



The Use of Slang Among Pageant Lovers on the Instagram Account @Dpidamu: A Semantic Study

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ABSTRACT

This research is motivated by a phenomenon observed on Instagram, particularly on the pageant lovers community account @dpidamu. The shift from standard Indonesian to slang forms of language has led to various issues, such as obscured meanings, violations of linguistic rules, and the potential for misunderstandings in everyday communication. This study aims to identify and analyze the forms of slang language from a semantic perspective and to examine language habits within a community as an impact of social media use, particularly Instagram. This research employs a qualitative descriptive approach. The primary focus is to observe and analyze the linguistic forms that appear in everyday communication activities on the Instagram account @dpidamu. The findings reveal ten slang expressions categorized into six groups: interjection forms, meaning extension, affective and relational forms, meaning reduction, and meaning association. The use of slang on the @dpidamu Instagram account indicates that slang is not merely a deviation from standard rules but also a manifestation of linguistic creativity and the social identity of young generations in online interactions. From a semantic perspective, this phenomenon demonstrates that meaning change cannot be separated from the social, cultural, and psychological contexts of its speakers. The use of slang serves as a medium for expressing emotions, building group solidarity, and symbolizing lifestyle in the digital world.

Keywords: slang, pageant lovers, semantic study

Penggunaan Bahasa Gaul di Kalangan *Pageant Lovers* pada Akun Instagram @Dpidamu: Kajian Semantik

ABSTRAK

Penelitian ini dilatarbelakangi fenomena yang tampak di Instagram terdapat pada salah satu akun komunitas pageant lovers @dpidamu. Pergeseran penggunaan Bahasa Indonesia baku ke Bahasa gaul menimbulkan berbagai permasalahan, seperti kaburnya makna, pelanggaran kaidah kebahasaan, hingga potensi kesalahpahaman dalam komunikasi sehari-hari. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis bentuk Bahasa gaul dari perspektif kajian semantik, dan mengidentifikasi kebiasaan berbahasa pada suatu komunitas sebagai dampak penggunaan media sosial khususnya Instagram. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Fokus utama penelitian ini adalah mengamati dan menganalisis bentuk-bentuk bahasa yang muncul dalam aktivitas komunikasi sehari-hari pada akun Instagram @dpidamu. Hasil penelitian menunjukkan terdapat 10 data Bahasa gaul yang dikelompokkan menjadi enam kategori, yaitu bentuk interjeksi, bentuk perluasan makna, bentuk afektif dan rasional, reduksi makna dan asosiasi makna. Penggunaan Bahasa gaul pada akun Instagram @dpidamu menandakan bahwa bahasa gaul tidak hanya merupakan penyimpangan dari kaidah baku, tetapi juga wujud kreativitas linguistik dan identitas sosial generasi muda dalam berinteraksi secara daring. Dari perspektif semantik, fenomena ini memperlihatkan bahwa perubahan makna tidak dapat dilepaskan dari konteks sosial, budaya, dan psikologis penuturnya. Penggunaan bahasa gaul berperan sebagai sarana ekspresi emosi, solidaritas kelompok, serta simbol gaya hidup di dunia digital.

Kata kunci: bahasa gaul, pageants lovers, kajian semantik

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INTRODUCTION

Language is the primary means of human communication. Through language, people can effectively convey ideas, emotions, and messages to others. In a social context, language not only functions as a means of conveying information but also as a marker of identity, social status, and a reflection of a group's ideology (Noermanzah, 2019). Thus, language plays a crucial role in shaping social relationships and strengthening intergroup solidarity. Over time, language continues to evolve and shift in meaning, both in terms of structure, function, and usage. In the modern digital era, technological advances and the presence of various social media platforms have created new spaces for people to use language and express themselves. Social media platforms such as Instagram, TikTok, and Twitter have now become productive platforms for the younger generation to develop new, more creative forms of language that are adaptive to the digital communication context (Putri et al., 2022).

