Language Attributes in the Kaskus Community

[1]Moh. Shofi Zuhri, [2]Muhammad Nashihin

Institut Agama Islam Tarbiyatut Tholabah, Indonesia

Article Info	Abstract
	Community is a form of the result of human social interaction. The formation of this community is based on many things and provides various kinds of impacts in social life, one of these impacts is the emergence of certain language attributes in a community and these language attributes can be different from those in other communities. This also occurs in one of the largest online communities in Indonesia, Kaskus, where members of the community have special language attributes in interactions between members. The language attribute that appears in this community is a marker, either implicitly or explicitly, that those who use the language attribute are part of that community. In this study, the Kaskus online community has a language attribute in the form of registers used in greeting and promotion interactions.

Introduction

Communication is one of the basic needs that humans need to interact with each other. Communication itself is not only limited to linguistic communication, but it cannot be denied that language is one of the most powerful and versatile communication media[1]. Language is one of the main tools of communication in a society. Unlike other communication systems, verbal communication systems can refer to a wide variety of objects and concepts with minor refinements and improvements in grammatical and semantic structures[2]. Language is a means of communication, which can be said in a social context, is the main means of communication. Language is a communication tool that does not only belong to individuals, but also belongs to the Bursama community. This causes language to have a two-dimensional property, which implies that certain individuals in certain communities may have different behaviors linguistically from those who are tied to other communities[3] (León, 2013). These differences in linguistic variation appear at the level of different language

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[1] Gumperz, J. J., & Cook-Gumperz, J. Introduction: language and the communication of social identity. In Language and Social Identity. https://doi.org/10.1017/cbo9780511620836.003. 2010

[2] Gumperz, J. J. Linguistic and Social Interaction in Two Communities1. American Anthropologist. https://doi.org/10.1525/aa.1964.66.suppl_3.02a00100. 1964

[3] León, A. M. Varieties of English: a study of some vocalic systems. 2013

elements, such as phonetic markers, choice of diction, syntactic structure and morphological formation, even though the languages used in certain communities have similarities.

The term speech community is a term that is still being debated because it falls under various disciplines and principles of study. Linguists interpret this term based on two main things, namely linguistic features and social features. The dual nature of this language community is understandable because speakers in social interaction are carried out normally and naturally intertwined within the community where they are involved. This is based on individual elements such as speech markers and social categories (social categorization). Speech markers serve to indicate the position of an individual in a social class or as a marker of an individual's social category. Humans as social beings certainly have speech markers that can generally be seen in social categories, including age, gender, ethnicity, social class, and situations that can be clearly marked based on speech and from how a language is used. But of course this kind of category can differ from one social community to another. Although these categories are considered comprehensive, they are still insufficient to use and rely on speech markers as a speech community. Labov in Wardhaugh defines that a good speech community is one that has participation in shared norms, observable types of behavior that are open, and with uniform patterns that do not change at a certain level of use.[4]

Referring to Labov's ideas, there is a definition that a speech community may have two or more dialects. This social group can be a monolingual or multilingual social group depending on whether they have the same frequency of social interaction patterns and come from the same area or from around the same area. So that the community knows the weaknesses in communication with other communities. In this case, speech communities can be defined through their relationship with other speech communities. Internally, the speech community must have a certain social cohesiveness; externally, members of the community are not related to other communities and find themselves in the community in some way. As a result, members of the community can feel their sense of togetherness when they have the same activities or a common interest. This shows that the factors that form cohesiveness or unity and differentiation are dynamic, will change from time to time and gradually establish far-reaching norms in certain speech varieties. Therefore, to define a speech community clearly and clearly is not easy because the concept that forms the basis and foundation of the

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[4] Wardhaugh, R. An Introduction to Sociolinguistics. In An Introduction to Sociolinguistics. https://doi.org/10.4324/9781315833057. 2013

term is more abstract than it should be. The fact that people can change their sense of community reveals that the variety of dialects used can change at certain times because each individual has different interests and needs.

Every individual has the right and opportunity to change the sense of togetherness in a community, so that the term "speech community" seems natural in various occasions. Brown and Levinson in Wardhaugh provide an example that someone who is a member of a speech community is based on the fact that on certain occasions he has something in common with something. Therefore, a person can be a member of various speech communities at the same time but on certain occasions will only be bound to one of them, and that depends on what is important and contrasts in certain circumstances because basically the norms and features that exist in society are used to see the relationship between one individual and another individual where the relationship of participating individuals will also affect other individuals. This has the impact that each individual can have language variability in the community, so that an individual undoubtedly has what is called a speech repertoire. This means that each individual has control over a number of different languages, two or more. In Indonesia itself there are many scattered communities, both online and offline. This community itself has a variety of reasons for its formation, some are formed because of a hobby or as a forum for sharing. One of the oldest and largest online communities in Indonesia is Kaskus.

Kaskus is an online community forum which was once the largest in Indonesia which was created by Andrew Darwis, Ronald Stephanus and Budi Dharwaman in 1999. The word Kaskus itself is an acronym for "Kasak-Kusuk". Kaskus itself can become one of the largest online communities in Indonesia because it accommodates various kinds of interests and hobbies of netizens by providing a sub-forum feature. This community has grown very large, with various fields and interests but has a characteristic in speaking. The members of this community are very diverse, because they can be accessed easily using the internet network. To become a member of Kaskus, one only needs to register via the provided page by providing an active email and username. Due to the easy registration process, the number of Kaskus members and the origins of their members vary widely. Kaskus also provides regional sub-forums, which means members from the same region can gather in the sub-forum and hold ground coffee or regional gatherings. Of course, with this community, there will be special interactions that only occur within this community and are marked by the use of a certain language.

