Language Dromology: A New Abbreviation Phenomenon in Twitter Messages

(Dromologi Bahasa: Fenomena Singkatan Baru dalam Pesan Twitter)

Tono Viono*
Universitas Islam Malang, Indonesia
tonoviono@gmail.com

Zully Hijah Yanti AD
Madrasah Aliyah Negeri 4 Aceh Timur, Indonesia
zullyhijah24@gmail.com

Hasan Busri
Universitas Islam Malang, Indonesia
hasan.busri@unsima.ac.id

Hery Yanto The
Zhejiang Yuexiu University of Foreign Languages, China
haryyan@gmail.com

***Corresponding author: Tono Viono | email: tonoviono@gmail.com**

Abstract: In this era, technological developments increasingly show complex influences on cultural discourse due to the tremendous speed of information production. Language as a product of culture is essential as a reflective tool for every social practice. Using abbreviations on social media, Twitter shows a tendency for language acceleration. This study aims to explore some of the emergences of abbreviation forms and patterns on Twitter social media, then explore the function of meaning generated through a dromological perspective. The research method used is descriptive qualitative. Data was collected through note-taking techniques in Twitter messages from 1 – 14 March 2023 in the Malang City region. The findings of abbreviations in social media Twitter consist of 28 alphabetisms, 17 acronyms, and 18 clippings. Through a dromological perspective, it was found that the communication model through abbreviation experiences hyper-reality, shallow meaning, banality, wear and tear, and identity fragmentation. The number of uses of abbreviated words on social media cannot be a benchmark as a new lexeme in KBBI, and it is recommended that a comprehensive critical verification will become a counter-model to this kind of speed logic.

Keywords	abbreviation, dromology, information, social media

Abstrak: Di era ini, perkembangan teknologi semakin menunjukkan pengaruh yang kompleks terhadap wacana budaya karena kecepatan produksi informasi yang luar biasa. Bahasa sebagai produk budaya sangat penting sebagai alat reflektif untuk setiap praktik sosial. Menggunakan singkatan di media sosial, Twitter menunjukkan kecenderungan percepatan bahasa. Penelitian ini bertujuan untuk mengeksplorasi beberapa kemunculan bentuk dan pola singkatan di media sosial twitter, kemudian menggali fungsi makna yang dihasilkan melalui perspektif dromologi. Metode penelitian yang digunakan adalah deskriptif kualitatif. Data dikumpulkan melalui teknik catat dalam pesan Twitter dari tanggal 1 – 14 Maret 2023 di wilayah Kota Malang. Temuan singkatan di media sosial Twitter terdiri dari 28 alfabetisme, 17 akronim dan 18 kliping. Melalui perspektif dromologis, ditemukan bahwa model komunikasi melalui singkatan mengalami hiper-realitas, makna dangkal, banalitas, keausan dan fragmentasi identitas. Banyaknya penggunaan kata-kata singkat di media sosial tidak dapat menjadi patokan sebagai leksem baru di KBBI, dan disarankan agar verifikasi kritis yang komprehensif akan menjadi model tandingan terhadap logika kecepatan semacam ini.

Kata Kunci	singkatan, dromologi, informasi, media sosial

INTRODUCTION

The achievement of science and technology was once a sign of a utopian world, namely the imagination of a future society (imagining community) that can reach the peak of culture through the role and products of technology. However, in the latest era, the development of technology increasingly shows

an increasingly complex influence. It moves towards the creation of new myths because technology only provides a false imagination of culture (Piliang, 2013). The ability of technology to fold the boundaries between distinctions that were previously barriers, such as space and time, is widening, forming uncertainty (Kurniawan, 2011; Piliang, 2013). At this level, the ease and speed offered by technology offer a false reality for all aspects of human socio-culture. Technological tools then fabricate transport, economy, communication, lifestyle, media, and art into a new, more valuable commodity, namely the speed of information. This, in Virilio's view, must be watched out for as an integral accident, which is the negative effect of a cultural event (Matthewman, 2013).

