



Word Shortening Variations in the Political Figure Podcast by Sandiaga Uno: Corpus-Based Analysis

Variasi Pemendekan Kata dalam *Podcast* Tokoh Politik Sandiaga Uno: Analisis Berbasis Korpus

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Abstract

This study aims to analyze the use of abbreviations in the political figure Sandiaga Uno's podcast. This research also uses the corpus linguistics application, which is very effective of linguistics research especially about abbreviation or word shortening. This study uses a descriptive qualitative approach. The advanced method which is the main approach of this research is the corpus linguistic method. Corpus linguistics can be interpreted as research that relies on linguistic data analysis using digital technology. The data in this study were collected using documentation techniques and utilizing the KORTARA (Korpus Nusantara) application which originates from the *Wawancara Tokoh Indonesia* corpus. Research data in this study will be analyzed using the KORTARA application. Analysis using the KORTARA application can be referred as a computational linguistics, because it utilizes corpus linguistics applications. The work steps of this computational linguistic analysis start from identifying data, classifying data, interpreting data, and drawing conclusions. The findings of this study reveal that the use of abbreviations in the podcast video of political figure Sandiaga Uno can be abbreviations, acronyms, and fragments. This research reveals that the most dominant type of abbreviation used in the podcast is fragment. The results of the data analysis also revealed that there were no types of abbreviations for letter symbols and contractions, this was based on the theme or discussion in the video which was not too focused on economic issues, but politics. The findings of abbreviation data in this study also reveal that the use of abbreviation or word shortening will continue to be used by political figures, in order to build better and more familiar communication with their interlocutors.

Keywords – Abbreviation, Kortara, political figure

Abstract

Penelitian ini bertujuan untuk meneliti penggunaan abreviasi dalam *podcast* tokoh politik Sandiaga Uno. Penelitian ini juga akan menggunakan aplikasi linguistik korpus yang sangat efektif dalam penelitian linguistik, khususnya abreviasi atau pemendekan kata. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Metode lanjutan yang menjadi pendekatan utama penelitian ini adalah metode linguistik korpus. Linguistik korpus dapat diartikan sebagai penelitian yang menyandarkan analisis data kebahasaan menggunakan teknologi digital. Data dalam penelitian ini dikumpulkan dengan teknik dokumentasi dan memanfaatkan aplikasi

KORTARA (Korpus Nusantara) yang bersumber dari korpus *Wawancara Tokoh Indonesia*. Data-data penelitian dalam penelitian ini akan dianalisis menggunakan aplikasi KORTARA. Analisis yang menggunakan aplikasi KORTARA ini dapat disebut sebagai linguistik komputasi, karena memanfaatkan aplikasi linguistik korpus. Langkah kerja analisis linguistik komputasi ini dimulai dari pengidentifikasian data, pengklasifikasian data, interpretasi data, dan kesimpulan. Temuan penelitian ini mengungkapkan bahwa penggunaan abreviasi dalam video *podcast* tokoh politik Sandiaga Uno dapat berupa singkatan, akronim, dan penggalan. Penelitian ini mengungkapkan bahwa jenis abreviasi yang paling dominan digunakan dalam *podcast* tersebut adalah penggalan. Hasil analisis data juga mengungkapkan bahwa tidak ditemukannya jenis abreviasi lambang huruf dan kontraksi, hal ini didasari pada tema atau pembicaraan pada video tersebut yang tidak terlalu fokus tentang permasalahan ekonomi, melainkan politik. Temuan data-data jenis abreviasi dalam penelitian ini juga mengungkap bahwa penggunaan bahasa yang disingkat atau dipendekkan akan terus digunakan oleh para tokoh politik, guna membangun komunikasi yang lebih baik dan lebih akrab dengan lawan bicaranya.

