Jargon on Instagram Features

Fendianus Gebi[1], Putu Desi Anggerina Hikmaharyanti[2]
English Study Program. Faculty of Foreign Languages, Universitas Mahasaraswati Denpasar,
Jalan Kamboja 11A Denpasar, Bali 80223[1,2]
Correspondence Email: fendinagung@gmail.com [1], putudesi812@unmas.ac.id [2]

Abstract
The purpose of this study is to identify the form and meaning of jargon in the social media functions of Instagram. The information is taken from the words of the Instagram feature. Qualitative descriptive methods are also used to analyze the collected data and identify specific terms or phrases that are frequently used by Instagram users in certain contexts, as well as content containing jargon, whether it is posts, stories or comments. context and variations in its use. Jargon is specific vocabulary in a particular field. Jargon is rarely understood by a layman because it is so focused on specific meanings. And as a result of this study, the author found that 12 (60%) of the data were in the form of words, 3 (15%) of the data were in the form of sentences, 5 (25%) of the data was in the form of abbreviations. , and 12 (60%) data were abbreviations. Data is taken from Instagram hashtags using Halingga's (2004) jargon formation and Leech's (1981) theory of meaning as the basis for this study. At the same time, the meaning is governed by the actual meaning of jargon according to its characteristics.

Key words: *Instagram, jargon, meaning*

Absrak
Tujuan penelitian ini adalah untuk mengidentifikasi bentuk dan makna jargon yang terdapat pada fitur-fitur di sosial media Instagram. Data diambil dari kata-kata yang ada pada fitur Instagram. Metode deskriptif kualitatif pun diterapkan dalam menganalisis data yang telah dikumpulkan dan Identifikasi istilah atau frasa khusus yang sering digunakan oleh pengguna Instagram dalam konteks tertentu, serta Melakukan observasi terhadap konten yang mengandung jargon, baik dalam postingan, cerita, atau komentar, untuk memahami konteks dan variasi penggunaannya. Jargon merupakan kosa kata khusus pada bidang tertentu. Jargon jarang dimengerti oleh orang awam karena sangat mengerucut pada makna yang spesifik. Dan hasil dari penelitian ini penulis menemukan hasil sebanyak 12 (60%) data berbentuk kata, 3 (15%) data berbentuk frase, 5 (25%) data berbentuk singkatan, dan 12 (60%) data berbentuk akronim. Data diambil dari kata-kata yang ada pada fitur Instagram, dengan menggunakan teori Halingga (2004) tentang pembentukan jargon dan Leech (1981) mengenai makna menjadi dasar penelitian ini. Sedangkan untuk maknanya didominasi oleh makna sebenarnya jargon-jargon tersebut sesuai karakteristiknya.

Kata kunci: *instagram, jargon, makna*

Introduction

Jargon is a special vocabulary used in certain fields of life (environment). Jargon is sometimes not understood by people from other areas of life. For example, "computer jargon" means terms related to computers specifically and only understood by people who are related to the computer field. The function of the jargon is to bind unity and provide spices of enthusiasm for its members to continue to carry out their activities with enthusiasm. In addition, jargon also has a function as an icon to be remembered and known by people. Not only that, jargon also functions as a substitute for secret words that can only be understood by a group that makes the jargon. Jargon generally refers to the technical language used by people in the same position or profession. When you say someone's speech or writing is full of jargon, it means you don't approve of it and think it should be simplified. In Middle English, this word referred to gossip, so its origin is probably imitative: it reflects the sound of gossip or meaningless word. Therefore, jargon can also be concluded as special words of a technical nature that are used in a limited way in the field of science, profession, or certain groups and are only understood by a limited circle. That is why journalists are prohibited from using jargon in writing news, because jargon is difficult for the layman (general) to understand.

The meaning of the slang is also a special language that belongs exclusively to a group, often a profession. Engineers, lawyers, doctors, tax analysts and the like use jargon to efficiently exchange complex information. The jargon is often incomprehensible to those who use it outside the group. For example, here is an excerpt from a computer manual with the jargon in italics: "The RZ887-x current loop interface allows the computer to use a Centronics locked duplex protocol."

