

The Analysis of Slang Words in Buying and Selling Android Forum on Facebook

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ABSTRACT

Slang words are non-standard words that are commonly used to communicate in everyday life, including when socializing. This study focuses on the discussion of slang words in the Android buying and selling forum on Facebook in Indonesia. The purpose of this research is to analyze the types of slang words, contextual meaning, and function of slang words. This study uses a qualitative approach with data obtained from screenshots of posts and comments from group members. The results showed that the researcher found the types of slang words, namely Fresh and Creative as much as 4 data, flippant as much as 17 data, imitative as much as 0 data, acronym as much as 19 data, and clipping as much as 5 data. In the contextual meaning, the researcher finds the topic of conversation which mostly discusses selling and buying cell phones, the setting of place is the Facebook group, and social relations of the participants involved in the conversation are between buyers and sellers. In function of slang words, the researcher finds slang words to address as much as 1 data, to humiliate as much as 2 data, to initiate as much as 12 data, to intimate as much as 20 data, to express impression as much as 7 data, to reveal anger as much as 2 data, and to show intimacy as much as 0 data.

Keywords: slang words; types; contextual-meaning; functions.

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INTRODUCTION

Slang word is a language normally utilized by the more youthful age today (Dev & Phillips, 2019). Slang words are non-standard words that are structured in a unique way, powerful and witty used in conversation. Slang can be found in the public arena like school, market, place work and home. Slang words likewise can be utilized in film, show, novel webtoon, comic and web-based entertainment. Slang has turned into a pattern among individuals and one of the elements that have added to spreading this out is web-based entertainment. This is on the grounds that utilizing web-based entertainment has turned into another way of life among individuals, where via virtual entertainment they can have specific gatherings with comparable leisure activities, interests, work, and others. Virtual entertainment is one of the computerized stages which facilitates its users to impart each other even though to share the content which is as pictures, video or composing. Virtual entertainment is additionally utilized for a few social exercises for its users. By utilizing virtual entertainment, people can get and give their data and thoughts in various ways. Various outlets allow social media users to distribute their own thoughts recorded as hard copies, with images, or through recordings and voice accounts; and they can also link audiences to interesting articles, images, and footage. The data offered can be private or public.

The online entertainment utilized by the researcher is Facebook. Facebook is the biggest and most perceived online entertainment network overall making it a magnificent section point for organizations hoping to foster their virtual entertainment methodology (<https://www.businessnewsdaily.com/2534-facebook-benefits.html>). Of the multitude of interpersonal organizations, Facebook opens your business to the broadest crowd and offers the most far reaching set of business apparatuses. Facebook's business apparatuses assist you with building your internet based brand, make significant associations with users and likely representatives, and generally increase efficiency.

Facebook is a social media which contains a lot of slang words. This internet slang is mostly used on Facebook chatting. These internet slang words are also known as chat slang, which can be used on any texting platform. Facebook is defined as an online social networking website where people can create profiles, share

information such as photos and quotes about themselves, and respond or link to the information posted by others. Facebook is also used as a place where people want to sell and buy something. It is known as a forum on Facebook. Selling and buying forum is an online forum. A lot of sellers participate in forums in the hopes of promoting their products and services. The goal is not just to sell to forum participants, but to get the word out and reach a wider network.

By using slang words, Indonesian people, especially young people, have difficulty communicating using Indonesian well, because they are accustomed to using slang words. Even some of the younger generations confuse Indonesian with slang words. Therefore, they have difficulty using Indonesian. This phenomenon occurs because of the application of a new language which is considered as creativity for them. This creativity is shown by making slang words in their own community or group. This allows future generations not to know and use Indonesian as the standard language and national language. Therefore, the researcher conducted this study to identify slang words entitled “The Analysis of Slang Words in Buying and Selling Android Forum on Facebook of Indonesia”.

RESEARCH METHOD

This research is conducted to identify the slang words of slang words in android of selling and buying in Facebook of Indonesia, the function of slang words, and identify the contextual meaning of the data. Therefore, this study can be classified as qualitative research. The reason the researcher uses qualitative methods in this research is because the researcher develops a theory that is built through data obtained through the field. The data from this research are in the form of posts and comments in the buying and selling group of Android cellphones on Facebook which are then analyzed using a theory that is explained descriptively. After the data were analyzed, the result of the research was described descriptively and statistics were not needed. The source of the data obtained in this study is information in observations on member posts and comments posted on Facebook groups, especially the buying and selling group of Android in Facebook which are posted on 1 to 7 of June 2022.