Kata kunci – Abreviasi, Kortara, tokoh politik

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A. Introduction

Abbreviations or shortening of words in Indonesian have become a linguistic phenomenon that has appeared frequently lately. This phenomenon can be seen from several spoken and written conversations on various social media. As required by Zaim (2015), which states that shortening of language or shortening of words in Indonesian has become something popular, because of its practical and brief use. Adnan (2019) also mentioned that the shortening of words in Indonesian could also be caused by urgent factors, which are more concerned with the need to convey the message. In line with the previous view, Aprianto et al., (2016) also argued about the use of abbreviations based on practical reasons and shorter. Thus, it can be understood that the use of abbreviations in Indonesian will continue to emerge and develop, because the required communication needs are more practical and concise.

Talking about abbreviation certainly cannot be separated from the meaning of the abbreviation itself. Simply put, abbreviations can be interpreted as words in Indonesian that have experienced abbreviations. Tarigan (1984) call abbreviations as words that become an abbreviation. According to Kridalaksana (2007) abbreviation is the formation of words that experience shortening, and produces shorter words Hidayatullah (2021) states that abbreviations are a series of words that are formed in such a way as to produce a shorter word. It can be concluded that abbreviation can be interpreted as the result of an abbreviation of one or several words in Indonesian. Abbreviations consist of several types, namely letter symbols, acronyms, fragments, abbreviations, and contractions. According to Kridalaksana (2007) shortening of words in Indonesian can be in the form of acronyms, abbreviations, letter symbols, contractions, and fragments. Each type of abbreviation has different characteristics and results. Abbreviations are shortening of words that produce letter abbreviations, for example KPK (Komisi Pemberantasan Korupsi). Fragments are shortened words that break off several words, for example Prof (Professor).

An acronym is a shortening of words that combines the syllables or letters of a word with another word, for example Mayjen (Mayor Jenderal). Contraction is a shortening of a word that summarizes the root word, for example, gak (tidak). Letter symbols are shortening of words that produce abbreviated quantities, for example Rp (rupiah). From this opinion, it can be emphasized that the use of abbreviations in Indonesian will continue to vary in the future. As stated by Dardjowidjojo (1979), who is of the view that the Indonesian language will continue to experience development, especially in the formation of abbreviated words.

The phenomenon of using abbreviations can also be found in various lines of life. The use of this abbreviation also becomes a comprehensive language, and is used by all language users. One example of a language user who is of public concern is a political figure. Political figures who are of public concern will of course package language that is adapted to the community, so that it is easy to understand and seems familiar. Novitasari & Sabardila (2019) and Fitriani & Chan (2022) said that the use of language in the political sphere is used to create a friendly impression between political figures and their listeners. Political figures lately use the use of language in the form of abbreviations as a form of familiarity with listeners. This is evident in the podcast of political figure Sandiaga Uno, who uses abbreviations to create an impression of familiarity with podcast listeners. For example, the use of the phrase "bro" which comes from the root word "brother" was spoken by Sandiaga Uno to create an impression of familiarity with listeners and hosts.

The use of abbreviations by political figures is very important to discuss. This is based on comments from podcast listeners who state that the political figure Sandiaga Uno is trying to create an impression of familiarity with contemporary languages. El-Haddad (2013), Anggun Setiana et al. (2015), and Herman (2022) stated that the use of language in the political sphere utilizes languages that are easily understood by the public, even the language used also leads to millennial language. This phenomenon used to create comfortable and relaxed impression. This opinion explains that the use of language by politicians is used to forge an emotional bond with their audience. Politicians use language to create an emotional connection with their audience, which can help to build trust and rapport. Politicians also used to create a sense of intimacy. In this case, one form of intimacy used by political figures is abbreviation, which aims to create familiarity impression.