Language speakers live in a heterogeneous society. The community is composed of various language speakers who have different social groups based on education, age, ethnicity, and occupation. The different backgrounds of the speakers of these languages necessitate the existence of a variety of languages. Developments and changes in the form of language cannot be avoided because language belongs to humans who always experience changes in activities according to their interests. Therefore, language undergoes dynamic development. The most visible changes today occur in the lexicon and semantic areas.We often hear the term from jargon, especially in the mass media by using foreign words in expressing something. Chaer and Agustina (2010: 68) explained that jargon is a social variation that is used on a limited basis by certain social groups. Often the expressions used cannot be understood by the general public or people outside the group. However, these expressions are not confidential and are never kept secret. For example, in a mechanic or workshop group there are expressions such as dispooring, jacking up, dices, balancing, and polishing. In the masons and construction groups, expressions such as dissipated, exposed, elbowed and weighed were found.

The definition of jargon in the KBBI is different, jargon is a special vocabulary used in certain fields of life (environment). Nuryadi defined jargon as the barrel of language that is deliberately used by certain groups but is not understood by people outside these circles (Robins 1992: 62). Jargon usually relates to specific vocabulary used in certain areas of life. The term jargon sometimes makes us confused, because actually jargon is a type of spoken word or sentences. The jargon of authenticity gives

full expression to his hostility towards the language used by some existentialist thinkers such as Martin Heidegger. With his usual focus on the use and abuse of language, he questions jargon, or "aura," as his colleague Walter Benjamin called it, which clouded the thinking of existentialists. He argued that its use undermined the very message for meaning and liberation that it sought to make authentic. Moreover, such language - claiming to address the issue of freedom - signally failed to reveal the lack of freedom inherent in the capitalist context in which it was written and the general definitions of jargon, with the two main ones being (1) the specialized language of any trade, organization, profession, or science, and (2) the pretentious, excluding, evasive, or otherwise unethical and offensive use of specialized vocabulary. The first definition is neutral; the second has a negative meaning (Hirts 2003) . Instead of looking at the inherent characteristics of speech, jargon aphasia was investigated as communication between speaker and listener. The 18 examples were contrasted with the 26 typical aphasics. Jargon users displayed bilateral brain involvement, other non-aphasic language abnormalities, denial of speech impairment, and selective use of jargon, particularly when attempting metaphorical representations of disability-related issues. They had no severe reactions, and as their clinical condition improved, the jargon was replaced with confabulations and idiomatic speech patterns including clichés, puns, and malapropisms. The degree of anxiety and overt concern decreased as the frequency of such verbalizations increased. Technical language is not jargon in and of itself, nor is it wrong or immoral to write or speak in a way that the average person would not understand. Every profession must have its own vocabulary in order for its members to think and communicate. To deprive them of such words would be to condemn them to inactivity. If one wished to kill a profession, to remove its cohesion and its strength, the most effective way would be to forbid the use of its characteristic language.In two patients with jargon aphasia, verbal stereotypy, echolalia and "officialese" appeared in the course of recovery. That is used in certain groups of people in the same field, which is not known by others. People who read an article and try to understand the content of the article are not necessarily experienced people in the field so they may not understand the specific terminology of a field. Although some articles may not be read by the general public, in general, articles that use academic terms or from certain professions contain more basic explanations than academic articles or books. Among experts it is commonly used and properly used as a fast and efficient way to communicate. Examples of jargon in linguistics are phoneme, morpheme, lexicon, and so on.Simply put, jargon is a linguistic phenomenon in society that is used by people who share social status, community, position, and interested in the same environment. For example, one of jargon commonly used by Instagram users is "Reel". The most common definition of "Reel" is Roll. However, in jargon, the term refers to Instagram's newest feature which is already available in several countries. Similar to its rival, TikTok, Instagram Reel lets you create short 15-second videos, with awesome stickers and effects. Another example is the word "Reach." General definition of "achieve" but inside jargon, "Reach" is the number of unique users who saw your post in a certain time span. This is some examples of mechanical jargon. Based on the definition and explanation of the jargon given above, Instagram is the subject of jargon studies because Instagram has a lot of jargon that must be studied and discussed and there is a lot of data that we can analyze. In addition, Instagram is

