

INVESTIGATION OF SLANG WORD FORMS IN LIVESTREAM SHOPPING COMMUNICATION

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ABSTRACT

Livestream shopping in Indonesia has recently been booming in various online applications, such as e-commerce platforms and social media. It allowed buyers to communicate directly with sellers by texting in the live chat room. Not surprisingly, the sellers and buyers had their own words. This research identified the slang word forms in livestream shopping communication. It aims at proving the linguistic phenomenon in livestream shopping. The research method was descriptive qualitative with the intralingual equivalent analysis. The data were slang words in the livestream chat room at two e-commerce stores in Shopee: Uptofemaale and Cosmo Butik. The data was taken by observing with a note-taking technique completed with screen captures. This research comprehensively analyzed slang word forms based on the word formation process. The data analysis revealed six slang word forms of livestream shopping communication. The forms were borrowing (fix, payment, give away, review, random, link, etc.), acronymization (co, cod, wl, ss, ssd, bkk, PHP, etc.), coinage (*jembreng*, *jemuran*, *ngenyoi*, *jambul*, *sirup*, *umpak*, etc.), blending (*setcel*, *setlong*, *talpan*, *talpen*, *freeong*, *ongkir*, *kulas*, etc.); clipping (*cardi*, *ori*, *sintek*, *ara*, etc.), and conversion (*dipayment*). The result also highlighted that slang words might create a more relaxed and friendly atmosphere, which could help to build rapport between sellers and shoppers. It confirmed that language evolves to meet the needs of its users as a part of modern shopping life. In short, the investigation of slang word forms in livestream shopping communication sheds light on the unique linguistic characteristics of the emerging form of e-commerce and promotes the richness and diversity of language.

Keywords: slang, e-commerce, livestream, shopping, word forms

INTRODUCTION

Understanding the complex and dynamic nature of human communication is challenging to see language change that occurs in all languages over time. A natural phenomenon of language change is word change. The constantly changing word reflects how words change in spelling, pronunciation, meaning, and usage. For example, the word *ibu* has undergone significant changes in meaning originally from a mother or a female parent in the past to respected and older women more recently. That example shows the dynamics of language closely related to the attitude of its user. Language users affirm increasingly diverse language changes as a sign of a particular objective that affects a gap between language users from time to time. The diversity of language users occurs because language implies identity that defines its users into groups, nations, qualities, beliefs, and characteristics because of a sense of belonging and connection to a language community or group. For example, a person may identify with a particular religious or cultural group or as part of a specific social or political movement. Not surprisingly, the word change is a sign of language change for a particular objective and a sign of era.

Another language change is the pathway from the first language to another variation. Language is not just a biological inheritance, but also a social and cultural product that is shaped by its user's environment and experiences (Labov, 2010). Language is all that nature and nurture have made it. Nurture is an external factor, such as school, office, neighborhood, or digital life. It leads to a specific language community. The nature of language relates to culture and ethnicity and occurs in the family environment. The existence of nurture in language carries out a particular social life. Not all people recognize language variation, except its users. Mandivil-Giro (2019) argues that "the role of language users in shaping language change, noting that language change is often driven by the creative and innovative use of language by users". For example, slang is an informal language variation created and expressed by a certain language group. Slang in *Kamus Besar Bahasa Indonesia (KBBI)* is the Indonesian informal and non-standard language variety that occurs temporarily, used by teenagers or particular social groups for internal communication. Those not group members do not understand the variety when communicating with fellow groups.

Nowadays, slang appears highly as a means of internet-life communication, such as social media (Facebook, Instagram, Youtube, etc.) and e-commerce media. The appearance of Internet life has started

since the invention of Internet technology. The increased internet life has rapidly grown since the start of the COVID-19 pandemic, which led to widespread lockdowns, social distancing measures, and other restrictions in Indonesia and other countries. The pandemic changed how people work and live from conventional to internet-based, which is not only for communication and entertainment but also shopping. According to the 2022 Digital Report by Hootsuite and We Are Social, as of January 2022, there were 198.4 million internet users in Indonesia, representing a penetration rate of 72% of the population. The report also found that 146 million active social media users and e-commerce grew rapidly in Indonesia as 71% of the internet users. As a result, people are used to doing activities through online media, especially e-commerce.

E-commerce has been a trend for Indonesians. Suwandy and Setyari (2020) have discussed e-commerce transaction trends in Indonesia in 2019—2023 and revealed the trend of e-commerce transactions in Indonesia experienced an increasing trend in 2019—2023. Besides, the Indonesian E-Commerce Association (idEA) believes the e-commerce industry will still be able to grow in 2023 though amid widespread economic recession issues. Beyond the growing popularity of e-commerce in Indonesia, it is interesting to watch closely how sellers and shoppers carry out language in online transactions. It is because communication during an online transaction is very likely to create new language variations. As pointed out by the Language Contact Theory of Thomason (1988), “People may adopt slang words from other languages or dialects that they come into contact with, or they may create new words by blending elements from different languages or dialects.” The booming livestream shopping in Indonesia seems possible for shopping groups to create slang words. Moreover, several e-commerce platforms in Indonesia allow life-streaming shopping with life-chatting that shoppers can communicate directly with sellers by texting in the live chat room. Not surprisingly, the sellers and shoppers have their informal expression that those who never do the life-streaming shopping feel strange and confused about it. The appearance of special and secret words may occur as a language phenomenon recognized as slang words. Chaer and Agustina (2010:67) say, “Slang is a special and secret social variation used by a particular and very limited group and not known by outsiders of that group”. Baker (2014) defines slang as “words or expressions that are informal, non-standard, often metaphorical, and typically associated with subcultures of specific groups that can be used for a group identity, humor, irony, or attitudes, or emotions.”