In the early modern era, the production process became the driving point of culture. The era of invention marks this periodization. Creativity became the dominant aspect that determined the critical value of a person in the civilization scene. Starting from the invention of the steam engine, the production process became more massive and capitalized. Finally, the control of the means of production determines how much power influences the socio-cultural society. The fabrication makes goods over-production, which then leads society towards market consumerism at the end of modernity. The values held in the early modern era collapsed into the practice of over-consumption. It was at this time that society began to enter the valley of hedonism that measured the worth of what was worn, worn, or consumed (Huang, 2019). The perspective on value is measured by how much influence the commodity creates in the market and then can be consumed by many people.

Nowadays, we live in a world of speed (Sebikova, 2018). Especially now that the peak of communication technology has given humans a new perspective on the logic of speed, this perspective requires humans to think and take fast-paced actions that ignore the surrounding reality (Gee, 2022). Instead of technological advances moving into cultural development capital, it opens up opportunities to create various falsehoods, inventions, and manipulations of reality or believed to be hyper-reality (Piliang, 2013). Technological products such as the internet open up a new space for humans to show the fragmentation of their identity to be crisp and unlimited. People in the virtual space find their enjoyment in receiving or sharing information to provide their ecstasy and ignore the true reality. The imagery depicted on the screen of the device accumulates, causing implosion. This inward explosion results in a society that is fragile and alienated from the surrounding world. Of course, this affects cultural spaces that require physical human activity.

Internet, as the last vehicle, enables the logic of speed. Information obtained in real-time can melt the boundaries of distance in space and time. Now, there is no longer a difference between here and there, and time no longer be separated through spatial space (Ardiyansyah et al., 2019; Imawan, 2018; Pirnajmuddin, 2019). The speed of information then erodes social space, which, in Virilio's view, melts distance through the calculation of time and speed. The speed of information acquisition has become a precious commodity. There is a race, especially in the acquisition of information, so that whoever has first key access to information becomes the authority holding power (Köse, 2017). Dromology plays a role in revealing the logic of speed in every cultural phenomenon.

Language as a cultural product cannot be separated from dromology. The acceleration of information flows has led to the development of postmodern forms of communication that celebrate the act of communication rather than the meaning of communication, the medium of communication rather than the content of communication, the play of signs rather than the meaning of purpose (Piliang, 2001, 2012). The communication process is an exchange of information through the process of codification and decodification of language. However, the postmodern communication model built on the logic of speed opens up opportunities for the randomness, overlap, and fragmentation of signs, codes, and meanings. This condition causes instability and chaos for the direction, purpose, function, and meaning of communication itself.

Abbreviation is a language symptom that is a breakthrough in communication (Cenderamata, 2018). Abbreviation is a morphological process in the form of dating one or several parts of a lexeme or combination of lexemes so that a new form that has the status of a word appears. Based on this assumption, abbreviation or word shortening places itself in a strategic position as a communication facilitator, especially in written language. The need for quick writing arises in communication patterns that require instant replies. Thus, humans tend to shorten words to achieve efficiency and speed of information flow. As a

morphological process, abbreviation has several types, namely abbreviation, acronym, contraction, decapitation, and letter symbol (Pratiwi, 2021). In general, the abbreviation process relies on one or two initial lexemes, but in acronyms, there is no stable construction as the basis for its formation.

In the tradition of networked society or netoculture, abbreviations become the right strategy to get much information from the lack of language codes produced. Social media, as a substitute reality, becomes a place for this kind of communication pattern. Twitter is a social media that only limits each message to 280 characters is the right place for research on abbreviations (Pratiwi & Sofyan, 2020). The weakness of the message quantity actually stimulates communicators to use abbreviation strategies. To pursue efficiency and speed in producing messages, communicators abbreviate words into new forms that are then widely recognized both between social media and everyday reality. Many abbreviation symptoms then become new forms (Aji & Tawami, 2018). However, these new abbreviations reproduce continuously at a high speed, creating a lack of stability and meaning. Phrases such as /bigos/, /bucin/, /otw/, /kudet/, and others that arise as a result of the use of social media are replicated so that they continuously reproduce at high speed. This leaves an openness for meaning-building. Instead of becoming a neology, abbreviations in social media are unable to become widespread conventions due to the speed of language production itself.

