ANALYSIS OF ABBREVIATIONS TYPES AND PURPOSES FOUND IN INFLUENCERS' TWITTER ACCOUNTS WITH DIFFERENT GENDER

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Abstract

The aim of this study is to analyze the types and purposes of abbreviation found in influencer twitter accounts. Drawing from theoretical frameworks of Schendl (2004) for classifying abbreviation types and Tannen (2011) for understanding gender specific purposes, the investigation center on twitter communication. The primary objective is to educated the differential use of abbreviations by men and women influencers and how this choice reflects their communicative objectives. This method of the research is descriptive quantitative to classify the abbreviation types and purposes used by influencer accounts on Twitter in different gender. The study uncovers: men and women have the same sequential structure in the purpose that founded by having different amounts in each, even if man and women have sequential structure in the same purpose but has the different pattern of abbreviation when convey the message. It can be concluded that the nuanced ways in which men and women employ abbreviation to achieve distinctive communicative goals in the context of social media.

Key words: *Abbreviations, Twitter, Gender, Influencer.*

A. INTRODUCTION

Humans are social creatures that always need others to live their life and do interaction with others. This interaction needs language to communicate between humans. Through language, people do their activities or interaction in their life, like sharing. They also use language to convey thoughts and suppositions and spread data. In other words, only people or communities communicate using language (Mujiono & Herawati, 2020). Meanwhile, everyone should be able to use language to give and take information, send their vital

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messages, and convey the message (Meinawati, 2017). In conclusion, humans use language to share a desire and idea in their life interaction.

Language not only used by people to do interaction in real life. It also happens in virtual life through social media such as Twitter. This social media is known as microblogging which is classified as short blog post and designed for quick and typically direct interactions between the audiences. By these reasons, the users somehow apply abbreviation in their post or tweet since limited words are used to post. Kridalaksana (2009:162-177), abbreviation is the method of cutting one word, a few parts of the word, and the combination of words into words within the modern frame. Crystal (2008:1) states that an abbreviation is a shortened word that has been refined in linguistic study, so this kind of word formation has been known and closed in the virtual world. Shortened form is the shortening handle of a word that still bears the same meaning. According to Schendl (2001: 28-29), abbreviation consists of five sorts, which are clipping, blends, acronym, initialism, and contraction.

Many studies on language diversity sorted by this social construction express various differences in language use between men and women. A number of different styles of language variation between men and women have been observed and claimed. Wardhaugh (2006) stated that gender is a key component of identity; he also mentioned several examples of the former that discussed and presented instances that men and women use language differently. Women's language is often characterized as more expressive, displaying a greater emphasis on friendliness and self-effacement. In contrast, men are typically described as using a more direct and assertive communication style. This suggests that gender plays a role in shaping distinct linguistic patterns, with women leaning towards expressive and affiliative language, while men opt for a more straightforward and assertive approach in their communication (Tannen, 2011).

In summary, the patterns of abbreviation usage demonstrate notable gender differences. Women not only surpass men in the frequency of abbreviation utilization but also exhibit a greater diversity in their application. On the contrary, men tend to lean towards the use of familiar abbreviations. These findings collectively highlight distinct communication preferences between genders in the realm of abbreviations.

B. RESEARCH METHOD

The research method use in this research was descriptive quantitative to classify the abbreviation types and purposes used by influencer accounts on Twitter in different gender. Litosseliti (2010) stated that the types of abbreviations used by men and women can be classified by presenting the amount of each type. In short, the researcher counted the amount of each type of abbreviations that use by men and women based on the purposes.

C. RESULT AND DISCUSSION
1. Research Finding

In the context of this research, data reduction took the data from the two males (@50cent and @icecube) and two females (@Glotheofficial and

@NICKIMINAJ) twitter account of influencers and selected the tweet that used abbreviation, and field notes. This focused approach honed in on the core elements of abbreviations, including types and frequency of usage among male and female influencers on twitter, not only that this research also analyze the different between and women in use language based on purposes.

A. The difference of five types of abbreviation that used by influencers twitter.

The study analyzed abbreviations in influencer tweets, revealing five distinct types used as essential tools in their communication. Contractions (612 instances) were the most prevalent, indicating influencers' preference for easy-to-understand language. Initialisms (109 instances) and blends (64 instances) followed, showcasing concise and distinctive communication styles. Clippings (53 instances) were used for effective messaging, while acronyms (31 instances) added linguistic diversity. Overall, the research sheds light on how influencers strategically use different abbreviation types to engage effectively with their audience, emphasizing the importance of maintaining relatable and engaging communication in the online environment.