The phenomenon of slang, or informal language varieties developing on social media, is clear evidence of the linguistic dynamics among adolescents and young adults. Slang not only serves as a means of communication but also serves as a symbol of group identity, social solidarity, and a form of expression of linguistic freedom. In some cases, slang is even used as a means of resistance to standard language norms that are considered too formal or rigid (Bardi et al., 2025). This language variation reflects high linguistic creativity, while also demonstrating the ability of the younger generation to modify language to suit their style and communicative needs. The use of slang among young people is now increasingly widespread and is prominent in various forms of communication, both verbal, written, and symbolic non-verbal, in the digital space. In the digital space, especially Instagram, TikTok, and X (Twitter), play a major role in strengthening slang culture. With their visual, interactive, and easily accessible characteristics, these platforms have become primary spaces of expression for the younger generation.

One example is the Instagram account @dpidamu, which is within the scope of the beauty pageant enthusiast community, often called pageant lovers.

Pageant lovers are a community or fandom that actively supports, studies, and discusses beauty pageants, both nationally and internationally. Members of this community are not merely passive spectators; they often act as content creators, supporters, critical observers, and disseminators of information and opinions about contests, candidates, and competition results. The Instagram account @dpidamu has become a primary platform due to its visual and interactive nature, allowing them to upload photos and videos of catwalks, comment on judges, and debate the judging. Content convergence practices (e.g., reposts, hashtags, comment threads) facilitate the formation of a "shared narrative" about candidates and events. The study of pageant lovers opens up several important research directions: (1) register analysis and the formation of a community lexicon; (2) pragmatic studies of speech acts (evaluation, appeals, support); (3) semiotic studies of visuals (photos, catwalk videos) and captions; (4) sociological research on fandom regarding digital identity and solidarity; and (5) implications for gender representation and aesthetics.

A semantic study of the slang phenomenon on the Instagram account @dpidamu is important because it can help understand changes in meaning and linguistic dynamics in the digital age. Through semantic analysis, researchers can explore how pageant lovers construct new meanings, modify linguistic symbols, and use language to negotiate identities online. This type of research also serves to identify potential deviations in meaning or ambiguity that may arise from language misuse in online communication (Pakpahan & Puteri, 2025).

Several previous studies have examined similar phenomena. For example, Maulana and Hariyanto (2024) examined the use of slang on the TikTok platform and found that the emergence of



new vocabulary is both a form of linguistic creativity among young people and a potential source of intergenerational miscommunication. The language used on the platform is often hyperbolic, ironic, or carries implicit meanings that are only understood by specific online communities. Furthermore, research by Nurul Hijrah, DivaAzzura P. Rialni, and colleagues examined the shifting meanings and expressions of identity through the use of slang on social media. The results of Nurul et al's research show that the shift in meaning in slang on social media is often found, even this shift in meaning occurs in everyday conversations and expressions of identity. The use of slang can show the individualism and creativity of someone who uses it. And the last research on the shift in meaning in the use of slang on Instagram social media (a study of the meaning of euphemism and dysphemism) conducted by Sonya Nur Aziza indicates that Instagram content triggers various reactions from netizens in commenting, but does not affect the change in meaning that is euphemistic and dysphemistic. In addition, more dysphemism meanings were found where the actual meaning becomes worse as a result of the influence of slang.

Thus, it can be concluded that slang on social media is a concrete manifestation of the dynamics of modern language, where meaning is no longer fixed, but rather constantly changing according to the social and cultural context of the user. The phenomenon of slang on social media demonstrates the close relationship between meaning, social identity, and the dynamics of digital communication, thus providing a strong theoretical basis for research on the pageant lovers community on Instagram.

Based on the discussion above, the research problem formulation in this research is (1) what is the form of semantic analysis in the use of slang on the Instagram account @dpidamu? (2) what is the role of slang on the Instagram account @dpidamu in semantic analysis? The purpose of this research is to analyze the form of semantic analysis in the use of slang on the Instagram ac-

count @dpidamu, and to explain the role of slang on the Instagram account @dpidamu in semantic analysis. The benefits of this research are to contribute to linguistic studies, in addition to helping understand how language develops amidst cultural and technological changes. This research is expected to provide a clearer picture of the challenges and opportunities presented by the slang "pageant lovers" on the Instagram account @dpidamu in the linguistic life of today's young generation. Therefore, contemporary semantic studies need to pay attention to the contextualization of meaning to understand how language adapts in the ever-evolving virtual world.