This study aims to find out the language phenomena that arise in the Kaskus online community by finding out the features of the language used in that community. The culture that exists in the language used can be seen from several things which include performance, indexicality, and participation[5]. Performance refers to human actions in communicating. Indexicality is signs that have a kind of existential relationship with what they refer to (Burks in Duranti, 1997). Meanwhile, participation refers to the participation of speakers in the communication process, in this case social actors.

Method

The study uses a qualitative research design. Qualitative research is an approach that has relevance to various types of data including interview recordings, various types of text (journals, diaries, documents), and images (photos and videos) [6]. This research design can be used to describe the linguistic elements found in the Kaskus community.

The purpose of this study was to find out the language phenomena that exist in the Kaskus online community and to obtain relevant data, the use of purposive sampling data collection method was used to collect data. Purposive sampling was used because this study required certain criteria to suit the objectives of this study. With the existence of predetermined criteria, the data obtained is more relevant and representative. There are several criteria used to collect data samples, including: 1) The age of Kaskus member accounts is no later than 2020, 2) Accounts post at least 500 posts, and 3) Data will be collected in The Lounge sub-forum.

Findings and Discussion

After observing this community, there are at least two models of interaction that most often appear in the online community sub-forums, namely greetings and promoting their threads. However, of course there are special language signs used in this community. Even though the members use various languages, the members also have a common language sign that is often encountered.

Variety of Greetings in Kaskus

Kaskus members have a very distinctive greeting. You could say that the various greetings that exist in various online communities in Indonesia originally started with Kaskus. The greeting most often used by Kaskus members is "gan". This greeting word is a greeting word that is often found when opening Kaskus forums. The greeting word "gan" is

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[5] Duranti, A. Linguistic Anthropology. (Cambridge University Press. 1997)
[6] Dörnyei, Z. Research methods in applied linguistics. (Oxford University Press.2007)

a short call from the word "juragan". Kaskus members often use this word to refer to someone they don't know but they interact in the Kaskus forum. This greeting is a type of informal greeting found in the forum and is categorized as a register in linguistic studies. Halliday explains that register is a collection of meanings and semantic configuration patterns that are used in specific situations along with words and meaning structures[7]. The use of greeting words in the Kaskus forum is categorized as a register, because it shows the linguistic patterns used by members of the Kaskus forum in communicating.

Looking at the register, the language used among members of the Kaskus forum can be grouped into two types based on their purpose, namely lexical and contextual. Contextually, meaning can be conveyed through three mediums, namely field, mode, and tenor. The use of this greeting word is usually used when replying via the comments column in threads. Usually the members will reply or comment on the contents of the thread and add the affix "gan" or "ts", such as: "great, bro, thread. Continue!", "gud info ts".

The register that is often used by members of the forum based on the linguistic aspect is in the form of words. The designations "gan", "temperature", "ts", "master" function as substitute words to replace nicknames in interactions in the forum. Some words have specific meanings, such as the word "gan" which refers to the word "juragan". The use of this word is used to show that our interlocutor has a higher power relation and is used to give the impression that the interlocutor is also respected. The word "ts" refers to a "thread starter" or someone who starts a discussion in the forum. While the words "temperature" and "master" are used for someone who provides information or gives directions to members who ask questions. Thus, the register used in the Kaskus forum community is based on contextual meaning.

Various Promotions

Percy defines that marketing is a communication that aims to convey the process and/or concept of a product through one or various kinds of continuous and mutually supportive networks that aim to promote something[8]. However, there are differences in the use of language in the marketing process in the Kaskus community forum and the marketing model in general. In the Kaskus community forum, things that are usually marketed or

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[7] Halliday, M. A. K. Language as social semiotic. The Discourse Studies Reader. Amsterdam: John Benjamins, 263–272. 2014

[8] Percy, L. Strategic integrated marketing communications. Routledge. 2018

promoted are threads. Threads in the Kaskus forum refer to posts containing information uploaded by Kaskus members.

Posts that aim to promote a thread usually use the sentence "Don't forget to visit my stall, bro", "Other sites" followed by a link that refers to the thread in question. The characteristic that is usually present in thread promotion posts is using a sentence calling for visiting the thread and followed by the titles of the thread. The use of the title is also made as attractive as possible so that other forum members are interested in clicking on the links provided by the thread starter. Promotional posts that get a lot of visits from other forum members are those that use clickbait titles even though the content of the thread doesn't match the title displayed.

Conclussions

The results of the observation show that the Kaskus community shows a special language attribute that is used. In terms of language, the interactions that occur in the Kaskus online forum community have a characteristic in communicating which is the hallmark of the community and becomes a speech culture in the community. The Kaskus community has two dominant aspects that are used in interacting within the community between members with certain register forms. The register can be seen from the use of greetings among Kaskus members and the way members promote the threads they create. These language markers vary in their usage but have certain limits.

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