

## **ABSTRACT**

**Aninda Widya. 1205030036. Slang in Instagram Comments on @milliebobbybrown as A Reflection of Social Language Variation Among Its Followers. Thesis, Department of English Literature, Faculty of Adab and Humanities, State Islamic University Sunan Gunung Djati Bandung, Advisor 1. Cipto Wardoyo, Ph.D. 2. Dian Budiarti, M.A**

This study aims to describe the form of slang usage in the comment section of @milliebobbybrown's Instagram account and how slang can reflect social language variation among its followers. The type of research is descriptive qualitative. The purpose of this research is to find out how slang can reflect language variation. The data was obtained using reading and note-taking techniques and recording (screenshots) on some parts of the data. The research data source is the comment section on the 2023 post of @milliebobbybrown's Instagram account used by his followers. Then the data is analyzed using thematic analysis technique through the stages of identifying data, classifying data, analyzing data, describing data and concluding data. The results showed that 113 data or slang were found with the use of slang types (1) fresh and creative (2) flippant (3) imitative (4) acronym (5) clipping with the dominant of form of slang is fresh and creative. It was found her reflection on social language variation among her followers, namely (1) slang usage on Instagram among Millie Bobby Brown's followers (2) slang and group identity (3) Millie Bobby Brown's contribution to slang use (4) adapting to language trends.

**Keywords:** slang, comment section, Instagram, social language variation.

## ABSTRAK

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*Penelitian ini bertujuan untuk mendeskripsikan bentuk pemakaian slang pada kolom komentar akun Instagram @milliebobbybrown dan bagaimana slang dan tersebut dapat merefleksikan variasi bahasa sosial diantara pengikutnya. Jenis penelitian adalah deskriptif kualitatif. Tujuan penelitian ini adalah untuk mengetahui bagaimana slang dapat merefleksikan variasi bahasa. Data diperoleh menggunakan teknik baca dan teknik catat serta rekam (screenshot) pada beberapa bagian data. Sumber data penelitian adalah kolom komentar pada postingan tahun 2023 akun Instagram @milliebobbybrown yang digunakan oleh pengikutnya. Kemudian data dianalisis menggunakan teknik analisis tematik melalui tahap mengidentifikasi data, mengklasifikasi data, menganalisis data, memaparkan data dan menyimpulkan data. Hasil penelitian menunjukkan bahwa 113 data atau slang ditemukan dengan penggunaan jenis slang (1) fresh and creative (2) flippant (3) imitative (4) acronym (5) clipping. Ditemukan refleksinya terhadap variasi bahasa sosial di antara pengikutnya yaitu (1) penggunaan slang di Instagram di antara pengikut Millie Bobby Brown (2) slang dan identitas kelompok (3) kontribusi Millie Bobby Brown dalam penggunaan slang (4) beradaptasi dengan tren bahasa.*

*Kata kunci: slang, kolom komentar, Instagram, variasi social Bahasa*