

SHIFT IN THE USE OF INDONESIAN LANGUAGE AMONG SEMARANG STATE POLYTECHNIC STUDENTS AS A FORM OF SELF-EXISTENCE FOR THE MILLENNIAL GENERATION

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ABSTRACT

This research has several objectives. First, identifying forms of shift in the use of Indonesian among Semarang State Polytechnic students. Second, analyze the factors that influence the shift in the use of Indonesian. Third, assess the implications of this shift for your existence as a millennial generation. A qualitative approach with descriptive-analytical methods was used in this research. Data was collected through online surveys, in-depth interviews, and analysis of social media content used by Semarang State Polytechnic students. The results of this research show that various forms of shifts in the use of Indonesian among Semarang State Polytechnic students have significant implications for self-existence.

Key words: language shift, students, self-existence.

INTRODUCTION

Indonesian as the national language and main means of communication in Indonesia is experiencing dynamic development along with social, cultural and technological changes. One interesting phenomenon to observe is the shift in the use of Indonesian in the digital era. These shifts not only reflect changes in ways of communicating, but also demonstrate global technological and cultural processes in influencing identity and everyday language use.

One group that has a big influence on the development of this language is the millennial generation, especially students. Students are the millennial generation who have grown and developed amidst the rapid advances in information and communication technology, especially with the presence of the internet and social media.

Digital transformation has brought significant changes in various aspects of life, including the way of communicating. Social media, instant messaging apps and other digital platforms have become an integral part of everyday life. This phenomenon has changed the way they interact, access information and express themselves. Communication that was previously dominated by face-to-face interaction and print media has now shifted to online communication which is faster, more concise and often informal (Gustiasari, 2018).

Social media such as Facebook, Twitter, Instagram, and WhatsApp provide space for Millennials to interact and share information in ways that were previously unimaginable. The use of social media encourages them to adopt a more relaxed and efficient language style. The use of abbreviations, acronyms and slang words is common in everyday communication. For example, words such as "LOL" (laugh out loud), "BTW" (by the way), and "OMG" (oh my God) are frequently used in online conversations, reflecting the influence of English in digital communications.

The shift in the use of Indonesian among students is also closely related to the search for identity and self-existence in the digital world. In an effort to adapt to global trends and online communities, students often mix Indonesian with foreign languages, especially English. This phenomenon is known as code-mixing and code-switching. An example is the use of sentences like "I'm scrolling IG, what are you doing?" which mixes words from Indonesian and English.

Social and cultural context also plays an important role in the shift in the use of Indonesian. The shift in the role of BI can be clearly seen in the enrichment of vocabulary for both cultural elements that do not yet exist and elements of nomenclature that have a special reason "because of certain social prestige" (Djajasudarma, 2017). Students as the millennial generation who grew up in an open and multicultural environment tend to be more flexible in their use of language. Students more easily accept and adopt influences from various cultures, including in the way they communicate. In addition, the fast-paced lifestyle and demands to always be connected to the digital world encourage them to look for more efficient and practical ways of communicating. Moreover, the Semarang State Polytechnic students actually come from different regions.

Research regarding the shift in the use of Indonesian among Semarang State Polytechnic students is an interesting phenomenon to study, considering its impact on the development of national language and culture. This study can provide insight into how language evolves and adapts to social and technological change. In this way, students as the millennial generation can maintain the national language in the context of rapid and dynamic changing times and can show their own existence (Putri, 2017).

This research has several objectives. First, identifying forms of shift in the use of Indonesian among Semarang State Polytechnic students. Second, analyze the factors that influence the shift in the use of Indonesian. Third, assess the implications of this shift for the existence of students as the millennial generation.

METHODS

A qualitative approach with descriptive-analytical methods was used in this research. Data was collected through online surveys, in-depth interviews, and analysis of social media content used by Semarang State Polytechnic students. The population in this study were Semarang State Polytechnic students who actively used social media. Samples were taken using a purposive sampling technique, with the criteria being that respondents were aged between 16-24 years.

The instruments used in this research include an open-ended questionnaire and an interview guide. Questionnaires were developed to collect data regarding patterns of language use on social media, while interviews were used to obtain in-depth information regarding factors that influence shifts in language use.

The following is a data collection procedure carried out in three stages:

1. Online survey via the Google Forms platform to collect initial data regarding language use.
2. In-depth interviews with 10 respondents in each selected department to gain deeper insight.
3. Analyze social media content, including Twitter, Instagram, and WhatsApp, to identify language use patterns.

Next, the data was analyzed using thematic analysis techniques. Survey data was analyzed descriptively, while interview data and content analysis were analyzed to identify the main themes that emerged.

RESULTS AND DISCUSSION

SHIFT IN THE USE OF INDONESIAN LANGUAGE

Language shift is the phenomenon of language displacing other languages or languages that are not displaced by other languages (Sumarsono, 2012). The findings in this research related to the forms of shift in Indonesian among the millennial generation can be seen in table 1.