RESULTS AND ANALYSIS

RESULT

In this chapter, the researcher explains about the types of slang words, the contextual meaning, and the function of slang words in buying and selling android forums on Facebook of Indonesia. Data obtained through posts and comments which are posted on 1 to 7 of June 2022.

1. Types of Slang Words

The researcher finds 45 data types of slang words then differentiates into several columns, namely Fresh and Creative as much as 4 data, flippancy as much as 17 data, imitative as much as 0 data, acronym as much as 19 data, and clipping as much as 5 data.

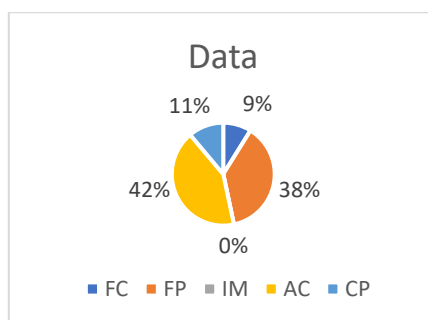


Figure 1. The Percentage of Types of Slang words in buying and selling android forum on Facebook of Indonesia

In analyzing the types of slang words in buying and selling android forums on Facebook of Indonesia, the researcher distinguishes the data into 5 categories, namely fresh and creative, flipping, imitative, acronym, and clipping. The in-depth explanation is continued in the following section:

1) Fresh and Creative

For the fresh and creative type, the researcher finds 4 posts and comments in buying and selling android forum on Facebook of Indonesia that use this pattern, namely :

14/JUN2/FC/MAHAR

Cek **mahar**

(Check the price)

The above datum is an example of the types of slang that are fresh and creative. **Mahar** is a new word created in the buying and selling process. Basically, **mahar** already exists in Indonesian which means a gift from the

prospective groom to the prospective bride, either in the form of goods, money or services that do not conflict with religious law. However, in the context of buying and selling, dowry is used to ask the price of an item being sold. In fact, just by typing “cek **mahar**”, everyone has understood the meaning that it means to know the selling price of the goods being offered.

2) Flippant

In the flippant section, the researcher finds 17 data types of slang in buying and selling android forum on Facebook of Indonesia, including the following :

09/JUN2/FP/NOMIN

No min

(No minus)

The word noun above actually comes from two words combined as the flippant, namely **no+min**, where min stands for minus, so if written in full, no+minus will form the word no minus. The word '**no**' here comes from English, which when associated with posting means nothing. While the word '**min**' also comes from English, namely 'minus'. The two words are combined into 'nomin' which means the product being sold or offered has no physical defects and is still in good condition.

3) Imitative

In the imitative section, the researcher finds 0 data types of slang in the buying and selling android forum on Facebook of Indonesia, This is because in the posts and comments that have been collected by the researcher previously, there is not a single word that states the imitative form.

4) Acronym

In the acronym section, the researcher finds 21 data types of slang in buying and selling android forum on Facebook of Indonesia, including the following :

3/JUN1/AC/TT

Jual atau **tt** hp lain monggo.

(sell or trade with another phone, please)

The word TT in the above datum stands for '**tukar**' or **exchange**. Exchange means that the seller wants to exchange his cell phone for another type of cell phone with fellow members in the group, while '**tambah**' or **add** means that if there is a cellphone that matches the criteria he wants, then he is willing to exchange his cellphone by adding some money.

5) Clipping

In the clipping section, the researcher finds 7 data types of slang in buying and selling android forum on Facebook of Indonesia, including the following :

01/JUN1/CP/NEGO

Redmi 4x lengkap min pemakaian tok Liane normal cek sak kesel mu 550 **nego**.

((For sale) Redmi 4x complete, only minus usage, everything else is normal, you can check as much as you like, price 550K **negotiable**)

The word '**nego**' above is a morpheme of the word 'negosiasi' or negotiate. The word negotiation itself is a word which in English and Indonesian, the writing is almost the same, and the meaning is also the same. In general, negotiation is a bargaining process by negotiating to reach a mutual agreement between one party and another. Users usually abbreviate the word negotiation to '**nego**' so that the writing is not too long, but the message can still be conveyed properly to potential buyers.

