

## ANALYSIS OF SEMANTIC EXTENSIONS IN INDONESIAN CELEBGRAM'S INSTAGRAM COMMENTS

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### Abstract

The number of Indonesians using social media is rising yearly. This article attempts to study the usage of language associated with semantic extensions in comments left by internet users on the Instagram account of Karin Novilda, also known as Awkarin (@narinkovilda), one of the Instagram influencers or celebrities. It uses a descriptive qualitative approach. The findings demonstrated that semantic expansions took place in internet users' remarks on the celebgram's Instagram account. This expansion of meaning is probably due to technological advancements and the quickening pace of life. Language users that utilize the internet are also impacted by the world around them. The growth of meaning further demonstrates that language is in fact static and not dynamic. Language has a number of advantages, including the ability to live and develop continually as long as its users continue to use it, and the ability to change its meaning at the user's discretion. In other words, there are no constraints on the language, allowing it to grow and alter to meet the demands of its users. Another concrete example of how language is arbitrarily constructed and how it develops is the phenomena of meaning extension.

**Keyword:** Instagram, Semantic, Extension.

### Introduction

The number of Indonesians using social media is rising yearly. Additionally, more than half of the population in Indonesia has access to social media, according to (Pertiwi, 2019). According to the "Digital Around The World 2019" report, 150 million (or around 56 percent) of Indonesia's 268.2 million individuals have utilized social media. The study's findings, which were released on January 31 of this year, were conducted from January 2018 to January 2019. In Indonesia, there are now 20 million more social media users than there was the previous year. Social media use

is dominated by millennials, often known as generation Y and generation Z. According to Kemp's research (2020), there are 160 million active social media users in Indonesia between the ages of 16 and 64. The average daily time spent on social media is 3 hours and 26 minutes, with 99% of users accessing it through a mobile device.

Facebook, Twitter, and Instagram are just a few of the social media sites that are currently widely used in Indonesia (Sebastian, 2012). Instagram is one of the platforms that Indonesians use the most frequently. Instagram is an app that lets users exchange photographs and information with other users, according to (Utami, 2016). Users of Instagram have the option to follow or unfollow other users' profiles. Additionally, Instagram gives users the chance to grade a photo by like or commenting on images that other users have shared.

Instagram followers are crucial since the popularity of a photo is influenced by the amount of likes. The ability to link to other social media platforms like Twitter and Facebook is another aspect of Instagram. Additionally, Instagram offers a variety of filters that can be used to enhance posted pictures. Social media frequently has this function available. This is what makes Instagram so well-liked by users of social media. Many artists use the Instagram social media platform to increase their popularity in addition to the general audience. There are also members of the general population who have achieved fame thanks to Instagram, often known as Celebgram (Instagram celebs), which is equally well-liked among Indonesian users of social media.

Numerous studies on Instagram and linguistics have been discussed, such as (Tsapatsoulis, 2016) discussion of the use of hashtags on Instagram and the influence of descriptive explanations on hashtag usage. (Matley, 2018) also did a study on the use of hastags, politeness, and self-praise. There are also other studies that examine language in Instagram analysis. This article looks at how language with semantic extensions is used in comments made by internet users on the Instagram profiles of Indonesian artists.

### 1. Change of Meaning

Semantic science is the branch of linguistics that was utilized to examine semantic extensions in this netizen's comment. (Alwasilah, 1984) states that "English semantics, the adjective is semantic (Grik/Greek: Someion = "mark, sign, sign") semantics is dependent on the origin of the word (etymology)." According to (Djajasudarma, 1993), "The Greek noun sema, which means a sign or symbol, is where the word semantics originates. Semanio, the verb, denotes marking or symbolism." The study of meaning expressed via language is known as semantics, or semantics is a field of linguistics that investigates meanings communicated through language. (Saeed, 1993)

In general, semantic studies examine the meaning of both spoken and written language. Time and the change in meaning are inextricably linked. This is due to the fact that language changes continuously along with societal advancement. The expansion, narrowing, connotation (connotation), sedification (synesthesia), and association of a word meaning that is still active in one field of meaning are all symptoms of a word's meaning shifting, according to (Parera, 2004) The basic reference has not been altered or replaced in the change in meaning, rather it has undergone an expansion or narrowing of the reference.

The point of view that caused the shift and change of meaning as expressed by Meillet which Parera quoted from ulman (1977: 98) namely:

- 1) Linguistic causes
- 2) Historical/historical causes:
  - a) Creation and discovery of new objects
  - b) Naming of institutions
  - c) Discovery of new ideas
  - d) Concepts of science.
- 3) Social causes.
- 4) Psychological causes:
  - a) Emotive factors
  - b) Taboo as a psychological factor of shifting and changing meanings
  - c) Taboos sourced to fear

- d) Taboos for precarious and unpleasant issues
- e) Taboos related to the problem of decency
- 5) Foreign influences cause shifts and changes in meaning.
- 6) Shifts and changes in meaning due to necessity.
- 7) Shifts and changes in meaning due to power.

