

COLLOQUIAL LANGUAGE VARIATIONS IN INSTAGRAM COMMENTS “FUJI_AN”

Sandika Eva Iswantari¹, Rizky Ardiansyah², and Widya Eksandra³

¹ Universitas Ahmad Dahlan, Indonesia

² Universitas Ahmad Dahlan, Indonesia

³ Universitas Ahmad Dahlan, Indonesia

Corresponding Author:

Sandika Eva Iswantari,
Faculty of Teacher Training and Education, University of Ahmad Dahlan.
Email: sandika2100003050@webmail.uad.ac.id

Article Info

Received: 15-11-2025

Revised: 21-11-2025

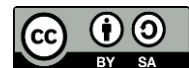
Accepted: 02-12-2025

Online Version: 16-12-2025

Abstract

This study analyzes the forms and characteristics of colloquial language variations found in the comment section of the Instagram account “fuji_an.” Using a qualitative descriptive method, the research identifies nonstandard linguistic forms commonly used by social media users, particularly Indonesian youth. Data were collected through documentation of comments containing phonological modifications, playful spellings, shortenings, and puns. The findings reveal that Instagram fosters the emergence and spread of colloquial expressions such as *gumush*, *cantek*, *amay*, *kiw-kiw*, and similar forms. These variations reflect digital communication trends that shape contemporary informal Indonesian. The study concludes that social media significantly influences linguistic creativity and contributes to the normalization of colloquial expressions in everyday communication

Keywords: Colloquial language, digital sociolinguistics, Instagram, language variation, youth language



© 2025 by the author(s)

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).

Journal Homepage

<https://jurnal.educatech.id/index.php/felle>

How to cite:

Iswantari, Ardiansyah, Eksandra (2025). COLLOQUIAL LANGUAGE VARIATIONS IN INSTAGRAM COMMENTS “FUJI_AN”. Frontiers in English Language and Literature Education, 1(1), 28–34.

Published by:

Indonesia Cakap Digital

INTRODUCTION

Language plays an essential role in human life because it functions not only as a medium of communication but also as a symbolic system through which people construct meaning, negotiate identity, and build social relationships. In everyday interaction, language enables individuals to convey thoughts, emotions, intentions, and values to others within their community. As a dynamic social phenomenon, language is always evolving in response to changes occurring in society. This dynamism allows language to undergo variation, shift, and development across different contexts, generations, social groups, and geographical environments (Holmes & Wilson, 2017; Wardhaugh & Fuller, 2018).

Language variations may occur anytime and anywhere because they are influenced by social surroundings, cultural settings, levels of education, communication norms, and technological development. Within a single nation, differences in dialects, accents, and speech styles often arise due to historical, regional, and ethnic diversity. These variations also emerge because linguistic practices are shaped by social factors such as age, gender, social class, occupation, and community networks (Meyerhoff, 2019). In Indonesia, which is linguistically diverse, language variation is a natural and inevitable phenomenon.

Language is inseparable from society, and its form continually changes following the dynamics of social life. As Chaer (2014) argues, language evolves because society itself is never static; it adapts to new experiences, social structures, and technological advancements. In social interaction, language functions as the primary tool of communication that humans rely on for almost all activities in life (Aslinda & Syafyahya, 2010). Consequently, the variations used in daily communication require speakers to choose forms of language appropriate to context, situation, and communicative purpose.

Language variation can be understood as differences in linguistic features—sounds, vocabulary, and grammar—produced by speakers due to external factors such as geography, social environment, or communication setting. Wardhaugh and Waridah (2015:86) define language variation as patterned speech differences that arise from these external influences. Similarly, Ohoiwutun (in Waridah, 2015:86) emphasizes that variation appears in individual speech or within communities based on shared linguistic practices. Common classifications of language variation include variations based on speaker (idiolect, dialect, sociolect, chronolect), formality (frozen, formal, consultative, casual, intimate), and function or usage (e.g., legal, scientific, military, and agricultural domains).