Table 1. Research Results

No.	Shifting Forms of Indonesian	Findings	Percentage of Respondents
1.	Use of Slang	Slang words are abbreviations, such as "baper", "curcol", "mager", "halu", "pap", "geje", "bucin".	85%
		Slang words are the opposite, such as "woles", "ngab"	70%
2.	Code Mixing and Code Switching	There is often a mix-up and translation of Indonesian with a foreign language (English) in digital communication	78%
3.	Use of Abbreviations and Acronyms	Use of abbreviations such as "OTW", "BTW", "LOL", "Polines"	88%

1. Use of Slang and Slang

Semarang State Polytechnic students tend to use a lot of slang words and slang in their daily communication on social media and instant messaging applications. Words like "baper" (bring feelings), "santuy" (relax), and "mager" (lazy to move) become part of their vocabulary. This phenomenon shows the dynamic adaptation of languages according to their digital social and cultural context. The following are several examples of complete utterances and their meanings:

a. Slang in the form of abbreviations

"Baper" is an abbreviation of "carry feelings". This term is used to describe someone who is easily carried away by emotions or feelings in certain situations.

Example speech:

"Jangan **baper** dong, aku cuma bercanda." (in Indonesian).

"Don't get too excited, I'm just kidding."

"Mager" is an abbreviation of "lazy to move". This term is used to describe someone who feels very lazy to move or do activities.

Example speech:

1) "Aduh, hari ini **mager** banget buat keluar rumah." (in Indonesian).

"Oh, today it's too late to leave the house."

2) "Aku **mager** kalau harus ke kampus pagi-pagi." (in Indonesian).

"I feel lazy when I have to go to campus early in the morning."

"Curcol" is an abbreviation of "confide in colongan". This term is used to describe someone who suddenly confides (confides) about their personal problems unexpectedly or inappropriately.

Example speech:

"Eh, ini tempat umum, jangan *curcol* di sini dong." (in Indonesian).

"Eh, this is a public place, don't hang around here, please."

"**Halu**" is an abbreviation of "hallucinations". This term is used to describe someone who is too delusional or unrealistic.

Example speech:

1) "Dia selalu cerita tentang jadi artis, padahal masih *halu*." (in Indonesian).

"He always talks about being an artist, even though he's still shy

2) "*Halu* banget kamu, mimpi dapet pacar selebriti." (in Indonesian).

"You're so cool, you dream of getting a celebrity girlfriend."

"**Pap**" is an abbreviation of "post a picture". This term is used to ask someone to send a photo.

Example speech:

1) "Lagi ngapain? *Pap* dong biar aku tahu." (in Indonesian).

"What are you doing? Pap and let me know."

2) "*Pap* makananmu dong, kelihatannya enak banget." (in Indonesian).

"Pap your food, it looks really delicious."

"**Geje**" is an abbreviation of "unclear" or "gaje". This term is used to describe something or someone whose meaning or purpose is unclear.

Example speech:

1) "Dia kirim pesan *geje*, nggak ngerti deh maksudnya apa." (in Indonesian).

"He sent a geje message, I don't understand what he means."

2) "Film tadi malam *geje* banget, nggak jelas jalan ceritanya." (in Indonesian).

"Last night's film was really exciting, the storyline wasn't clear."

"**Bucin**" is an abbreviation of "love slave". This term is used to describe someone who is crazy about their partner and would do anything for them.

Example speech:

1) "Dia *bucin* banget, apa-apa selalu nurut sama pacarnya." (in Indonesian).

"He's really stupid, he always obeys his girlfriend no matter what."

2) "Jangan terlalu *bucin*, nanti kamu sendiri yang rugi." (in Indonesian).

"Don't be too busy, or you'll be the one who loses."

b. Slang That is the Opposite

"**Woles**" is the opposite of "selow" (relax). Used to describe a relaxed and unhurried state.

Example speech:

1) "Kamu nggak usah panik, *woles* aja." (in Indonesian).

"You don't need to panic, just be calm."

2) "Ujian masih minggu depan, kita *woles* dulu." (in Indonesian).

"The exam is still next week, let's finish first."

"**Ngab**" is the opposite of the word "bang" (a greeting for men). Usually used by young people as a friendly greeting between friends.

Example speech:

1) "Halo *ngab*, apa kabar?" (in Indonesian).

"Hello ngab, how are you?"

