



## An Analysis of Language Attitude on Denny Caknan's Instagram Comments: A Sociolinguistics Study

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**Abstract:** Language attitude is an important thing that must be considered to maintain the continuity of a language. One of the interesting uses of language to observe is comments on public figures' social media accounts. Data analysis in this study used theory from Garvin & Mathiot (1968). The theory explains that there are three characteristics in language attitude, namely; (1) Language Loyalty, Language Pride, and Awareness of the Norm. The purpose of this study was to analyze the language attitude used by the public on social media. The research method used by researchers is qualitative descriptive. The results of this study show that most of Denny Caknan's followers have the language attitude that is dominated by language pride.

**Keywords:** Language Attitude, Denny Caknan's Comments

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## INTRODUCTION

Sociolinguistics is the study of the relationship between language and society. According to (Holmes, 2013), sociolinguistics is a branch of linguistics that studies the relationship between language and society, where they have differences in speaking with different social contexts. Sometimes in a community or society there are language differences even though they live in the same area. According to Fishman (1972), sociolinguistics is a science that studies the characteristics of language variety, language characteristics used in society and over time the language can change due to the influence of the surrounding environment. The influence of the surrounding environment, a person certainly has an attitude in language. In communicating between people, of course, there are language attitudes used by the community.

In communication in the community there is an attitude of language used by a person. Language attitudes are attitudes that are owned or used by language users both bilingual and multilingual (Lili, 2016). Meanwhile, (Riana & Setiadi, 2015) states that attitude is the direction and intensity of the feeling based on the results of organizing beliefs, reasoning, understanding and evaluation relative to something persevere and motivate to answer individually positive or negative another person, object or situation. The language attitudes that a person has in society or communicating are different from each other. In language attitude, (Garvin & Mathiot, 1968) formulated three characteristics of language attitude, namely; (1) Language loyalty is an attitude that encourages people to maintain their language and if necessary, prevent the influence of other languages. (2) Language pride, which encourages someone to develop their language and use it as a symbol of the unity identity of society. (3) Awareness of the norm, which encourages people to use their language carefully and politely. However, these three language attitudes may not be owned by society due to the influence of modern times. An example of influence that can be clearly seen is coming from social media.

Currently there are many platforms or social media that can be accessed by many people. This very free access allows someone to tamper with their opinion or thoughts. In addition, they are also free to express and reveal their activities. Then they upload their activities on their social media. In writing captions on Instagram, of course everyone is different. Some use Indonesian, regional languages and some even use English. Moreover, if someone who uploads his writings on social media is a public figure or someone who may be quite famous. A public figure, of course, already has many followers ranging from hundreds of thousands to millions of followers on Instagram. Because there are many followers, many people comment from various regions. With followers coming from various regions, there are various positive and negative comments. They have different language attitudes in commenting.

The purpose of this study was to analyze the attitude of Language used by Denny Caknan's followers on Instagram. This research is important to do because Denny Caknan is a very famous East Javanese singer. The majority of his followers are from East Java. This is interesting to study with the presence of Denny Caknan's followers who come from various regions. Whether they use their local language or still maintain Indonesian as the language used for commenting. In addition, this study also conducted research from the aspect of politeness norms. In addition to maintaining Indonesian in commenting, politeness in expressing opinions is also important to research.

## METHOD

In this study, researchers used qualitative descriptive methods. According to (Wiksana, 2017), A descriptive method is a method for investigating the status of groups, people, objects, collections of conditions, thought systems, or classes of events at the moment. Qualitative research is useful when research focuses on complex issues such as human behavior and perceived needs. Therefore, the aim of qualitative research is to understand social phenomena with the help of the views and experiences of all participants. The data collection process was carried out by researchers by selecting several comments that showed language attitudes in the Instagram comment column of Denny Caknan.

## RESULT AND DISCUSSION

In this study, researchers will analyze the language attitudes shown by followers of Denny Caknan. Please note that Denny Caknan is a singer from East Java who is quite famous in Indonesia through Javanese songs sung. Denny Caknan also has a large following on his Instagram. The number of followers on his Instagram is 2.7 million followers from various parts of Indonesia. In analyzing language attitude, researchers use theories from Garvin & Mathiot.