Let us compare it with the use of abbreviations in the early decades of Indonesian development, such as /repelita/ and /GBHN/, which tend to have a longer life in people's memories because they have clear conceptual ideas. These examples are structured, systematically, and massively become conventions through propaganda so that they have absorption power as a new formation that is accepted in the perspective of the wider community. Meanwhile, abbreviations in social media tend to be shorter and limited to the scope of certain communication actors who are closer to social media as a substitutive reality. Just like during the pandemic, abbreviations have become an effective propagandist tool in disseminating social information to the public (Nursalam et al., 2021). Abbreviations such as /PSBB/ have a clear textual creation ideology to shape social engineering in the form of tightening interactions in the public sphere. This agenda becomes more accessible for the public to accept using terms in the form of abbreviations.

This research is not the first to study the phenomenon of abbreviations in Twitter. Previously, there was Santi et al., (2022) entitled "Language of Millennial Teenagers: Forms of Abbreviations and Word Fractionation Patterns in Twitter Social Media." The results showed that 1.) abbreviations predominantly use Indonesian, which is influenced by English in the form of preserving the first letter of each component, 2.) the pattern of fragments on Twitter does not only come from Indonesian vocabulary, but some come from English, where the dominant morphological process is the preservation of the first syllable in the base word in the middle of the base word there is a consonant letter between two vowels.

Furthermore, Pratiwi & Sofyan (2020) research entitled "French Abbreviations on Twitter Social Media: A Morphological Study". The results are that after analyzing 20 data in the form of French tweets containing the morphological process of abbreviations, it can be found that the types of abbreviations that appear, namely apocope, aphérèse, syncope, siglè, and acronym. Of the 40 data that have been collected and analyzed, there are 14 data contain *apocopé*, 10 data contain syncope, 7 data contain *siglè*, 5 words contain acronym, and 4 data contain *aphérèse*.

Research conducted by Cenderamata & Sofyan (2019) uses a similar pattern but more generally examines abbreviations in daily conversations on social media. Based on the findings in this study, it is indicated that participants use three common types of abbreviations such as acronyms, abbreviations, and beheadings in their daily conversations on social media. The findings also show that there are problems in the use of language in social media, such as 1.) inconsistency in the form of abbreviations, 2.) the emergence of a combination of Indonesian and foreign vocabulary that causes interference symptoms, and 3.) it is difficult to find equivalents in Indonesian.

Based on the three previous studies, this research provides a novel view in terms of language use of social media varieties. In general, the use of social media varieties has its problems if studied using general linguistic principles due to language anomalies that are generally used. As is known, written language must have perfect functional elements, namely subject, predicate, object, and complement, so that every written language can be understood even though it does not include supporting context as in spoken language (Busri & Badrih, 2022). So, this research aims to reveal the phenomenon of language varieties on Twitter and then

explore the meaning functions produced through the perspective of dromology. This theory is considered to represent the speed of production of abbreviation itself, then examines how the perspective of meaning discourse can change in a fast-paced virtual space. This research can provide new directions in addressing the speed of language use in social media, the sensitivity of the meaning it carries, and the ethics arising from the use of abbreviations in virtual spaces.

METHOD

This research used method descriptive qualitative method. Qualitative research is guided by existing theories and used as the basis for a study, then used to research the conditions of natural research objects (Pratama et al., 2021). Messages in social media and Twitter are used as the object of research. Twitter is known to be a text-based social media, which is different from other social media. In one tweet, users can only write 280 characters per message. This weakness turns out to make most users choose abbreviation strategies in delivering their messages generically (Santi et al., 2022).

Data in this study were collected through note-taking techniques in Twitter messages from 1 - 14 March 2023 in the Malang City region. The data was then reduced from messages that did not contain discrimination. Data were analyzed using the Miles and Huberman interactive model. Triangulation analysis was used through semantic analysis and then reviewed through the perspective of dromology. Furthermore, in addition to obtaining a diachronic review of propagandist abbreviations and abbreviations in social media, data mining was used using Google Trends regarding the appearance of words in the last five years.

