence of a new rule. As a result of the inclusion of foreign words/terms in a language, he added, it would lead to two kinds of changes, namely changes in the form of incoming words in order to adjust to the rules of the recipient's language and changes in the rules of the recipient's language in order to accommodate the elements that come from the outside.

2. RESEARCH METHOD

The data source in this study is from various writings taken authentically from the use of language in the realm of social media platforms such as Twitter, Instagram, and TikTok. In order to obtain genuine and reliable information, the data was collected covertly using note-taking and observation. For this activity stimulus and inducement were provided in an ongoing conversation. The observation is done by observing the languages used when writing status or ideas on Twitter, Instagram, and TikTok, which contain Indoglish forms. After that, the data is recorded based on the data classification that has been made. Data analysis was carried out by applying the distributional method. The analysis was done after the data was collected and classified properly. Furthermore, data interpretation is done and the interpreted data is then presented informally. The results of the analysis are formulated in words. The data analysis technique can be done through data reduction by summarizing, selecting the main things, focusing on the important things, and looking for themes and patterns. Finally, they were then analyzed and presented qualitatively using the theories proposed by Weinrich (1963) and Holmes (2013).

3. FINDING AND DISCUSSION

As was said in the background of the study above, there have been various changes, either as a result of the 4.0 era or the rapid development of technology information. The revolution in the field of technology, communication, and information is much felt in the use of Indoglish in everyday life, especially in social media Twitter, Instagram, and TikTok. Therefore, this study is conducted in order to identify the Indoglish forms of linguistics level commonly used in social media, especially on Twitter, Instagram, and TikTok, identify the reasons of speakers when using Indoglish and analyze the impact of the use of Indoglish on social media.

3.1 Indoglish Forms of Linguistic Level Commonly Used in Social Media

From the data collected, there are 59 Indoglish forms were obtained from the social media Twitter, Instagram, and TikTok. The finding shows that their linguistic levels vary in terms of word level, such as the word, phrase, and sentence levels. Linguistically, the numbers show that the tendency to utilize words is higher than the tendency to use phrases, clauses, or sentences. It demonstrates that the use of Indoglish is related to the level of language difficulty. A more difficult language is not preferred, but a simple one (i.e., at the linguistic level of words) since it is easier to employ. The linguistic facts that describe the form and linguistic level of Indoglish are detailed in the following table below:

Tabel 1: Linguistic level of Indoglish

CORPUS	INDOGLISH FORM OF LINGUISTIC LEVEL
<p>Twitter:</p> <p>@moviesmenfes movies that make you go, "ah, ke mana aja gue selama ini? Kenapa baru nonton sekarang?"</p> <p>@convomfs Drop meme sejenis kayak gini dong.</p> <p>@handokotjung "Mau long flight" Persiapan: Download puluhan film, buku, game, biar di pesawat bisa produktif. Yang dilakukan di pesawat: Tidur.</p> <p>@AREAJULID Dis! nonton story emil mario bener2 mood booster woi what do you think?</p> <p>@aMazing Diledekin mulu karena gak pernah copot pohon natal but hey, look who has the last laugh (jadi pemalas itu ada bagusnya, tauk)</p> <p>@aMazing Quite a lot! 2022 ini memang tahun yang sungguh menyenangkan.</p> <p>@Askrlfess Cari aja pake keyword nama toko ini di search twt, tiati yaa semua</p> <p>@insidefolkative Hari ini trending topic nya bikin overthinking semua.</p> <p>@jek duh maroko nih ya..</p> <p>kalo untuk ditonton sih enak2 aja karena main terbuka, tapi bagi yang dukung bikin jantung ketuker ama paru. over confidence, gamau clearance, tiap pemain mau show off padahal build up bisa banget pake team work</p> <p>@diethingy diet! achievement aku setelah putus</p> <p>@Ahsukamakan Gudetama Netflix</p> <p>Cerita pasal telur yang dah putus asa untuk hidup, probably the cutest animation I've ever seen</p>	<ul style="list-style-type: none"> - Movies that make you go: CLAUSE/SENTENCE LEVEL - Drop: WORD LEVEL - Long flight: PHRASE LEVEL - Download: WORD LEVEL - Mood booster: PHRASE LEVEL - What do you think: CLAUSE/SENTENCE LEVEL - But: WORD LEVEL - Look who has the last laugh: CLAUSE/SENTENCE LEVEL - Quite a lot: PHRASE LEVEL - Keyword: WORD LEVEL - Search: WORD LEVEL - Trending topic: PHRASE LEVEL - Overthinking: WORD LEVEL - Overconfidence: PHRASE LEVEL - Clearance: WORD LEVEL - Show off: PHRASE LEVEL - Build up: PHRASE LEVEL - Team work: PHRASE LEVEL - Achievement: WORD LEVEL - Probably the cutest animation I've ever seen: CLAUSE/SENTENCE LEVEL
<p>Instagram</p> <p>@rekombrg woman shirt recommended</p> <p>@odb_storee Sale Now : 1.499.000 <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Order via whatsapp / Shopee</p>	<ul style="list-style-type: none"> - Woman shirt recommended: CLAUSE/SENTENCE LEVEL - Sale Now: PHRASE LEVEL - Order via: PHRASE LEVEL

