



## THE ANALYSIS OF ENGLISH LOANWORDS USED BY INDONESIAN GENERATION Z IN SOCIAL MEDIA “THREADS”

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### Abstract

This research aims to identify the types of loanwords used by generation Z in social media “Threads” and this research also analyzed the social context on the use of loanwords by generation Z in that social media. To analyze the loanwords the author used Haugen's (1950) types of lexical borrowing theory. The researcher found that there are 3 loan-words, 16 loan-shifts, and 1 loan-translation in their statements in social media “threads”. The social context matches with the Dell Hymes’ SPEAKING theory. Dell Hymes' SPEAKING theory also can analyze the social context of Generation Z's statements on social media threads in Indonesia by examining the setting, participants, goals, communication process, language use, communication channels, norms, and genre. Based on the research results, the researcher hopes that young people will realize and know that the words they use every day are loanwords and the author also hopes that foreign language words will not replace their mother tongue just because those words are popular.

**Key words:** *Loanword, Generation Z, Social Media, Social Context.*

### A. INTRODUCTION

In today's digital era, social media platforms have emerged as dynamic spaces where linguistic innovation thrives. Generation Z, born into a world of advanced technology and global connectivity, has played a pivotal role in shaping the digital communication landscape. Within the vast tapestry of online discourse, it is evident that the Indonesian language undergoes constant evolution, adapting to the needs and preferences of its users. Young people in Indonesia seem used loanwords really often in social media because of the developments of information and communication technology especially generation Z because they use most of their time on social media. Information and communication technologies facilitate interaction of people from various

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languages and places. People from different languages interact each other can create loanwords. The fast development of science and technology and the opening of relations between countries opens the possibility of language borrowing (Herniti,2006). For example, Indonesian borrowed words from English such as laptop, flash drive, modem, and smartphone. There are several reasons why the researcher will do this research. First, he writer argues that there are so many kinds of loanwords in social media and need to be researched further. Second, the author is also interested in finding out type of loanwords Generation Z use in their social media because not many people discuss the uniqueness of language on social media especially in Threads. The researcher also wants to know what kind of social context loanwords used by generation Z in Threads. Young people or generation Z in this research may use loanwords in a serious or less serious situation.

Furthermore, Bahasa Indonesia has increased the stock of its vocabulary by loaning several terms from English. Bahasa Indonesia also develops from time to time because Bahasa Indonesia is influenced by human thought and the result of language contact. The development of technology and communication are the factors that influence this phenomenon. It is just like what Meysitta (2018) said that the development of a language cannot be separated from the contact between one language and other language, both regional and foreign languages.

This study has several differences from the previous studies. For examples, “Why is it ‘cool’ to use English loanwords? A case study from Japan” written by Martin (2017) and “English loanwords in the language of young, contemporary computer gamers” by Marta Szymańska (2016). The first study shows the reasons why it is cool to use English loanwords among Japanese students. The second article is about the presence of English loanwords in the language used by young Polish gamers based on the recognition, around the mother tongue, of primary and secondary school students. The aim of that research was to diagnose to what extent and in what form English vocabulary used in computer games penetrates everyday language of students.

This research focuses on what kind of loanwords used by generation Z in social media “Threads”. This research also concerns about social context on the use of loanwords by generation Z in Threads. The writer will identify the types of loanwords that appear on social media used by generation Z and identify the social context of the loanwords.

This research needs to be done because it is possible that these younger generations only mix Indonesian with English instead of using loan words correctly or using language that is not in accordance with the rules. As an Indonesian, these young generations need to use the language properly and correctly.

**B. RESEARCH METHOD**

Based on the aim of this research, that is to analyze the English loanwords used by popular generation z in social media “threads”. This research used qualitative research because it is the best way to analyze the problem. In this research, the researcher classifies the loanwords found on social media “threads” base on Haugen’s (1950) types of lexical borrowing theory: loanword, loan-shift, and loan-translation. Loanword is a kind of borrowing that the word and the meaning are borrowed. The writer also analyzed the social context of the loanwords base on Dell Hymes' theory involves using his SPEAKING model: Scene/Setting, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, and Genre. The generations Z are Gerome Polin Sijabat (JPS), Timothy Ronald (TR), and Prilly Mahatei Latuconsina (PL) because they are popular and known as smart people. The selected stamens are statements posted on July 2023.

**C. RESULT AND DISCUSSION**

**1. Research Finding**

In this research, the researcher classifies the loanwords found on social media “threads” base on Haugen’s (1950) types of lexical borrowing theory: loanword, loan-shift, and loan-translation. The table below is the result of the analysis loan words used by generation z in Threads.