### 1. Language Loyalty

Researchers found three comments on Denny Caknan's Instagram. Here is the data and analysis of language loyalty:

**TABLE 1.** *The data of language loyalty*

Data	Comments	Transcript
Data 1	“Seruuu yaa jadi pengen ikutann”	“It’s fun so want to join”
Data 2	“Ditunggu bintang tamunya happy asmara”	“Waiting for the guest star happy asmara”
Data 3	“Ga ada habisnya mass yang satu ini, selalu bikin lagu yang pas dihati”	“There is no end to this one brother, always making songs that fit in my heart”

In the table above is the comment data from Denny Caknan's Instagram. These comments fall under language loyalty. Because if observed, the comment column of Denny Caknan, mostly uses Javanese in commenting. This is because of the background of Denny Caknan who comes from East Java plus his songs in Javanese. Although many comments use Javanese, there are some who still maintain their loyalty to use Indonesian in commenting.

### 2. LanguagePride

Researchers found 5 comments from Denny Caknan's Instagram that were included in language pride. Here is the data and analysis from language pride:

**TABLE 2.** *The data of language pride*

Data	Comments	Transcript
Data 1	“Makasi mas aku gak nonton tapi dikirimin temenku videomu ku tunggu di Bandung mas Denny”	"Thanks bro, I didn't watch it, but my friend sent your video, I'll wait for you in Bandung, mas Denny"
Data 2	“Kapan ke demak mas den?”	"When are you going to Demak, mas?"
Data 3	“KAPAN DI MADIUN MAS DEN,,,”	"WHEN IN MADIUN MAS DEN,,,”
Data 4	“Jadi ingat seminggu yang lalu.. Di Semarang kang @Denny_Caknan”	"So remember a week ago... In Semarang kang @Denny_Caknan"
Data 5	“Ke 3 kali nonton mas den... semoga bisa main lagi ya mas ke cikarang”	"Watching it for the 3rd time, bro... I hope you can play again, bro, go to Cikarang"

The table above shows that there are five data included in language pride. The five comments are included in language pride because even though they are from various regions that have their own regional languages, they still use Indonesian as the language used to comment on Instagram. From the comments above, there are several comments from Denny Caknan's followers from various regions. First, the comment states that the person is from Bandung and Cikarang, where Bandung and Cikarang are areas that use Sundanese as their daily language. However, the person uses Indonesian to comment. There are also those from Madiun and Semarang. Both regions use Javanese language in their daily lives. However, when commenting they use Indonesian.

### 3. Awareness of the Norm

Researchers found three pieces of data from Denny Caknan's Instagram comments. The following is the data obtained by researchers included in the Awareness of the Norm:

**TABLE 3.** *The data of awareness of the norm*

Data	Comments	Transcript
Data 1	“Terimakasih mas den sudah menghibur kita semua walaupun lagi sakit tetep kasih yang maksimal, cepet sembuhh ya mas Den”	"Thank you, mas, for entertaining all of us, even though we are sick, we still give you the maximum, get well soon, mas Den"
Data 2	“Sehat-sehat mas denny,, mas denny tetep keren parahhh”	"Be well, mas denny, mas denny is still cool"
Data 3	“Selamat sore mas Denny, kami ada event bulan september di Kab. Tangerang. Saya kesulitan mengontak manajemen yang tercantum di IG ini mas. Ada alternatif lain mas?”	"Good afternoon, Mr. Denny, we have an event in September in Kab. Tangerang. I'm having trouble contacting the management listed on this IG, bro. Is there another alternative, sir?"

The table above shows data from language attitude (Awareness of the Norm). The comment was included in Awareness of the Norm, because someone who commented used polite language in response to a post from Denny Caknan. They also showed a positive response in commenting on Denny Caknan's performance. In data number one, there is a comment that shows gratitude to Denny Caknan who has comforted despite his illness. In data number three, there is a comment indicating that the person had difficulty in contacting Denny Caknan's staff. However, the person still uses polite language in commenting. They also use Indonesian well without abbreviating words. They also do not change the actual writing of the word.

## CONCLUSION

Sociolinguistics is a science that studies the variety of languages that exist in society. The language used by the community is influenced by where the person comes from and the surrounding environment. This study analyzes the characteristics of the language attitude used by people who focus on Instagram social media. Researchers took data through comments in Denny Caknan's comments column. The researcher chose Denny Caknan because he is a singer from East Java who has fans all over Indonesia. The resulting finding is that although Denny Caknan's Instagram captions are mostly in Javanese, many fans actually use Indonesian. Based on the three characteristics of language attitude, language pride are dominates. This can be seen in the data table. Those who commented were people from various provinces. Where they have their own local language. Even so, they still use Indonesian in their comments. For future researchers, it is hoped that they will examine language attitudes using other social media such as YouTube, Twitter, Facebook etc.

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