B. The difference purpose of abbreviations that used by male and female

I. *The purposes of abbreviation that used by male.*

No	Types of abbreviation	The purposes		
		Politeness and hedging with 48 tweets	Contextualization with 73 tweets	Community Building with 70 tweets
1.	Clipping	5	6	3
2.	Blends	7	13	15
3.	Acronym	8	5	3
4.	Initialism	12	16	20
5.	Contraction	41	78	95
Amount of abbreviation from 191 tweets		73	118	136

The analysis of the data on male Twitter users' purposes in tweets reveals a structure of dominant purposes, with contextualization leading, followed by community building and politeness and hedging. Contextualization emerges as the most common purpose, with 73 tweets, while community building and politeness and hedging follow with 70 and 48 tweets, respectively. The study also reveals a total of 327 abbreviations across the 191 tweets, showcasing how different purposes utilize abbreviations. Contextualization exhibits 118 abbreviations, community building shows 136, and politeness and hedging display 73. Notably, contractions are the most common abbreviation type across all purposes,

emphasizing their significance in conveying messages effectively in male Twitter communication.

II.   The purposes abbreviation that used by female.

No	Types of abbreviation	The purposes		
		Politeness and hedging with 72 tweets	Contextualization with 113 tweets	Community Building with 76 tweets
1.	Clipping	11	17	11
2.	Blends	9	13	7
3.	Acronym	2	10	3
4.	Initialism	18	20	23
5.	Contraction	144	144	110
Amount of abbreviation from 261 tweets		184	204	154

The analysis of female influencers' tweets reveals a clear sequence of dominant purposes, with contextualization leading, followed by community building and politeness and hedging. Among the 261 tweets examined, contextualization emerges as the most prevalent purpose with 113 tweets, followed by community building with 76 tweets, and politeness and hedging with 72 tweets. The data also show a total of 542 abbreviations across the tweets, showcasing different purposes utilize abbreviations. Contextualization display 204 abbreviations, community building shows 154, and politeness and hedging display 184. Notably, contractions are consistently the most common abbreviation type across all purposes, emphasizing their significance in conveying messages effectively in female influencers' communication strategies.

2. Discussion

a. The five types of abbreviation that found in tweet of influencers

The researcher indicated in Chapter I that there were five categories of abbreviations. According to Schendl (2001: 28-29), there are five types of abbreviation: clipping, blending, acronym, initialism, and contraction. Researcher in this research found the five types of abbreviations that used by influencer in twitter. The influencers used the abbreviations to communicate on twitter with their followers in daily life. in short, the researcher found the five types of abbreviation in tweet of influencers.

Based on the findings, the researcher found 131abbreviations that divided into five types. The data in the table outlines the distribution of various types of abbreviations, there are 53 instances of Clipping, 64 instances of Blends, 31 instances of Acronym, 109 instances of Initialism, and 612 instances of Contractions. The total count of all abbreviation types

combined is 869. This data provides a comprehensive overview of the prevalence of different abbreviation types, offering insights into their usage and frequency within the specified context.

The provided data illustrates that abbreviation serves as a process to condense words to enhancing efficiency, particularly evident in platforms like Twitter with character limitations. Kridalaksana (2009:162-177) defines abbreviation as the act of trimming a word, its parts, or combining words into modernized forms. Moreover, Crystal (2008:1) affirms that abbreviation, refined through linguistic study, has become prevalent and established within the virtual realm. It is characterized by shortened forms of words that retain their original meaning.

In conclusion, the research, as outlined in Chapter I, identified the abbreviations process and five categories of abbreviations, namely clipping, blending, acronym, initialism, and contraction. Building on Schendl's classification, the study specifically focused on the usage of these abbreviations by influencers on Twitter in their daily communication with followers. The findings revealed a total of 131 variation abbreviations, distributed across the identified categories. The breakdown of these abbreviations indicated 53 instances of clipping, 64 instances of blends, 31 instances of acronyms, 109 instances of initialisms, and a substantial 612 instances of contractions. The data provides a detailed overview of the prevalence of different abbreviation types, offering valuable insights into the usage patterns and frequencies within the context of influencer communication on Twitter. The sequence occurrence of contractions shows the informal and types that like to use by influencers twitter to maintain communication with followers.

b. The different from the different types of abbreviation used by male and female influencers

In the explanation presented in chapters 1 and 2, that variances in language use between men and women, including the utilization of abbreviations, are expounded upon by Deborah Tannen (2011). Discuses into the intricacies of linguistic disparities, Tannen delineates three distinct purposes underlying these differences. There are, politeness and hedging, contextualization and community building.

Firstly, the utilization of abbreviations by both genders is related with the principles of politeness and hedging. Women, in particular employ abbreviations as linguistic tools to manage social interactions with a nuanced approach, aiming to convey their messages with a sense of courtesy and cautiousness. Secondly, the contextualization of language use emerges as a significant facet. Tannen illustrates how the choice and frequency of abbreviations are influenced by the specific context in which communication takes place. The dynamic nature of language, as shaped by the surrounding circumstances, plays an important role in the

communication styles of both men and women. Lastly, the concept of community building is outlined, highlighting how the use of abbreviations becomes a means for fostering connections and reinforcing a sense of communal identity.

Through shared linguistic practices, individual differences between men and women in communication contribute to the building of communicative communities, strengthen in communication and building a shared lexicon. In essence, Tannen's account explained the diverse of language use, revealing how men's and women's use of abbreviations in different purposes in politeness and hedging, contextualization, and community building.