No	Word		Types of borrowing		
	Indonesian	English	Loan words	Loan shift	Loan translation
1.	Netizen (JPS)	Netizen	√		
2.	Fitur (JPS)	Feature		√	
3.	Komentar (TR)	Comment		√	
4.	Akun (TR)	Account		√	
5.	Situasi (TR)	Situation		√	
6.	Finansial (TR)	Financial		√	
7.	Properti (TR)	Property		√	
8.	Pebisnis (TR)	Businessman			√
9.	komputer (TR)	Computer		√	
10.	Investor (TR)	Investor	√		
11.	Sukses (TR)	Success		√	
12.	Rumor (TR)	Rumor	√		
13.	Kelas (TR)	Class		√	
14.	Bisnis (TR)	Business		√	
15.	Objektif (TR)	Objective		√	
16.	Transfer (TR)	Transfer	√		
17.	Lokasi (PL)	Location		√	
18.	Aset (TR)	asset		√	
19.	Info/informasi (PL)	Information		√	
20.	Lokal (TR)	local		√	

From the data above researchers can find the all Haugen’s (1950) types of lexical borrowing in popular generation Z’s statements in social media called “threads” posted on July 2023. Einar Haugen, a linguist known for his work on language contact and loanwords, classified loanwords into three main types in his 1950 book "The Analysis of Linguistic Borrowing." These types are:

**1. Loan-word**

These are words borrowed from one language into another, typically because the borrowing language lacks an equivalent term or because the borrowed word conveys a specific concept or cultural item. Loanwords can undergo various degrees of adaptation in terms of pronunciation, spelling, and meaning. The Loanwords founded in this research are rumor, transfer, and investor.

**2. The loan-shift**

Loan-shifts are adopting words of donor language and creating a new definition in recipient language. In a loan-shift, the borrowing language adopts a foreign word or phrase and assigns it a new meaning based on the semantic components of the original foreign term. The loan-shifts founded in this research are Netizen, Fitur, Komentar, akun, Situasi, Finansial, Properti, komputer, Sukses, Kelas, Bisnis, Objektif, Lokasi, aset, Info/informasi, and lokal.

**3. The loan-translation or Calques**

Calques involve the translation of the components of a foreign word or phrase into another language. The loan-translation founded in this research is pebisnis.

There are 3 loan-words, 16 loan-shifts, and 1 loan-translation founded in this research. It can be seen from the form, the meaning, and the changes of the loanwords from the donor language. Comparing the definitions both in English dictionary and Indonesian dictionary or Kamus Besar Bahasa Indonesia (KBBI), is also used to analyze the loanwords.

Next is the analysis of social context on the following description. It described the research data related to the eight speech components of SPEAKING Dell Hymes in the use of loanwords by generation Z on social media “threads”. The data is in the form of 20 statements. The data came from the statements that contain loan words used by generation Z on “threads”.

Statements	Dell Hymes' SPEAKING theory							
	(S)	(P)	(E)	(A)	(K)	(I)	(N)	(G)
1. Netizen (JPS)	√	√	√	√	√	√	√	√
2. Fitur (JPS)	√	√	√	√	√	√	√	√
3. Komentar (TR)	√	√	√	√	√	√	√	√
4. Akun (TR)	√	√	√	√	√	√	√	√
5. Situasi (TR)	√	√	√	√	√	√	√	√
6. Finansial (TR)	√	√	√	√	√	√	√	√
7. Properti (TR)	√	√	√	√	√	√	√	√
8. Pebisnis (TR)	√	√	√	√	√	√	√	√
9. komputer (TR)	√	√	√	√	√	√	√	√

10. Investor (TR)	√	√	√	√	√	√	√	√
11. Sukses (TR)	√	√	√	√	√	√	√	√
12. Rumor (TR)	√	√	√	√	√	√	√	√
13. Kelas (TR)	√	√	√	√	√	√	√	√
14. Bisnis (TR)	√	√	√	√	√	√	√	√
15. Objektif (TR)	√	√	√	√	√	√	√	√
16. Transfer (TR)	√	√	√	√	√	√	√	√
17. Lokasi (PL)	√	√	√	√	√	√	√	√
18. Aset (TR)	√	√	√	√	√	√	√	√
19. Info/informasi (PL)	√	√	√	√	√	√	√	√
20. Lokal (TR)	√	√	√	√	√	√	√	√

According to the data above, the writer analyzed the social context data as follows:

**Setting (S)**

The setting here is the digital realm of social media platforms called “threads”, particularly in the context of event Indonesia.

**Participants (P)**

The participants are members of Generation Z in Indonesia who are actively using social media. In this research the participants are Gerome Polin Sijabat, Timothy Ronald, Prilly Mahatei Latuconsina and the people who see and give a response to their statements.

**Ends (E)**

The primary goal of Generation Z's statements on social media threads is to engage in discussions, share opinions, and express themselves on various topics. In this case several generations of z chosen by the author expressed their opinions, activities and political views on social media “threads”. Below are the examples of opinions made by generation Z:

*Andai ada fitur bias auto bales chat orang tanpa harus ngetik , langsung jawab apa yang ada dalam hati gitu.*

*Sering kali ngerasa udah bales chat orang padahal balesnya Cuma dalam hati wkakakak*

(Jerome Polin - posted on July 2023 on Threads)

**Act sequences (A)**

The act sequence involves the process of creating and responding to threads. Generation Z members initiate a thread by posting their thoughts, questions, or ideas on a topic. Others respond by adding their own thoughts, often resulting in a series of interconnected posts forming a thread.