an image-based social media that provides online photo or video sharing services. This makes it easier for us to research the best jargon on social media.This study aims to analyze the jargon used in Instagram platform be it community or individual posts. This study is only the author focuses on jargon used in instagram features. The author intends to find out the forms of jargon used by Instagram users. Therefore, this research is entitled "Jargon on Instagram Features". In this research the author also makes a comparison with previous research entitled "Jargon in Student Activities" by Imam Maurifin (2014). In this research, the researcher also used a qualitative descriptive method, and the difference between the previous researcher and the current research was the data collection technique. In the previous research, the techniques used were note-taking techniques, recording techniques, documentation techniques and interview techniques. and the theory used in previous research uses theory by Kridalaksana (1985:21). So that the previous research and current research have differences.

Theory of Meaning

Leech's theory discusses 7 types of meaning related to linguistics, especially jargon, namely conceptual, connotative, collocative, reflective, affective, social and thematic.

1.) Conceptual Meaning
Conceptual semantics deals with the literal meaning of words. Essentially, when you read or hear a certain word before you give it too much thought, the meaning that comes directly to mind is what conceptual semantics is concerned with. For example, the word cat literally means cat and dog **means** dog. These two are domestic animals. Nothing more.

2.) Collocative Meaning
This type of meaning is a result of the context in which a word is associated with other words. For example, fork, spoon, and knife collocate with cutlery while shampoo, conditioner, and toothpaste collocate with toiletry.

3.) Connotative Meaning
According to Leech, this kind of meaning is "the communicative value of expression based on what it refers to, exceeds and above its pure conceptual content.

4.) Affective Meaning
This kind of meaning is connected to the speaker's individual viewpoint. Affective meaning is completely dependent on the speaker's feelings toward the listener and the context of the subject being discussed, just like connotative meaning is. For instance, something may be disliked by one person but hated, abhorred, or detested by another.

5.) Social Meaning

This semantic classification leads us to the study of the sociological dimensions of language, or sociolinguistics, another area of linguistics. The social context of a particular culture shapes social meaning. Expressive and stylistic meaning are other names for social meaning.

6.) Thematic Meaning

Thematic meaning is conveyed through symbolism, allegory, and other various literary genres. When the author of an idea plots out a piece of work, they branch out ideas to support their topic, but they always develop the main theme.

7.) Associative Meaning

The concept of associative meaning combines several types of meaning that are closely related. The sub-types that make up associative meaning are connotative, collocative, social, affective, and reflected meanings. Amd combines all other meanings that do not fall into the category of conceptual meaning.

Method

Descriptive qualitative method was applied in this study to describe the form of jargon found in Instagram platform and the meaning of those jargons. The step was started by observing the jargon, taking notes of the jargon, categorizing the meaning of the jargon. The theories applied in this study were from Halingga (2004) on forming jargon and Leech (1981) on meaning. Table was provided to show the number of jargon formation followed by the analysis. The meaning of the jargons was elaborated in the description of each data sampling in this study. And researchers use this theory because this theory is related to current research which helps the author in completing this research.

Result and Discussion

Table 1. Forming Jargon

Form of jargon	Frequency of submission	Accepted	Rejected
Word	60	12	48
Phrase	15	3	12
Abbreviation	25	5	20
Acronym	60	12	48
Total	160	32	128

Based on the table, the jargon in Instagram features has a type of jargon every time they post. The conclusion that can be analyzed about the jargon that is often used by Instagram post users is the term that most often appears when someone posts Instagram. Based on the table above, we can also find out the form of jargon from Instagram based on the theory of Halligan (2004) so as to find results, including 12 data (60%) for the Word form, 3 data (15%) for the phrase form, 5 data (25%) for the acronym was 12 data (60%).

