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## ABBREVIATIONS IN THE COMMENT COLUMN OF THE TRIBUNNEWS ACCOUNT ON TIKTOK

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### ABSTRACT

One application that is currently in vogue is TikTok. One of the news media that utilizes the TikTok platform is Tribunnews. This news site provides various news that occurs in both local, national, and international news in a precise and fast manner. Tribunnews provides a forum for the community to share information or convey ideas and empirical experiences that benefit the nation's life through two Tribunnews sections, namely Tribuners and Citizen Reporter. Research related to abbreviation analysis in the comment column of the Tribunnews account on Tiktok is essential to improve readers' understanding, especially students. This research uses descriptive methods with qualitative research types. The data source for this research is the Tribunnews account on Tiktok from June 28, 2021, to July 22, 2021. This research data is in the form of words, phrases, clauses and sentences containing types, forms of origin, and factors forming abbreviations in the comments on the Tribunnews account on Tiktok. The data analysis technique was carried out by reading the comments of the Tribunnews account on Tiktok, identifying data, classifying, and connecting the data with existing theories. Abbreviations dominate the most when compared to other types. In the original form of abbreviations, noun phrases, proper names, and words are found. The noun phrase origin form dominates when compared to other origin forms. In the abbreviation formation, factors found in the Tribunnews account on Tiktok are preserving/retaining the first letter of each component, preserving/retaining the first syllable, and preserving/retaining some syllables.

**Keywords:** abbreviations, digital, newspaper, tiktok.

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### INTRODUCTION

Language is the primary and vital means to fulfil the need to communicate, expressing ideas, ideas, thoughts and intentions (Budiya, 2018). Throughout their lives, humans will continue to speak because, during their lives, they cannot be separated from communication. The means of communication can be divided into two, namely, verbal communication and nonverbal communication (Kusumawati, 2019). Verbal communication can include speeches, greetings, or interviews that are delivered orally. Meanwhile, nonverbal forms can be written in books, magazines, newspapers, documents and ancient manuscripts (Desiana et al., 2022).

Language is a means for humans to think, which is the initial source of human understanding and knowledge (Arisandy et al., 2019). As a symbol of understanding, language has enabled humans to understand what is around them and led them to have knowledge and expertise. Language is an arbitrary or arbitrary system of sound symbols which all people can use in interacting, working together, and understanding reading (Farhurohman, 2017).

Today, freedom of speech has been reinforced by the emergence of global interactive technologies that have slowly removed old forms of broadcast media such as newspapers, radio and

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television. This is in line with Holmes, who states indirectly that celebrating the new media era is based on the rise of interactive media such as the Internet (Kirana, 2021).

The Internet is a technological product that is widely used by society. As a technological product, the Internet can give rise to new types of social interactions that are different from previous social interactions sebelumnya (Alyusi, 2016). The Internet, as a technological development, also affects the perspective of every human being, both in terms of their knowledge and knowledge. However, this does not guarantee how humans act on something. News in the media is now also growing; with technological advances, news can be accessed easily through gadgets that everyone has. Moreover, many new media are emerging as alternative media to get information. Social media is the name, as a form of new media that becomes a valuable communication space that can now be reached in the grip of a gadget or smartphone.

Social media is a medium on the Internet that allows users to represent themselves by interacting, cooperating, sharing, or communicating with other users and forming virtual social ties (Nasrullah, 2016). Social media is a digital media where social reality occurs, and the time-space of its users interacts. This aligns with opinion that social media is an internet service intended as an online community for people with similar activities, interests in specific fields, or background similarities (SITUMEANG, 2013).

