

# LEXICAL BORROWING OF SOCIAL MEDIA TERMS IN LIPUTAN6.COM WEBSITE

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## Abstract

This article explored the application of borrowed English words, mainly social media terms, on the website Liputan6.com. The urgency of this study is to highlight the development of the Indonesian language, which has experienced integration with foreign languages over time and one factor is the progress of technology in which there is no limit or restriction in spreading information. This study focused on identifying the types of borrowed words used in Liputan6.com. The researchers employed a variety of theories and borrowed words. This study used content analysis as a research method to explore the types of 50 borrowed words found on the website. Reading through the actual website posts, categorizing the borrowed words, and analyzing the collected data were carried out in the data analysis. The authors discovered three different types of borrowing words in the social media section of Liputan6.com. They were Loan Blends, used 33 times; Loan Shifts, appearing 36 times; and Loan Words, used 17 times.

**Keywords:** *borrowing; morphology; word formation*

## 1. Introduction

Advances in technology have opened opportunities for every citizen to interact with other citizens. The absorption word is one of the cultural products arising from the communication of Indonesian citizens with other citizens, whether through social media or meetings, which are increasingly easy to realize. That is why there are foreign languages whose words are similar to Indonesian. Languages undergo dynamic changes over time in every country, including Bahasa Indonesia. As a language spoken and used by people, Bahasa Indonesia constantly evolves and adapts to changing human thought and cultural influences. According to Juliawan (2017), the Indonesian language has rapidly changed. These changes reflect the dynamic nature of language development and the impact of cultural exchange on language evolution. Due to colonial and religious influences, Indonesian has many borrowed words from Arabic, Dutch, and other European languages. According to Damanik (2017), English is a widely recognized international language, and as a foreign language, it has played a significant role in influencing the vocabulary of many countries, including Indonesia. This influence is reflected in adopting and incorporating English words into Indonesian. Therefore, the impact of English on Indonesian language development cannot be

denied. Although not every country's population speaks English proficiently, it turns out that it is a very popular language (Prasetyani, 2020). This can be seen by the use of the word "download" which is more commonly used than the word "unduh."

Borrowings are now used in many areas of life, not just education (Anam & Nirmala, 2019). In everyday life, borrowing words is often used, but not many people acknowledge the origin of the language of the words used. For example, the word "*adil*" in Indonesia is a borrowing from Arabic, "*adil*" which mean justice (Mahfud, Astari, Kasdi, Mu'ammam, Muyasaroh, & Wajdi, 2021).

Borrowings from the source language is necessary to expand the concept's usage needs in the target language (Septianasari, 2023). Using borrowed words can ease communication across diverse languages and cultures, fostering better comprehension and collaboration among different communities. Furthermore, incorporating borrowed words can enhance the diversity and richness of the Indonesian language. Since it borrows many words from other languages, its vocabulary is constantly developing (Muziatun, 2017). With new words, Indonesian can become more dynamic and adapt to the times. Indonesians have adopted English words into their language because they perceive them as prestigious and more favorable than using native Indonesian vocabulary (Rohbiah, 2019). Moreover, the pressure of globalization and modernization is the main reason for borrowing English words.

Currently, many borrowings can be found in various mass media. One of them is regarding social media topics on the Liputan6.com Website. Liputan6.com is a well-known online news portal in Indonesia. The number of Liputan6.com's news is increasing and varying with channels tailored to readers' needs, such as Politics, Sports, Business, Techno, Showbiz, Health, Lifestyle, Global, Automotive, and Regional Citizen6, which accommodates citizen journalism.

Based on the explanation above, the authors believe this research is essential to introduce society to the development of the Indonesian language, which has experienced integration with foreign languages over time. The authors are interested in analyzing borrowings related to social media on Liputan6.com. In this study, the authors will focus on the types and percentages of borrowings found on Liputan6.com. The authors hope this research can be useful for writers and readers.

## 2. Literature Review

Morphology is a branch of linguistics that studies words' internal structure and the rules governing how words are formed, modified, and inflected in a language. (Heine & Narrog, 2015). Understanding morphology is essential to understanding how words are formed and contribute to a language's structure and meaning (Bauer, 2021).

