

Indoglish in Social Media Platforms and Its Significance as a National Language Planning Material Study of Language Attitudes of Young Generation in the Digital Age

Khusnul Khotimah^{1,*} Farid Pribadi¹ Mintowati¹ Anas Ahmadi¹

¹Universitas Negeri Surabaya, Indonesia

*Corresponding author: khusnul.19026@mhs.unesa.ac.id

ABSTRACT

Indoglish is a distinctive and unique form of language and is a blend of English and Indonesian. The purpose of this study is to describe the language attitudes of the younger generation in the digital era towards the phenomenon of indoglish in social media platforms and to expose its significance as a material for national language planning. This is a descriptive qualitative research using the methods of interpretation by presenting the data in the form of descriptive words. The research data comes from various written languages obtained from Facebook, WhatsApp and Instagram. The data collection used the observation method with reading and note-taking techniques. The data analysis technique was carried out through data reduction, data presentation, and conclusion. The study results showed that the language attitudes of the young people towards Indoglish on social media platforms and its significance as a material for national language planning includes: (1) expressing words that does not exist in Indonesian language, (2) providing semantic adequacy, (3) fulfilling a certain register, (4) willingness to accept English vocabulary, and (5) showing personal identity.

Keywords: *Indoglish, Language planning, Language attitudes, Social media platforms*

1. INTRODUCTION

In the midst of the challenges, the global crisis, modernity and westernized lifestyles, faced by the young generation, interesting question arises about the values of political ideology. By observing their responses on social media platforms when state symbols are harassed by other countries, they are very active in defending the dignity of their nation. This will be different when seeing the phenomena that occur in the real world. There are many young people who are ignorant of the current state of affairs, and it is called the crisis of identity and Indonesian national identity. One of them is language. Indonesian identity as a national character has begun to fade with the presence of the *keminggris* phenomenon among the youth. This phenomenon is known as Indoglish Language.

Indoglish often appears when teenagers with various backgrounds communicate each other. The use of this language in society is dominated by adolescents because at that age, they are looking for identity in various ways to express themselves, one of which is by using language as a means of expressing their hearts and minds. This phenomenon can be considered as novelty in language or, it is the opposite, as a trigger for

language conflict. This Indoglish phenomenon can already be said to be a culture, because it has been cultured and has been carried out by the young people in their daily lives. This habit will fade the local culture, Indonesian and regional languages.

Language is always distorted by discursive practice [23]. In other words, language develops through the exchange of ideas based on reasoning and awareness of the moment. This encourages many Indoglish phenomena that exist in big cities in Indonesia. It is in contrast to the use of Indoglish which has become increasingly popular on social media sites, such as Facebook, Whatsapp, Instagram and many others. The form of language that emerges from online media conversation is a combination of affixes in English, such as *nge-load* (waiting process), *nge-hang* (failing to process), *nge-game* (playing games), *nge-chat* (chatting). This is influenced by the background of different local languages or regions. This phenomenon shows that the current development of the Indonesian language is developing further and more diverse based on the social context, and this is seen as a positive development, namely as novelty in language. However, it is different when this phenomenon is seen from the

standpoint of the background of the emergence of linguistic problems. Indoglish form is a form of prestige for some people. This phenomenon is often used by celebrities in Indonesia that spreads to society. Speakers feel very prestigious when using Indoglish forms. The use of foreign language elements in Indonesian, either in discourse or in sentences, is closely related to language attitudes. Such attitudes are less positive, less proud of Indonesian. As an Indonesian, we must be proud of Indonesian language. Therefore, in order not to reduce the standard value of the Indonesian language, foreign language elements do not need to be used in Bahasa.

Giving understanding to the adolescents about the patriotic spirit and nationalism (especially the love of Bahasa) is very important not only in the real world but also in social media platform, so that the support provided on the platforms is not only limited to the aspects of primordialism or following trends, but it is embedded in the heartstrings of the youth. Based on this phenomenon, it is important to do this study as a material for national language planning. This is the study about how the language attitudes of the younger generation in social media platforms are related to Indoglish phenomenon.

1.1. Related Work

1.1.1. Indoglish

The use of English as international language affects the development of Bahasa. It becomes more varied with the presence of a combination or addition of English which is absorbed into Indonesian so that there is also an Indoglish (Indonesian-English) phenomenon [10].