RESULTS AND DISCUSSION

Abbreviation is a morphological process in which one or more parts of a lexeme or combination of lexemes are removed, resulting in a new form with a word's status. Another term for abbreviation is shortening, and the result is called shortening (Sudjalil, 2018). In this study, an abbreviation is a concrete form of written language use. The findings show forms of alphabetism, acronyms, and clipping. Each form of abbreviation is presented as follows.

Table 1.
Alphabetism Form

No	Abbreviation Form	Pattern	Full form	Loan word	Code
1	/brb/	KKK	be right back	English	S-A1
2	/cmiiw/	KKVVK	correct me if im wrong	English	S-A2
3	/cod/	KVK	cash on delivery	English	S-A3
4	/dm/	KK	direct message	English	S-A4
5	/egp/	VKK	*emang gue pikirin*	Indonesian (*slang*)	S-I1
6	/fomo/	KVKV	fear of missing out	English	S-A5
7	/fyi/	KKV	for your information	English	S-A6
8	/gpl/	KKK	*gak pakai lama*	Indonesian (*slang*)	S-I2
9	/gws/	KKK	get well soon	English	S-A7
10	/ilysm/	VKKKK	I love you so much	English	S-A8
11	/iwir/	VKVK	*innalillahi wa innailaihi rajiun*	Arabic	S-A9
12	/iykyk/	VKKVK	if you know you know	English	S-A10
13	/jbjb/	KKKK	join *bareng* join *bareng*	Mix code	S-C1
14	/jfb/	KKK	*janji* follow back	Mix code	S-C2
15	/kepo/	KVKV	knowing every particular object	English	S-A11

16	/lbl/	KKK	*lebay banget lo*	Indonesian (*slang*)	S-I3
17	/lol/	KVK	laugh out loud	English	S-A12
18	/omg/	VKK	oh my god	English	S-A13
19	/otw/	VKK	on the way	English	S-A14
20	/php/	KKK	*pemberi harapan palsu*	Indonesian	S-I4
21	/rt/	KK	reply tweet	English	S-A15
22	/sbb/	KKK	sorry *baru balas*	Mix Code	S-C3
23	/sjw/	KKK	social justice warrior	English	S-A16
24	/tbl/	KKK	*takut banget loh*	Indonesian (*slang*)	S-I4
25	/tl/	KK	timeline	English	S-A17
26	/wdyt/	KKKK	what do you think	English	S-A18
27	/ygy/	KKK	*ya* guys *ya*	Mix code	S-C4
28	/yxgk/	KKKK	*ya kali gak kuy*	Indonesian (*slang*)	S-I5

Generally, the alphabetism formation process uses the first letter of each component except the alphabetism with the code S-I5. The phoneme /x/ is interpreted with /kali/ in alphabetism due to the mathematical symbol relation, where x symbolizes the multiply operation spelled in Indonesian "kali". In pronouncing alphabetisms that use vowels can be spelled directly, such as S-A5, S-A9, S-A12. However, for alphabetism with consonant sequence, it is read with foreign pronunciation such as S-A6 alphabetism /fyi/ is read [ɛf], [waɪ], and [aɪ].

There are 18 alphabetisms from foreign language loan words, 5 from Indonesian, and 4 code mixes originating from Indonesian and English. Only one Indonesian alphabetism is derived from the standard lexeme /php/ with the lexical meaning of false hope giver. In comparison, other Indonesian alphabetism comes from slang.

According to Tarigan in (Adam & Wabang, 2020), the acronym is an alphabetism formed by taking the initial syllable of the word or phrase to be abbreviated and can be read or pronounced as a word. Acronyms tend to be accepted by the speaking community and can even be recognized more closely than words in the original form, such as /rudal/, formed from "peluru kendali" or missiles. In the process, not all acronyms use the initial syllable of the original component as a formation pattern, such as Jagorawi, which is an acronym for Jakarta, Bogor, and Ciawi. This is solely done to pursue the phonotactic rules of acronyms so they can be pronounced as words with congruent vowel and consonant arrangements.