There is a morphological process in morphology that is referred to as word formation. Word formation is the process of creating a new word different from the root (Anggrisia, Rosyidah, & Riza, 2017). An area of linguistics known as word formation analyzes the patterns languages use to create new lexical units or words. Word formation can be accomplished through various methods, such as compounding, affixation, and conversion (Kara & Şahin, 2021).

Over time, certain English words have been integrated into Indonesian as loanwords. These words, adapted from English into the native Indonesian language, are commonly called borrowings (Anggraeni, 2021). According to Mahlangu (2016), borrowing a word is when another language adopts a word from another language. Borrowing can occur due to various factors, such as cultural and social contact, trade

and migration, and the need for new vocabulary in a changing world (Breitbarth, 2021). The act of borrowings occurs when the target language lacks suitable terms to describe unfamiliar concepts, mainly due to the introduction of modern technological and scientific ideas from the source country (Afitri & Alamsari, 2022).

Regarding the types of borrowing, the following are the descriptions of three different types proposed by Allan (2020). First, the term Loan Word refers to the process of morphological acquisition that involves no morphological change but may involve phoneme substitution (Allan, 2020). These importations do not entail grammatical change. It is possible to conclude that the borrowing used the source word's pronunciation and spelling. For example, *feature* becomes *fitur* in the new word.

Second, Loan Blend is defined as a morphological replacement and importation combination, but the structure matches the concept (Allan, 2020). Foreign and native words are blended during the loan blend process. It is a new idiom that develops the borrowing process and has similarities to a loan blend. It is equivalent to a new idiom that develops during the borrowing process, loan blend. For example, *application* in English becomes *aplikasi* in Indonesian.

Third, Loan Shift refers to a morphological replacement without importation but also includes loan translation and semantics loan (Allan, 2020). Foreign concepts are portrayed by native speakers when it comes to loan shifts. For example, the word "aksi" in Indonesian comes from "action" in English. Additionally, its etymology is "Actio" from Latin.

### 3. Research Method

Every proposed research requires some steps, which are commonly referred to as processes. Content analysis is a methodology for implying factual information about the contexts in which text (or other meaningful content) has been used. As a method, content analysis requires specialized procedures that can be learned and separated from the authors' authority (Krippendorff, 2004). The authors are the primary instrument in this study because she collects, read, and analyze data from a website. Since the authors believe this method is appropriate for this research, the study intends to use content analysis. As previously stated, the context in the text was the focus of this study, so content analysis was used.

Data were any information collected, processed, or analyzed to provide insights, support decision-making, or drive action (Davenport & Kim, 2021). With the rise of technology and the internet, there has been a massive explosion in the amount of data generated and collected daily. This has led to the development of big data analytics, data science, and machine learning that seek to make sense of this vast amount of information. In this study, the data includes words in a quote or sentence in each social media section. The data were borrowed words gathered from the Liputan6.com website. The authors collected 50 English borrowed words in the October 2022 - February 2023 edition.

### 4. Results and Discussion

The results are presented and discussed in the following. The researchers consulted two dictionaries to determine the definition of each word in this study: 1. Kementrian Pendidikan dan Kebudayaan (2022, November 12). *Kamus Besar Bahasa Indonesia (KBBI) Daring*. <https://kbbi.kemdikbud.go.id> and 2. Murray, J. (2022, November 20). *Oxford English Dictionary*. <https://www.oed.com/>

Table 1. The Results of Borrowed Words

No	Words		Types of Borrowing		
	Indonesian	English	LW	LB	LS
1	akun	account	-	√	-
2	aksi	action	-	√	√
3	aktif	active	-	√	√
4	anonim	anonymous	-	√	√
5	aplikasi	application	-	√	√
6	avatar	avatar	√	-	√
7	basis	basis	√	-	√
8	blog	blog	√	-	-
9	blokir	block	-	√	√
10	data	data	√	-	√
11	digital	digital	√	-	√
12	enkripsi	encryption	-	√	-
13	eror	error	-	√	√
14	fitur	feature	-	√	√
15	identitas	identity	-	√	√
16	informasi	information	-	√	√
17	interaksi	interaction	-	√	-
18	isu	issue	-	√	-
19	komentar	comment	-	√	√
20	komunikasi	communication	-	√	√
21	komunitas	community	-	√	√
22	koneksi	connection	-	√	√
23	konten	content	-	√	√
24	kreator	creator	-	√	√
25	media	media	√	-	√
26	menu	menu	√	-	√
27	mode	mode	√	-	-
28	partner	partner	√	-	√
29	platform	platform	√	-	√
30	populer	popular	-	√	√
31	posting	posting	√	-	-
32	privasi	privacy	-	√	-
33	profil	profile	-	√	√
34	proteksi	protection	-	√	√
35	rekomendasi	recommendation	-	√	-
36	respons	respond	-	√	√
37	server	server	√	-	-



For the lexical meaning, the authors used KBBI Daring Kemendikbud for Indonesian terms and Oxford English Dictionary for English terms.