According to Saddhono [21], Indoglish (Indonesian-English) is a term that is often used for the use of English which is still nuanced by Indonesian culture and language. Indoglish is a distinctive and unique form of language in which the existing form is a combination between English and Indonesian. This language form is special because it is often used by certain communities in society. The combination of Indonesian and English that is used together gives a distinctive impression and it is identical to the life of a certain community that is closely related to academic life and high intellectuality.

1.1.2. Social Media Platforms

Social media is a type of media that provides the means used by the communicator as a channel to convey

a message to the communicant, if the communicant is far away or there are many of them or both [6]. In contrast to the opinion, [16] states that social media is a means of support for humans to fulfill their needs for information and entertainment.

Moreover, social media is a group of online-based applications that build ideology and technology. This media has a characteristic that the message conveyed is not only for one person but many people, the message is free, fast-delivered and the recipient of the message determines the time of interaction. It has the main function of informing, educating, forming opinions and entertaining. Not only is it used to share information and inspiration, but social media is also used to issue complaints and curses.

Social media sites that are often used today and uses Indoglish a lot is Instagram, WhatsApp and Facebook. Instagram is a very popular application at this time which provides many advantages because it is used to send photos, images and words that generate comments [25]. Then, Whatsapp is a social media network that prioritizes private and group conversations by storing phone numbers first [17]. The last, Facebook is a social media site that is used by joining one community to another to make connections to get information.

1.1.3. National Language Training

Considering the important role of language development in improving the quality of human resources in Indonesia, it is necessary to carry out various integrated and targeted plans and efforts, based on a comprehensive national language policy so that language development can be carried out more efficiently and effectively. This comprehensive national language policy must cover at least three components, namely the guidance and development of the Indonesian language, guidance and development of regional languages, and the management and use of foreign languages for national needs.

Any efforts made in the context of language guidance and development must be based on language planning that has been outlined nationally [1]. The complexity of the network of linguistic problems in Indonesia as the result of the contact between Indonesian and regional languages on one hand and between Indonesian and foreign languages on the other hand. This is added to the demand for Indonesian language to be an effective and efficient mean of communication in various ways. In the field of life,

language planning is not solely based on the existence of Indonesian as a phonological, grammatical, and semantic system, but must also consider non-linguistic factors such as politics, education, science and technology, culture and economy.

In general, macro planning policies involve formal and open planning with specific objectives that are clearly stated in official documents. Whenever the issue of the use and utilization of Bahasa is discussed, we should have realized from the start that in the end it cannot be separated from the National Language Politics that has been outlined [1]. Likewise with the Indoglish phenomenon which is also a linguistic problem. 'National Language Politics is a national policy which contains planning, direction, and provisions that can be used as a basis for the processing of all language problems' which includes '(1) national language problems, (2) regional language problems, and (3) the problem of using and utilization of certain foreign languages in Indonesia.'

1.1.4. Language Attitude

According to KBBI (1991: 938) language attitude is a mental position or feeling towards one's own language or other people's language. In line with this statement, language attitudes are all kinds of behavior about how language is treated, including attitudes towards language planning and preservation efforts.

The relationship between language attitudes and language use can indeed be positive or negative. [4] suggest three characteristics of language attitudes (positive attitudes), namely; (1) language loyalty which encourages a society to maintain its language, and if necessary prevents other languages, (2) language pride which encourages people to develop their language and use it as a symbol of identity and community unity; (3) awareness of the norm that encourages people to use their language carefully and politely, and it is a factor that has a very big influence on actions, namely the activity of using language. [4] states that a negative attitude towards a language can occur when a person or group of people no longer has a sense of pride in their language, and switches other languages that do not belong to them. There are several factors that can cause the loss of pride in one's own language and grow in other languages, including political factors, race, ethnicity, prestige, and so on.

The attitude of language is a supporting factor in optimizing the role and position of the Indonesian

language as a reinforcement of national identity. The positive attitude towards Indonesian must be continuously improved. The attitude of language contains integration between the attitude of respecting and glorifying in a real way as well as being obedient to the nation's agreement regarding the role and position of the Indonesian language. This will at the same time be in line with and equal to the improvement and consolidation of togetherness in fostering, maintaining and enhancing the dignity of the Indonesian nation and state through the idealism of the Indonesian language.