This section explained the jargon that comes from one word, which has its own meaning from an activity that can be understood from the smallest unit of language that can be understood either spoken or written, as well as data found as jargon.

Data 1

Geotag is one of Instagram jargons referred to mentioning location wherever the users upload the post in real-time. This feature is also able to make it easier for users to search for photos uploaded for a long time. *Geotag* includes as word specifically compound word from *geo* and *tag*. Based on Merriam Webster digital dictionary, the word *geotag* is supported by GPS coordinates and attached in file or image, in this case, *geotag* is operated in Instagram in which the users can insert location of where they are posting. The meaning of *geotag* refers to the real meaning as attached in dictionary so that *geotag* includes in denotative meaning.

Data 2

Impressions is one of Instagram jargons that shows how often a photo or video or story we see. This feature also includes counting the number of users who viewed your posts while scrolling through their feed, clicking on your profile to view photos and viewing content via Instagram Direct. Based on Oxford dictionary, *impressions* is an idea, feeling, or opinion about something or someone, especially one that is formed without conscious thought or based on little evidence. The meaning of the word impressions does not refer to the actual meaning so *impressions* are included in the connotative meaning.

Data 3

Guide is a form of jargon from Instagram and is a new feature that allows you to curate existing content on Instagram. This feature can also be packaged in one particular topic, and can select the feature content into a guide based on the Dictonary.com *guide* is to assist (a person) to travel through, or reach a destination in, an unfamiliar area, as by accompanying or giving directions to the person. The meaning of the *guide* does not refer to the real meaning so that the guide is included in the connotative meaning.

Data 4

Ghost follower is one of Instagram jargons that refers to followers who never give likes or never even comment on posts on posts they follow. This feature is just an observer or silent reader. *Ghost follower* includes as word specifically compound two words from *ghost* and f*ollower*. Based on Merriam webster's digital dictionary the word *ghost follower* refers to the soul of a dead person believed to be an inhabitant of the unseen world or to appear to the living in bodily likeness. The meaning of ghost follower does not refer to the actual meaning as attached in the dictionary so that it is included in the connotative meaning.

Data 5

Filter is one of the Instagram jargons that refers to an Instagram *filter* to give an effect to the images or photos that we post. This feature is able to change the color effect of the photo to be bright, clean, cool and others. Based on Merriam Webster digital dictionary, it means a porous article or mass as of paper or sand through which a gas or liquid is passed to separate out matter in suspension. The meaning of the word *filter* as attached in the dictionary has a connotative meaning.

Data 6

Private is one of the Instagram jargons that refers to someone's Instagram account that cannot be displayed by other accounts. In this feature we can see the profile of the *private* account by following it and we have to wait for confirmation from the owner of the *private* account. Based on Merriam Webster digital dictionary is intended for or restricted to the use of a particular person, group, or class. The meaning of *private* refers to the actual meaning as attached in the dictionary so that *private* is included in the denotative meaning.

Data 7

Caption is one of the Instagram jargons that refers to a description or description of the post that we upload on Instagram. in this feature we can load hashtags according to the photos we post. In this feature, a good caption will be used as an inspiration to others who read the *caption* that is posted. Based on Merriam Webster digital dictionary is the part of a legal document that shows where, when, and by what authority it was taken, found, or executed. The meaning of the *caption* does not refer to the actual meaning as attached in the dictionary so that the caption is included in the connotative meaning.

Data 8

Hashtag is one of Instagram's jargons that refers to what is written in the caption where the hashtag has the # symbol or *hashtag*. This feature can also be used to create trends,

specifications. This feature can also perform grouping and narrowing in certain fields. *Hashtag* includes as word specifically words from *hash* and *tag*. Based on the Merriam Webster digital dictionary, *hashtag* words are supported by a # sign or hashtag to classify or categorize the accompanying text. The meaning of the *hashtag* refers to the actual meaning as attached in the dictionary so that the hashtag is included in the denotative meaning.