### 1. Avatar

“Avatar” is an Indonesian word that refers to “*gambar tiga dimensi yang digunakan untuk menggambarkan seseorang dalam dunia maya.*” (KBBI). While in English, a forum means “A graphical representation of a person or character in a computer-generated environment, esp. one which represents a user in an interactive game or another setting, and which can move about in its surroundings and interact with other characters.” (OED). There is a morphological change in this term but also a change in pronunciation. In Indonesian, it pronounces /a.va.tar/ while in English, it is pronounced /'avəta:./

### 2. Basis

“Basis” is an Indonesian word that means “*asas; dasar.*” (KBBI). While in English, basis refers to “the bottom of anything, considered as the part on which it rests or is supported; the foundation, base, foot.” (OED). The entire word is borrowed from the source language, so the spelling is the same but differs in pronunciation. In Indonesian, it is pronounced /ba.sis/, while in English, it is pronounced /'beɪsɪs/.

### 3. Blog

In Indonesian the word “blog” refers to “*catatan harian atau jurnal pribadi di internet yang dapat diakses oleh siapa saja.*” (KBBI). While in English, the word blog means “a frequently updated website, typically run by a single person and consisting of personal observations arranged in chronological order, excerpts from other sources, hyperlinks to other sites, etc.; an online journal or diary.” (OED). Phoneme substitution and morphological change has not occurred in this word. The term “blog” in Indonesian has the same spelling and pronunciation as the word “blog” in the English language.

### 4. Data

“Data” in Indonesian means “*informasi dalam bentuk yang dapat diproses oleh komputer, seperti representasi digital dari teks, angka, gambar grafis, atau suara.*” (KBBI). While in English, it means “quantities, characters, or symbols on which a computer, considered collectively perform operations.” (OED). The entire word is borrowed without changing in spelling but differs in pronunciation.

### 5. Digital

The word “digital” in Indonesian has the meaning “*digital berkaitan dengan atau menggunakan komputer atau internet.*” (KBBI). While in English, the word digital refers to “a device, piece of equipment, etc., which uses digital technology.” (OED). Phoneme substitution and morphological change have not occurred in this word. The term “digital” in Indonesian has the same spelling and similar pronunciation as the word “digital” in English. In Indonesia, it pronounces /di.gi-tal/, while in English, it pronounces /'dɪdʒɪtl/.

## 4.2 Loan Blend

The authors found 33 social media terms that can be categorized as loan blends. The terms will be displayed according to the alphabetic order as in the table below.

Table 3. The Results of Loan Blends

No	English	Indonesian
1	akun	account
2	aksi	action
3	aktif	active
4	anonim	anonymous
5	aplikasi	application
6	blok	block
7	enkripsi	encryption
8	eror	error
9	fitur	feature
10	identitas	identity
11	informasi	information
12	interaksi	interaction
13	isu	issue
14	komentar	comment
15	komunikasi	communication
16	komunitas	community
17	koneksi	connection
18	konten	content
19	kreator	creator
20	populer	popular
21	privasi	privacy
22	profil	profile
23	proteksi	protection
24	rekomendasi	recommendation
25	respons	respond
26	siber	cyber
27	sistem	system
28	situs	site
29	sosial	social
30	topik	topic
31	tren	trend
32	verifikasi	verification
33	versi	version

For the lexical meaning, the authors used KBBI Daring Kemendikbud for Indonesian terms and Oxford English Dictionary for English terms.

### 1. Akun

“Akun” is an Indonesian word which means “*catatan tentang nama pengguna, kata sandi, dan hak untuk mengakses jaringan atau sistem daring.*” (KBBI). While in English, the term account is “an arrangement whereby a user is given (frequently personalized) access to a website, program, system, etc., typically by entering a username and password at a prompt; the data and settings specific to each user of the website, etc.” (OED). This word is categorized as a loan blend because the sound and spelling of this term integrate two processes between a foreign language and a native language. This word also has different pronunciations and spelling.