Table 2.
Acronyms Form

No	Abbreviation Form	Full form	Construction	Loan word	Code
1	/baper/	*bawa perasaan*	[ba]~wa [per]~asaan	Indonesian	A-I1
2	/bigos/	*biang gosip*	[bi]~ang, [gos]~ip	Indonesian	A-I2
3	/bucin/	*budak cinta*	[bu]~dak, [cin]~ta	Indonesian	A-13
4	/bocil/	*bocah kecil*	[bo]~cah, ke~[cil]~ik	Indonesian	A-I4
4	/caper/	*cari perhatian*	[ca]~ri, [per]~hatian	Indonesian	A-I5
5	/cinlok/	*cinta lokasi*	[cin]~ta, [lok}~asi	Indonesian	A-I6
6	/curcol/	*curhat colongan*	[cur]~hat, [col}~ongan	Indonesian	A-I7
7	/curhat/	*curahan hati*	[cur] ~ahan, [ha]~ti	Indonesian	A-I8
8	/gabut/	*gaji buta*	[ga] ~ji, [bu] ~ta	Indonesian	A-19
9	/gercep/	*gerak cepat*	[ger] ~ak, [cep] ~at	Indonesian	A-I10

10	/jones/	*jomblo ngenes*	[jo] ~mblo, nge~ [nes]	Indonesian (*slang*)	A-I11
11	/kudet/	*kurang update*	[ku] ~rang, ˈʌp~ [deɪt]	Mix codes	A-C1
12	/mager/	*malas gerak*	[ma] ~las, [ger] ~ak	Indonesian	A-I12
13	/mantul/	*mantap betul*	[man] ~tap, be~ [tul]	Indonesian	A-I13
14	/pansos/	*panjat sosial*	[pan] ~jat, [sos] ~ial	Indonesian	A-I14
15	/pargoy/	party *goyang*	[pɑː] ~ti, [goy] ~ang	Mix codes	A-C2
16	/salfok/	*salah fokus*	[sal] ~ah, [fok] ~us	Indonesia	A-I15
17	/saltum/	*salah kostum*	[sal] ~ah, kos~ [tum]	Indonesia	A-I16

The alphabetization process in Twitter messages has as many as 18 acronyms with a division of 16 derived from Indonesian absorption and 2 code mixes from English. The findings show that the morphological process that occurs almost entirely is the retention of each component's first syllable/part. However, to pursue a phonotactic construction that is comfortable to pronounce, the strategy is to cut off some phonemes from the acronymized syllable. For example, the acronym A-I1 uses the construction [ba]~wa [per]~asaan, which should be /bape/ from [ba][wa][pe][ra][sa][an]. This is due to the assumption that consonant endings are more convenient to pronounce in phonotactic constructions.

Clipping is an abbreviation process carried out by retaining one part of the lexeme (Simpen, 2015). Furthermore, word clipping is the process of beheading or cutting words so that words can be written and pronounced or spelled properly. Moeliono (2001) in (Santi et al., 2022) calls it pruning, a part of word formation that removes or misses parts of the word. In pruning, there is a reduction in one or more words. Based on where the phoneme is removed, it is divided into three types: apheresis, syncope, and apocope (Adam & Wabang, 2020).

Clipping included in the apheresis pattern is an abbreviation formed by removing one or more initial phonemes without changing their meaning. In other words, the original form and the form after the morphological process have a fixed meaning and do not result in changing the meaning of the resulting word. The clipping in the form of apheresis that usually occurs in Twitter messages are as follows: 1.) /da/ = *ada*, 2.) /tu/ = *itu*, 3.) /nder/ = sender, and 4.) /gan/ = *juragan*.

