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ANALYSIS OF LANGUAGE STYLE AND ABBREVIATIONS IN YOUTUBE COMMENTS

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ABSTRAK

The rapid development of technology has transformed the way people communicate, especially on digital platforms such as YouTube. The comment section, as a medium of interaction, demonstrates unique linguistic characteristics that differ from standard written language. This research aims to analyze the forms of abbreviations and language styles used by netizens in YouTube comments. This study uses a qualitative descriptive method to identify and classify linguistic phenomena found in the data. The results show that there are various types of abbreviations, including acronyms, clippings, and non-standard spelling, such as "u" for "you", "fr" for "for real", and "omg" for "oh my god". In terms of language style, users tend to use informal language, slang, repetition of letters, and figurative expressions to express emotions more effectively. The use of these linguistic features serves to make communication faster, more efficient, and to create a sense of closeness and solidarity among users. This study concludes that the language used in YouTube comments is a dynamic register of "Netspeak" that combines efficiency and social function in digital interaction.

ABSTRAK

Perkembangan teknologi yang pesat telah mengubah cara orang berkomunikasi, terutama di platform digital seperti YouTube. Bagian komentar, sebagai media interaksi, menunjukkan karakteristik linguistik yang unik yang berbeda dari bahasa tulis standar. Penelitian ini bertujuan untuk menganalisis bentuk-bentuk singkatan dan gaya bahasa yang digunakan oleh netizen dalam komentar YouTube. Penelitian ini menggunakan metode deskriptif kualitatif untuk mengidentifikasi dan mengklasifikasikan fenomena linguistik yang ditemukan dalam data. Hasil penelitian menunjukkan bahwa terdapat berbagai jenis singkatan, termasuk akronim, pemotongan, dan ejaan non-standar, seperti "u" untuk "you", "fr" untuk "for real", dan "omg" untuk "oh my god". Dalam hal gaya bahasa, pengguna cenderung menggunakan bahasa informal, bahasa gaul, pengulangan huruf, dan ungkapan kiasan untuk mengekspresikan emosi secara lebih efektif. Penggunaan fitur linguistik ini bertujuan untuk membuat komunikasi lebih cepat, lebih efisien, dan menciptakan rasa kedekatan serta solidaritas di antara pengguna. Penelitian ini menyimpulkan bahwa bahasa yang digunakan dalam komentar YouTube merupakan register dinamis dari "Netspeak" yang menggabungkan efisiensi dan fungsi sosial dalam interaksi digital.

Kata kunci: *Gaya Bahasa, Singkatan, Komentar YouTube, Netspeak, Komunikasi Berbasis Komputer.*

INTRODUCTION

Language is the primary tool for human communication, which constantly evolves and adapts according to time, context, and technology. In the modern era, the rapid development of digital technology and social media has created a new form of language usage known as Computer-Mediated Communication (CMC). This new environment allows people to interact quickly, efficiently, and informally, leading to significant changes in how language is used in writing.

YouTube has emerged as one of the largest and most influential video-sharing platforms globally. It is not only used for watching videos but also serves as an active public space for interaction through the comment section. In this feature, users exchange opinions, reactions, questions, and conversations in written form. However, unlike formal writing found in academic papers or books, the language used in online comments tends to be flexible, casual, and dynamic to fit the nature of fast digital interaction.

One of the most prominent characteristics of communication on YouTube comments is the extensive use of abbreviations and unique language styles. Users often shorten words, use acronyms, change standard spelling, or use slang to type faster and express emotions more effectively. For example, words like "u" for "you", "fr" for "for real", "omg" for "oh my god", or repeating letters like "sooooo good" are very commonly found. These linguistic features are not merely mistakes, but rather a specific register or style that has become a norm in digital interaction.

According to Crystal (2006), the language used on the internet, often referred to as "Netspeak", is a new linguistic phenomenon that combines characteristics of spoken language and written language. It is characterized by brevity, speed, and informality. Furthermore, Holmes (2013) explains that language style is closely related to the social context and the relationship between speakers. In casual or digital contexts, people tend to use a more relaxed style to show solidarity, friendliness, and identity within the community.