In this digital era, many development companies are creating the latest exciting applications that can be used by various groups on social media. One application that is currently in vogue is TikTok. The "TikTok" application is a social media platform used to create various short videos, ranging from genres such as dance, comedy, and education, which last from 3 seconds to 1 minute (Septiari, 2022). The short video platform supported by music is one of the applications that can anaesthetize children to adults. They style freely and express interesting expressions by utilizing effects that can change hair colour and 3D stickers, and various music genres

The TikTok platform is not only for personal users who want to express themselves by making videos but is also widely used by the news media to convey the latest information to the public. Following the existing trends, the news media began to penetrate the media for delivering news through currently used applications. In this multimedia era, communication modes rely heavily on the existence of new Internet-based media. The rise of new media will certainly bring social change. Mastery of information technology, including new media users, can directly participate in the process (Indrawan & Ilmar, 2020).

One of the news media that utilizes the TikTok platform is Tribunnews. This news site provides various news that occurs in both local, national, and international news in a precise and fast manner. Tribunnews provides a forum for the community to share information or convey ideas and empirical experiences that benefit the nation's life through two Tribunnews sections, namely Tribuners and Citizen Reporter. Alexa Rank data taken as of June 2018, Tribunnews successfully became the first as the most visited site in Indonesia. Tribunnews managed to overtake two giant sites such as Google.com and Youtube.com. According to data from Similarweb, Tribunnews.com traffic is growing every month. Its highest level is 192 million monthly visitors. This is enough to crown Tribunnews.com as the most critical site in Indonesia.

In TikTok media, users can enter videos and express opinions in the comments column provided. In line with opinion, which suggests that writing is a language skill used to communicate

indirectly, not face-to-face, with others. Each user can comment on the videos they watch according to the impression they get (Erviana et al., 2021). Therefore, unique languages are published by users through the comment column on TikTok. The language used in the TikTok comment section is unique. The variety of languages used by users makes the TikTok comment section diverse.

Without realizing it, in daily communication, people often use abbreviations in communication. An abbreviation is a process of dating one or more parts of a lexeme or combination of lexemes so that a new form with the status of a word is created (Kridalaksana, 2017). This phenomenon arises with the need to speak practically, quickly and economically. In SMS language, for example, humans are required to convey a complete message with a minimum number of characters. Some people may need to realize that abbreviations also often appear in print and electronic media, such as the titles of television programs Bolang (Bocah Petualang) and KDI (Kontes Dangdut Indonesia). Besides being practical, this is done to make the program exciting and easy to remember.

In the use of written language, especially in social media, abbreviations are a breakthrough for communication. Communicating through abbreviations in social media has led to changes in language use in society. Along with the development of various related media accompanied by technological developments and the pluralistic Indonesian society, issues related to language are often found in everyday life. The nature of language, which is arbitrary, conventional, and dynamic, allows language to change. The change itself is a common language symptom, especially in social media.

One of the most rapid language symptoms today is the use of language supported by technological devices, especially those used in social media, such as Line, WhatsApp, Facebook, Twitter, and Instagram, generally experiencing symptoms of shortening or abbreviation. People shorten words when communicating on social media to save typing time. This aligns with Baron and Ross, suggesting that the need to write quickly usually arises in conversations that require impromptu replies (Mustafa et al., 2015). This requires people to live fast-paced in this modern era. As a result, people need speed, including how to write.

In addition, the group of people who often use abbreviations in language acts are teenagers. According to research, in adolescence, cognitive maturity occurs, namely the interaction of a perfect brain structure and an increasingly broad social environment for experimentation, allowing adolescents to think abstractly (Miradj, 2020). The results of the abstract thinking process include language. Language varieties in adolescents are intended to create a new group identity.

The use of abbreviations on the Tribunnews account on Tiktok is slightly different from abbreviations in other media. The abbreviations used in the content of the comments on the Tribunnews account on Tiktok vary. Starting from abbreviations in the official realm or in accordance with clear rules and abbreviations in slang, which are currently widely used by young people. The more diverse the shortening formation process, the more difficult it will be for readers to know the meaning of the content of the comments in the account. Sutan Takdir Alisyahbana has long conveyed the idea of shortening in Suara Surya newspaper that the current flood of acronyms and shortening makes it difficult for us to understand the author's intention. Therefore, Indonesian has become problematic because each shortening is a new form, while no new content is underneath.