However, the language used in a particular society depends on the culture and the development of life (Malinowski in Tarigan, 2009). The more a culture develops, the more language varies. The more a culture changes, the more language shifts occur. Moreover, fact shows that the nature of slang is impermanent. The impermanent slang phenomenon in Indonesia makes some researchers interested in discussing it. In 2021, Budiassa analyzed the slang forms of social media and found five slang forms (fresh and creative, flippant, imitative, acronyms, and clipping). Meanwhile, Rustiana and Wirawati (2021) who conducted research on the form of the lexicon of various slang in the film “*Genarasi Micin*” found three forms of the slang: normal words, word reduction, and word abbreviations. In 2022, Arifin & et.al. described Indonesian slang uttered in virtual interaction and revealed morphological process, phonological structures, and slang meanings into lexical, denotative, conceptual, and connotative.

The three previous kinds of research are examples of some research related to Indonesian slang. Despite a relatively not new area of research, the research of slang words in Indonesia still pays attention in recent years due to the rapid development of social media and other digital platforms that have facilitated the widespread use and dissemination of slang words among Indonesian, especially the youth. Thus, studying slang is not only important as a note or report but also for revealing the identity of a society at times. Throughout observations, no one has spoken about slang in livestream shopping communication, whereas slang used in livestream shopping communication is part of a linguistic phenomenon. Livestream shopping communication refers to the way in which sellers as hosts and shoppers communicate during a livestream shopping session. The seller typically introduces and describes the products or services being offered, while engaging with the viewers (shoppers) through live chat features. Shoppers may ask questions or provide feedback, which the sellers can respond to in real-time. The overall goal of livestream shopping communication is to create an engaging and interactive experience that encourages shoppers or consumers to make a purchase and builds a loyal customer base.

Due to slang words are frequently used in an informal setting, the words can become outdated or irrelevant just as quickly. Recognizing slang words in livestream shopping communication is a part of the modern language. Therefore, research on the current slang of livestream shopping communication is crucial. This study focused on uncovering slang forms by concerning its formation process since the word formation process is used extensively in Indonesian. Understanding the word forms can help to expand vocabulary and improve communication skills. Lieber (2004) provides an overview of various word

formation processes, including derivation, inflection, compounding, blending, reduplication, and conversion. In conformity with Baker (2014), “types of slang word formation process are borrowing, compounding, conversion, clipping, and blending”. In Indonesia, word formation processes can be affixation, reduplication, compounding, conversion, acronyms, blending, and borrowing (Muslich, 2008: 36). However, Bolinger (1968), an American Linguist, created the term “coinage” for a completely new word through adoption or invention. Accordingly, the research aims at proving the linguistic phenomenon in livestream shopping by analyzing slang forms. Thus, the title of this research is “Investigation of Slang Word Forms in Livestream Shopping Communication”.

METHODOLOGY

The research method was descriptive qualitative to describe and understand language phenomena. According to Moleong (2016), “Qualitative research is a research method that focuses on collecting data in the form of words, images, or objects to explain a phenomenon in depth, by prioritizing direct data collection from participants or research subjects”. This research is particularly concerned with exploring language attitudes like slang words of groups based on the principles of interpretivism. The slang words were from livestream shopping communication. Therefore, the researcher observed livestream shops in an e-commerce platform which was a social setting for this research. The researcher observed livestream shopping for five months from August 2022 to early January 2023. Hence, the collecting data technique is participant observation. Sugiyono (2013:145) says, “The technique involves the researcher immersing herself in the social setting being studied and actively participating in the activities of the group being observed”. In observing, the researcher did a note-taking technique completed with screen captures.

Meanwhile, the collected data analysis involved morphological structure analysis and intralingual equivalent analysis. In the context of finding slang word forms, morphological analysis was considered to identify the underlying structure of a word and its origin, even if the word has been modified or adapted for use in a specific dialect or slang word. As pointed out by Aronoff (1994), “Morphology analysis is the study of the internal structure of words and the rules by which words are formed in a language. Due to slang words can be confusing in meaning, this research also involved intralingual equivalent analysis based on the idea that people can better understand new words (slang) when it is explained to them in a language they already know. As pointed out by Mahsun (2017:135), the intralingual equivalent analysis is an analysis method by connecting and comparing linguistic elements which refer to the meaning of the elements in the language (lingual in nature). In short, this research conducted an intralingual equivalent analysis to match the slang forms and a morphological formation process. Analyzing slang words through intralingual analysis and morphological formation analysis typically involves the following steps.