METHOD

This research uses a descriptive qualitative approach, a method that aims to deeply understand a social phenomenon through the analysis of non-numerical data (Arдын et al., 2023). A qualitative approach allows researchers to examine language use in its natural context without relying on numbers or statistical calculations. The main focus of this study is to observe and analyze the language forms that emerge in everyday communication activities on the Instagram account @dpidamu. The research data was obtained directly through observations conducted on November 3, 2025, of the content of posts, comments, stories, and captions created by users of the Instagram account @dpidamu. Researchers recorded and classified various forms of slang found for subsequent analysis based on semantic theory, examining meaning relationships such as synonymy, antonymy, polysemy, homonymy, hyponymy, and hypernym. This method was chosen based on its goal of displaying the dynamics of slang use naturally and contextually, without data manipulation or intervention through techniques such as interviews or questionnaires. The Instagram account @dpidamu was chosen as the primary data source because it is one of the most popular accounts among pageant enthusiasts, characterized by free, expressive, and rapidly evolving communication. Through di-

rect observation of the @dpidamu Instagram account, which utilizes the use of slang vocabulary for interaction, sharing experiences, and self-expression, researchers sought to illustrate changes in meaning in the actual use of slang vocabulary. The results of this approach are expected to demonstrate how these forms of language reflect linguistic trends, language habits, and shifts in communication culture in today's digital space.

RESULTS

Deviations from the applicable standard rules of Indonesian constitute grammatical errors. In this study, the younger generation frequently deviates from the vocabulary and expressions common among pageant lovers. They frequently adopt slang, foreign language terms, trendy words popular on social media, or puns, which they consciously use in their communications via the Instagram account @dpidamu. For example, the use of the word "centes" to describe the appearance of a beauty pageant contestant who is considered "beautiful." This overall pattern demonstrates the linguistic dynamics that occur among pageant lovers when communicating in the digital environment on the Instagram account @dpidamu. Based on the collected and analyzed data, 20 forms of slang were found to be used by pageant lovers on the Instagram account @dpidamu. The findings on the variety of slang on Instagram are explained below.

- | | |
|---------------------------|----------------------------|
| 1) boom duar | excitement or surprise |
| 2) cucok | suitable, good |
| 3) menter | cool, classy |
| 4) manjalita | excessive spoiled style |
| 5) kemanjaan | spoiled behavior |
| 6) syuumm | cute, adorable |
| 7) kesayangan della nesya | loved ones, idols |
| 8) gildak | crazy, ridiculous, amazing |
| 9) bandit | maughty or funny person |
| 10) dese | they |

Based on the collected and analyzed data, 10 forms of slang were found used by pageant lovers on the Instagram account @dpidamu. Of these, these slang forms can be categorized as interjections (3 data points), shifts in meaning, associations, and changes in connotative meaning.

1) Interjections

According to Kridalaksana (2008), an interjection is a functional word that expresses the speaker's feelings and is not grammatically related to other elements in the sentence. This means that an interjection is a short word or phrase used to express feelings, spontaneous reactions, or emotions, such as admiration, surprise, anger, joy, or ridicule.

boom duar (expression of excitement or surprise)

syuumm (funny, adorable expression)

gildak (expression of crazy, silly, surprised)

These interjections usually stand alone and are used in casual communication contexts on social media to directly convey feelings. This phenomenon indicates that language users on social media prioritize expressivity and spontaneity over adherence to formal syntactic structures.

2) Meaning Shift

A semantic shift (semantic change) is a change in the meaning of a word from its original meaning to a qualitatively different new meaning, not simply an expansion or narrowing (Chaer, 2013; Ullmann, 1962).

bandit (originally meaning "criminal," but shifted to "mischievous or funny person")

This change indicates a shift in connotation from negative to positive. This shift in meaning occurs due to the influence of the social context and humor of online communities, which reinterpret the word's meaning to suit the group's communication style.