Syncope is an abbreviation formed by removing or dating the phoneme in the middle without changing the original meaning. The findings commonly occur in Twitter messages: 1.) /tbtb/ = *tiba-tiba*, 2.) /dgn/ = *dengan*, and 4/tdk/ = *tidak*. As for the vocabulary included in the apocryphal pattern, it is an alphabetic vocabulary formed through the omission or removal of phonemes that occur at the end of the word without resulting in a change in the meaning of the word. The results found are 1.) /notif/ = notification 2.) /ori/ = original, 3.) /ava/ = avatar 4.) /vid/ = video.

In other findings, there are also forms of mixed clipping, such as *kayak* (meaning like) to /kek/. This change is based on translating speech forms into writing, where the transliteration results are abbreviated back into abbreviated forms. Furthermore, there is again a multilevel abbreviation pattern such as /gue/ (I in Slang) into the form /gw/, then acronymized back into /w/.

Language, Imagery, and the Death of Meaning

Language is one of the important elements in development since development is not only understood as a physical process to improve living standards but also as an abstraction and transmission of ideas to a broader socio-cultural context (Bac & Thu Hang, 2016; Piliang, 2012). Language becomes a product of social practice, where the use of language in various discourses, such as vocabulary, grammar, form, diction, and intention, reflects the social structure that occurs. Language becomes the central medium in the communication process in every social practice. Language society in the era of postmodernism is built based on the unlimited proliferation of communication (Saumantri & Zikrillah, 2020). The growth of communication continues endlessly at high speed. We can find various forms of communication such as talk shows, chats, fan chats, quizzes, and social media have their rhythms and rhythms in producing language as part of communication.

The speed and form diversity lead to a condition of excrescence or information overload that overrides the meaning itself.

Since the emergence of social media, the perception of time has been compressed, creating a zero-time communication pattern. The relationship between the communication medium and the world is replaced by virtuality (Sebikova, 2018). This virtuality can potentially destroy the ontological foundations of truth and reality. Social media provides simulation. For example, we get to know America through imagery of the Statue of Liberty on the internet without physically going to America. In this world of simulation, physical presence does not matter because, at the same time, the speed of the internet has given us much information. The condition of sedentariness or the condition of maintaining the moment of inertia causes us to access massive amounts of information without requiring a lot of physical activity (Yegane & Parvaneh, 2015). However, the simulation creates artificial realities without reference (as we do not know that the Statue of Liberty is in America) in the original reality. Simulation becomes the creation of a media reality that no longer refers to reality in the real world as its reference, thus creating a substitutive reality which, in Jean Baudrilliard's opinion, is called the simulacrum of reality (Azwar, 2014; Saumantri & Zikrillah, 2020; Wolny, 2017).

Language is formed on the relationship between signifie and signified. The two are not directly related but arbitrarily form a mutually bound relationship into a construction of meaning. This logic is built at least in physical communication, such as in speech. However, communication patterns on social media tend to move in a deconstructive direction, where the signifier is no longer connected to the sign (Wszołek, 2021). The signifier is marked into itself into an image or image, which is a play of the sign itself. The finding of alphabetism S-C1 shows how language production as a sign loses its function as a signifier of the signified reality. The alphabetism /jbjb/, which means "join *bareng* join *bareng*", is evidence that the meaning of 'join together' can no longer be codified as just /jb/ alone but must be accompanied by reduplication alphabetism. A language sign intended for sign play removes the function of the meaning it signifies (Bac & Thu Hang, 2016).