Consequently, as stated by (Djajasudarma, 1993) "The transition from concrete to abstract references, the onset of synesthesia symptoms, literal translation, syntagmatic relationships, rumpang in vocabulary, changes in connotations, and changes in meaning can all cause this change in meaning into historical semantic reach. On the other hand, linguistic causes (linguistic causes, historicity, social, psychological causes, influences from other languages, and the demand for new terms) can induce changes in meaning." Another viewpoint is provided by (Chaer, 1994), who claims that a shift in meaning may take place for the following reasons:

- 1) Scientific and technological advancements
- 2) Sociocultural progress
- 3) Exchange of sensory reactions and the evolution of word use
- 4) Associations Existence

## 2. Semantic Extension

In English, the phrase "semantic transformation" or "meaning" is used (McManis, 1997) Semantic Extensions, Semantic Reductions, Semantic Elevations, and Semantic Degradations are some examples of semantic / meaning change.

According to (McManis, 1997) semantic expansion/meaning happens when a word's equivalent or corresponding meaning rises. This frequently happens as a result of generalizing or shifting from specific to general in order to expand the significance.

The extension of a word's meaning occurs when its current meaning is wider than its original meaning, according to (Parera, 2004) and (Chaer, 1994), whereas the forms of change the inner semantics are known in the literature in this respect.

### **Method**

According to (Moleong, 2019), who defines the descriptive technique as a research approach that generates descriptive data in the form of words both verbally and in writing, the research methodology employed in this study is a descriptive method. Additionally, both formal and informal presentation techniques are used in this study's data analysis findings (Sudaryanto, 1992)

The listening method is used to collect data, and advanced listening strategies, such as note-taking strategies and free listening strategies, are used (Mahsun, 2005). The listening strategy utilized in this study involved listening to comments left by internet users in the Instagram comment section of the artist, which served as the study's source of data.

The free listening method and the recording method are the advanced methods used in this investigation. By using the technique of "free listening," the author in this instance refrains from participating in the conversation and merely listens to the content of Instagram comments made by fans of an Indonesian artist before recording and organizing pertinent information that is pertinent to the research topic. The study is then conducted by examining the semantic phenomena that take place, namely those associated with semantic expansion.

The account used in analyzing netizens' comments is the official account of celebgram Karin Novilda, namely @narinkovilda. This celebgram was chosen because she has a lot of followers and there are always many comments that appear from netizens for the celebgram. In this account, an image post with the highest number of comments with about + 1000 comments is selected. As for seeing the shift, a dictionary is used as the main reference then compared to the meaning that appears in the netizen's comments.

### **Findings**

From the comments obtained through posts from Karin Novilda's official account (@narinkovilda) it was found that several words have actually experienced an expansion of the meaning used by netizens when commenting on the photo

upload. Here are the findings obtained based on the analysis of netizens' comments on the celebgram's Instagram.

No	Word	Past Meaning	Meaning Now	Sample comments
1.	Mutiara (Pearl)	A pearl is a hard object produced in the soft tissues (especially the mantle) of living mollusks.	Nowadays, pearls can describe adjectives for example beautiful, wise, and extraordinary. For example, "kata-kata mutiara" which means a sentence containing motivation and good advice.	<i>Karin, kata-kata mutiara lo tapi gak mencerminkan diri lo</i>
2.	Cute	Witty, something of an amused nature or laughs	All things interesting or unique in nature.	<i>Not gonna lie: That smile is so cute!</i>
3.	Slay	Literally, slay means to kill	However, nowadays slay has the meaning of praise for something that is considered cool.	<i>So slay, Rin!</i>
4.	Feeds	Meaningful as a feeding activity (usually in pets)	Defined as the main profile page for sharing content such as photos and videos.	<i>What a cool instagram feeds!</i>
5.	Tutor	People who give lessons (guide) to a person or a small number of students (outside of school)	Currently, the word is interpreted as a way or steps and tips in doing something.	<i>Tutor jadi ayang awkarin</i>
6.	Spill	The word Spill is defined as an act or example of a spill or scattered food and drink	Unlike now, this word is used to request a tutorial or uncover something that is not yet clear.	<i>Spill kacamata ama bajunya mak</i>
7.	Damage	The word damage is a word that means broken and is included in the adjective	Even now damage means it can be an expression of a feeling of awe of something or someone.	<i>Zahra, lo damage bgt sih.</i>
8.	Savage	This word has the meaning of adjectives, namely cruel, savage, wild, vicious, brazen, ruthless, or barbaric	Usually, this word is spoken to comment on something that is considered cool.	<i>Zahra savage bgt</i>
9.	Parah (Severe)	It is usually used to describe a severe and difficult condition (e.g. when injured)	Currently, this word is used as an explanatory to something in the context of very much	<i>Ini baksonya enak paraaahh ga boong.</i>

10.	Suhu (Temperature)	A quantitative measure of hot or cold temperature which can then be measured with a thermometer	A person who is considered to be like a teacher, master or already an expert in his field	<i>Selalu keren, suhu aing ini mah</i>
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### Discussion

That's a bit of a description of Semantic Extensions. The description above is just a few examples that the author finds the rest there are many other forms that need to be studied further. This expansion of meaning is most likely to occur as a result of the rapid development of the times. Netizens as language users are also affected by the situation around them. The growth of meaning further demonstrates that language is in fact static and not dynamic. Language has a number of advantages, including the ability to live and develop continually as long as its users continue to use it, and the ability to change its meaning at the user's discretion. In other words, there are no constraints on the language, allowing it to grow and alter to meet the demands of its users. One of the concrete evidences that language does change and is arbitrarily used is the phenomena of changing meanings.

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