2. Contextual Meaning

In this chapter, the researcher explains about the contextual meaning of slang words in buying and selling android forum on Facebook of Indonesia. Data obtained through posts and comments which are posted on 1 to 7 of June 2022.

The contextual meaning of this study is classified using the theory from Holmes (2013) regarding social factors, namely the topic of conversation, setting of place and social relations of the participants involved in the conversation. In this research, the slangs words obtained from buying and selling an android forum on Facebook of Indonesia. Data obtained through posts and comments which are posted on 1 to 7 of June 2022.

26/JUN3/FC/UP



- | | | |
|----|-----------------------|----------------------------------------------|
| a. | Topic of conversation | Sales or exchange of phones |
| b. | Setting of place | buying and selling android forum on Facebook |
| c. | Social Relations | Seller and bidder |

The data above is a screenshot of the post and comments in the forum for buying and selling Android phones on Facebook. The topic of conversation on Datum 26/JUN3/FC/UP is about selling or swapping phones. The focus in this data is the word 'up'. In English, up means a higher place or position. But in the comment above, the word 'up' indicates a refusal in which the seller offers a phone at a price of Rp. 1,250,000 and then offers it to Rp. 1,000,000 by one of the people who commented on his post. Then, the seller said 'up' which means she refused the offer.

The setting of the place of the conversation is buying and selling Android phones on Facebook in Indonesia. The seller provides information on the location of 'Magetan' which means that the target prospective buyers are people who are located around Magetan.

The social relations of the participants involved in the conversation is between the seller and bidder. It is said to be a bidder because the person only bids on goods with the comment '1 million' and there has been no agreement to buy the phone. Then the seller replies to his comment with the words 'up' which means he rejects the price offered by the prospective buyer.

Based on the results of the analysis above, it can be concluded that the contextual meaning of the slang word 'up' in the comments above is a rejection of an offer made by a potential buyer or bidder. In addition, the word 'up' here also serves to post items that are sold to the top position so that they can be seen as items sold today. So that other people who see the post can find out if the product is still available or not yet sold just by looking at the 'up' comment sent by the seller.



- | | | |
|----|-----------------------|----------------------------------------------|
| a. | Topic of conversation | Phone offer promotion |
| b. | Setting of place | buying and selling android forum on Facebook |
| c. | Social Relations | Seller and buyer |

The data above is a post in the forum for buying and selling Android phones on Facebook. Datum 25/JUN3/FP/SOLDOUT discusses the topic of phone offer promotion. The slang word 'soldout' on the topic of conversation above means to inform that the listed product has been sold. The seller wants to show that the products offered are of good quality because the units offered are 'sold out' again.

The setting of the place from the post above is a group or forum for buying and selling Android phones on Facebook. In the post the seller did not provide a specific location where the shop is located. The seller only provides information if the cellphone purchase can be made directly at the store or through an expedition and sent directly to the buyer's address. When viewed from the post, it can be seen that the seller has often promoted their products on the forum, including the word 'soldout' again which indicates that the product is superior and has been known by many people without the need to mention a specific location.

As for the social relations of the participants involved in the conversation is between the seller and the buyer. The seller here is the person who offers the product with promotional techniques that show that the product is superior, where he uses the slang word 'soldout' as a sign if the product has been sold for the umpteenth time.

Based on the analysis above, it can be concluded that the contextual meaning of the slang word 'solout' here is the product no longer has stock that can be sold, but there are still other units that can be purchased from the store.

3. Function of Slang Words

Below is a presentation of data from the function of slang words in posts and comments on the forum for buying and selling Android phones on Facebook in Indonesia. The researcher finds function of slang words to address as much as 1 data, to humiliate as much as 2 data, to initiate as much as 12 data, to intimate as much as 20 data, to express impression as much as 7 data, to reveal anger as much as 2 data, and to show intimacy as much as 0 data.