2. METHOD

This is a descriptive qualitative research which as a whole makes use of the methods of interpretation by presenting them in the form of descriptive words. In essence, this form of research is a method of examining the status of a group of humans, an object with the aim of making a systematic, factual and accurate descriptive, picture or painting of the facts or phenomena being investigated [12].

Research data comes from various written languages obtained from Facebook, Instagram, and WhatsApp. The data sources of this research are various writings taken authentically from the use of language in the realm of social media platforms such as Facebook, Instagram, and WhatsApp. The data collection used the observation and note-taking method. The observation is done by observing the languages used when writing status or ideas on Facebook, Instagram, and WhatsApp, which contain Indoglish forms. After that the data is recorded based on the data classification that has been made. Data analysis was carried out by applying the distributional method. The method of analysis was done after the data was collected and classified properly. Furthermore, data interpretation is done and the interpreted data is then presented informally. The results of the analysis are formulated in words. The data analysis technique can be done through data reduction by summarizing, selecting the main things, focusing on the important things, looking for themes and patterns.

3. RESULTS AND DISCUSSION

The language problem in Indonesia cannot be separated from the life of the people who support it. In the life of Indonesian society, there have been various changes, either as a result of globalization, or as a result of the rapid development of technology information. The use of Indoglish in everyday life, especially on Instagram, is not without reason. It is not merely

because of prestige. Based on the research results, the use of Indoglish on social media platform such as Instagram, Facebook, and WhatsApp is reflected in the attitudes of the young generation, they are (1) expressing words that does not exist in Indonesian Language, (2) providing semantic adequacy, (3) fulfilling a certain register, (4) willingness to accept English vocabularies, and (5) showing personal identity. From the research results, it is found that many attitudes are to show personal identity. The following is described more specifically.

3.1. Expressing Words that does not Exist in Indonesian Language

[11] says that in borrowing other language vocabulary, the need to designate new things, namely new things that are found or imported from other language societies, or the need to designate new places, people, and concepts, is the main reason, although not the only major factor. Some of the uses of the Indoglish language used in social media sites because of the need to borrow other languages are described as follows.

Gimana aku bisa *move on* kalo setiap berak yang keluar kamu (BING1)

Tag temen kamu yang susah *move on* (BING1)

How can I move on when every shit comes out of you (BING1)

Tag your friends who find it hard to move on (BING 1)

The phrase 'move on' in the data according to the English-Indonesian dictionary compiled by Echols and Shadily means 'to go on'. However, if the phrase 'move on' in the BING1 data is replaced by the phrase *berjalan terus*, the meaning will change because they do not have a parallel meaning. The phrase 'move on' now has a wider meaning because it is not only used to denote a change of place. In the Kamusku application compiled by Kodelokus the word 'move' is a transitive verb which can mean to move the heart or change one's mind. Teenagers in Indonesia often use the phrase 'move on' to describe someone who has moved his heart to leave or has forgotten someone who was loved. The phrase 'move on' later became so popular among teenagers that many of them used it to express something that was not exist in Indonesian vocabularies. Some of the use of Indoglish or loanwords from English can also be seen in the words 'stalking' and 'headlines'.

3.2. Providing Semantic Adequacy

[8] states that bilinguals feel the lack of semantic distinction found in second languages. That is one of the basic reasons why words are borrowed from other languages. It is common for speakers of other languages to feel that certain semantic spaces in their own language do not differentiate enough. Speakers borrow the words of other languages to meet the lack of semantic adequacy in their own language. Some of the uses of the Indoglish language used on Instagram as the need to provide semantic adequacy are described as follows.

Data

- Alul : 'Apa rencanamu akhir pekan ini?'
- Lia : 'rencana sih mau daftar seminar karena batas akhir *upload* proposal seminar besok lusa'
- Alul : 'Wahhh, semoga cepat *direlease* ya sob.'
- Lia : 'Terima kasih. Eh kau tak ikut *workshop* di UPI ya?'
- Alul : 'Rencana ikut, tapi aku telat daftar kemarin.'
- Lia : 'Owalah, yaudah kalau begitu. *Btw* hari ini kamu libur gak? Ke Galaxy *mall* yuk'
- Alul : 'Oke, tapi nanti temenin aku supermarket dulu ya? Ku mau beli bolu *chese* sama stroberi *milk* cemilan buat sahur'
- Lia : 'Oke bosque'
- Alul : 'What are your plans this weekend?'
- Lia : 'I plan to register for the seminar because the deadline for uploading the seminar proposal is the day after tomorrow'
- Alul : 'Wahhh, hopefully it will be released soon, bro.'
- Lia : 'Thank you. Eh, you didn't join the workshop at UPI, did you?'
- Alul : 'Planned to follow, but I was late on the list yesterday.'
- Lia : 'Ow, okay then. *Btw* have you a day off today? Let's go to Galaxy mall'