In the current era of globalization and digitalization, communication has become faster, easier, and more interactive due to advances in information technology. These developments significantly influence how Indonesian language users express themselves, especially on digital platforms. As a result, various new forms and variations of language have appeared, particularly in online communication, such as comments found on Instagram, Twitter, TikTok, and other social media platforms. These digital spaces foster creative, playful, and spontaneous language use that often departs from formal norms. Research has shown that social media accelerates linguistic innovation, giving rise to slang, abbreviations, borrowed forms, emotive expressions, multimodal language, and hybrid linguistic forms (Zappavigna, 2018; Androutsopoulos, 2020).

According to De Saussure (1995), language continuously evolves and changes alongside its users a statement supported by contemporary scholars who note that digital communication has become a key driver of linguistic change in the 21st century (Tagg & Seargeant, 2021). These constant changes are evident in Indonesian social media practices, where colloquial expressions, code-switching, non-standard spelling, and pragmatic markers are increasingly common (Zulkiflee, 2022). Observing this phenomenon, the present research focuses on Instagram comments to identify and analyze the characteristics of colloquial language used by Indonesian speakers in digital interaction.

RESEARCH METHOD

Research Design

This study employs a qualitative descriptive research design aimed at describing the forms, characteristics, and patterns of colloquial language variations found in the comment section of the Instagram account “fuji_an.” A qualitative approach is appropriate because the study focuses on linguistic phenomena, natural language use, and social meanings expressed through informal digital communication. The research was conducted from January to March 2023. Data were collected entirely through online observation of comments posted on the Instagram account *fuji an*. The “place” of research refers to the digital space, meaning the observation was carried out directly through the Instagram platform where the linguistic interactions occurred.

Research Target/Subject

The research subjects consist of Instagram users who posted comments containing colloquial expressions on the *fuji_an* account. These comments serve as the primary linguistic data. The subjects were not selected individually but were obtained naturally through purposive data selection by identifying comments that displayed characteristics of colloquial language. This method aligns with qualitative research practices in digital sociolinguistics, where naturally occurring texts are used as data

Research Procedure

The research was conducted in several stages, Observation of Instagram comments on selected posts from the *fuji_an* account, Screening and documentation of comments that contained colloquial linguistic forms., Recording and organizing the data into a structured list., Classification of the colloquial forms based on sociolinguistic theories of language variation. Dan Analysis and interpretation of the identified linguistic features, including form, meaning, and usage context. These steps ensured that the data were collected systematically and analyzed thoroughly according to qualitative procedures. Procedures need to be described according to the type of research. How the research is carried out and the data will be obtained, needs to be described in this section. For experimental research, the type of design (experimental design) used should be written in this section.

Instruments, and Data Collection Techniques

The instruments used in this study were observation sheets, note-taking tools, and screenshots to document digital text. Data were collected using documentation and non-participant observation techniques. The researchers manually gathered all comments containing colloquial variations, such as alterations of spelling, shortenings, and creative phonological forms (e.g., gumush, cantek, kiw-kiw, and amay). These techniques are commonly adopted in studies of linguistic variation on digital platforms.

RESULTS AND DISCUSSION

Language variation and dialect are two distinct concepts, yet in practice they are inseparable. Language variation refers to the diversity of language caused by specific factors. Dialect, on the other hand, is the tangible manifestation of such variation. Alternative terms for dialect include variant or variety. The term "variety" seems less technical, even though it is very commonly used (Soeparno, 2002: 71). According to Soeparno (2002: 71-76), there are

several types of language variation that we are familiar with, namely (a) chronological variation, (b) geographical variation, (c) social variation, (d) functional variation, (e) style variation, (f) cultural variation, and (g) individual variation. Richard and Schmidt (2002: 88) define colloquial language as language commonly used in informal or unofficial speech and writing. Therefore, colloquial language is language that uses linguistic forms that indicate familiarity and is used in familiar situations such as at home. This colloquial language is used between family members, between friends, and with other speech partners who do not require formalities.

Colloquial language is a social variation used in everyday conversation. Colloquial comes from the word colloquium (conversation). Therefore, colloquial is conversational language, not written language (Chaer & Agustina, 2010).