1. Collect slang word data

Start by gathering slang words from livestream shopping communication between sellers and shoppers. Using participant observation as a technique to collect slang words, the researcher did a note-taking technique completed with screen captures. There were two livestream shops observed. Two shops did livestream shopping in *Shopee*, an e-commerce platform. Although there are some e-commerce platforms in Indonesia that provide livestream shopping, such as *Shopee*, *Tokopedia*, *Lazada*, *Tiktok*, etc.; this research just took data from *Shopee* because most Indonesians most often used *Shopee* for shopping. According to Similarweb, a business aggregator, “the most visited e-commerce platform in Indonesia in March 2023 was *Shopee*, followed by *Tokopedia*, and *Lazada*”. In addition, using a purposive sampling technique, the data were slang words in the livestream chat room at two shops in *Shopee*: *Uptofemaale* and *CosmoButik*. This research concerns the two *Shopee* shops because they were the biggest livestream shops in *Shopee* with more than one thousand viewers. The two shops sold different stuff: *Uptofemale* sells clothes, whereas *CosmoButik* sells bags. The researcher assumed different slang words were used in the two shops.

2. Identify word components

Break down each slang word into its constituent parts to look for common patterns and structures across different slang words. Identifying the word components helped in understanding the internal structure of words and usage of words in slang language, as well as in analyzing the ways in which slang words are formed. In this step, the researcher determines the type of slang word formation process: is the slang word formed through borrowing, clipping, blending, conversion, coinage, acronymization, derivational, or inflection?

3. Determine word origins

Trace the origins of each slang word and its components to identify their linguistic resources. It

involves examining the word's spelling and pronunciation. If a word contains unusual spellings, it may have been borrowed from another language.

4. Conduct intralingual analysis

Analyze the internal structure and usage of each slang word within its own language system. Look for patterns of word formation, semantic shifts, and synthetic usage.

5. Compare to a standard language

Compare the morphological and intralingual features of slang words to those of standard language forms. This step was conducted to identify deviations and innovations in the slang word.

6. Draw interpretations

Finally, draw interpretations about the morphology and usage of slang words based on the analysis conducted. Identify patterns and trends across different words and contexts and consider the social and cultural factors that contribute to the use of development of slang.

ANALYSIS

The results of the analysis identify 84 slang words found in two Shopee livestream shops (*UptoFemale* and *CosmoButik*). Clarifying the meaning of slang words used in the two livestream stores in Shopee found the same slang words implying different meanings, such as *tb* in *UptoFemale* refers to height, whereas *tb* in *CosmoButik* refers to the name of the branded bag. Since *Uptofemale* and *CosmoButik* sell different stuff/products, it is revealed that some slang words used in *Uptofemale* were not in *CosmoButik*. The examples of slang words in *Uptofemale* are *ld*, as a common livestream e-commerce slang word which stands for *lingkar dada* (bust), *ngenyoi* or stretchy, *setcel* (a trouser suit), *setlong* (long suit), *jambul* (veil), *nagita*, *kris*, and *marmer*. Meanwhile, *CosmoButik*, selling bags, used slang words relating to the bag items, such as *talpan* (long bag strap), *talpen* (short bag strap/ shoulder strap), *kulas* (genuine leather), *sintek* (synthetic), *ori* (original), *cambag* (*camera bag*), *pelsong* (imitation), *adjust*, *mirror*, etc. Table 1 shows the forms of slang words.

Tabel 1. Slang Words

<i>Uptofemale</i>	jembreng, spill, clue, fix, live, link, chat, ready, review, order, oversize, size, voucher, free, freeong, ongkir, subsidy, reject, give away, tag label, take all, stretchy, cancel, payment, knit, tap love, keep, dipayment, siblack, sioren, setcel, setlong, setmidi, jemuran, umpak, ambyar, ngenyoi, murce, nagita, jambul, marmer, orkay, salfok, cardi, kris, salju, receh, cendol, ara, cardi, bw, pb, bb, tb, bkk, php, co, wl, cod, ets, hw, ets, ga, pcs, ss, ssd, wl, bun.
<i>CosmoButik</i>	jembreng, spill, clue, fix, live, link, chat, ready, review, cancel, order, size, voucher, freeong, ongkir, subsidi, reject, give away, tag label, payment, pay later, tap love, adjust, mirror, keep, dipaiman, talpan, talpen, pelsong, murce, bw, co, cod, wl, ss, ssd, ets., ngefix, php, coc, tf, pl, cambag, ori, wk/kw, tb, mk, mj, elvong, ga, ambyar, wb, kulas, jastip, sintek, sirup.

The analysis of the collected data also reveals several interesting patterns in the formation of slang words in Indonesian livestream shopping communication. They are borrowing, blending, conversion, clipping, acronymization, and cognition. Borrowing is the most common type of slang word form, with over 29% of 84 slang words in livestream shopping communication. The following result is acronymization, which accounted for around 25% of the slang words. Coinage is the third slang word form based on the data analysis with 19% of the slang words. Other types of slang word forms, such as blending (18%), clipping (8%), and conversion (1%), are much less common, with only a few instances of each identified in the sample. Additionally, the majority of slang word forms in livestream shopping communication of e-commerce media platforms are borrowing, acronymization, and cognition.

1. Borrowing

The livestream shopping communication adapted words from another language for use in slang. Some of the most common slang words used during livestream shopping communication in the two Shoppe stores (*Uptofemale* and *CosmoButik*) are *spill*, *clue*, *fix*, *live*, *link*, *chat*, *ready*, *review*, *order*, *oversize*, *size*, *voucher*, *take all*, *tag label*, *payment*, *reject*, *adjust*, *free*, *pay later*, *stretchy*, *knit*, *tap love*, *keep*, and *give away* borrowed from English words. The interesting thing about borrowing words is that there are several words whose pronunciation is slightly different from the original language. Both sellers and shoppers uttered and wrote the borrowing words in Indonesian sounds. Actually, the seller's pronunciation of slang words influenced the shoppers because only sellers could use slang in a spoken way In the livestream

shopping platform, whereas shoppers just typed their response or what they wanted to say in a chat room. For example, *Uptofemale* and *CosmoButik* sellers more often pronounced the word *fix* with the consonant 'p' for the letter 'f' and 'k' for the letter x; or the word *payment* pronounced /'peimənt/ in English sounded /payman/. Not surprisingly, some shoppers typed the word 'fik' for 'fix' or 'paimen' for 'payment'. The imperfect pronunciations of the sellers suggested the uniqueness of Indonesian slang words in livestream shopping communication. Based on the researcher's observation, the sellers were not too bothered by the English word pronunciation used during livestream shopping. The word pronunciations merely took customers' understanding of what the sellers said into account. Besides, the researcher also found the word *ambyar* more often used in livestream shopping. However, the meaning of *ambyar*, originally from Javanese, is not Indonesian slang for "broken-hearted" or "devastated". In livestream shopping communication, it expressed "low price".

2. Blending

This word formation process combines two or more words to create a new word. It involves taking parts of two or more existing words and blending them together to form a new word with a new meaning. to create a new slang word. The resulting word may take on the meanings of the individual words, or it may have a completely different meaning altogether. For example, *setlong* is a compound of *setelan* and *long*, and is used to describe a set of clothes, typically consisting of a top (blouse/shirt) and trousers or a long skirt. Table 2 shows the compounding slang words.

Table 2. Blending slang words

Slang	formation process	Definition in livestream shopping
<i>Setlong</i>	<i>setelan</i> + <i>long</i>	a set of clothes, typically consisting of a top (blouse/skirt) and trousers or a long skirt
<i>Setcel</i>	<i>setelan</i> + <i>celana</i>	a set of clothes typically consist of a top (blouse/shirt) and a trousers
<i>Setmidi</i>	<i>setelan</i> + <i>midium</i>	a set of clothes typically consist of a medium top (to the knees) and a trousers or a skirt
<i>Talpan</i>	<i>tali</i> + <i>panjang</i>	long bag strap
<i>Talpen</i>	<i>tali</i> + <i>pendek</i>	short bag strap or shoulder strap
<i>Cambag</i>	<i>camera</i> + <i>bag</i>	camera-sized bag
<i>Kulas</i>	<i>kulit</i> + <i>asli</i>	made of genuine leather
<i>Freeong</i>	<i>free</i> + <i>ongkos</i> + <i> kirim</i>	free shipping
<i>Ongkir</i>	<i>ongkos</i> + <i> kirim</i>	shipping cost
<i>Siblack</i>	<i>si-</i> + <i>black</i>	a shop on a social media application with a characteristic, black color.
<i>Sioren</i>	<i>si-</i> + <i>orange</i>	a shop on a social media application with a characteristic, orange color.
<i>Orkay</i>	<i>orang</i> + <i>kaya</i>	rich people
<i>Salfok</i>	<i>salah</i> + <i>fokus</i>	Distracted
<i>Jastip</i>	<i>jasa</i> + <i>titip</i>	proxy shopping service or personal shopper service
<i>Pailet</i>	<i>payment</i> + <i>later</i>	payment for a purchase to a later time or date

3. Conversion

It is the process of changing the grammatical function of a word without changing its form. This research found that the word 'payment', which is originally a proper noun referring to an act to pay, has been converted into a verb meaning to make an online payment. The example of the communication sentence is as follows.

Seller : *Bun, yang udah co, jangan ga **paimen** ya!*
 (Mam, those who have already **co**, don't forget to make payment)
 Shopper: *saya sudah **paimen** ya teteh.*
 (I've made the payment, *teteh*.)

Despite the word pronunciation, the communication shows the word function (*payment*) has changed into a verb in Indonesian. It is because the word is preceded by **ga** which is a negation word in Indonesian slang; and *sudah* as a modal auxiliary (has/have in English).

4. Clipping

It involves shortening an existing word to create a new slang word. For example, the slang word *cardi* is a clipped form of *cardigan*. Table 3 shows clipping words in slang used during livestream shopping communication at two Shopee shops.

Table 3. Clipping words in slang

Slang	Word formation process
Cardi	is a clipped form of <i>cardigan</i> and is used as a term for knitted sweaters fastening down in front typically long sleeves.
Ori	is a clipped form of <i>original</i> used as a term of not copy or imitation.
Bun	is a clipped form of <i>bunda</i> and is used as a respectful term for shoppers or customers assumed as adult female customers who already have children.
Sintek	is a clipped form of <i>synthetic</i> used as a term for a substance made by chemical synthetic, particularly to imitate an original product.
Sist	is a clipped form of <i>sister</i> used as a term for shoppers or customers
Kw	is a clipped form of <i>kwalitas</i> used as a term for imitation products.
Ara	is a clipped form of <i>zara</i> used as a term for a spoofed name of a clothing brand

The above slang word formation process was proposed by Baker (2014). However, the collected data analysis identified that slang words used during livestream shopping in two Shopee shops did not only involve borrowing, blending, conversion, and clipping. Some slang seems like a shortened language consisting of two or three letters, and some of them seem unusual language from the standard language.

5. Acronymization

This word formation process is a shortening of a name or expression in the form of a combination of initial letters, syllables, or a combination of initial letters and syllables as a word. Simply, it creates a new word by taking the first letter of each word in a phrase and using them to form a new word shown in Table 4.

Table 4. Acronym Slang Formation Process

Slang	Sentence	Definition in livestream shopping
Co (check out)	<i>jangan lupa co ya kalo suka barangnya!</i> (don't forget to co if you like the product!)	an act of shoppers to complete a transaction, but have not yet paid.
Wl (waiting list)	<i>barangnya habis, mau wl ga?</i> (the product is sold out, do you want to wl ?)	a list of people who are waiting for a product to become available because the product is sold out.
Cod (cash on delivery)	<i>toko kita ga bisa cod ya!</i> (our shop cannot cod !)	a type of financial transaction where the buyer makes a payment for a product at the time of delivery that is usually made in cash in Indonesia.

Ss (screenshot)	<i>Ci, saya mau ss barang yang saya beli.</i> (Ci, I want to do ss the product that I buy)	an act of capturing a product of a mobile device screen at a specific moment in time. It allows customers to save what they purchase on the livestream shop.
Ssd (screenshot done)	ok, Ci, ssd ya. (Ok, Ci, ssd .)	an act of confirming that the shoppers have screenshotted a product that they purchase on the livestream shop.
Php (pemberi harapan palsu)	<i>hari ini kita jembreg php dulu.</i> (today we show php first)	products canceled by shoppers by not doing the payment.
Bkk (barang bangkok)	<i>mau bkk ga hari ini?</i> (do you want bkk today?)	import products from Bangkok, Thailand.
Ets. (etalase)	malam ini kita pake <i>ets</i> . (tonight we use ets)	a shopping cart
Tf (transfer)	Sisa pembayarannya ditf aja! (the rest of payment can be tf !)	an act of transferring money using e-money (shopee-pay) or bank transfer
Pl (preloved)	tasnya baru, bukan pl ! (the bags are new, not pl)	a second-hand product or used item that is being resold, typically in good condition.
Ga (give away)	<i>kita ga sebelum jembreg baju!</i> (we do ga before showing the clothes)	a promotional activity where items are given away for free to promote the shop.
Wb (waist bag)	Wb ini terbuat dari kulit asli. (this wb is made of genuine leather).	small bag around the waist used for carrying small items like keys, a small wallet, and mobile phones.
Mk/MjJ/KS/DR (Michael Kors)	Mk mirror dikasih harga ambyar. (Mirror mk is in low price)	a spoofed name of a branded bag name that has a particular meaning in bag shops like <i>CosmoButik</i> .
tb (<i>CosmoButik</i>) (tory burch)	<i>Buruan! yang mau tb langsung paimen ya!</i> (Hurry up! Those who want tb , do payment right away!)	a spoofed name of a branded bag name that has a particular meaning in bag shops like <i>CosmoButik</i> .
tb (<i>UptoFemale</i>) (tinggi badan)	<i>baju ini untuk tb 150 ga kepanjangan lah!</i> (This clothe for those who are 150 cm tall is not too long"	<i>height</i> that is particularly used in <i>uptofemale</i> as a cloth livestream shop in Shopee.
Pb (panjang baju)	<i>pbnya brp?</i> (How about the pb ?)	<i>shirt/dress length</i>
Bb (berat badan)	<i>kesempatan ga untuk bb 70?</i> (Is it tight for bb 70?)	<i>Weight</i>
Ld (lingkar dada)	<i>ld bajunya sampai 120.</i> (the ld of the clothes is up to 120.)	<i>Bust</i>
Lp (lingkar pinggang)	<i>lpnya 70 cm bisa melar.</i> (its lp is 70 cm and it can stretch.)	<i>Waist</i>
Hw (high waist)	<i>ada celana hw ga hari ini?</i> (Are there any hw trousers today?)	<i>a type of pants that sits above the waistline, usually around the belly button.</i>

Bw (broken white)	tasnya ada warna bw (there is a bw bag)	<i>a shade of white that is slightly off-white or has a hint of gray or beige mixed in.</i>
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6. Coinage

This word formation process creates and introduces a new word into the language system through the invention or adoption of a completely new term that is not based on any existing words or morphemes. It is also known as neologism or invention (Bolinger, 1968). The collected data indicates newly coined words shown in Table 5.