## 2. Aksi

“*Aksi*” is an Indonesian term which means “*Gerakan.*” (KBBI). While in English, the word action refers to "Something that is done." (OED). The spelling and pronunciation occur in this word. The suffix -ion is changed in English and becomes "si" in Indonesian.

## 3. Aktif

In Indonesian the word “*aktif*” means “*giat (bekerja, berusaha).*” (KBBI). While in English, the word active refers to "In operation, working; effective, functional." (OED). The spelling of "*aktif*" in Indonesian is different in English, but it is almost similar in pronunciation because of a suffix substitution. The Indonesian word replaces the phoneme /c/ with /k/, /v/ with /f/, and adds /e/ at the end. This word is classified as a loan blend type according to the form of borrowing because this word is a combination of two languages.

## 4. Anonim

"*Anonim*" in Indonesian means "*tanpa nama; tidak beridentitas; awanama.*" (KBBI). While in English, anonymous refers to "a person whose name is not given, or not known; an anonymous person. Frequently as the proper name of an anonymous authors." (OED). The spelling and pronunciation have changed. The consonant "y" in English becomes "i", and the suffix -ous is eliminated.

## 5. Aplikasi

“*Aplikasi*” is an Indonesian word that has the meaning “*program komputer atau perangkat lunak yang didesain untuk mengerjakan tugas tertentu*” (KBBI). While in English, the word application means "a piece of software designed to perform a specific function other than one relating to the operation of the computer itself; an application program; (in early use also) a function performed by such a piece of software." (OED). There is a partial phonetic change that incorporates the English and Indonesian languages. The pronunciation and spelling are also different because it fits the Indonesian language. The suffix -ion is eliminated and becomes "si".

### 4.3 Loan Shift

The authors found 36 social media terms categorized as loan shifts. The authors found the word origin of these terms based on the Oxford English Learner's Dictionary. The lexical item will be displayed according to the alphabetic order as in the table below.

Table 4. The Result of Loan Shift

No	Lexical Item	Word Origin
1.	action	Latin: actio
2.	Active	French: actif
3.	anonymous	Latin: anonymus
4.	application	French: application, applicacion, appliquation
5.	avatar	Sanskrit: avatāra
6.	Basis	Latin: basis
7.	Block	French: bloc
8.	comment	Latin: comment



9.	communication	Anglo-Norman and Middle French: comunicacion, communication
10.	community	Anglo-Norman and Middle French: communauté, comunité
11.	connection	Latin: connexiōn-em
12.	content	French: contenu
13.	creator	Anglo-Norman: creator, creature, criator
14.	Data	classical Latin: data
15.	digital	classical Latin: digitālis
16.	Error	Old French: error, errur, errour
17.	feature	Old French: feture, faiture
18.	identity	Middle French: identité, ydemtité, ydemptité, ydentité
19.	information	French: information
20.	media	Latin: media
21.	Menu	French menu
22.	partner	Latin: partition; Anglo-Norman French: parcener
23.	platform	French: plateforme
24.	popular	Latin: popularis
25.	profile	Italian: profilo
26.	protection	Anglo-Norman: protectione, protectioun, proteccioun, protexcion, protexcioun, protexciun, protexion, protexioun
27.	respond	Anglo-Norman: respunt
28.	Site	Anglo-Norman: sit, site, sist, scis
29.	social	Middle French, French: social
30.	Status	Latin: status
31.	system	Middle French: sisteme, systeme
32.	Topic	Latin: topica
33.	verification	French: verifier
34.	version	French: version
35.	virtual	Latin: virtualis
36.	Web	Old English: web

Table 4 show the result of borrowed words that can be classified as Loan Shift. It shows that borrowed words can be taken from Latin, French, Sanskrit, Anglo-Norman, Italian, and Old English. For example, the term "avatar" is an example of a loan shift in the context of technology and online communication. Originally, the term "avatar" is from Sanskrit and refers to a Hindu concept of a deity or personification of a divine being in human form. However, the term has taken on new meanings and uses in the context of technology and online communication. In social media, an avatar can refer to a user's profile picture or digital image that represents them online. Besides, the term "profile" is from Italian and refers to a side view of a person's face, as in a portrait or sculpture. However, the term has taken on new meanings and uses in the context of technology and online communication. In social media, a user's profile is a page that displays their personal information, profile picture, and posts.