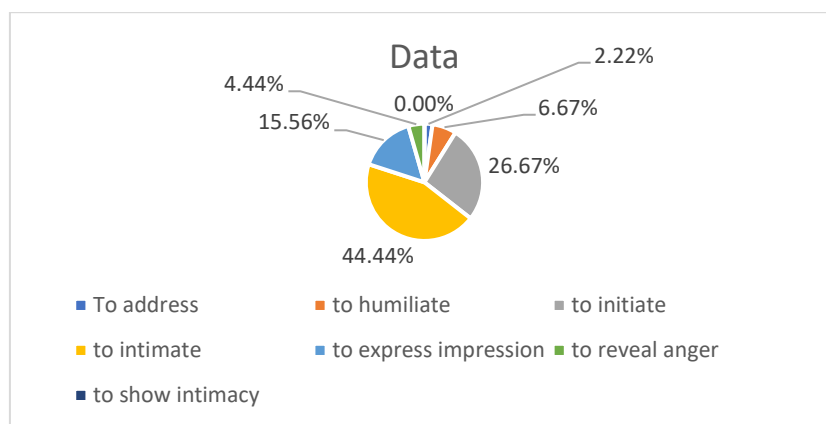


Figure 2. The Percentage of Functions of Slang words in buying and selling android forum on Facebook of Indonesia

This research uses Allan and Burridge (2006) theory of the functions of slang words such as: (1) to address, (2) to humiliate, (3) to initiate a relaxed conversation, (4) to form an intimate atmosphere, (5) to express impression, (6) to reveal anger, and (7) to show intimacy.

1) To Address

To address means that speakers use slang words to greet other speakers to maintain their close relationship.

44/JUN/7/CP/AGAN

“Mari agan dibeli hpnya, bisa langsung datang ke toko.”

Let's buy the cellphone, Sir, you can come directly to the store.

Agan stands for *juragan* (skipper). Agan is usually a greeting for online sellers or buyers, especially men. In this context, the word 'agan' is intended to greet potential buyers so that they sound more familiar.

2) To Humiliate

To humiliate means that the speakers have the tendency to express unpleasant or dislike feelings of the speakers towards someone or something by mocking them.

45/JUN/7/FP/LAPAKSEBELAH

“Kalo mau yang murah coba tanya ke lapak sebelah.”

If you want cheap, try asking the stall next door.

The meaning of '**lapak sebelah**' here is a sarcastic expression for potential buyers who always bid for products at very low prices, so the seller gets annoyed and asks him to ask the lapak next door because the seller cannot sell his cellphone at a price that is too cheap.

3) To Initiate Relax Conversation

It means that the speakers who have close relationships with others tend to use certain vocabulary in order to make the conversation more relaxed so that they can feel more comfortable.

18/JUN2/AC/JAPRI

“Kalau serius langsung japri *mawon*”

If you're serious, just have a private chat.

Japri is short for private line or private network. The meaning of japri is to send a message personally to one person. Usually the word japri is used by someone when sending private messages to each other, SMS, WhatsApp and chat messages on other social media. In this case, the seller tries to get to know the potential buyer by using the slang word 'japri' instead of 'private chat'.

4) To Form Intimate Atmosphere

This means that slang can be an alternative way to alleviate the relationship among strangers so that they can reduce social distance and be more comfortable.

22/JUN3/AC/WTa

“WTa, hp android oppo/vivo, budget 2jt. Monggo tawarkan.”

Want to ask, oppo/vivo android phone, budget 2 million. Please offer.

WTa stands for want to ask, where it means that people in the forum want to ask something.

5) To Express Impression

The speakers often use slang to reflex their impression whether it is a good or a bad impression about something in order to give a clear role about the certain feeling that they want to express.

08/JUN2/AC/OEM

“Dijual *mawon*, oppo reno 4 ram 8/128 fullset nomin, OEM.”

For sale only, oppo reno 4 ram 8/128 full set nomin, OEM.

OEM is the English abbreviation of Original Equipment Manufacturer. OEM in online shopping means an item or product produced by a company which is then purchased, processed, and resold by a company using their own name or brand.

6) To Reveal Anger

It means that the speakers who have a close relationship often use slang words to curse others rather than use regular words when they need to describe anger.

38/JUN4/FC/SADIS

“Kalo nawar jangan terlalu sadis gan.”

If you bid, don't be too sadistic, bro.

Sadis or sadistic is a term used for online sellers who apply a bargaining system. This means that we can bargain for the price of goods but only a little.

7) To Show Intimacy

The speakers usually use formal language with strangers during conversation but prefer to use slang with friends to indicate intimacy or solidarity of their social relationship. Unfortunately, in this study no intimacy is found because the forum analyzed is an Android cell phone buying and selling group on Facebook, where on average they were people who do not know each other.