Figure 1. Alphabetism /jbjb/ on Twitter

The destruction of this relationship also occurs in discourse produced through paradigmatic relationships between language components. In the tweet written by the @fitsa_ranger account (Figure 2), it is clear that the paradigmatic relationship is deconstructed in such a way. The writing starts from Buya Hamka's discourse and then moves towards Hokage (a character in the Naruto anime series). Actually, 'Hokage' is a symbol of the Indonesian president, but symbolically, it is too far away to be traced through the limited information in one message. Paradigmatically, there is no sign relationship between Buya Hamka and Hokage, but this message remains the subject of the message with its language acrobatics. The abbreviation process is done to obscure the inequality of paradigmatic relations in the discourse field. This kind of message pattern limits communication to celebrating schizophrenic signs or language. This condition can lead to misinformation about the purpose of communication. Misinformation in Netspeak has a high tendency (Shahi et al., 2021). This postmodern communication process offers fluidity or freedom to move in all directions, from one social code to another, from one context to another, to cross and overlap to produce a communication discourse that is productive of codes but lacks meaning (Robinson, 2020).
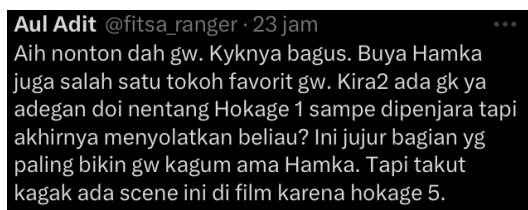
Figure 2. Paradigmatics Relations

The form that results from the hyper-reality of such communication is no longer meaning but the satisfaction of imagery. Imagery becomes a new existence with ecstasy towards communication itself (Pavlov, 2019). In addition, the ease and speed offered by social media present a condition of implosion, an explosion into the self, forcing humans to produce messages every time so as not to be left behind in a fast-paced world (Lennerfors, 2014; Sebikova, 2018). Social media capitalizes on its users' dependence on this imagery to produce a simulacrum where what is valuable to life is not conceptual but visual through imagery (Köse, 2017).

Abbreviations such as imagery language are derived from something conceptually unimportant and not useful in its development towards language as an important aspect of cultural development. Alphabetisms such as /ygy/, which means *ya* guys *ya* or /lbl/ do not conceptually build a culture or language itself. This condition is called banality when language communities produce everything because of the ecstasy of communication itself. The signs, imagery, and information can no longer internalize and sublimate the meaning they produce, resulting in the loss of analytical power, filtering power, and resistance power. This gives rise to post-truth conditions where objective situations become less important than personal opinions (Morris, 2021).

Based on the analysis of the meaning components in /ygy/ alphabetism, one of the main meaning components is omitted in the guys' lexeme, which means friends. The meaning component of friends described in the scheme +object, +life, +person, +many, +close, -family is then lost in the +close component, as the guys' lexeme is reduplicated more often in social media discourse. In the semiotic triangle concept, meaning in the domain of thought/reference has a role as a binding convention/legisign. If one of the meaning components that make up a lexeme is missing, it goes hand in hand with its symbolic convention. Then, the meaning that is presented becomes false and difficult to trace. This is reinforced by the research findings of Mukroji et al., (2022), who argues that linguistic meaning is no longer in an objective position but is present according to the will of the language maker.

Diachronically, abbreviations resulting from the banality of postmodern communication patterns become quickly obsolete and disappear. In comparison, abbreviation produced during the New Order era, such as /repelita/, tends to survive because it has a clear conceptual idea and is propagated continuously through science, while /ygy/ alphabetism, for example, has a graphic pattern that increases then disappears over time. Alphabetism /ygy/ was identified as starting to appear in the week of 14-20 November 2021 (Figure 3), with a peak usage of 100 abbreviations per week in the following week. However, the constant use of the acronym /repelita/ tends to be stable, with 1-5 uses per week in the last five years.

Figure 3. Results of Google Trends Analysis of Abbreviation Comparison

Speed is the new paradigm in postmodern communication patterns. The logic of speed has destroyed the logic of purpose, the logic of meaning, the logic of values and the logic of morals. The dromology of language has also resulted in greater access to power. The logic of speed allows those who know first to dominate those who do not. Power and strength are aspects of speed (Hauer, 2015, 2017). The distribution of power and strength in a large influence is directly proportional to what it will get from virtual space, fame for example. In line with Foucault's "knowledge is power", this kind of abbreviation becomes a tool of power over others who not powerful. In the context of the conversation between @esardabelyu and @kusumah_but how, the logic of speed is used as a tool of domination over others. The acronym /saltum/ was misinterpreted into *"salam ketumbar"* by @esardabelyu because he assumed that @kusumah_but did not know the true meaning of /saltum/.