2. Code Mixing and Code Switching

The use of code-mixing and code-switching was also found in this research. The millennial generation often mixes Indonesian with foreign languages, especially English, in one sentence or utterance.

a. Examples of code mixed speech:

- 1) "I just finished a meeting, now it's time to chill out."
The speech uses a mixture of Indonesian and English ("meeting", "chill out").
- 2) "Don't forget to follow my Instagram account, I'll upload the latest photos later!"
The speech uses a mixture of Indonesian and English ("follow", "upload").
- 3) "When I'm in class, I have to really focus because there's a quiz at the end of the lesson."
The speech uses a mixture of Indonesian and English ("quiz").
- 4) "Next week there is a big event on campus, we have to move quickly."
The speech uses a mixture of Indonesian and English ("event")

b. Examples of code switching speech:

- 1) "I have to go to the mall this afternoon. By the way, what are your plans tonight?"
Code switching from Indonesian to English ("By the way").
- 2) "Have you seen that latest film? I heard it's really good."
Code switching from Indonesian to English ("I heard it's really good").
- 3) "If you have time, let's go for a walk. Let's meet at the café at 3 PM."
Code switching from Indonesian to English ("Let's meet at the café at 3 PM").
- 4) "Today we have a lot of work on campus. Anyway, what are your plans for the weekend?"
Code switching from Indonesian to English ("Anyway, what are your plans for the weekend?").

3. Use of Abbreviations and Acronyms

Semarang State Polytechnic students often use abbreviations and acronyms to shorten communication. The use of these abbreviations not only makes communication easier, but also reflects the influence of global digital culture.

Example

- 1) "I've watched the latest film trailer on YouTube, BTW the film is cool!"
(BTW: By The Way)
- 2) "Today we have a lecture, so get ready for the PPT."
(PPT: PowerPoint Presentation)
- 3) "I've checked the UAS schedule, it looks like there's a lot of material next week."
(UAS: Final Semester Exam)
- 4) "We have to update the project status in the WA group, don't miss any information."
(WA: WhatsApp)
- 5) "There is a practical lab today, bring the tools and materials needed."
(Lab: Laboratory)
- 6) "Let's take a photo together after the event, just send it to IG."
(IG: Instagram)

FACTORS INFLUENCING THE SHIFT IN THE USE OF INDONESIAN LANGUAGE

Based on the results of this research, it can be concluded that there are several factors that influence the shift in the use of Indonesian among Semarang State Polytechnic Students. The following is the complete explanation.

1. The Influence of Technology and Social Media

Technological advances and the popularity of social media play a large role in the shift in language use. Semarang State Polytechnic students are often exposed to various digital platforms that use mixed language and slang terms. Social media such as Instagram, Twitter and WhatsApp facilitate fast and informal communication, encouraging the use of abbreviations, acronyms and slang terms in everyday interactions.

2. Globalization and the Influence of Foreign Languages

Globalization has increased interactions between cultures and languages. Students are frequently exposed to English in academic, entertainment, and business contexts. The use of foreign terms in lectures, academic materials and campus activities has become common. Terms such as "deadline", "project", and "feedback" are often used in communication, which has an impact on code-mixing in everyday conversations.

3. Popular Culture and Trends

Popular culture, including films, music, and television shows, contributes to language shifts. New slang terms and phrases often emerge from popular media and are then adopted by students. The use of terms such as "baper", "mager", and "caan" are examples of popular culture trends influencing the language used on campus.

4. Social environment

The social environment plays an important role in language shift. Students tend to use language appropriate to their social group to show identity and group membership. Apart from that, the role of lecturers in using language during teaching can also influence the language used by students. If lecturers often use foreign terms or mixed languages in lectures, students are more likely to adopt that language style in their communication.

5. The Need for Efficient Communication

In a busy academic environment, students are looking for ways to communicate more efficiently. Their use of abbreviations, acronyms, and shortened terms helps them convey information quickly and clearly, especially in contexts that require concise communication such as text messages, discussion groups, and social media.

IMPLICATIONS OF THE SHIFT IN THE USE OF INDONESIAN LANGUAGE

The shift in language use among students as the millennial generation has various implications for their existence. Here are some of the key implications of this change:

1. Social and Cultural Identity

The use of mixed language, slang terms, and abbreviations in daily communication helps students form and demonstrate their social identity. The language they use often reflects their affiliation with a particular social group, such as peers or an online community. Thus, language becomes an important tool in confirming membership in certain social and cultural groups, as well as in highlighting their existence in a broader social context.

2. Adaptation to the Digital Environment

Millennial students who are exposed to developments in technology and social media often use language that is in line with the latest digital trends. This shift shows their ability to adapt to a dynamic and rapidly changing digital environment. The ability to use relevant and up-to-date language helps them stay connected with global trends and strengthen their position in the competitive digital environment.

3. Self-Existence and Social Status

The use of slang, foreign terms, and code mixing are often used as ways to indicate social status and membership in a particular group. Students who use this language with confidence are often seen as part of the "up-to-date" or "trendy" group. This functions as a form of self-existence that highlights their social position in the campus environment or in their social community.

CONCLUSION

The shift in the use of Indonesian among Semarang State Polytechnic students as the millennial generation has significant implications for their existence. Language functions as a tool to demonstrate social identity, adapt to the digital environment, confirm social status, and interact efficiently. Understanding these implications helps students identify and affirm their existence in global and local contexts.

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