**Key (K)**

The key involves the language used, including the choice of vocabulary, tone, and style. In the context of social media threads in Indonesia, participants might use a mix of formal and informal language, including local slang, English words, and even memes. The statement which is formal just like the example below:

*Memutuskan berinvestasi di aset apapun pasti ada serikonya, tapi memutuskan untuk tidak berinvestasi adalah resiko terbesar.*

(Timothy Ronald- posted on July 2023 on Threads)

### **Instrumentalities (I)**

Instrumentalities refer to the communication channels and tools used. In this case, Generation Z primarily uses text-based communication on platforms like Twitter, where they can create a series of connected tweets, or on forums like Reddit, where discussions can be organized into threads. They may also use multimedia elements like images, videos, and GIFs to enhance their threads.

### **Norms (N)**

In the context of social media threads in Indonesia, norms can include guidelines for respectful engagement, rules against hate speech or cyber bullying, and the use of certain emojis or symbols to convey emotions. These norms can vary between different online communities and platforms. The people studied in this study prefer not to use offensive sentences or hate speech. It is just like the statements bellows:

*Guys infoin dong kalo ada karaoke night taylor swift. Kelewatan muluuu. Pengen ikutan sing along.*

(Prilly Latuconsina- posted on July 2023 on Threads)

### **Genres (G)**

The genre refers to the type of communication event taking place. In this case, the genre is online discussion threads.

From the analysis above, Dell Hymes' SPEAKING theory also can analyze the social context of Generation Z's statements on social media threads in Indonesia by examining the setting, participants, goals, communication process, language use, communication channels, norms, and genre. This analysis highlights how social media threads serve as a prominent platform for Generation Z to express themselves, engage in discussions, and shape the digital discourse in Indonesia.

## **2. Discussion**

In this research, the researcher found all the types of loanwords used by generation z on social media “threads” base on Haugen’s types of borrowing theory. It means the answer of the first research question is there are 3 types of loanwords base on Haugen’s borrowing theory and they are loan-word, loan-shift and loan-translation or calques. This thesis is slightly different from others thesis. For example, a study entitled "English Loanwords in the Language of Young, Contemporary Computer Gamers" by Marta Szymańska (2016) which aimed to examine how the language of young Poles is influenced by information technology, especially computer games. The study used survey research to investigate the use of English loanwords in the language of young Polish computer gamers. The preliminary analysis showed that a majority of loanwords are integrated into the Polish language in terms of morphology and syntax. However, the study also found that the use of English loanwords in Polish is not

always appropriate and can lead to misunderstandings. Overall, the study provides insights into the influence of English on the language of young Polish computer gamers.

Analysis of social context with Dell Hymes' SPEAKING component also can be found on these data. There are Setting and Scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norm of interaction and interpretation, Genre. This model is used to analyze the social context of communication and to understand how language is used in different situations. In conclusion, the second research question can be answered as the generation Z use Dell Hymes' SPEAKING component in social media called Threads. This research is slightly different from others researches. One of those studies is "Bahasa Dalam Konteks Sosial (Peristiwa Tutar Dan Tindak Tutar)" (2022) by Utami and Rizal. This study aims to examine the concept of language in a social context from the aspect of speech events and speech acts.

Most studies only discuss various types of loanwords, which is different from this research which links research on loanwords with age and social context. This research use Haugen's types of borrowing theory to analyze the loanwords and Dell Hymes' SPEAKING theory to analyze the social context. Both theories are still relevant and can be used to answer the two research questions of this research.

#### **D. CONCLUSION AND SUGGESTIONS**

This research was conducted to find out the types of loanwords used by generation Z on social media "Threads" and to know in what social context are loanwords used. Based on the data analysis and findings, all type of lexical borrowing by haugen's (1950) can be found in the statements used by generation Z on social media "Threads". There are 3 loan-words, 16 loan-shifts, and 1 loantranslation. The Loan-words are rumor, transfer, and investor. The loan-shifts are Netizen, Fitur, Komentar, akun, Situasi, Finansial, Properti, komputer, Sukses, Kelas, Bisnis, Objektif, Lokasi, aset, Info/informasi, and lokal. Dell Hymes' SPEAKING theory can be used to analyse the social context by examining the setting, participants, goals, communication process, language use, communication channels, norms, and genre. The social context of generations z use in social "Threads" is matches with dell hymes' SPEAKING theory.

After doing the analyzing the collected data, the researcher gives several suggestions. First, for Indonesian citizens, the using of English loanwords should be reduced because the many uses of loanwords can shift Indonesian language. On online social media, the using of English loanwords is really often. People can see it every day and everywhere because people can access the internet that every time and everywhere. The use of a foreign language can increase people's confidence because they have knowledge of a foreign language while others do not. As a good citizens Indonesia need to use Bahasa Indonesia correctly and proudly. Second, for student, the using of English loanwords should be understood. The college student can increase their knowledge and to know about

types and social context of loanword in social media and as suggestion for those who are interested in sociolinguistics especially language contact. Since this study also discusses about language (loanwords) and humans (the generation Z), the writer hope this study can give contribution in sociolinguistics.

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