Figure 4. Conversation between @esardabelyu and @kusumah_but

Power relations are also seen in the acronym /bocil/ (A-I4), an abbreviation of bocah kecil or little boy. This acronym refers to naming victims who are used as objects of sexual violence. Based on the findings of research conducted by Risaldi (2021), the acronym is known to have a relationship between the perpetrator of pedophilia and the victim, a child under the age of 12. The use of this acronym became a distinctive feature in the community, which then, after being brought into the virtual space, became blurred due to the rapid production of the abbreviation. Initially, using/bocil/ referred to a specific pattern for pedophiles. However, the replication and widespread use of this acronym shifted the information it carried, making it difficult to trace pedophiles. From this, it can be seen that the speed of language variation on Twitter becomes blurred, removing the boundaries between power relations that should be clearly visible.

Postmodern communication also develops towards obscenity or local transparency, there are no more secrets and no more private spaces. Everything considered secret as a private domain is now discussed, dialogued, displayed, and communicated in social media. The world of communication is developing towards hyper-visibility, where everything is displayed in imagery. This condition causes fragmentation of identity, where identity is no longer something uniform but becomes fragile and cannot be traced, including in language (Manosuthikit, 2018; Miranti, 2017). Discourses considered taboo, such as sexuality, have gained a position on social media as a normal and appropriate topic of conversation. This can be seen from the many alphabetisms produced for this kind of discourse, such as /hs/, /cim/, /fj/, /hj/, toge/, /jilboobs/ and others.

CONCLUSION

The production of abbreviations on Twitter has recently become increasingly massive, with the discovery of 28 alphabetisms, 17 acronyms, and 18 clippings in just two weeks. The alphabetism produced mostly uses a pattern of initialization in each abbreviated component, with 64.28% coming from foreign languages and the remaining from Indonesian and mixed codes. Acronyms use the initial syllable-preserving pattern in each component as much as 76.4%. It can be seen that Indonesian people tend to be more creative in producing acronyms, as seen from the number of acronyms originating from Indonesia. Clipping is produced through the patterns of apheresis, syncope, and apocope, with as many as four findings.

With the limitations of sending messages on Twitter, it has led to a tendency for users to be more productive in abbreviating. However, this speed is followed by a negative impact on the use of language. The occurrence of meaning distortion is formed by part of the unrelatedness of the signifier and signified in the abbreviation strategy carried out. This condition causes a language sign to lose its meaning function as the main tool in the social communication model. Furthermore, this kind of communication model causes shallowness of discourse (banality) so that language communities lose the ability to reason discourse logically and meaningfully in building themselves and the socio-culture around them. This kind of communication model also tends to be shorter and easily obsolete. This is evident from the findings of /ygy/ alphabetism compared to /repelita/, which can repetitively survive even in small quantities. The logic of speed in social media also causes identity fragmentation, where taboo and trivial discourses become too vulgar so that they can be consumed by all.

Therefore, the generality and quantity of abbreviated words in social media conversations cannot be a benchmark for forming new lexemes in the Kamus Besar Bahasa Indonesia corpus due to their biased and easily obsolete meanings. Abbreviated lexemes must still be identified as the common language in real contexts, as in the case of /ambis/, which was recently included in the KBBI because it has become a convention in everyday life. In addition, in cultural discourse, there is a need for a culture of critical text verification as a counter-model to this kind of speed logic. In the Islamic tradition, there is an allusion to the Quran, which states that humans are always in a hurry (QS: Al Isra': 11). The condition of haste needs to be reduced by being calm, careful, sceptical and always trying to verify every event. As the Prophet SAW said, "Peace is from Allah, and haste is from the shaitan". The peak of the soul condition is often called *muthmainnah* or peace (Faiz, 2021). This attitude can always be a way to face a fast-paced world. This research still reviews the meaning of abbreviations conceptually. For this reason, it is recommended that future research develop research related to the ethical aspects and validity of propositions in social media statements to get a comprehensive understanding of language symptoms in a postmodern society.

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