From the data above, the researcher's analysis found distinct purposes behind the use of different types of abbreviations by male and female influencers, categorized into three types of purposes as described by Tannen (2011). The analysis of abbreviation usage based on purpose found the contextualization is the dominant purpose between men and women with the different amount of usage. Male contextualization found in 73 tweets with 118 instances of abbreviation. The common abbreviation usage by male in contextualization is contraction (78instances) followed by initialism (16 instances) and blends (13 instances), then in the last position is clipping and acronym with almost the same amount 6 and 5 instances. Female data also show the contraction (144) is the dominant abbreviation usage in contextualization and followed by initialism (20 instances). In the other hand, the third position in this purpose is clipping (17 instances) followed by blends (13 instances) and the last position occupied by acronym with 10 instances.

In the second position of purpose commonly found is community building, community building is the purpose that found in male and female occupied after contextualization. Community building display found 70 tweets from 191 tweets in male account and 76 tweets from 261 tweets in female account with the different amount of abbreviation usage. In this purpose researcher found in case the dominant abbreviation usage also contraction and initialism, male data 94 instances of contraction and 20 instances of initialism and then female data display 110 instances of contraction and 23 instances of initialism. In the other hand male third position abbreviation usage is blends (15 instances) and female third position abbreviation usage is clipping (11 instances). Furthermore, the abbreviation usage in this purpose is same with 3 instances and the types is clipping and acronym. The abbreviation used by female in fourth and fifth position is blends (7instances) and acronym (3 instances).

The last propose that found in male and female tweets is politeness and hedging. The politeness and hedging are the lowest tweets found with male 48 tweets and female 72 tweets with 184 abbreviations.

The politeness and hedging also show same types abbreviation that dominant found before is contraction and initialism, male 41 and 12 instances and female 144 and 18 instances. Then, in the third and the fourth position found in male abbreviation is blends (7 instances) and acronym (8 instances) but in female abbreviation found clipping (11 instances) in the fourth position and blends (9 instances) in the fifth position. The last types of abbreviation found in male purpose is clipping (5 instances) and female is acronym (2 instances).

According to the data analysis male and female in purposes, almost usage types of abbreviation have same structure with contraction and initialism are dominant types of abbreviation appears frequently. In this research describe male and female purpose is almost same and also explained the changes of female language, which is in this era female free to express opinions and have a same position with men in expressing opinions. The freedom to convey the opinion for female in this era make changes to language that used. According to the data, the conclusion is that existence of freedom to convey opinion changes the existing goals between men and women as explained by Tannen about women may lean towards using abbreviations to maintain more polite communication and men communicate more directly, to the freedom for everyone to express an opinion.

In addition, Wardhaugh's (2006) stated that women frequently employ figurative language in communication, while men typically selected for directness. This tendency contributes to women's more frequent use of abbreviations, as they leverage linguistic nuance to convey meaning efficiently. Conversely, men's preference for straightforward communication may lead to less familiarity with the diverse range of abbreviation variations. Consequently, men often rely on familiar abbreviations, further emphasizing the gender disparity in abbreviation usage patterns.

The result of this study explained the changes of women's language. Women's language is no longer weak in this era and women can convey the opinion without being restricted by differences in gender equality. As explained by Tannen (2011) and Lakoff (2004) women's language before as inadequate and powerless, as it encourages them to talk about unimportant matters and does not offer them the resources needed to express themselves effectively and confidently, even if it has subsequently been critiqued and regarded as adopting the sexist idea that women's language is deficient. In conclusion, the researcher found almost the same sequence purpose used by male and female but there are still differences in patterns in the language used, the researcher in this research explained even though there is gender equality between men and women, there are still differences in language use.

D. CONCLUSION AND SUGGESTIONS

Based on the research findings and discussion, the researcher drew three conclusions regarding the research questions outlined above:

The first one, five types of abbreviations used by influencers, with contractions being the most frequently used, followed by initialism, blends, clipping, and the least used being acronyms. The second one, the differences in the use of abbreviations between men and women. Specifically, women use abbreviations more frequently than men. Women demonstrate a greater familiarity with new types of abbreviations, while men tend to prefer using established or universal abbreviations. Additionally, men more frequently use blends and acronyms, whereas women more commonly use clipping, initialisms, and contractions.the last one, 5.1.3. The analysis of communication styles in terms of politeness and hedging, contextualization, and community building highlights almost same between female and male communicators but differentiated by the usage of pattern abbreviations to convey the message.

The aim this study is to the next researchers are can encouraged to expand on the findings of this study on "Analysis of Abbreviations Types and Purposes Found in Influencers' Twitter Accounts with Different Gender" to deepen understanding and contribute to ongoing research. The study emphasizes the importance of addressing identified limitations and suggests exploring gender influences on abbreviations in more detail, including specific linguistic nuances and evolving communication trends. Comparative studies across different social media platforms or linguistic contexts could offer a comprehensive perspective on how gender dynamics are reflected in abbreviated language. Researchers are urged to use the study's insights as a valuable resource, utilizing its methodology and findings to conduct thorough investigations into the intricate relationship between gender and abbreviations, ultimately enriching our understanding of how gender shapes language use in the digital domain.

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