ANALYSIS

1. Types of Slang Words

Slang is a branch of language for socializing. This term began to appear in the late 1980s. Slang is generally used as a means of communication among teenagers in a group during a certain period. This is because teenagers have their own language in expressing self-expression. A means of communication is needed by teenagers to convey things that are considered closed to other age groups or so that other parties cannot know what they are talking about.

According to Mulyana in Riadiah (2021), slang is a number of words or terms that have special, unique, deviant or even contradictory meanings when used by people from certain subcultures. In addition to this opinion, Sarwono in Suleman & Islamiyah (2018) said that slang is the typical language of teenagers (the words are changed in such a way, so that it can only be understood among them) can be understood by almost all teenagers in the country who are reached by the media. The masses, even though the terms are evolving, changing and increasing almost every day. The two definitions complement each other. The first definition only explains that slang is a language that has a unique term, while the second definition makes it clear again that it is teenagers who use the language and the language will continue to grow.

The data above are types of slang analyzed using the theory of Allan and Burridge (2006), which states that there are 5 (five) types of slang, namely fresh and creative, flippant, imitative, acronym, and clipping. Based on the data above, it was found that fresh and creative slang results were 9%, flippant was 38%, imitative was 0%, acronym was 42%, and clipping was 11%. From these results, it can be seen that the largest amount of data is acronyms, which is 19 data, and the least is imitative, which is 0 data.

This study finds a number of new or fresh and creative words such as 'mahar' and so on. Another type is flippant like the word 'like new' which means the product physically looks like a new one and the word 'slow resp' which means slow response. Types of acronyms such as 'TT' which means 'tukar tambah' or 'trade in' or the seller offers a product to be replaced with a new product and an additional amount of money, and the last one is clipping as in the word 'ori' which means original. However, the researcher did not find imitative slang words in this study, because basically imitative is a compound word commonly used in English slang, while in this study the object is Indonesian, so imitative words are rarely used.

2. Contextual Meaning

Meaning is an interesting issue in the daily life of a person talking to others, of course there is a meaning behind the language spoken. Meaning is the relationship between language and the outside world that is agreed upon by several language users so that it has meaning in it. This proves that meaning is not always related to the world in language, but from outside the world of language its existence can be seen. Each meaning is closely related to context. Contextual meaning arises as a result of the utterance and the situation when the utterance is used.

Context is a condition in which a situation occurs. Context has two meanings, namely the context of language and context outside the language. Language context is a context whose scope lies in language (linguistics) which has fixed rules and language elements to influence the understanding of meaning. While the context outside the language is a context outside the language factor which usually includes a statement. This context is also called a communicative context whose use is influenced by knowledge outside the language and the use of language elements in a text or speech. A context has a close relationship with a meaning. When analyzing meaning, one of the things to look at is the context. So, the context in a discourse or situation is important to pay attention to.

Contextual implies that a word or speech symbol has no meaning apart from context. Contextual is a situation that is contained with some social factors, namely the topic of conversation, setting of place and social relations of the participants involved in the conversation (Holmes, 2013). Context will be formed if the three components interact with each other.

When expressing an idea in various forms of language, one must choose words and have a strategy for presenting those words so that ideas are conveyed well. The choice of words and strategies for presenting these words is largely determined by the purpose and situation (context). Language events are social processes that are oriented towards certain social goals and in the context of certain situations.

The data above explains the contextual meaning of slang words in buying and selling android forum on Facebook of Indonesia. Data obtained through posts and comments which are posted on 1 to 7 of June 2022. There are a total of 45 slang words analyzed with contextual meaning, respectively, according to the topic, setting of place, and social relations of the participants involved in the conversation. -respective posts and comments on buying and selling android forums on Facebook in Indonesia.

In this study, several types of topics of conversation were found, such as 1 data of phone exchange and barter, 5 data of phone offer promotions, 3 data of phone selling offers, 32 data of phone trade-in offers, and 4 sales or exchanges of phone. data. This topic difference is adjusted to the conversations in each post and comments between sellers and buyers in the Android buying and selling forum on Facebook which the researchers analyzed.

Then in the setting of place section, all conversations are carried out in the Android cell phone buying and selling forum on Facebook of Indonesia. This is adjusted to the topic and title of the research that examines slang words in the Facebook group so that all data is obtained from that group. As for each post or comment, users provide details of different locations to make transactions, such as in the Magetan area. The purpose of providing these location details is so that prospective buyers can predict whether they can reach the location if they make transactions with the seller.