Abbreviation or shortening of words phenomenon can also be seen in several previous studies, which have examined abbreviations. Previous studies that have discussed abbreviation include Amran et al. (2022) who researched slang in the YouTube video channel series Deddy Corbuzier, JR (2023) who researched the use and various variations of abbreviations in Indonesian military agencies, Prasticha et al. (2023) who examined the use of abbreviations in social media, Jupriono et al. (2023), who examines the use of acronyms that function to allude to social issues, Fitriah et al. (2023) who examines abbreviations in the perspective of generative phonology, Mufrida & Zultiyanti (2023) who examines the use of abbreviations in detik.com's online news presentation, Pramesti & Putri (2023) who discuss abbreviations or shortening of words in chat messages at SMK level students. The studies that have been mentioned have relevance to what the researchers are doing, where the relevance lies in the form of theoretical studies which both discuss shortening of words or abbreviations in Indonesian. The presentations of previous research in the field of abbreviation also reinforce the view of abbreviation studies which will continue to be the object of research by academics in the field of linguistics.

Based on the description of linguistic phenomena and previous research, it can be emphasized that this research examines the use of abbreviations in the podcast of the political figure Sandiaga Uno. This research will also bring up the use of corpus linguistics which is very effective in research in the field of linguistics, especially abbreviation or shortening of words.

This study uses a corpus linguistics approach because previous researchers have not often mentioned corpus linguistics in humanities research. Thus, it can be concluded that the research that the researcher will conduct is titled various shortenings of words in the podcast of the public figure Sandiaga Uno, using corpus-based analysis.

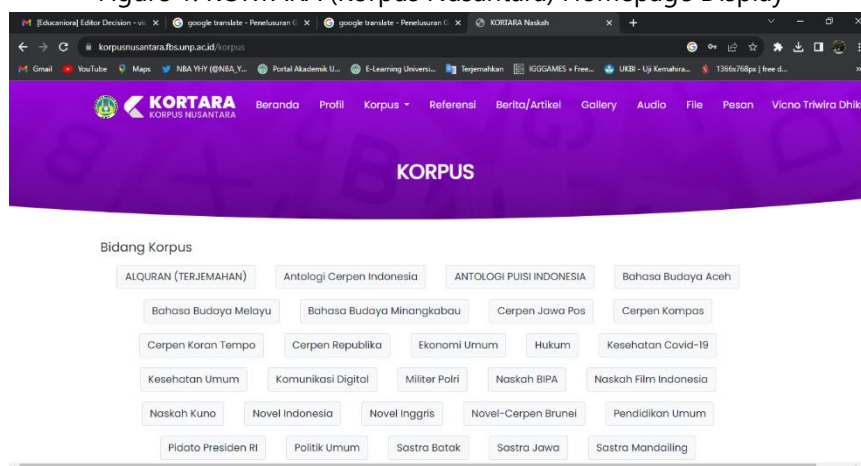
B. Method

This type of research is a descriptive qualitative research. Descriptive qualitative research is research that contains data descriptions, which are presented without using statistical or statistical analysis. According to Moehnilabib (2003) descriptive qualitative research is research that explains data findings one by one in detail, and does not use arithmetic techniques in data collection. Mahsun (2005) argues that descriptive qualitative is research that focuses on describing the meaning of the data that has been obtained, and analyzed using factual theory. In line with expert opinion, JR (2023) also suggests that descriptive qualitative can also analyze research data that discusses certain conditions, which are described using scientific language.

The advanced method which is the main approach of this research is the corpus linguistic method. Corpus linguistics can be interpreted as research that relies on linguistic data analysis using digital technology. McEnery & Wilson (2001) call corpus linguistics an advanced or sophisticated research, because it combines the performance of digital technology in managing research. McEnery, T., & Hardie (2011) interpret corpus linguistics as sophistication in a scientific field, especially language analyzed by technology. Other experts such as O'Keeffe & McCarthy (2010) term corpus linguistics as digital technology that is used in research, and can manage data optimally. The data in this study were collected using the KORTARA application (Korpus Nusantara). According to Ermanto et al. (2022) KORTARA is a web page in the form of an application that can be used as a place for digital data presentation and data management, so that it can be said to be a corpus linguistic application. Utilization of this application can be categorized as a documentation data collection technique, because the data comes from the corpus presented in KORTARA. JR & Ermanto (2023) stated that the corpus in KORTARA are linguistic text files, these files are documentation of the manuscripts that are the target of research. JR (2023) also revealed that documentation techniques are generally related to obtaining data sourced from manuscripts, files, documents, and research artefacts.