Alul : 'Okay, but will you accompany me to the supermarket later? I want to buy chesee and strawberry milk snacks for sahur'

Lia : 'Okay bosque'

The data above is a form of conversation on Whatsapp about activities in the form of formal meetings that will be followed on weekends. The word 'workshop' is used instead of *lokakarya*. Then the words of 'upload', 'direlease', 'mall', 'chesee' are also used. In general, the phenomenon of using Indoglish on social media platforms is not only intended to provide semantic adequacy but is also strongly influenced by the heterogeneous of social and cultural conditions of society. In addition, the differences in ethnicity, education level, age, economic, social, political and cultural backgrounds greatly influence the use of different languages. Furthermore, there is the word 'update' in the following data as the next example.

Ngeliat mantan *update* foto wedding-nya di IG (BING2)

Ngeliat mantan memperbaharui foto wedding-nya di

IG Melihat mantan kekasih memperbarui foto

pernikahannya di IG (BIN)

Seeing ex update his wedding photo on IG (BING2)

Seeing ex updating his wedding photo on IG.

Seeing ex-lover updating his wedding photo on IG (BIN)

'update' according to the Oxford dictionary means 'give somebody the most recent information about something'. The word 'update' is commonly used in the fields of computers, news and social media. In these fields, the use of the word 'update' includes software updates, news update, status updates and others. The word 'update' which is borrowed from English in fact fulfills semantic adequacy in terms of the context of the sentence. The equivalent of the word 'update' in Indonesian is the word *membarui*. The word *membarui* in KBBI V offline (2016) has the meaning of 'improving' so that it becomes new, repeating again, starting again, replacing with the new one, and modernizing. Whereas in the context of the sentence above, what is meant by 'update' is to provide the latest information on photos on social media so that the word 'update' borrowed from English has more semantic adequacy than the word *membarui*. Therefore, the use of Indoglish is due to the attitude of need to fulfill semantic adequacy. In addition, the data for the word

'single, lipstick, mood, and killer' is also contained in the use of the Indoglish language because the words provide semantic adequacy.

3.3. Fulfilling a Certain Register

In the era of globalization, the need for a word in a certain register is absolute. Borrowing English or other languages words that may not exist in Indonesian language is necessary to fulfill the communicative functions. [8] states that many English loanwords have a semantic function because these words do not have the traditional connotations (especially in fields related to modernity) carried by older words. Some of the uses of the Indoglish language used on Instagram due to the need to fulfill a certain register are described as follows.

Ketika ortu udah *nge-add* semua sosmed lo (BING3)

Ketika ortu udah *nge-nambah* semua sosmed lo

Ketika orang tua sudah menambahkan semua sosial media kamu (BIN)

When your parents have added all your social media (BING3)

When your parents have added all your social media

When your parents have added all your social media (BIN)

According to the Oxford dictionary, the word 'add' means put something together with something else. The equivalent of the word 'add' in Indonesian is 'to add'. In KBBI V offline (2016) the word 'to add' means to put something in order to make it more. The word 'add' and the word 'add' actually have the same semantic meaning.

In the BING3 data, the word 'add' is a lexical form of borrowing English words in Indonesian. According to the Oxford dictionary the word 'add' means put something together with something else. The equivalent of the word 'add' in Indonesian is *menambahkan*. In KBBI V (2016) the word *menambahkan* has a meaning 'to put something to make it more.' The word 'add' and the word *menambahkan* actually have the same semantic meaning, so if the word 'add' is replaced by the word *menambahkan* it will not change the meaning. The use of the word 'add' in BING3 data is the need to fulfill a certain register. 'Add' in this context is a sign that can be seen in social media applications to indicate that someone has added a social media account to their

friends list so that someone can observe activity of an account by clicking on a certain icon. Thus, the factor of using Indoglish in the BING3 data is to fill a certain register. Besides that, it also appears in the data 'chat, tags, likes, posts, headlines, shares, and follows' as the use of Indoglish to fulfill a certain register.