As for the participants involved in the conversation, the researcher finds 42 data on conversations conducted by the seller and buyer, while 3 data is carried out by the seller and bidder. The difference is, the conversation between the seller and the buyer contains questions and answers about the condition of the product, while the conversation between the seller and the bidder contains the product specifications and the bidder's price offer against the price set by the seller, so the type of transaction is still uncertain.

In this study, the researcher finds that the contextual meaning of each post and comment had different meanings. For example in the word 'UP'. In general, 'UP' means toward a higher place or position. However, at datum 26/JUN3/FC/UP, the word 'UP' means a rejection of an offer made by a potential buyer or bidder. In addition, the word 'up' here also serves to post items that are sold to the top position so that they can be seen as

items sold today. So that other people who see the post can find out if the product is still available or not yet sold just by looking at the 'up' comment sent by the seller.

Another finding is the slang 'NET'. In general, net means free from all charges or deductions: such as remaining after the deduction of all charges, outlay, or loss net earnings net worth — compare gross or excluding all tare net weight, and also means excluding all nonessential considerations basic, final the net result net effect. Meanwhile in this research especially datum 31/JUN3/CP/NET, net means a term used for the price of an item that is already right according to the seller and is non-negotiable. By adding a net description, the seller refuses the buyer to bid on the item.

This is in line with the results of research conducted by Pujiatna et al., (2019) which states that meaning is not always related to the world in language alone, but from outside the world of language its existence is seen. This research was conducted by focusing on the context and language on the meaning of the advertisement. Contextual meaning study can be done if there is an element of situation and use of language in the advertisement itself. Based on the results of the contextual meaning analysis, the advertisements made cannot be separated from the influence of context. In addition to having commercial value, the ads analyzed invite the audience to do good things.

3. Function of Slang Words

This research uses Allan and Burridge (2006) theory of the functions of slang words such as: (1) to address, (2) to humiliate, (3) to initiate a relaxed conversation, (4) to form an intimate atmosphere, (5) to express impression, (6) to reveal anger, and (7) to show intimacy.

The researcher finds function of slang words to address as much as 1 data (2,22%), to humiliate as much as 3 data (6,67%), to initiate as much as 12 data (26,67%), to intimate as much as 20 data (44,44%), to express impression as much as 7 data (15,56%), to reveal anger as much as 2 data (4,44%), and to show intimacy as much as 0%. The most data is on intimate, which is 20 data, while the least is to show intimacy, which is 0 data.

Language is a communication tool that plays an important role in life. In general, human attention to language is not balanced with the role of language in human life. Humans pay less attention to language because language is a fundamental thing that is inherent in them. For humans, language is something that is commonplace, so close to life. Like breathing, so is language, one with human life.

In this study I found some data about the function of slang words used in the forum for buying and selling Android phones on Facebook of Indonesia. One of them is the function to address, which is on datum 44/JUN/7/CP/AGAN. In that datum, the word 'agan' is an abbreviation of 'juragan' used by the poster in the post which reads "Mari agan dibeli hpnya, bisa langsung datang ke toko." Or if translated into "Let's buy the cellphone, Sir, you can come directly to the store." Bro is usually a greeting for online sellers or buyers, especially men. In this context, the word 'agan' is intended to greet potential buyers so that they sound more familiar where potential buyers will feel more appreciated with such a greeting.

Then another example is the to humiliate function, namely the datum 45/JUN7/FP/LAPAKSEBELAH. Humiliate here serves to make fun of people or some kind of sarcastic expression that shows an unpleasant reaction due to the actions or words of others which are then responded to with unpleasant remarks. An example is the sentence "Kalo mau yang murah coba tanya ke lapak sebelah." or if translated into English it becomes "If you want cheap, try asking the stall next door." The meaning of 'lapak sebelah' here is a sarcastic expression for potential buyers who always bid for products at very low prices, so the seller gets annoyed and asks him to ask the lapak next door because the seller cannot sell his cellphone at a price that is too cheap.

Another explanation is To Initiate Relax Conversation function, namely the speakers who have close relationship with other tend to use certain vocabulary in order to make the conversation ruin more relaxed so that they can feel more comfortable. An example is datum 18/JUN2/AC/JAPRI, in the post "Kalau serius langsung japri mawon" which means "If you're serious, just have a private chat." Japri is short for private line or private network. The meaning of japri is to send a message personally to one person. Usually the word japri is used by someone when sending private messages to each other, SMS, WhatsApp and chat messages on other social media. In this case, the seller tries to get to know the potential buyer by using the slang word 'japri' instead of 'private chat'.