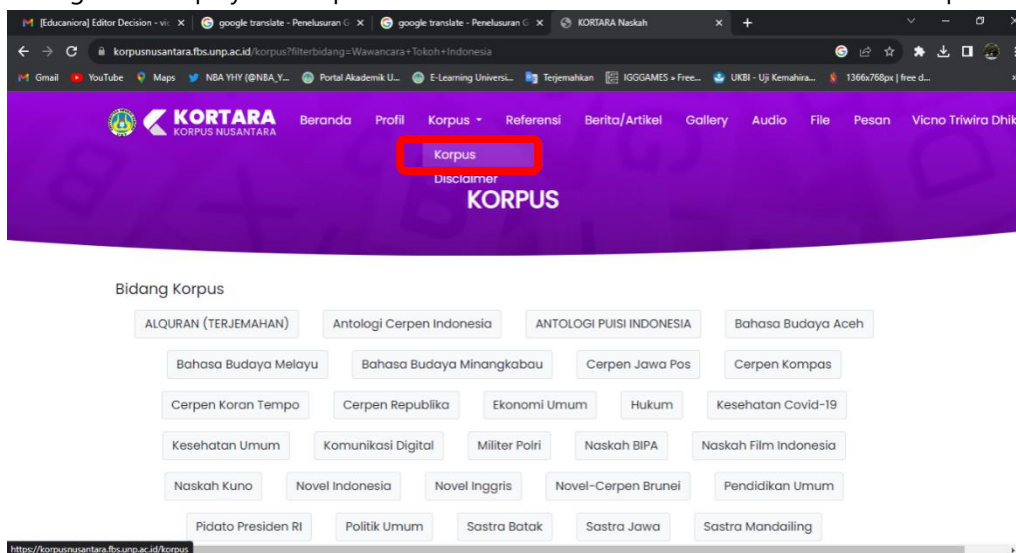
This research data collection uses the KORTARA application (Korpus Nusantara). Data collection steps can be started by accessing the KORTARA (Korpus Nusantara) home page. After visiting the page, the author logged in to KORTARA (Korpus Nusantara). For more details, this is display of the KORTARA (Korpus Nusantara) home page.

Figure 1. KORTARA (Korpus Nusantara) Homepage Display



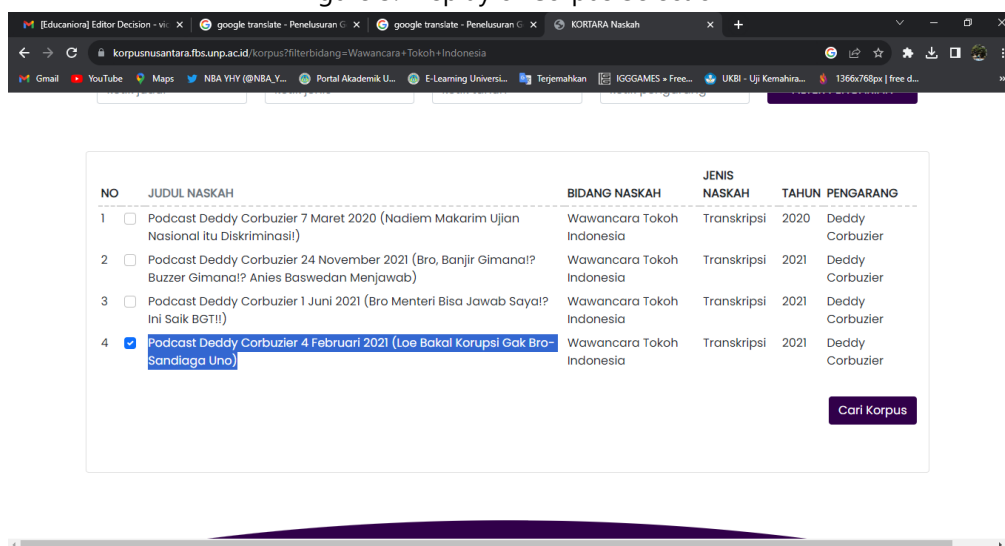
After logging in to the KORTARA (Korpus Nusantara) page, the researcher accessed the "Korpus" feature and selected the "Wawancara Tokoh Indonesia" corpus. The selection of the corpus "Wawancara Tokoh Indonesia" was adjusted to the research the researchers conducted. The following shows the "Korpus" feature in the "Wawancara Tokoh Indonesia" corpus.