Some of the uses of Indoglish or loanwords from English that are used because of the need to fulfill a certain register can be seen in the following data.

Kita hidup di jaman pura-pura salah kirim *chat* dulu biar *dichat* (BING4)

Kita hidup di jaman pura-pura salah kirim obrolan dulu biar diobrol

Kita hidup di zaman pura-pura salah mengirim pesan obrolan dahulu agar dikirimi pesan obrolan (BIN)

We live in an age of pretending to send the wrong chat first so we can chat (BING4)

We live in an age of pretending to send wrong chats first so we can chat

We live in an age of pretending to send wrong chats first to be sent chat messages (BIN)

Tag temen loe yang ultah di bulan Desember (BING5)

Labeli temen loe yang ultah di bulan Desember

Labeli teman kamu yang ulang tahun di bulan Desember (BIN)

Tag your friends whose birthdays are in December (BING5)

Label your friends whose birthdays are in December

Label your friends whose birthdays are in December (BIN)

Tag temen kamu yang susah *move on* (BING6)

Labeli temen kamu yang susah *move on*

Tag your friends who find it hard to move on (BING6)

Label your friends who find it hard to move on

Zaman dulu, kita marah kalo diary kita dibaca sama orang lain. Tapi sekarang, kita justru marah kalo status kita nggak ada yang baca, *ngelike* atau dikomen orang lain (BING7)

In the past, we were angry when our diaries were read by other people. But now, we get angry if our status is not read, listen or comment by others (BING7)

Zaman dulu, kita marah kalo diary kita dibaca sama orang lain. Tapi sekarang, kita justru marah kalo status kita nggak ada yang baca, ngesuka atau dikomen orang lain

Zaman dahulu, kita akan marah kalau buku harian kita dibaca oleh orang lain. Tapi sekarang, kita justru malah kalau status kita tidak ada yang membaca, menyukai atau dikomentari orang lain (BIN)

In the past, we were angry when our diaries were read by another person. But now, we get angry when our status is not read, like or comment by others

In the past, we would be angry if our diary was read by someone else. But now, in fact if we get angry if our status is not read, like or comment by others (BIN)

Posting dulu ah...Wah banyak yang komen... (BING8)

Pengumuman dulu ah...Wah banyak yang komen...

Pengumuman dahulu ah... Wah banyak yang mengomentari (BIN)

Posting first... Wah many comments ... (BING8)

Announcing first... Wah many comments ...

Announcing first... Wow, many have commented on (BIN)

Lagi baca *headline* berita judulnya pas diklik aku telah berprasangka (BING9)

Lagi baca headline berita judulnya pas diklik aku telah berprasangka

Sedang membaca headline berita judulnya ketika diklik aku telah berprasangka

Reading the headline when it is clicked it I was prejudiced (BING9)

Reading the headline.... when it is clicked I was prejudiced

Reading the headline when it is clicked I was prejudiced

A: Makasih udah order, jangan lupa *like and share*.

B: Iya, trusted banget.

C: Hitz banget sih kalian (BING10)

A: Terimakasih sudah memesan, jangan lupa sukai dan bagikan (berhubungan dengan media sosial)

B: Iya, terpercaya sekali

C: Kalian memang populer sekali (BIN)

A: Thanks for ordering, don't forget to like and share.

B: Yes, it is very trusted.

C: You guys are really hitz (BING10)

A: Thank you for ordering, do not forget to like and share (related to social media)

B: Yes, it is very reliable

C: You guys are very popular (BIN)

Follow yuk Dagelan official di Path! (BING11)

Ikuti yuk Dagelan official di Path! Ayo ikuti Dagelan resmi di Path! (BIN)

Let's follow Dagelan official on Path! (BING11) Let's follow Dagelan official on Path!

Come and follow the Dagelan official on Path! (BIN)

The italicized word above is a loan word from English which is used in Indonesian to fulfill a certain register. Words such as 'chat, tag, like, post, headline, like and share, and follow' are words that are often used by the digital generation in social media registers and mass media.