Khusus sepatu ini tersedia di :
Gmaps : TOS.CO SNEAKERSROOM
@ayedenim: Lagi siap2 buat besok **BOXING DAY SALE**.
KALAU HABIS GIMANA BRO? YA **REFILL**. SUSAH AMAT.
@conversneakers.id **Restock!** Banyak yang nyari ini yaa? **Cap** Converse **Green** sudah tersedia kembali nih **friends!** Harga cuma 199rban aja.
@rosellacloset: 2 warna baru yang sepertinya bakal jadi **next best seller item**
@hugotorch.id **How to Style Outfit** Ngantor pake **Accessories** dari @hugothorch.id ! dari ketiga **style outfit** diatas, kalian paling suka yang mana nih ?Btw, kalo kalian mau cop bisa langsung ke **marketplacena**
@hugothorch.id ya. Mimin jamin kualitas ga maen-maen ! Premium parah. Semua Produk Hugothorch Indonesia GARANSI 2 Tahun Gokil Parah ! Belum Nemu mimin **Brand fashion** Lokal Indonesia yang memberi Garansi Selama Ini !
@agusyudhoyono **Quality time with my beloved ones**. Salam sehat dan semangat dari kita bertiga.
@jeromepolin Aku sama keluargaku punya rutinitas buat **quality time** tiap minggunya
@mastercorbuzier Beberapa fakta mengejutkan...
Love this debate..
@jesicaceren jatuh cinta sama **scarf** baru aku cantikk!
@anggayunandareal16 Rilis jam 12 malam ini.
Stay tuned!
@megeeen belum launchingg, ntar **launchingnya** jam 12 malem
@maudyayunda **Hello**, 28.
Swipe to see my happy face. Terimakasih doa baiknya teman-teman!!! **Sending you lots of love.**

- Boxing day sale: **CLAUSE/SENTENCE LEVEL**
- Refill: **WORD LEVEL**
- Restock: **WORD LEVEL**
- Restock: **WORD LEVEL**
- Cap: **WORD LEVEL**
- Green: **WORD LEVEL**
- Friends: **WORD LEVEL**
- Next best seller item: **CLAUSE/SENTENCE LEVEL**
- How to Style Outfit: **CLAUSE/SENTENCE LEVEL**
- Style outfit: **PHRASE LEVEL**
- Market place: **PHRASE LEVEL**
- Brand Fashion: **PHRASE LEVEL**
- Quality time with my beloved ones: **CLAUSE/SENTENCE LEVEL**
- Quality time: **PHRASE LEVEL**
- Love this debate: **CLAUSE/SENTENCE LEVEL**
- Scarf: **WORD LEVEL**
- Stay tuned: **PHRASE LEVEL**
- Launchingnya: **WORD LEVEL**
- Hello: **WORD LEVEL**
- Swipe to see my happy face: **CLAUSE/SENTENCE LEVEL**
- Sending you lots of love: **CLAUSE/SENTENCE LEVEL**