In addition, the use of abbreviations is a universal feature of efficient communication. Yule (2010) states that abbreviation and clipping are processes of word formation where words are shortened to make communication easier and more economical. This phenomenon is amplified in social media due to the need for instant responses and the informal atmosphere of the platform.

Based on this phenomenon, the researcher is interested in conducting a study entitled "Analysis of Language Style and Abbreviations in YouTube Comments". This research aims to identify and classify the forms of abbreviations and stylistic features used by netizens, as well as to explain them based on linguistic theories

RESEARCH METHODOLOGY

This research utilizes a qualitative research method with a descriptive approach to systematically explore and explain the linguistic phenomena occurring in digital communication. The primary focus is to describe the forms, types, and functions of language styles and abbreviations as they naturally appear in the data, without involving statistical calculations or numerical manipulation. The data of this study are specifically in the form of words, phrases, clauses, and sentences containing non-standard spelling, acronyms, slang, and stylistic variations, which are purposively selected from the comment sections of English YouTube videos.

The sources of data are taken from various popular videos that have high levels of interaction, ensuring that the comments collected represent authentic examples of informal digital discourse. The process of data collection is conducted through observation and

documentation techniques, where the researcher carefully reads the comments, identifies relevant utterances that match the research objectives, and records them by taking screenshots or copying the text for further analysis.

Subsequently, the data are analyzed using the interactive model proposed by Miles, Huberman, & Saldana (2014), which involves three main stages: data condensation, which includes selecting and focusing on the most relevant data; data display, where the information is organized into tables or classifications to facilitate understanding; and conclusion drawing, where the researcher interprets the findings to determine the specific types and meanings of the language variations used by the netizens

FINDINGS AND DISCUSSION

Based on the analysis of the YouTube comments, the research findings reveal several distinct forms of language style and abbreviations that are commonly employed in digital communication environments. The data clearly demonstrates that users tend to modify standard linguistic rules and structures to create language that is shorter, faster to produce, and more expressive in conveying emotions or intentions. These modifications represent a unique variety of language often referred to as "Internet language" or "Computer-Mediated Communication (CMC)". The findings are classified into two main categories: Abbreviations and Language Styles, as detailed below.

1. Abbreviations

   Abbreviation is identified as the most dominant feature found in the data. In this context, abbreviations refer to the process of shortening words or phrases while retaining the original meaning. This phenomenon arises due to the need for efficiency, speed in typing, and the establishment of social identity within online communities. The data shows that abbreviations are manifested in two primary forms: Acronyms and Clipping / Shortened Spelling.

   a. Acronyms

      Acronyms are defined as words formed by taking the initial letters of a phrase or a series of words and pronouncing or writing them as a single unit or sequence of letters. In the context of YouTube comments, acronyms serve as a linguistic shortcut that allows users to convey complex ideas or common expressions rapidly.

      a) Data: "Underrated movie ngl"- Meaning: ngl = "Not Gonna Lie"

         Analysis: The expression "ngl" functions as a pragmatic marker used to introduce an honest opinion, a critical statement, or a genuine feeling. Linguistically, it replaces the full phrase "I am not going to lie to you" or "To be honest." By utilizing this acronym, the speaker creates a tone of informality and intimacy, signaling that the following statement is a sincere personal judgment.

      b) Data: "She's just like me frfr"- Meaning: frfr = "For Real For Real"

         Analysis: "frfr" represents a specific type of acronym involving the repetition of the shortened form "fr" (For Real). Repetition in language typically serves an intensifying function. While "fr" expresses agreement or truthfulness, the duplication into "frfr" amplifies the meaning to indicate that the statement is absolutely genuine, serious, or undeniable.

      c) Data: "You did mines too tysm"- Meaning: tysm = "Thank You So Much"

         Analysis: "tysm" is a high-frequency acronym used to express gratitude. In standard language, politeness formulas are often longer and more formal. However, in digital interaction, efficiency is prioritized. This abbreviation allows the user to perform the speech act of thanking someone quickly and effectively.

d) Data: "Its so cute wdym ?? /j"- Meaning: wdym = "What Do You Mean"

Analysis: This data entry demonstrates the complexity and sophistication of digital language conventions.