3) Meaning Broadening

Semantic broadening is the process by which a word's meaning broadens beyond its original meaning, encompassing new contexts or references (Djajasudarma, 2013).

The forms included in this category are as follows: *Manjalita* (excessively spoiled style)

indulgence (spoiled behavior)

This expansion of meaning demonstrates that language is dynamic and adaptable to social context and user creativity. Forms like *manjalita* also demonstrate morphological innovation, namely the addition of affixes or syllables to create the hyperbolic nuances typical of social media.

4) Affective and relational forms

According to semantic theory, meaning is not only lexical but also contains affective and relational dimensions, namely meaning related to the speaker's feelings and social relationships (Leech, 1974). These two forms of meaning are affective and relational, which relate to the speaker's attitude and the social relationship between the speaker and the interlocutor. Affective meaning is meaning that indicates the speaker's feelings, emotional attitude, or personal reaction to what they say or to their interlocutor.

kesawangan della nesya (loved person, idol)

This affective meaning signifies the emotional connection between the speaker and the interlocutor and strengthens social solidarity in the pageant lover community. This type of language functions not only to convey information but also to express admiration and affection for public figures.

5) Meaning reduction

Meaning reduction (semantic reduction) is the process of narrowing, reducing, or simplifying the meaning of a lexeme or word

from its original meaning to a more limited meaning in a particular context. This means that meaning reduction occurs when the lexical meaning of a word becomes narrower than its previous meaning. The data found the following:

dese (they)

cucok (suitable or good)

Meaning reduction occurs due to the simplification of meaning in the context of fast and informal communication on social media. Furthermore, this reduction demonstrates that slang has a social identity function, where word meanings become unique to certain groups. Meaning reduction has an important function in linguistics: it demonstrates the dynamics of meaning in language use, helps understand the semantic and cultural evolution of society, and serves as a basis for analyzing lexicon changes in specific fields.

6) Meaning Association

Meaning association is a meaningful relationship that arises from the speaker's social or cultural experience with a word, rather than its lexical meaning (Chaer, 2013). Forms included in this category are as follows:

menter (cool, classy)

This meaning association illustrates the symbolic relationship between high social position (minister) and elegant appearance. This phenomenon demonstrates that slang users utilize cultural associations and social status to create new, more prestigious and contextual meanings.

DISCUSSION

According to Chaer (2013), language is dynamic and constantly changes in meaning along with cultural developments and the social interactions of its users. This is evident in the forms of slang found in this study, where words experience shifts in meaning, expansions in meaning, asso-

ciations in meaning, reductions in meaning, and even the formation of new interjections unique to online communication.

The collected and analyzed data demonstrates the diversity of slang used on the Instagram account @dpidamu by pageant lovers, both in terms of form and meaning. The slang used encompasses various categories, such as interjections, shifts in meaning, expansions in meaning, affective and relational forms, reductions in meaning, and associations in meaning. These forms can be categorized into six types of semantic phenomena as follows.

First, the presence of interjections such as boom duar, syuumm, and gildak on the Instagram account @dpidamu indicates that slang functions as a spontaneous expression to channel users' emotions. These interjections are used to indicate awe, surprise, humor, or the intensity of reactions to uploaded content. According to Kridalaksana (2008), an interjection is a word or phrase used to express emotions directly. In the context of social media, these interjections emerge as quick and instant responses, especially when users want to show emotional involvement more expressively and dramatically. This shows that language functions in the digital space not only as a communication tool but also as a means to display the speaker's performativity, style, and personality. These interjections exhibit affective, connotative, and associative meanings. Affective meanings are evident from the emotional elements contained in each expression, such as boom duar, which carries the meaning of surprise or drama. Connotative meanings arise from certain emotional values attached to them by users, while associative meanings are evident from the internal agreement of the pageant lovers community in interpreting each form of slang. Thus, these forms of interjection function not only as simple verbal responses but also as semantic entities containing layers of meaning depending on the context in which they are used. The interjections used by users serve as markers of group identity and strengthen emotional close-

ness among community members. Slang also creates distinctive patterns of interpretation, where expressions like "gildak" or "syuumm" cannot be understood literally, but rather through the context of interactions and shared experiences within the community. This demonstrates the role of slang as a pragmatic meaning-former, meaning that emerges based on the purpose of communication and the situation in which it is used. Furthermore, the use of these interjections is performative because they not only convey meaning but also "carry out actions," such as expressing support, surprise, or humor.