Data 9

Comment is a jargons that refers to comments between fellow users to interact with each other and in this feature we can include other Intagram accounts in a *comment* column which is often referred to as mentions. Based on the Merriam Webster digital dictionary is a note explaining, illustrating, or criticizing the meaning of writing and where everyone is free to *comment* either positive or negative. The meaning of the *comment* refers to the actual meaning as attached in the dictionary so that the *comment* is included in the denotative meaning.

Data 10

Repost is one of Instagram's jargon which refers to the activity of reposting other people's photos or content. In an Instagram there is no feature to repost other people's photos directly so with applications such as *repost* (IOS) or *Reposta* (Android) that can support. This feature is for reposting other people's photos. Based on the Merriam Webster digital dictionary is to post something again attached in the form of a photo or video. The meaning of *repost* refers to the actual meaning as attached in the dictionary so that *repost* is included in the denotative meaning.

Data 11

TBT is one of jargon refers to Throwback Thursday, when users share memories from the past on Thursdays. users will post nostalgia-evoking images from different eras in their lives, accompanied by the hashtag *#TBT* or #ThrowbackThursday. Based on the Collins Dictionary *TBT* (Throwback Thursday is An internet theme day observed on every Thursday during which people share and old photograph of themselves via social networking sites and image-sharing communities most notably through photo-sharing mobile app Instagram. The meaning of the *TBT* refers to the actual meaning as attached in the dictionary so that *TBT* is include in the denotative meaning.

Data 12

Feed is one of jargon describes the primary collection of images and videos that a user views after logging onto their account. It is made up of postings from accounts that they follow, with the information appearing in either an algorithmically generated or chronological sequence. Users can browse and interact with other people's posts by

scrolling through their feed. Based on Cambridge Dictionary Feed is to give food to a person, group, or animal. The meaning of the feed does not refer to the actual meaning as attached in the dictionary so that the feed is included in the connotative meaning.

Conclusion

By conducting this research, the author found problem results from research that contained jargon in posts, stories or comments on Instagram. Taking into account, jargon has widened new variety of language created by certain community. This study has analyzed jargon on Instagram features as one of social media platform with more than million users in the world and the features make the users familiar to use Instagram certain words such as filter, follower, impression, insight, etc. While the dominant meaning described in this study was denotative meaning which had the same features of the jargon intended.

References

Adorno, T. (2013). *The Jargon of Authenticity*. Englang: Routledge.

Agustini, R. (2014). The Jargon Used in Social Media. Denpasar: English Departement Faculty of letters Warmadewa University

Hudson, K. (1978). The Jargon of the Professions. Springer. https://link.springer.com/book/10.1007/978-1-349-03199-3.

Kridalaksana. (2008). Kamus Linguistik (edisi ke-4). Jakarta: Gramedia Pustaka Utama. ISBN 978-979-22-3570-8.

Leech, G. (1981). Semantics: The Study of Meaning. Penguin Books.

Muarifin, I., Wuryaningrum, R., & Widjajanti, A. JARGON DALAM UNIT KEGIATAN MAHASISWA.

Perecman, E., & Brown, J. W. (1985). Ukeleles, condessors, and fosetch: Varieties of aphasic jargon. *Language Sciences*, 7(1), 177-215. https://www.drjbrown.org/articles

Venhuizen, Gemma & Hut, Rolf & Albers, Casper & Stoof, Cathelijne & Smeets, Ionica. (2019). Flooded by jargon: How the interpretation of water-related terms differs between hydrology experts and the general audience. Hydrology and Earth System Sciences. 23. 393-403. 10.5194/hess-23-393-2019.

Weinstein, et al. (1966). Meaning in jargon aphasia. Cortex, 2(2), 165-187. https://doi.org/10.1016/S0010-9452(66)80001-1.

Weinstein, E. A., & Puig-Antich, J. (1974). Jargon and its analogues. *Cortex*, *10*(1), 75-83. https://doi.org/10.1016/S0010-9452(74)80040-7