Table 5. Coinage Slang Words

Slang	Sentence	Definition in livestream shopping
<i>Jembreng</i>	<i>Bun, mana yang mau dijembreng duluan?</i> (Mam, which one should be jembreng first?)	show the product to the online customer
<i>Jemuran</i>	<i>teteh, jemuran dijembreng dong!</i> (Sist, show us jemuran!)	hanging clothes
<i>Umpak</i>	<i>Ada yg umpak ga teh?</i> (Is there umpak , sist?)	a dress having many gradual layers
<i>Ngenyoi</i>	<i>Ngenyoi ga teh jeansnya?</i> (is the jeans ngenyoi)	Stretchy
<i>Murce</i>	<i>Dijamin harganya murce.</i> (guaranteed murce price.)	Cheap
<i>Jambul</i>	<i>Bun, yg mau jambul ada di ets. ya.</i> (Mam, those who wants jambul , can take in shopping carts)	Veil
<i>Receh</i>	<i>Barang receh gini ga ada apa-apanya bagi langganan toko ini.</i> (Receh product is nothing for shoppers in this shop)	cheap product
<i>Pelsong</i>	<i>Tasnya bukan ori ya, tas pelsong ni.</i> (The bag is not original, but it is pelsong)	imitation product
<i>Sirup</i>	<i>Sisanya boleh disirup aja.</i> (The rest of the payment can be sirup)	bank transfer
<i>Salju</i>	<i>salju stock lg ga, teh?</i> (is salju restock?)	soft prayer veil
<i>Nagita</i>	<i>Teteh, mau nagita dong!</i> (Sist, nagita please!)	prayer veil claimed to be similar to Nagita's. Nagita is a well-known artist in Indonesia.
<i>Cendol</i>	<i>Mau diambyarin ga yg cendol?</i> (Do you want cendol with a low price?)	a spoofed name of a branded bag name that has a particular meaning in bag shops like <i>CosmoButik</i> .
<i>Keris</i>	<i>keris hari ini melimpah.</i> (today keris is a lot)	a spoofed name of a clothing brand
<i>Elvong</i>	<i>Kualitas elvong mirror ini udah paling murce daripada toko lain.</i> (This mirror quality elvong is the cheapest of the other shops)	a spoofed name of a branded bag name that has a particular meaning in bag shops like <i>CosmoButik</i> .

<i>Gucong</i>	<i>Ci, gucong tadi yg dijembrenng kualitas apa?</i> (<i>Ci</i> , what is the quality of gucong recently shown)	a spoofed name of a branded bag name that has a particular meaning in bag shops like <i>CosmoButik</i> .
<i>Marmmer</i>	<i>Hari ini marmmer banyak dari kemeja, mukena.</i> (Today marmmer is a lot from shirts to prayer veils)	clothes/dress/prayer veil patterned like marble

INTERPRETATION

The analysis of the slang word formation process in the context of livestream shopping communication in Indonesia found some slang forms based on the word formation process, including borrowing, clipping, blending, conversion, acronymization, and coinage. The finding implies that derivational and inflection as parts of the word formation process were not in slang used by sellers and shoppers during livestream shopping communication. Derivation involves breaking down into constituent morphemes and identifying derivational affixes and base words, not used to create slang for livestream shopping communication. Similarly, the inflection word formation process involves modification of existing words to indicate grammatical features such as tense, aspects, number, gender, case, etc. that contribute to the overall meaning and function of the word. In addition, among the finding slang word forms, borrowing is the most word formation process in slang used in livestream shopping communication, followed by acronymization, coinage, clipping, blending, and conversion.

Borrowing involves the use of words from other languages. Borrowing is a common word formation process in slang, especially in the digital era where globalization is rapidly increasing. The analysis revealed that shoppers and sellers more often used English to interact with each other. The English words are *order, fix, clue, payment, check out, ready, review, spill, live, link, chat, ready, review, oversize, size, voucher, take all, tag label, payment, reject, adjust, free, pay later, stretchy, knit, tap love, keep, and give away*. The use of English words in livestream shopping communication is not surprising considering the widespread use of English in various aspects of life, including entertainment, fashion, and technology. By borrowing words from English, Indonesian slang speakers can express themselves in a unique and trendy. People might use English words to appear more fashionable and up-to-date, although English words in the slang already have Indonesian words, such as *order* for *pesan*, *payment* for *pembayaran*, *ready* for *ada*, *size* for *ukuran*, or *review* for *ulasan*. However, the use of Indonesian words of English words in the slang seems weird taste of meaning or improper in livestream shopping communication. The researcher, as a participant directly involved in the livestream shopping communication, watched sellers more comfortable using English to lead sellers to interact in communication chat rooms. Moreover, the e-commerce platforms like Shopee use English words more than Indonesian words, such as *review dong!* (please review); *masih ready stocknya?* (*ready stock*); *checkout, host, or link*. The phenomenon of borrowing English in slang shows the influence of globalization, as Indonesia is increasingly connected to the outside world, and the use of English is increasingly common in business, education, and other fields. Additionally, many Indonesians are exposed to English through media and the internet, which can lead to the adoption of English words and phrases into everyday language. Because of those factors, it led to the incorporation of English words and expressions into the Indonesian vocabulary. Behind the phenomenon of borrowing English words, what is no less important is that borrowing English words too often will certainly reduce the use of the local language and lead to a loss of cultural identity and an impact on the development of the Indonesian language.