Second, there is a shift in meaning, such as the word "bandit," which lexically means "criminal," but in the context of online communication shifts to "foolish or funny person." This shift in connotative value from negative to positive aligns with Ullmann's (1962) concept of meaning shift, which explains that changes in meaning can occur due to shifts in social perception, the development of digital culture, and the habits of word usage within a particular community. In semantic studies, the change in the meaning of bandit indicates a resemiotization mechanism, namely the process by which new meanings are constructed through social context and language practices. In the pageant lovers community, the word is used not to denote criminal acts, but rather to express social closeness, humor, and a relaxed form of interaction. This answers the first problem formulation, namely that the form of semantic study that emerged in the @dpidamu account includes shifts in meaning as part of the dynamics of meaning in slang. This shift in meaning plays an important role in creating the linguistic identity of the pageant lovers community. Slang that undergoes changes in meaning not only functions as a means of communication, but also as a symbol of familiarity, solidarity, and a distinctive expressive style of the community. Shifts in meaning also indicate that language in the digital space is flexible and adaptive, following user interaction patterns. Thus, the use of the word bandit shows how slang plays



a role in building nuances of humor, closeness, and group identity through the formation of new meanings.

Third, the words *manjalita* and *kemanja* have undergone an expansion of meaning. Both are derived from the root word *manja*, but are used in a broader context to describe exaggerated or humorous behavior. This process falls under the category of semantic broadening, which is when a word's meaning encompasses new meanings due to morphological innovation and social expression (Djajasudarma, 2013). The word *manjalita* no longer refers to the trait of being spoiled in its literal sense, but is used to describe excessive, humorous, contrived, or dramatic behavior. Meanwhile, *kemanja* is used to highlight actions or expressions considered humorously exaggerated in the context of comments or reactions to pageant content. According to Djajasudarma (2013), expansion of meaning occurs when a lexeme encompasses new meanings due to morphological innovation, social context, or evolving cultural expressions. The expansion of meaning in the words *manjalita* and *kemanja* shows that the pageant lover community not only uses the root word *manja* but also creatively modifies it to meet their expressive needs on social media. This process illustrates how slang moves dynamically, maintained, and developed through the collective participation of users. In this expanded form, meaning is seen as the result of morphological and semantic creativity and plays a role in building community identity. Slang, in the forms of "*manjalita*" and "*kemanjakan*" (indulgent) not only serves as a means of communication but also conveys nuances of humor, performativity, and hyperbolic expression that are characteristic of interactions among pageant lovers. Thus, this expanded meaning confirms slang as a vibrant, productive, and continually evolving medium according to the social needs of its users.

Fourth, there are affective and relational forms of meaning, such as "*kasih della nesya*" (beloved della nesya). This word not only conveys the lexi-

cal meaning of "beloved person" but also indicates an emotional connection between the user and the admired figure. However, in the context of the pageant lover community, the use of this term conveys more than just this basic meaning but also carries a stronger emotional value. This expression demonstrates a symbolic closeness between the user and the pageant figure they idolize. According to Leech (1974), affective meaning emerges when language is used to convey the speaker's feelings or attitudes toward an object or interlocutor. This means that when community members refer to a finalist or idol as "*darling*," they are actually building an emotional connection while communicating their admiration, support, and affection. The affective meaning of "*kesayangan della nesya*" demonstrates that meaning in slang not only changes lexically and connotatively but also has a strong emotional dimension. The use of affective expressions such as "*kasih della nesya*" emphasizes the need for semantic analysis to consider the psychological and interpersonal aspects of online communication. Furthermore, slang is used as a means to build a sense of belonging, reinforce group identity, and create warmer interactions. These affective expressions not only refine relationships between users but also provide a space for them to express loyalty and emotional attachment to idolized figures. This demonstrates that slang has a significant social function in maintaining the dynamics of online communities.