Figure 2. Display of "Korpus" Feature and "Wawancara Tokoh Indonesia" Corpus



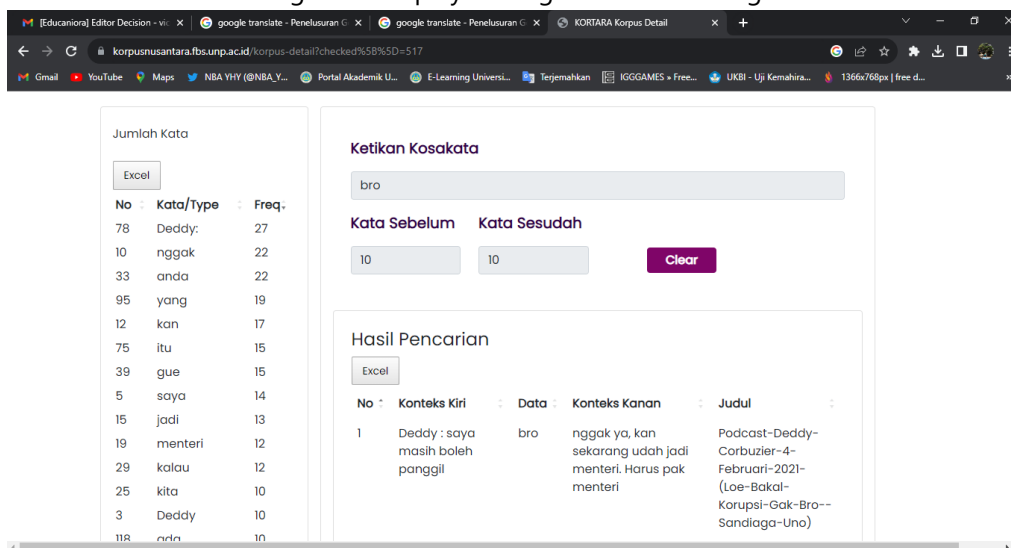
The researcher chose the corpora "Podcast Deddy Corbuzier 4 February 2021 (Loe Bakal Korupsi Gak Bro- Sandiaga Uno)". This choice can be made by ticking the corpora on the left side. Then, selecting "Cari Korpus". The following shows a selection of the research target corpus.

Figure 3. Display of Corpus Selection



After selecting the corpus, the researcher can search for research target data on the number of word occurrences. The data sought is in the form of the use of abbreviations. Researchers can also search for abbreviation data by entering examples of abbreviations in the "Ketikkan Kosakata" search feature. The following shows the number of occurrences of words and search results for research target data.