The second majority of slang words used in livestream shopping communication were created through the acronymization word formation process. The finding indicates that livestream Shopee sellers and shoppers frequently use acronyms as a means of communicating efficiently and quickly. For example, *co* for *check out*, *cod* for *cash on delivery*, *wl* for *waiting list*, *ld* for *bust*, *pb* for *height*, *pl* for *preloved*, etc. The use of acronyms may reflect the fast-paced and dynamic nature of e-commerce that needs to quickly convey information and ideas to one another. Additionally, the use of acronyms may serve to create a sense of community among sellers and shoppers. Additionally, the use of acronyms may serve to create a sense of community among participants, as the use of specialized languages can signal insider knowledge and expertise. Due to Uptofemale and Cosmobutik being two big different livestream shopping shops in Shopee, their shoppers/customers might be disparate, so it created diverse language communities. That is because several acronyms were only used in certain stores, although many acronym words reflected the same meaning. For example, the words such as, *ld* for *bust*, *pb* for *height*, *bb* for *weight*, *lp* for *waist*, *hw* for *high jeans*, and *bkk* for *import from Bangkok*, were not used in *CosmoButik*. As the bag shops,

CosmoButik, have acronym slang words relating to bag stuff, such as *tb*, *mk*, *mj*, *ks*, and *dr* reflect spoofed names of branded bags. The prevalence of acronymization in the formation of slang words in livestream shopping communication highlights the adaptability and creativity of language, as users create new words and expressions to suit their needs and contexts. However, it is crucial to note that acronyms can also create barriers to understanding for those not familiar with the language or context, highlighting the need for clear and effective communication in all contexts. Overall, the emergence of acronymization as a keyword formation process in livestream shopping communication provides insight into the ways in which language evolves and adapts in response to social and cultural contexts.

Slang word forms based on the coinage word formation process are the third process in slang. For example, the word *jembren*, *jemuran*, *umpak*, *ngenyoi*, *jambul*, *receh*, *pelsong*, *sirup*, *salju*, *nagita*, *cendol*, *kris*, *elvong*, *gucong*, *murce*, and *marmar*. Those who have never been involved in livestream shopping communication might need to think about the meaning of those slang words. Hence, this finding suggests that livestream shopping communication created a unique linguistic environment where sellers and shoppers constantly invented new words and phrases to express new concepts and ideas related to the livestream shopping world and even the e-commerce industry. The fast-paced and dynamic nature of e-commerce may have contributed to the emergence of new linguistic norms, including the widespread use of slang words. Additionally, slang words in this context may create a sense of community and shared identity between sellers and shoppers in livestream shopping events, as specialized language can signal insider knowledge and expertise. Overall, the prevalence of coinage in the formation of slang words in livestream shopping communication highlights the innovative and adaptive nature of language and suggests that language is constantly evolving to meet the needs of its users.

The next finding is blending. This word formation process was used in creating slang words in livestream shopping communication. In this process, combining two or more words creates a new word with a different meaning. In the context of livestream shopping, blending is often used to create catchy and memorable product names or descriptions. This word formation process is evident in the slang words used in *Uptofemale* and *CosmoButik*. For instance, particular blending slang words found in *Uptofemale* are *setlong*, *setcel*, and *setmidi*. Those three words are variations of the combination of the word *setelan* (suit) with the words *long*, *celana* (trousers), and *medium*. Similarly, *CosmoButik* also has particular words in slang. The words are *talpan*, *talpen*, *kulas*, *cambag*. The words *talpan* and *talpen* are variations of the combination of the word *tali* (strap) with *panjang* (long) and *pendek* (short). The words that come after *tali* describe the strap size of the bag or a variety of straps with size. Another famous blending word in *CosmoButik* is *kulas* which was a blend of the words *kulit* (leather) and *asli* (genuine). Also, *cambag* is a blend of the two words: *camera* and *bag*. As livestream shoppers, both *Uptofemale* and *CosmoButik* have similar blending words, such as *freeing*, *ongkir*, *siblack*, *sioren*, *orkay*, *salfok*, *jastip*, and *paillet*. The interesting thing about those slang words is all livestream Shopee shops use them in slang. Through blending, livestream shopping sellers can create a unique and memorable language that can help their products stand out from the competition of livestream shops because slang words have become a distinct feature of the language used.

Clipping word formation also involves creating slang words frequently used in livestream shopping communication. There are around 8% of slang words in Shoppe livestream shopping through clipping by shortening longer words to create an abbreviated form. For instance, the word *cardi* is clipped from the *cardigan*; *ori* is a clipped word from *original*; *sintek* is a clipped word from *synthetic*; *kw* is a clipped word from *kualitas*, and *ara* is a clipped word from *zara*. Those examples given suggest that the process of clipping is a common and widespread phenomenon in language. By shortening longer words, sellers and shoppers are able to create more efficient, streamlined forms that can be more easily integrated into everyday conversation. This is particularly true in the case of fashion-related words like *cardigan* and *zara*, which may be used frequently in casual conversation. At the same time, the use of clipped words can also reflect broader cultural trends and influences. For example, the emergence of words like *sintek* and *kw* may reflect the growing importance of technology and quality control in contemporary society. Similarly, the use of clipped words like *bun* and *sist* may reflect the influence of social media and the desire to communicate more quickly and concisely. Overall, the process of clipping in slang is an important and dynamic aspect of language, reflecting both linguistic and cultural shopping trends.