According to Aslinda and Syafyahya 2010, colloquial language variation is spoken language but not written language. This colloquial language variation is generally used to shorten words or sentences that should be used to facilitate communication. This language variation cannot be used in formal situations. It is a social language variation that includes everyday conversations that are often used. This colloquial variation is often found in greetings or everyday conversations among lower social classes, so that these expressions eventually appear in various languages, both formal and informal.

It can be concluded that colloquial language is the language used daily by people living in a particular area, so it is often referred to as everyday language or conversational language. Colloquial language is often used in several regions that are part of the same geographical area, such as colloquial English in south London, which has the same general form as in north London (Fatihi, 37). Colloquial language that is used excessively by speakers of the language is seen as a sign that they have non-standard or informal language skills. However, for those who are not native speakers of colloquial language, it is not used excessively because it is difficult for them to understand.

Table 1. Varieties of Colloquial Language in Instagram Comments "FUJI_AN

No	Instagram Comment	Sentence	Analysis
1.	"Amay"	"Anggun amay"	A play on the word Amat or Sangat
2.	"Gumush"	"Uti is beautiful, gumush banget"	A play on the word Gemes
3.	"Cantek"	"Cantek kalee"	A play on the word Cantik
4.	"Anet"	"Pretty anet fuji"	A play on the word Banget
5.	"Tjakep"	"So cool"	A play on the word Cakep
6.	"Bowlleh"	"Is it really this beautiful?"	A play on the word Boleh
7.	"Damn"	"Ayune njirr"	A play on the word Anjing
8.	"No way"	"No medicine"	A play on the words "Gak ada" or "Tidak ada" (There isn't any)

9.	"Makasyi"	"Makasyi"	A play on the word makasih
10.	"Weww"	"Weww, happy all the time, Uti"	A play on the word "Wahh"
11.	"Kaga"	"There isn't any"	A play on the word "Tidak ada" (There isn't any)
12.	"Kiyowo"	"So funny"	A play on the word "Very funny"
13.	"Uda"	"Uda gede"	A play on the words "already big" or "already large"
14.	"Kiw Kiw"	"Kiw Kiw"	A play on the word "cie," which is used to praise or tease someone.

CONCLUSION

This study concludes that Instagram significantly influences the evolution of colloquial language among Indonesian speakers. Various nonstandard forms, phonological modifications, playful spellings, shortenings, and puns were found in the comments on the “fuji_an” account. These expressions illustrate how social media accelerates linguistic innovation and contributes to shaping informal language norms in contemporary Indonesian society. Young users, in particular, adopt and popularize these forms in both digital and spoken communication.

ACKNOWLEDGMENTS

The authors would like to express their gratitude for the support and assistance provided throughout the completion of this research. Special thanks are extended to Universitas Ahmad Dahlan for the academic guidance and facilities that enabled the smooth implementation of this study. The authors also acknowledge the valuable insights from lecturers and peers during the preparation of this manuscript.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; Investigation.

Author 3: Data curation; Investigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest. All analyses and interpretations presented in this study were conducted independently without any external influence. No funding sponsors were involved in the selection of the research topic, the design of the study, data collection, analysis, interpretation, manuscript writing, or the decision to publish the results.