Comments on the Tribunnews account on Tiktok use and introduce abbreviations, acronyms, contractions, fragments, and letter symbols to the user and reader community. This has a very positive impact on users to develop and enrich new vocabulary related to Indonesian, especially regarding abbreviations. On the other hand, the use of short forms in the comment column of the Tribunnews account on Tiktok needs to be identified in the formation process to be used as a basis for formulating abbreviation formation rules.

Several researchers have studied the study of abbreviations. Some researchers, such as, with the title "*Abreviasi Pada Berita dalam Surat Kabar Jawa Pos*" (Adnan, 2019). With the title "*Abreviasi Bahasa Indonesia dalam Instagram @lambe\_turah*" (Kurniawati & Zamzani, 2019). With the title "*Abreviasi Bahasa Indonesia dalam Surat Kabar Jawa Pos*" (Anita, 2019). With the title "*Use of Abbreviations in Social Media Accounts of Public Officials and Their Impact on Communication Effectiveness*" (Anita, 2019). This research has differences from previous research. Besides using a different object of study, another difference lies in the focus of the research. The focus of the previous research was on the form of abbreviations, with the majority of findings in the form of abbreviations (acronyms). In contrast, this research focuses on the form of origin of abbreviations along with the factors that form abbreviations.

Abbreviations as a shortening process can positively and negatively impact the continuity of communication. New language formations resulting from the shortening process can enrich the vocabulary if, from a practical point of view, it does not hinder the communication process. However, it does not rule out the possibility that these symptoms can hinder communication. Based on this background and referring to previous research, the researcher wants to analyze Indonesian abbreviations in the comment column of the Tribunnews account on Tiktok.

Research related to abbreviation analysis in the comment column of the Tribunnews account on Tiktok from June 28 to July 22, 2021, is essential to improve readers' understanding, especially Indonesian language students related to Indonesian morphology courses. In addition, researchers only took 10 samples of news on the account because, apart from rarely having comments related to shortening, the findings could have been more varied, causing data saturation. Therefore, this study aims to describe the types, forms of origin, and factors that form abbreviations in the comment column of the Tribunnews account on Tiktok from June 28 to July 22, 2021.

## METHOD

This research uses the abbreviation theory proposed by Kridalaksana. This research is a qualitative type of research. According to Creswell, qualitative research is a search to explore and understand the main symptoms (Creswell & Poth, 2016). The main symptom can be understood through participants who provide information in the form of words, phrases, clauses, and sentences. The information obtained is called data which is then analyzed in depth so that the analysis results can be in the form of descriptions or depictions.

This study uses data sources from the contents of the comment column of the Tribunnews account on Tiktok from June 26 to July 22, 2021, which contain abbreviations. The form of data in this study is different abbreviated words, phrases, and sentences contained in the comments of the Tribunnews account on Tiktok. This research uses data collection techniques in the form of documentation and listening techniques. The note technique records and selects elements written

into the data paper. This research uses descriptive analysis techniques to analyze the data, which consists of 1) data categorization and 2) data labelling.

## RESULTS AND DISCUSSION

The forms of abbreviations in the comment section of the Tribunnews account on TikTok can be seen in the table below.

**Table 1. Abbreviation Data in the Comment  
Column of the Tribunnews Account on Tiktok**

| Unit of Analysis                                                                                    | Variants     | Sub Variant  | Data                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------|--------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Forms of<br>Abbreviation Origin<br>in the Content of<br>Tribunnews<br>Account Comments<br>on Tiktok | Word         | Noun         | "a fine of IDR 100 million if you don't pay the gym?"<br>"I'm sorry for the people of Indonesia, don't believe in Covid, please educate."<br>"Sultan ends rehab"<br>"just brush it off ndan Bravo tni"                                                                                                                                                                                                                                                                                                                                              |
|                                                                                                     |              | Conjunctions | "the rich get richer the poor get poorer..."<br><br>"later HIV"<br>"easy" can be a blow to other police officers so that in the future, it is not arbitrary "their power is in their duties."<br>"If people have been vaccinated, are they guaranteed to be immune from Covid 19"<br>"For me, doctor Lois yess, dare to be honest, because doctors who are registered at the IDI are not necessarily honest and correct."<br>"semangat trs buat dr. Lois berjuang demi rakyat yg tdk tau bagaimanapun sttus ibu adalah dokter walau tdk diakui IDI" |
|                                                                                                     | Selfname     |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                                                                                                     | Noun Phrases |              | "Oalah the father carried out his duties instead ended up being patient behind bars, Mr. Satpol"<br>"Thank God, fortunately there is CCTV, if you're not sure, just pretend that you're looking for an excuse already."<br>"Legal husband and wife, misunderstood, quarrel at husband, wife reports domestic violence to law."                                                                                                                                                                                                                      |

| Unit of Analysis                                                                                | Variants                                                     | Sub Variant | Data                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Factors that form abbreviations in the content of Tribunnews account comments on Tiktok.</b> | Preservation of the First Letter of Each Component           |             | "Thank God, if you can just pull all the colors."<br>"Japan has minimal human resources, Japanese human resources are smart."                                                                                                                                                                                                                                                                                       |
|                                                                                                 |                                                              | "later HIV" | "Thank God, fortunately there is CCTV, if you're not sure, just pretend that you're looking for an excuse already."<br>"Legal husband and wife, misunderstood, quarrel at husband, wife reports domestic violence to law."                                                                                                                                                                                          |
|                                                                                                 | Preservation of the First or Last Syllable of each Component |             | "Thank God, if you can just pull all the colors."<br>"Japan has minimal human resources, Japanese human resources are smart."                                                                                                                                                                                                                                                                                       |
|                                                                                                 |                                                              |             | "Oalah the father carried out his duties instead ended up being patient behind bars, Mr. Satpol"<br>"If people have been vaccinated, are they guaranteed to be immune from Covid 19"<br>"Ask the Covid19 Task Force"                                                                                                                                                                                                |
|                                                                                                 | Retention/Partial Retention of Silaba                        |             | "Oalah the father carried out his duties instead ended up being patient behind bars, Mr. Satpol"<br>"The enthusiasm continues for Dr. Lois is fighting for the people who don't know that her mother's status is a doctor, even though the IDI doesn't recognize her."<br>"I'm sorry for the people of Indonesia, don't believe in Covid, please educate."<br>"Sultan ends rehab."<br>"just brush it ndan Bravo to" |

### Forms of Abbreviation Origin in the Comment Column of the Tribunnews Account on Tiktok

The form of origin is always singular, while the basic form is singular, such as clothing or hopefully; the basic form may also be a complex form, such as clothing on dressing and hopefully on hopefully (Siregar, 2021). There are three forms of abbreviation origin in the comment column of the Tribunnews account on Tiktok, including (1) words which are divided into nouns (nouns) and conjunctions, (2) proper names, and (3) noun phrases.

## Word

A word is a language unit that contains meaning and consists of one or more morphemes. In line with this, when viewed from a linguistic perspective, a word is a language unit that can stand alone, occurring from a single morpheme or a combination of morphemes (Ariyani, 2017). The findings of abbreviations related to words found a total of 6 data, including the following.

## Noun

Nouns are a class of words marked to indicate objects that are general or specific. A noun is a word that uses objects, places, and concepts as its reference (Hani et al., 2019). In addition, also emphasizes that nouns are a category of words that do not have the potential to be joined by the particle "not" but can be preceded by the particle "of" when viewed syntactically. Data (1) **Rp**, (2) **indo**, (3) **rehab**, and (4) **dan** are forms of word abbreviation with the category of nouns. Data (1) shows the word Rupiah, data (2) shows the word Indonesia, data (3) shows the word rehabilitation, and data (4) shows the word commander.

## Conjunctions

Conjunctions are words used to connect words with words, expressions with expressions, or sentences with sentences. The conjunction is a form of language unit that is useful for connecting words, phrases, clauses, sentences, and so on to form cohesion and coherence (Kridalaksana, 2017). Data related to conjunctions are as follows. The data '**yg**' stands for the word 'yang'. The word 'yang' means a word to express that the next word or sentence is prioritized or distinguished from the others. The word 'yang' belongs to the form of origin with the conjunction category.

From the data on the form of origin in the form of nouns and conjunctions, it can be classified as a word form because it has an understanding. This is in line with the opinion expressed by that words are language units that can stand alone or consist of single and combined morphemes. These data are included in single morphemes that can stand alone.

## Selfname

A proper name is a noun that expresses the name of a person, the name of a title, the name of an institution or organization, and the name of a disease. According to the data table above, the results related to this proper name were found in as many as 5 data. In these data, namely (1) '**HIV**' is the name of a virus that attacks human immunity, (2) '**pol pp**' or Satpol PP is the name of a local government organization or device in maintaining public peace and order, (3) '**COVID-19**' is the name of a disease caused by the Coronavirus, (4) '**IDI**' is the name of a medical professional organization in Indonesia, (5) '**dr.**' is the name of a title owned by a doctor.

From the data, it can be seen that the data in bold is classified as a form of proper name. Ramlan (2014) states that a proper name is a word used to refer to a person's name, title, institution name, place name, and the name of a particular object.

## Noun Phrases

A noun phrase is a single-minded endocentric phrase whose parent is a noun or noun. Noun phrases have been modified so that they are formed from nouns as the main element and other word classes (adjectives, verbs, numerals) as other extensions that have a subordinate relationship with the main element (Aditiawan, 2020). The original form of abbreviation in the form of noun phrases in this study was found in 5 data. In data (1) **pak staple**, (2) CCTV, (3) **KDRT**, (4) **we**, (5) **SDM** is an abbreviation form that comes from noun phrases. It can be seen that in the data (1) Mr Police

Unit, (2) Closed Circuit Television, (3) Kekerasan Dalam Rumah Tangga (Domestic Violence), (4) Warga Negara Asing (Foreign Citizens), (5) Sumber Daya Manusia (Human Resources) refer to nouns.

From the bolded data obtained by the researcher, 'pak sample, 'CCTV', 'domestic violence', 'wan', and 'HR' represent the original form of abbreviation of noun phrases. In line with Ramlan (2014), noun phrases are one-minded endocentric phrases whose parent is a noun. This noun phrase can be a noun, pronoun, or adjective. The determinant can also be realized with articles, numerals, possessive pronouns, relative pronouns, and so on. In the data, (1) 'pak sample is a personal pronoun, (2) 'cctv' is a noun, (3) 'KDRT' is an adjective, (4) 'wna' is a noun, and (5) 'SDM' is also a noun.

#### **Factors that Form Abbreviations in the Comment Column of the Tribunnews Account on Tiktok**

In this study, it was found that the factors that form abbreviations in the Comment Column of the Tribunnews Account on Tiktok include (1) Preservation / Preservation of the First Letter of Each Component, (2) Preservation / Preservation of the First or Last Syllable of each Component, and (3) Preservation / Partial Preservation of Syllables. These three factors are explained below.

##### **Preservation of the First Letter of Each Component**

The process of preserving or retaining the first letter to form abbreviations is widely used in the comment column of the Tribunnews account on Tiktok. There are five variations of abbreviation formation, from retaining the first letter. These data are included in retaining or retaining the first letter of the word it forms.

In data (1), '**HIV**' is an abbreviation type of abbreviation. This type is formed by preserving the first letter of each component. 'HIV' consists of 3 components, namely, Human Immunodeficiency Virus. Each takes the first letters /H/, /I/, and /V/. Data (2) '**CCTV**' is a type of abbreviation. This type is formed by retaining the first letters of all its components, namely Closed Circuit Television. The first letters /C/, /C/, and /Tv/ are taken, respectively. Data (3) '**KDRT**' is an abbreviation type of abbreviation. This type is formed through the retention of the first letter of each component. 'KDRT' consists of 4 components, namely Domestic Violence. Each takes the first letters /K/, /D/, /R/, and /T/. Data (4) '**Una**' is an abbreviation type of abbreviation. This type is formed by retaining the first letter of each component. 'wna' consists of 3 components, namely Foreign Citizen. Each takes the first letter /W/, /N/, /A/. Data (5) '**SDM**' is an abbreviation type of abbreviation. This type is formed by preserving the first letter of each component. 'SDM' consists of 3 components, namely Human Resources.

##### **Preservation of the First or Last Syllable of each Component**

Syllables are structures that occur from one or a sequence of phonemes that are constituents (become part of) words (Bahrun, 2023). In the syllable preservation factor of each component, 3 data were found. Data (1) '**pak staple**' is a contraction abbreviation. This type of abbreviation is formed by retaining or maintaining the first syllable of the word it forms without adding other letters. This abbreviation form considers the phonotactic rules of the Indonesian language. The word it forms is 'Mr. Police Unit'. Data (2) '**covid 19**' is a contraction abbreviation. This type of abbreviation is formed by retaining or maintaining the first syllable of the word it forms without adding other letters. This form of abbreviation considers the phonotactic rules of the Indonesian language. The word it forms is 'Corona Virus Disease 19'. Data (3) '**SatGas**' is a type of contraction abbreviation. The word it forms is 'Task Force'.

### Retention/Partial Retention of Silaba

Preserving or maintaining some of the word's syllables or lexeme it forms is one way of forming abbreviations in Indonesian. Silaba is a language element that aims to facilitate word pronunciation by replacing phonemes, removing phonemes, and adding phonemes (Dona et al., 2021). There are 5 data related to this formation process. Data (1) '**Pak**' is a type of fragment abbreviation. This type is formed by retaining the last syllable of the word it forms. Data (1) comes from the word 'father', taken from part of the last syllable. In data (2), '**dr.**' is taken from the first and last syllables. Data (3) '**indo**' is taken from the first two syllables of the word 'Indonesia'. Data (4) '**rehab**' is taken from the first two syllables of the word 'rehabilitation'. Data (5) '**dan**' is taken from the last partial syllable of the word 'commander'. Data (1) to (5) are included in partial syllable preservation because they only mention part of the syllable of the word they form, either from the first or last syllable.

Of the three factors that have been found, namely (1) retention/retention of the first letter of each component, (2) retention/retention of the first syllable of each component, and (3) retention/retention of some syllables. Indicates that abbreviations can be formed through these three factors. This is by opinion that abbreviations can be formed by retaining the first letter, the first syllable and summarizing the lexeme they form.

### CONCLUSION

There are five types of abbreviations: abbreviations, contractions, acronyms, letter symbols and fragments. The amount of data shows that abbreviations are most widely used because the formation process is simple and easy compared to other processes. The original forms of abbreviations are noun phrases, proper names and words. In the original form of abbreviation, most data found is in noun phrases. The contents of the Tribunnews account comment column on Tiktok tend to use the form of origin of noun phrases because the determinant is realized with articles, numerals, possessive pronouns, relative pronouns, and so on. The abbreviation formation factors found in the Tribunnews account on Tiktok are a) preservation/retention of the first letter of each component, b) preservation/retention of the first syllable, and c) preservation/retention of some syllables. From the data found, the form factor with the preservation of the first letter is mainly found in the content of the comments of the Tribunnews account on Tiktok. This is to save the use of long words by retaining the letters or syllables of the phrase it forms.

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