3.4. Willingness to Accept English Vocabularies

Bahasa is willing to accept loanwords from other languages, so a lot of foreign language vocabularies are included in the vocabulary of Indonesian. This means that loanwords, both from Western and non-Western languages, can be transformed into various types of Indonesian words through several systems. The absence of filtering on the acculturation of culture that entered Indonesia is one of the impacts of the widespread use of foreign languages among the younger generation. Foreign languages easily enter and become part of the Indonesian language also because of the lack of the government's role in developing the Indonesian language. Some of the uses of the Indoglish used on Instagram due to the willingness to accept English vocabularies are described as follows.

Beli gelangnya *couple* tapi hatinya *single* (BING12)

Beli gelangnya *couple* tapi hatinya singgel

Beli gelang pasangan tapi hati sendirian (BIN)

Buy a couple bracelet but the heart is single (BING12)

Buy a couple bracelet but the heart is single

Buy a couple bracelet but the heart is single (BIN)

Hati-hati sama yang ngakunya *single* mungkin dia *single parent* (BING13)

Hati-hati sama yang ngakunya singgel mungkin dia orangtua tunggal

Hati-hati dengan yang mengaku bujang, mungkin dia orangtua tunggal (BIN)

Be careful with the one who claims to be single, maybe he is single parent (BING13)

Be careful with the one who claims to be single, may be he is a single parent

Be careful with the one who claims to be single, maybe he is a single parent (BIN)

In the BING12 data, the word 'single' is a lexical form of borrowing English words in Indonesian. According to the Oxford dictionary, the word 'single' means 'only one; a person not married; for the use of one person.' Then, according to the English-Indonesian

dictionary compiled by Echols and Shadily, the word 'single' means *tunggal (dalam pertandingan), bujang, dan satu*. The word 'single' has become Indonesian vocabulary with a slight transformation in the form of adjustments to the phonological structure of the Indonesian language. According to the Oxford dictionary, 'single' is pronounced /'sɪŋgl / then it is used in Indonesian with the pronunciation /' sɪŋgel /. From the above explanation, it can be concluded that the use of the word 'single' in the BING12 data is an attitude of willingness to accept English vocabulary. In addition, English vocabularies that has been adopted by Indonesian can also be seen in the words 'lipstick, moment, fan, genre, tissue, hobby, interview, quality, headset, discount, hits, video clip, and official'. This use of Indoglish is due to the willingness to accept English vocabularies. This is also contained in the following data.

- Emma : 'Yuk sist jilbab gamis Emma Queen yang terbaru banyak pilihannya'
- Ima : 'boleh yang warna merah S, kak, *ready* kan kak? pembayarannya via *COD* bisa kah?'
- Emma : '*cash* kak, nanti kita *COD*'
- Ima : 'Berarti gak *didelivery* ya kak?'
- Emma : 'Kalau mau *didelivery* nanti tambah ongkir kak'
- Imma : 'Waduh...ini sedang *emergency* kak, soalnya mau dipakai kondangan besok'
- Emma : 'Boleh kak, nanti kita *delivery* secara langsung, tinggal kirim alamatnya saja'
- Imma : '*Thanks* atas informasinya.'
- Emma : 'Come on, there are many choices for the newest Emma Queen hijab'
- Ima : 'maybe the red one is S, sis, are you ready? can you pay via *COD*? '
- Emma : 'cash sis, we'll *COD*'
- Ima : 'That means it's not delivered, sis?'
- Emma : 'If you want to be delivered later, please add the shipping charges sis'
- Imma : 'Wow ... this is an emergency, sis, because I want to wear it to the invitation event tomorrow'

Emma : 'Yes, sis, we will deliver it directly, just send the address'

Imma : 'Thanks for the information.'

This data is also often used by the younger generation on Instagram, which informs Ima who want to immediately buy a *gamis* (moslem clothing) for an invitation event. As an example of linguistic factors, someone uses the word 'ready' rather than the word *siap* or *tersedia*. Frequently used of a foreign language rather than Indonesian is also in the word 'cash' which means payment made in cash. The words 'ready, cash, emergency, delivery, thanks' are Indoglish form as the attitude of the young generation in the digital era who is willing to accept English vocabularies

3.5. Showing Personal Identity

[13] says that if a language is considered prestigious, a bilingual person tends to use prestigious words to show his social status which is reflected through his knowledge. This statement implies that the language used in communication reflects the identity of the speaker. Therefore, it is common for language speakers to use a form of language that is considered to have a high prestige. English, by the Indonesian people, is considered prestigious because it is an international language. Some of the uses of the Indoglish language used on Instagram due to personal identity factors are described as follows.