Fifth, the phenomenon of meaning reduction appears in the forms *dese* and *cucok*. The word *dese* is a phonological simplification of "they," while *cucok* comes from "*cocok*," with a narrowing of meaning to "*bagus*" or "*serasi*". This process is known as semantic narrowing, which is when the meaning of a word becomes more limited and specific to a particular social context. This kind of meaning reduction indicates an effort to improve communication efficiency and form group identity among social media users. In the context of the pageant lovers community, this narrowing of

meaning is not only related to communication efficiency but also appears as a form of distinctive language style that strengthens group identity. This means that the use of *dese* and *cucok* becomes a marker of familiarity and social closeness among online community members, while also distinguishing them from other language groups. The phenomenon of meaning reduction shows that, in semantic studies, the slang in the @dpidamu account not only experiences an expansion or shift in meaning, but also a narrowing of meaning that creates new, more specific and contextual meanings. This shows that the dynamics of meaning in slang are highly dependent on the intense social interactions that occur in digital media. Meaning reduction plays a crucial role in building communication efficiency and creating a sense of unity within the pageant lover community. Words like "dese" and "cucok" are used not only as linguistic elements but also as identifying symbols that emphasize community characteristics, strengthen a sense of togetherness, and create an internal language that characterizes the group.

Sixth, a meaning association was found in the word "menter." This form is derived from the word "menteri," which is culturally associated with high office and luxury, and is then used to describe a classy or elegant appearance. This phenomenon aligns with Chaer's (2013) view that associated meanings emerge from the social and cultural experiences inherent in a word, not solely from its lexical meaning. These meanings do not arise from dictionary definitions, but from social constructions that have been established within society. Thus, the word "menter" has become a form of slang that leverages cultural associations to create new meanings relevant to the aesthetic context and lifestyle of the pageant lover community. Meaning associations are formed through social and cultural relationships. Users not only modify the form of words but also modify their meanings through symbolic associations shared within the community. In this case, associations of meaning play a crucial role in constructing status symbols, aesthetics, and lifestyles within these digital com-

munities. Mentor words not only describe appearance but also serve as a social categorization tool that indicates taste, admiration, and the beauty standards valued by the community.

From this overall data, it can be concluded that the variety of slang on the Instagram account @dpidamu reflects complex semantic dynamics. Each form demonstrates the relationship between language, culture, and the social identity of its users. Slang functions not only as a means of communication but also as a medium of expression, social solidarity, and linguistic creativity, which continues to thrive in the digital age. However, this phenomenon also poses challenges to efforts to preserve good and correct Indonesian, as the excessive use of non-standard forms can obscure the original meaning and reduce politeness in formal communication. Therefore, a deep understanding of semantics is necessary so that the younger generation can adapt to language changes without neglecting standard linguistic rules.

CONCLUSION

Based on the analysis of ten forms of slang found on the Instagram account @dpidamu, it can be concluded that the use of slang on social media reflects the dynamic phenomenon of semantic change in digital society. Language forms such as *boom duar*, *syuumm*, *gildak*, *menter*, *manjalita*, and *dese* demonstrate the processes of interjection, shifting meaning, expanding meaning, reducing meaning, associating meaning, and also influencing affective and relational meaning. This indicates that slang is not only a deviation from standard rules, but also a manifestation of the linguistic creativity and social identity of the younger generation in online interactions.

From a semantic perspective, this phenomenon demonstrates that changes in meaning cannot be separated from the social, cultural, and psychological context of its speakers. The use of slang serves as a means of expressing emotions, group solidarity, and as a symbol of lifestyle in the digital world. However, on the other hand, excessive use of non-standard forms can lead to a decline in



formal language skills and a decline in linguistic politeness in academic and official communication. Therefore, it is important for social media users, especially the younger generation, to develop semantic awareness to balance linguistic creativity with adherence to good and correct Indonesian language rules.

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