Other data are found in the To Form Intimate Atmosphere function, which means that slang can be an alternative way to alleviate the relationship among strangers so that they can reduce social distance and be more comfortable. An example is the datum 22/JUN3/AC/WTa in the sentence "WTa, hp android oppo/vivo, budget 2jt. Monggo tawarkan." Which means "Want to ask, oppo/vivo android phone, budget 2 million. Please offer." WTa stands for want to ask, where it means that people in the forum want to ask something.

Another data is to Express Impression, which means the speakers often use slang to reflex their impression whether it is a good or a bad impression about something in order to give a clear role about the certain feeling that

they want to express. An example is datum 08/JUN2/AC/OEM in the post "Dijual mawon, oppo reno 4 ram 8/128 full set nomin, **OEM**." Which means "For sale only, oppo reno 4 ram 8/128 full set nomin, OEM." **OEM** is the English abbreviation of Original Equipment Manufacturer. **OEM** in online shopping means an item or product produced by a company which is then purchased, processed, and resold by a company using their own name or brand.

The next is function To Reveal Anger, which means that the speakers who have a close relationship often use slang words to curse others rather than use regular words when they need to describe anger. For example is the datum 38/JUN4/FC/SADIS on the post "Kalo nawar jangan terlalu **sadis** gan.", which means "If you bid, don't be too sadistic, bro." **Sadis** or sadistic is a term used for online sellers who apply a bargaining system. This means that we can bargain for the price of goods but only a little.

The last one is to Show Intimacy. Speakers usually use formal language with strangers during conversations that are built, preferring to use slang with friends to show the intimacy or solidarity of their social relationships. Unfortunately, in this study, no intimacy was found because the forum analyzed was a group buying and selling Android phones on Facebook, where on average they were strangers who did not know each other.

One of the studies on the function of slang words is carried out by Saputra (2015). In the results of the study, the researcher found 13 data, which were divided into three types or categories, thirteen data included in the community slang language, one of the data included in the public slang house and two data included in the medical slang. For the slang function, the researcher found three functions, two data included in the pursuit of self-identity, ten data in expressing the emotional feelings of slang users and one data included in achieving politeness. For the effect of using slang, the researchers found two effects, five data included in the positive effect and eight data included in the negative effect. This is different from the findings of researchers who found that there were 6 slang words functions obtained through the theory of Allan & Bridge (2006), where the data findings were dominated by to form an intimate atmosphere. This is of course reasonable considering that Facebook is an online platform that is very crowded by many people who do not know each other, then they begin to establish interactions to conduct mutually beneficial buying and selling transactions.

CONCLUSION

Based on the analysis above, it can be concluded that : 1) In the types of slang words section, the researcher used the theory from Allan and Bridge, and found the types of slang words, namely Fresh and Creative as much as 4 data, flippant as much as 17 data, imitative as much as 0 data, acronym as much as 19 data, and clipping as much as 5 data. 2) In the contextual meaning section, the researcher uses the theory from Holmes where there are 3 types of data that must be present in analyzing contextual meaning, namely the topic of conversation, setting of place and social relations of the participants involved in the conversation. In this study, the researcher finds 45 data that are in line with the theory where the most data found is the topic of conversation about buying and selling cell phones, setting of place all on the forum for buying and selling Android cellphones on Facebook, and relations of the participants are sellers. and buyers. This is in accordance with the topic that was appointed as the title of the research. 3) In the function of slang words section, the researcher used the theory from Allan and Bridge, and found the function of slang words to address as much as 1 data, to humiliate as much as 2 data, to initiate as much as 12 data, to intimate as much as 20 data, to express impression as much as 7 data, to reveal anger as much as 2 data, and to show intimacy as much as 0 data. Based on the conclusions above, the authors would like to give advice to further researchers, especially those who want to learn about slang words in various forums both online and offline. It is recommended to do research in English language media. Because this study analyzes Indonesian websites while the slang words are in English. It is also easier to know the type, meaning, and function of slang words because slang words do not need to be translated. In addition, there are many other community sites that have their own characteristics. Thus, further researchers can examine the phenomenon of slang words in other forums.

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