The last word formation process found in this research is conversion though it just indicated one word, namely *payment*. The word *payment* is a borrowing English noun that experiences conversion too. This word formation process involves changing the grammatical category of a word without altering its form. In Indonesian livestream shopping communication, the word *payment* is not used as a noun function. Sellers like *Uptofemale* and *Cosmobotik* ask their shoppers to make a payment after checking out the

products in Indonesian. For instance, “*yang udah paimen ditunggu barngnya ya*” (those who have already made the payment just wait for the products). The Indonesian sentence shows the function of the word *payment* has already changed into verb class because the word is after the Indonesian modal word *udah*. In Indonesian grammar, the word *udah* is commonly followed by the *verb*. Hence, the use of the word *Payment* in the livestream shopping context demonstrates how language can evolve and adapt to meet the needs of specific communities or social situations. In this case, the use of English-derived slang words reflects the influence of global culture and the increasing interconnectedness of societies around the world. At the same time, this phenomenon also suggests that the pronunciation of the word *payment* can vary depending on the context in which it is used. While the word is typically pronounced in accordance with the standard English phonetic rules, the use of a different pronunciation like /paimen/ informs that the word has taken on new meaning and significance within the specific context of the livestream shopping communication in the Shoppe platform.

Through borrowing, acronymization, coinage, blending, clipping, and conversion, sellers and shoppers create new words and meanings that reflect the changing social, cultural, and technological landscape, which is in the context of the shopping community. Besides, sellers and shoppers might create slang in livestream shopping communication for a variety of reasons. One possible reason is to establish a sense of connection and familiarity with one another. The use of slang can help to create a more formal and relaxed atmosphere, which can be particularly important in the context of livestream shopping where the goal is to build rapport and trust with potential customers. Another reason for the use of slang in livestream shopping communication may be to convey information more efficiently and effectively. Slang words are often shorter and more concise than their formal counterparts, which can be useful in a fast-paced environment where time is of the essence. Additionally, the use of slang in livestream shopping communication may reflect broader cultural trends and influences. Slang words and phrases often emerge in response to changing social, cultural, and technological contexts, and can reflect the attitudes and values of the communities that use them. Overall, the use of slang in livestream shopping communication can serve a variety of purposes, from building rapport and trust to conveying information more efficiently. By adapting the needs and preferences of their shoppers, sellers and shoppers create a more engaging and effective shopping that is tailored to the unique demands of the livestream format. It is because language can change in response to changes in social and cultural attitudes, such as social norms, values shift, social practices, and cultural trends (Tannen, 1994; Pinker, S., 1994; Labov, 2010; and Chomsky, 2013)

CONCLUSION

In conclusion, the investigation of slang word forms in livestream shopping communication reveals the use of various informal language forms that are employed by sellers as hosts and shoppers alike. The use of slang in livestream shopping communication is a unique characteristic of this emerging form of e-commerce. This research explored two e-commerce shops (*Uptofemale* and *CosmoButik*) comprehensively to note slang word forms in livestream shopping communication e-commerce based on the word formation process. The data analysis revealed that borrowing was the most common form of slang used by sellers and shoppers. In addition to borrowing, the analysis identified other forms of slang such as acronymization, coinage, blending, clipping, and conversion.

These forms of slang are also commonly used in livestream communication, although to a lesser extent. The variety of slang forms used indicates the creativity and adaptability of sellers and shoppers in livestream communication, as they seek to engage the livestream shopping viewers and make the experience more entertaining and memorable. Slang words help establish a sense of group identity and belonging, as sellers and shoppers use shared slang words to signal their membership in certain social groups or subcultures. Slang words used in livestream shopping communication reflect the ongoing evolution of a language in response to changing social, cultural, and technological contexts. However, the use of slang words in livestream, shopping communication can also create potential misunderstandings and miscommunication, particularly if the shopper is not familiar with the specific slang words used. Sellers as hosts should use slang words carefully and in context, while also being mindful of their viewers and the potential impact of their language choices. Hence, the slang words proved that language evolves to meet the needs of its users, and confirms language reflects societal changes from conventional to online.

Besides creating a dynamic and engaging experience, livestream shopping is tailored to the unique demands of the livestream e-commerce format. The findings indicate that the use of slang words can create a more relaxed and friendly atmosphere, which can help to build rapport between sellers and shoppers. This understanding is critical for businesses that want to connect with their target viewers and make their brand

relatable. The use of updated slang expressions is required to respond to the evolving needs of shopping viewers. It indicates the importance of staying up-to-date with language trends and using them effectively in marketing and advertising strategies. The increasing number of viewers of livestream shops also can be up the livestream shops to the top position of livestream shopping and increase sales with more potential shoppers. In this context, the use of slang is likely that more businesses and influencers will embrace livestream shopping as a key part of their marketing strategies.

Overall, slang still gains popularity, particularly for shoppers and sellers on livestream e-commerce platforms in Indonesia. Slang words play an important role in livestream shopping communication in Indonesia. Livestream shopping sellers use a variety of slang words to make their communication sound more informal, friendly, and relatable to the viewers. Despite the reasons for slang in livestream shopping communication, slang also has an influence on modern communication. Because slang words are frequently used in an informal setting, they can become outdated or irrelevant just as quickly. However, some slang words can become so widely adopted that they become part of mainstream language, further contributing to the evolution of language. It seems important to recognize the role of slang in modern communication and to understand the cultural and societal contexts from which they context. Doing so can lead to a better appreciation and connection with others in a particular community; and help to promote the richness and diversity of language. For recommendation, further research should continue exploring updated slang words to gain a deeper understanding and know the slang's impact on communication in the digital age.

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