<p>TikTok:</p> <p>@digidegu tutorial kerudung part 1! Bahan kerudung: umama vocal (bebas yang laser cut atau biasa)</p> <p>@cutebarang Ide outfit cocok buat kemana aja.</p> <p>@666juta Ide kamar minimalis low budget.</p> <p>@Sansadhia Experience baru naik kereta api panoramic pertama di Indonesia. Kesan pertama serasa tour de Europe.</p> <p>@zul aga alay cuman pengen post aja biar ada berkesan hehe</p> <p>@oiishii Melting terus ngeliatin hal2 kecil yg mereka lakuin ke satu sama lain</p> <p>@debuttele Suami mbak Citra Kirana kena spill juga ygy</p> <p>@CEOFGABUT gimana perasaanmu Ketika mengetahui org yg kamu sukai telah ada org yang dicintai tapi di private</p> <p>@kentang New Balance bagus dan murah only on Pasar Senen</p> <p>@tumi tutorial main latte latte</p> <p>@ikiiiiii post ulang, sorry tangannya ga diiket</p> <p>@bossbaby Aloo, favourite person. Apa kabar? Baik baik aja kan?</p> <p>@Inourspace thanks for being here, aku cinta kalian</p>	<ul style="list-style-type: none"> - Tutorial: WORD LEVEL - Vocal: WORD LEVEL - Laser cut: PHRASE LEVEL - Outfit: WORD LEVEL - Low budget: PHRASE LEVEL - Experience: WORD LEVEL - Panoramic: WORD LEVEL - Tour de Europe: PHRASE LEVEL - Post: WORD LEVEL - Melting: WORD LEVEL - Spill: WORD LEVEL - Private: WORD LEVEL - Only on: PHRASE LEVEL - Tutorial: WORD LEVEL - Post: WORD LEVEL - Sorry: WORD LEVEL - Favourite person: PHRASE LEVEL - Thanks for being here: CLAUSE/SENTENCE LEVEL
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3.2 The Reasons for Indoglish Usage in Social Media

A speech is typically presented because it serves a purpose. Regarding the reasons for Indoglish usage in social media, especially on Twitter, Instagram, and Tiktok, the data reveals there are several reasons behind the use of the language, such as: to show English proficiency, to facilitate speaking/convey intentions, to show the purpose of affirmation, for prestige because they do not know the correct interpretation in Indonesian, for familiarity, and to express irritation. From the observation of the linguistic facts, it is found that the most dominant motive of teenagers use language is in order to facilitate speaking/express their

intentions. This happens because they do not know the correct meaning in Bahasa Indonesia, they noted that if they use the original form of a term, the point of their conversation will be fully understood by others, therefore, they decided to use the original form of English instead.

The other reasons for the use of Indoglish are familiarity and prestige. They used Indoglish in their Tweets or caption on Instagram and TikTok to develop closeness, relaxed friendliness, and intimacy with their interlocutors. Holmes (2013) states that one of the factors which influence linguistic choice is how well we know someone. The higher the solidarity of language, the closer a person is to another. Whereas they used the language to show affirmation of intentions and used the term to express irritation. The last reason they used Indoglish is to show their prestige and English abilities by combining Bahasa Indonesia and English in their tweets or captions.

3.3 The Impact of Using Indoglish in Social Media

The phenomenon of the use of Indoglish language can be used as an example of linguistic change, especially in sociolinguistic studies on the relationship between language and social context. There are some negative impacts from the use of Indoglish, such as it is accused of damaging Bahasa Indonesia's improvement in the present and future if it is not immediately addressed positively and subsequently corrected. There seems to be a fear that its existence may actually lessen the intensity with which native Indonesian phrases are being used.

Still, it is important to adopt an optimistic perspective when using proper Indonesian. If not, it is considered that it will damage the prestige of Bahasa Indonesia because many people are turning away from the established linguistic norms and toward other linguistic forms. In addition, if Indoglish use is uncontrolled, it could prevent Indonesian language dynamics and poise from being optimized.

4. CONCLUSION

From the analysis mentioned above, the following conclusions can be drawn, including the forms of Indoglish linguistic level used in communication in social media, especially on Twitter, Instagram, and TikTok in three different levels, such as word level, phrase level, and clause or sentence level. Most of the teenagers in the 4.0 era use Indoglish language in their tweets or captions on social media to make them easier when conveying intentions for intimacy, developing closeness, affirming intentions, and expressing resentment. The impact of using this language in their communication would help them to develop their English abilities.

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