REFERENCES

- Andriyana, A., Iswatiningsih, D., Mahmud, J., Yulianti, O. E., & Trang, T. T. T. (2021). Tiktok on colloquial language variation among Indonesian teenagers (Ethnolinguistic study). *Fon: Journal of Indonesian Language and Literature Education*, 17(1), 34–41.
- Chaer, A., & Agustina, L. (2010). *Sosiolinguistik: Perkenalan awal*. Rineka Cipta.
- De Saussure, F. (1995). *Course in General Linguistics*. (as cited in Zulkiflee, 2022).
- Dewi, N. P. J. L. (2024). Penggunaan Variasi Bahasa “Slang Language” Pada Platform TikTok Untuk Generasi Z. *Scholars: Jurnal Sosial Humaniora dan Pendidikan*, DOI: 10.31959/js.v2i1.2352
- Hartanti, R. P., & Indrawati, D. (n.d.). *Language variation in the NKCTHI Instagram account: A sociolinguistic study*.
- Karimah, S. A. (2021). English Used on Social Media Among Indonesian’s Netizen: Sociolinguistics Approach. *Muqoddima: Jurnal Pemikiran dan Riset Sosiologi*, DOI: 10.47776/MJPRS.002.02.02 journal.unusia.ac.id
- Layalia, M. (2020). *Colloquial language variation in the comment section of the IDN Times Instagram account*. Balikpapan University.
- Mardikantoro, H. B., Siroj, M. B., Utami, E. S., & Kurniati, E. (2023). Investigating Indonesian language varieties in social media interactions: Implications to teaching practices. *Indonesian Journal of Applied Linguistics*.
- Najibah, N., & Ocktaviana, D. (2020). Classification of language variation in the speech of the Bumi Tridharma community. *Gurindam: Journal of Language and Literature*, 2(2), 26–35.
- Nuryani, L., Santoso, A. B., & Puspitasari, D. (2018). Language variation in the drama performance of Cipoa and the Trial of the Devils. *Widyabastra*, 6(1), 62–75.
- Panjaitan, L. L., & Patria, A. N. (2024). Social Media and Language Evolution: The Impact of Digital Communication on Language Change. *International Journal of Language and Literary Theory*, DOI: 10.32996/ijllt.2024.7.12.8 Neliti+1
- Polimedia (2022). Language Variations on TikTok Social Media. *Mediasi: Jurnal Komunikasi, tentang variasi bahasa Indonesia di TikTok*. ojs2.polimedia.ac.id

- Ramadhanti, A. I., Amilia, F., & Suaedi, H. (2024). Variasi Bahasa dalam Bahasa Gaul di Media Sosial. An-Nas: Jurnal Humaniora, DOI: 10.32665/annas.v8i2.2945. *UNUGIRI Journal*
- Richard, J. C., & Schmidt, R. (2002). *Longman dictionary of language teaching and applied linguistics*. Pearson.
- Soeparno. (2002). *Sociolinguistik: Teori dan aplikasi*. Tiara Wacana.
- Solehah, N. (2021). *Word formation in the use of slang language variation on Instagram*. Madura State Islamic Institute.
- STKIP. (2021). *Social language variation in the captions of the admin @lambe_turah Instagram account*. Student Repository.
- Sultani, M. E., & Matin, F. (2025). Key Factors Contributing to Language Variation. Kunduz University International *Journal of Islamic Studies and Social Sciences*, e-ISSN & analisis faktor sosial, digital, dan historis. kuijis.edu.af
- Uyuni, Y. R. (2024). Social Media Language Trends: A Study of Changes in the Arabic Language. *IJALT: International Journal of Applied Linguistics & Translation*, (vol/jurnal) – ada perubahan makna di kata-kata Arab di sosial media. E-Journal Metro Unvi
- Wahyudiantari, N. W. P. (2024). The Use of Language Variation in Social Media: A Review of Sociolinguistic Literature. *JISIP: Jurnal Ilmu Sosial dan Pendidikan*, DOI: 10.58258/jisip.v7i1.7259 ResearchGate+1
- Wardhaugh, R., & Waridah. (2015). *An introduction to sociolinguistics*. Wiley.
- Winanda, A. E. N., Soleh, D. R., & Puspitasari, D. (2022). Variations in sociolinguistic language in the content of legal notices on the YouTube channel Deddy Corbuzier. *Shambhasana*, 1(1), 99–105.
- Zuhdah, D. R., & Firmonasari, A. (2024). The Form, Meaning and Function of English Language Variation: A Sociolinguistics Study on Indonesian Register of Photography. *Lire Journal (Journal of Linguistics and Literature)*, DOI: 10.33019/lire.v8i1.272 jurnalsastraubb.id
- Zulkiflee, Z. B. (2022). Language variation in Instagram comments related to fake news about the second wave of the COVID-19 pandemic. *PENDETA*,

Copyright Holder :

© Iswantari et al. (2025).

First Publication Right :

© Frontiers in English Language and Literature Education

This article is under:

