

Sundanese in the Digital Era and Its Influence on Language Diversity Among Adolescents

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Asri Soraya Afsari
Universitas Padjadjaran

INTRODUCTION

- ❑ Language is dynamic. This dynamic nature causes languages to evolve constantly with changing times, and Sundanese is no exception.
- ❑ Currently, the number of Sundanese speakers is declining, especially among the younger generation (Gen Z). The decline is driven by several factors, such as Gen Z's feelings of inferiority and lack of confidence when speaking Sundanese. Despite the decline, Sundanese is still used on social media platforms such as YouTube, Facebook, X, TikTok, and Instagram.
- ❑ Adolescents are the group most influenced by social media. Today's Sundanese adolescents are part of Generation Z, the post-millennial generation, and have different characteristics from previous generations. Gen Z has been exposed to technology and the virtual world since childhood, making it inseparable from smartphones and various types of digital content in their daily lives.
- ❑ This dependence on technology undoubtedly influences Sundanese's daily use among adolescents. This study examines the influence of Sundanese in the digital era on Sundanese language variations among adolescents.



LITERATURE REVIEW

Many studies have been conducted on youth language on social media, such as:

1. Puspita et al. (2004) and Tasyarasita et al. (2023) examined code-mixing and slang among Generation Z.
2. Amaerita et al. (2024) examined the language diversity of adolescents in Instagram posts.
3. Azizah et al. (2019) examined the use of Indonesian and slang among adolescents.

These studies focused on Indonesian. Ramadhan (2024) also conducted a previous study on Sundanese slang and code-mixing, but it was only based on the social media platform TikTok. This study attempts to describe the use of Sundanese language diversity among adolescents, drawing on sources from more than one social media platform.



METHOD

This research uses a qualitative method. Qualitative research explores and understands the meaning of individual and group behavior, describing social or humanitarian problems (Creswell, 2009).

Record data on the variety of Sundanese among adolescents on social media platforms such as YouTube, Facebook, X, Instagram, and TikTok, as well as the WhatsApp group short message service.

Observe speech among adolescents in public spaces such as eateries, cafes, and hangout places around Bandung City.

FINDING AND DISCUSSION

Youth language is a language variety dominated by non-standard language. The diversity of language used on social media has led Sundanese adolescents to use words from various languages when speaking. The word forms are as follows.

1. Word

(1)

S : "Ih, kalian tau ga sih aing lagi seneng bangeet soalnya si dia bales chat aku..."

'Oh, do you know I'm really happy because he's responding to my chats...'

(2)

S : "Anjir, éta poto grupna (emot tertawa) ganti atuh ganti"

'Damn, try changing this group photo (laughing emoji).'

<u>ngab</u>	→	<u>bang</u>	'brother'
<u>sabi</u>	→	<u>bisa</u>	'can'
<u>daks</u>	→	<u>barudak</u>	'guys'
<u>bro</u>	→	<u>brother</u>	'brother'
<u>sis</u>	→	<u>sister</u>	'sister'
<u>gais/gaes</u>	→	<u>guys</u>	'guys'

2. ACRONYM

Akronim

(3)

S : "Édpis atuh si Indra mah mun diomongkeun mah, préstasina di mana-mana!"

'It's really great to talk about Indra, his achievements are everywhere!'

(4)

S : "Yang, aku boleh ya ngahutar dulu, sebentar wéyah?"

'Darling, can I think deeply for a moment?'

<u>mambo</u>	→	<u>emam bobo</u>	' <u>eating</u> (and) sleeping'
<u>bultok</u>	→	<u>ngebul disantok</u>	' <u>still</u> hot to eat'
<u>japri</u>	→	<u>jaringan pribadi</u>	' <u>personal</u> network'
<u>pansos</u>	→	<u>panjat sosial</u>	' <u>social</u> climbing'
<u>portugal</u>	→	<u>porsi tukang gali</u>	'digger's portion (ground)'

3. Abbreviation

(5)

S : “Cenah ngajakan ka Dago tapi H2C”

‘He said he was taking me to Dago, but H2C.’

(6)

S : “Slina teu ieu téh rék kawin? ké bisi hoax.”

‘Is he actually getting married? Maybe it's a hoax.’

PAP	→	<u>Poto ayeuna pisan</u>	‘ <u>take</u> a picture right now’
USA	→	<u>Urang Sunda asli</u>	‘ <u>native</u> Sundanese’
OTW	→	<u>Oke tungguan we</u>	‘ <u>ok</u> , just wait’

4. WORDS COMBINATION

(7)

S: "Tujurly beneran asli."
'Honestly, truly genuine.'

No	Word Combination	Meaning
1.	<i>Ayawhat</i>	A combination of the words 'aya' and 'what', meaning 'what's going on'.
2.	<i>Hatur thank you</i>	A combination of the words 'hatur nuhun' and 'thank you', meaning 'thank you'.
3.	<i>Kunawhy</i>	A combination of the words 'kunaon' and 'why', both meaning 'why'
4.	<i>Kumahow</i>	A combination of the words "kumaha" and "how," both meaning "how."
5	<i>kadihere</i>	A combination of the words "ka dieu" and "here," both meaning "come here."

CONCLUSION

Based on the data analysis, the following conclusions can be drawn.

1. Sundanese language is still used in adolescents' everyday lives and social media conversations.
2. The youth language variety is influenced by Indonesian and English.
3. The youth language variety is dominated by non-standard language and has distinctive characteristics.
4. Words in the youth language variety that have emerged due to the influence of social media include words, acronyms, abbreviations, and word combinations.
5. The meaning of words in the language variety of adolescents has shifted.



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THANK YOU!