Figure 1. The total percentage of borrowed words by types

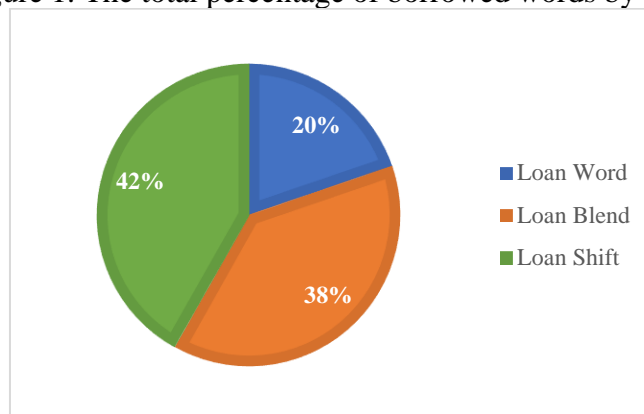


Figure 1 shows the study's results that several different borrowed word kinds were found in the 50 words, with a total frequency of 86 found in the data, including loan word (17 words, 20% of total), loan shift (36 words, 42% of total), and loan blend (33 words, 38% of total). Loan shift is the type that predominates in this case. The authors discovered from the data that one term can contain more than one type of borrowing.

#### 4.5 Discussion

This study examined the types of English borrowed words and their spelling changes in the social media section of the Liputan6.com website. The researcher identified and analyzed 50 borrowed words, with a total frequency of 86 found in the data. The study provides insights into how borrowed words are adapted and modified in the context of social media.

The presented data in the table reveals several noteworthy findings. Firstly, the study categorizes borrowed words, which include Loan Blend, Loan Shift, and Loan Word. The data shows that the study identified a total of 17 Loan Words (20% of the total), 33 Loan Blends (38% of the total), and 36 Loan Shifts (42% of the total).

In addition, the researchers correlate the findings with some related studies. The first research was conducted by Adha (2016), an Islamic State University Sunan Ampel Surabaya student who completed the other research. In his research, he tried to analyze the process of changing the meaning of music terms in English by borrowing words and attaching the word's origin. This study showed the change of meaning process in borrowed words from the HAI magazine in three chosen editions: the Extension of meaning and the Narrowing of meaning. Meanwhile, this study showed three types of borrowed words from the Liputan6.com website: Loan word, Loan Blend, and Loan Shift. The number of data was also different. This study took 50 data on borrowed words in social media terms, while Adha took twenty-five data on borrowed words in music terminology. Another study by Hermawan (2018) focused on finding the kinds and changes of meaning processes of English borrowed words in technology terms.

#### 5. Conclusion

After completing this research, the authors provide conclusions about the study results that can solve the research question. This study demonstrates the types of English borrowed words in the social media terms of the Liputan6.com website. The

authors selected the terms based on the news published from October 2022 until February 2023. The authors found fifty terms in the data analyzed. The authors discovered three different types of borrowed words in the social media section of the Liputan6.com Website.

They are loan words (17 words, 20% of total), loan shift (36 words, 42% of total), and loan blend (33 words, 38% of total). Following the preceding explanations, Loan Shift is a dominant type used on Liputan6.com's website. From the data, the authors found that one term can have more than one kind of borrowing. For example, Indonesia's term "anonim" can be categorized as loan blend and loan shift. The term media in Indonesia can be categorized as loan word and loan shift.

Studying borrowed words can be a fascinating and informative topic, as it allows us to explore the complex interactions between languages and cultures. It can happen in any area of our life, such as in the broadcast field, politics, music, or entertainment. It can also occur in any circumstance, including in written sources and everyday conversation. This chapter offers recommendations that morphology researchers in the future might consider, particularly concerning the study of borrowed words. The recommendation is that a future researcher should consider a spoken source as an object of research for word study. Because some researchers typically used articles as research objects to examine borrowed words, this will establish an exception in borrowed word research. The study can focus on the sociolinguistic study of borrowed words about how borrowed words are used in a particular community or context. This could involve examining the attitudes of speakers towards borrowed words, exploring the social and cultural factors that influence the use of borrowed words and analyzing the role of borrowed words in shaping linguistic and cultural identity.

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