First, "wdym" is used as a request for clarification or as a reaction to a previous statement, functioning as a conversational response. It condenses a question into four letters, prioritizing speed and brevity.

Second, the symbol "/j" represents a meta-linguistic code used at the end of sentences to indicate the tone or intent of the message. In spoken language, tone of voice, facial expressions, and gestures clarify whether a statement is serious or sarcastic. Since these cues are absent in text, users have developed abbreviations like /j (joking), /s (sarcasm), or /lh (light-hearted) to avoid misinterpretation.

This phenomenon follows the linguistic rule that consonants carry more information than vowels. By removing vowels or silent letters, the user relies on the reader's ability to reconstruct the full word based on context and recognition. This practice creates a "streamlined" version of English that is optimized for typing speed and rapid reading, characterized by its highly elliptical and concise nature. It reflects a shift where the sound or essence of the word is prioritized over its correct orthographic form.

2. Language Styles

The language style used in the comments is highly informal, casual, and conversational, resembling spoken language.

a. Informal Spelling and Grammar

Data: "You did mines too tysm" and "U did me too thx brother"- Analysis: The use of the word "mines" instead of "mine", and "U" instead of "You", shows that users do not follow strict grammatical rules. The focus is on delivering the message clearly rather than being formally correct.

b. Slang and Colloquialism

Data: "Lol, just doing random stuff to make the video longer " Analysis: "Lol" stands for Laughing Out Loud. It is used not only to indicate laughter but also to lighten the mood and show that the comment is casual or humorous. The use of emoji also supports the meaning of amusement.

Data: "bro watch the whole video lol" Analysis: The word "bro" is used as a form of address to create intimacy and solidarity between the commenter and other users, even though they may not know each other personally.

c. Tone Markers and Punctuation

Data: "Its so cute wdym ?? /j" Analysis: The use of double question marks (??) shows strong emotion or surprise. The notation /j is a specific style in internet language to indicate that the previous sentence is said as a joke, preventing misunderstanding.

The findings above are in line with the theory proposed by Crystal (2006) who states that internet language (Netspeak) is characterized by brevity and efficiency. The use of abbreviations like ngl, frfr, tysm, and wdym proves that users prioritize speed and economy of words.

Furthermore, according to Yule (2010), abbreviation and clipping are natural processes of word formation. In the context of YouTube comments, this process becomes more extreme because the communication is instant and dynamic. Words like "U" and "thx" are no longer considered errors, but have become standard forms in this specific register.

In terms of language style, the findings support Holmes (2013) theory about style-

shifting. Users shift from formal English to a very informal style using slang (bro, lol) and casual grammar to fit the social context of the internet. This style serves not only to communicate information but also to build social relationships, show identity, and express emotions effectively through text.

Therefore, it can be concluded that the language used in YouTube comments is a unique variety of language that combines grammatical flexibility, abbreviation strategies, and social functions to create effective and friendly communication in the digital world.

CONCLUSION

Based on the findings and discussion, it can be concluded that the language used in YouTube comments exhibits distinct characteristics that differ from standard written English. The analysis reveals that users frequently employ various forms of abbreviations, such as acronyms (ngl, frfr, tysm, wdym) and clippings (U, thx), to shorten words and speed up the communication process. In addition, the language style tends to be highly informal, casual, and conversational, demonstrated by the use of slang (bro, lol), non-standard grammar (mines), punctuation for emotion, and specific tone markers (/j).

These linguistic features are not considered mistakes, but rather a natural adaptation of language in digital interaction. According to the theories, this phenomenon occurs to achieve efficiency in typing, express emotions effectively, and create a sense of solidarity and friendliness among users. Therefore, the language in YouTube comments represents a dynamic and functional variety of "Netspeak" that serves both communicative and social purposes in the online environment

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