The form of Indoglish can be seen from the conversation script taken from the following social media.

Data

- Dila : 'Jangan lupa ya gaes, mampir ke *cofe shop*. Akan *didiscount* bagi 20 orang pertama yang datang duluan.'
- Jani : 'Wah boleh tuh kak, sekalian *didelivery* boleh?'
- Edi : 'Setuju banget, boleh juga itu idenya.'
- Dila : 'Boleh...syarat *didelivery* pemesanan harus bayar dengan *cash* minimal belanja 30K.'
- Edi : 'Aku juga mau.'
- Jani : 'Pesanan 2 *pisang goreng crispy*, dan 3 *stroberi milk*.'
- Dila : 'Alamat pengiriman di mana kak?'

- Jani : ‘*Kenanga street* No. 32 Bulakan, Kalimantan Barat.’
- Dila : ‘Mohon ditunggu.’
- Dila : ‘Don't forget, guys, stop by the coffee shop. There will be discounted for the first 20 people who come.’
- Jani : ‘Wow, great idea, can you also deliver it?’
- Edi : ‘Really agree, that may be the idea.’
- Dila : “Yes, you can ... the conditions for delivery order must be paid with a minimum of 30K cash shopping.”
- Edi : ‘I want to too.’
- Jani : ‘Order 2 crispy fried bananas, and 3 strawberries milk.’
- Dila : ‘Where is the delivery address sis?’
- Jani : ‘*Kenanga street* No. 32 Bulakan, West Kalimantan.’ Dila: ‘Please wait.’

The data above is a form of conversation on Facebook as social media platform, which offers the opening of a new coffee shop cafe with many discounts on offer. Italicized vocabularies are the Indoglish that is often used by the younger generation in chatting on social media. This shows the personal attitude of the younger generation who want to show that they have good command of English and this can increase their prestige. Besides that, it also appears in the following data.

Benefit punya pipi tembem (BING14)

Keuntungan punya pipi tembem (BIN)

Benefit of having chubby cheeks (BING14)

The advantages of having chubby cheeks (BIN)

In the BING14 data, the word 'benefit' is a lexical form of English loan word in Indonesian. The word 'benefit' according to the Oxford dictionary means 'advantage'. The word 'benefit' and the word 'adventure' actually have the same semantic meaning, so that if the word 'benefit' is replaced by the word *keuntungan*, it will not change the meaning. However, the writers prefer to use the word 'benefit'. The attitude of the young people that affects the use of the English form

rather than the Indonesian form in the BING14 data is because they want to show their personal identity. It also can be seen in the data 'bullshit, add, magic words, wedding, couple, single, available, lipstick, moment, chat, tag, happy birthday, selfie, clue, diary, like, comment, game, baby, fan gear, romance genre, kissing scene, single parent, fake face, fake friend, fake smile, weekend, black coffee, girls, no drama, sorry, tissue, bad mood, absolutely Indonesian, interview, quality time, headset, order, like and share, trusted, i love you, live, discount, hits, video clips, follow, and official.'

Foreign languages are more frequently used than Indonesian in almost all sectors of life. Using foreign languages in modern times is very necessary, especially for the younger generation because foreign languages are the main factor in order to achieve the dreamed goals. However, we have to always preserve regional language or Indonesian.

4. CONCLUSION

Indoglish is a distinctive and unique form of language which is a blend of English and Indonesian. From the phenomenon of the language attitude of the younger generation in the digital era in social media, it can be concluded that Indoglish is used to express words that does not exist in Indonesian Language, to provide semantic adequacy, to fulfill a certain register, to accept English vocabularies, and to show personal identity. If the use of Indoglish in social media is not corrected, the errors in its use are suspected to further damage the development of Indonesian language. It is also feared that it will obstruct the optimization of Indonesian dignification. On the other hand, the development of the Indonesian language can also add new registers and enrich the vocabulary of Indonesian. The planning of the national language through the Indoglish contributes to the position of the Indonesian language that continues to develop in the digital era for the young people. In this case, the role of Indoglish is very helpful in the development of planning the Indonesian language.

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