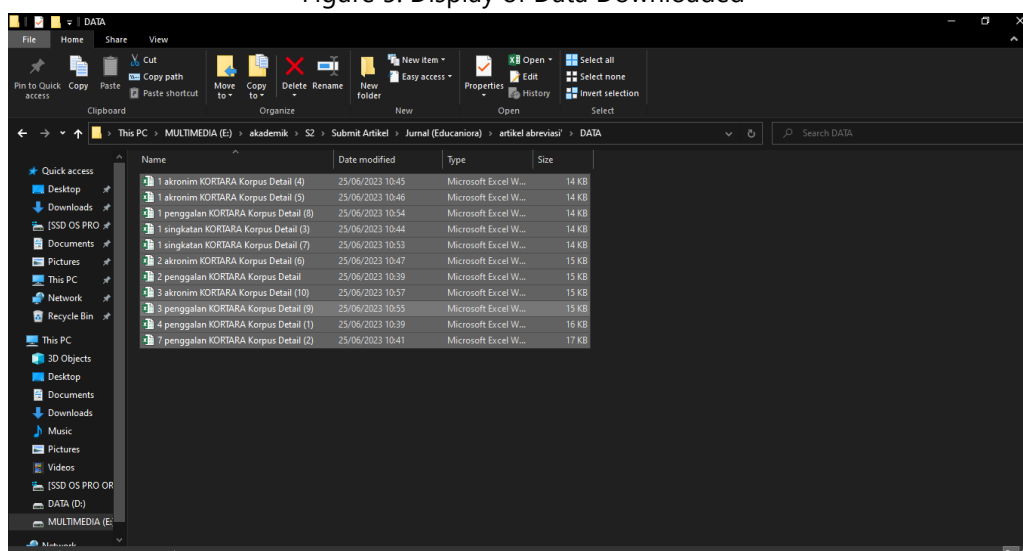
Figure 4. Display of Target Data Searching



Research data in this study will be analyzed using the KORTARA application. Analysis using the KORTARA application can be referred to as computational linguistics, because it utilizes corpus linguistics applications. The work steps of this computational linguistic analysis start from identifying data, classifying data, interpreting data, and drawing conclusions. As stated by JR & Ermanto (2023), computational linguistic analysis techniques can be in the form of identification, classification, interpretation, and conclusion of data.

Identification of data using the KORTARA application (Korpus Nusantara) is presented in an Excel file. Identification of this research data can be done when searching for target data on the number of occurrences of words and data search features. The data that has been identified can be directly downloaded. Like the following display.

Figure 5. Display of Data Downloaded



Data that has been identified can be grouped by type of abbreviation. Data classification can be done by sorting the *jenis abreviasi* column. Then, the data has been classified based on its type. To clarify, the following is a picture of data classification using Microsoft Excel.

Figure 6. Display of Data Classification

No	Konteks Kiri	Data	Konteks Kanan	Jenis Abreviasi	Judul
1	habis ini, tolong didukung ya	menkraf	apa yang kita butuhkan	acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
2	atau olahraga gitu. Kenapa bukan	menpora?	Emosi gue. Deddy: karena	acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
3	yang paling kaya dia aja	korup,	kan nggak mungkin kan. Deddy	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
4	KPK. Undang lagi menteri kena	KPK,	gue tu seduh lo. Maksudnya	Abbreviation	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
5	yang lalu itu anak masih	ABG	lima tahun lagi itu anak	Abbreviation	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
6	Udah gitu menteri kesehatan atau	puskesmas	gitu. Oh Aderai mah kalau	Acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
7	Oh Aderai mah kalau ngomong	puskesmas	itu salah harusnya itu pusat	Acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
8	cap lo bro podcast saya	ama	penonton, undang-undang	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
9	what?, gue tu pengen ngomrol	ama	menteri, keluar kena	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
10	menggunakan KOL? Deddy: tahun kemarin	KOL	lu, anyway thank you for	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
11	menteri buat devisi, devisi buat	KOL	cooming.	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
12	staff ahli. Nah staff ahlinya	KOL	di hina-hina Deddy: sebenarnya	Acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
13	yang salah pendukungnya bro, maksudnya	gini	kenapa	acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
14	apanya gitu. Gue sering ngomong	gini	gitu, tapi ada beberapa KOL	acronym	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
15			yang lu percaya itu mungkin	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
16			yang didukung itu apanya? Yang	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
17			apapun yang gue omongin	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)
18			beberapa	Cutting	Podcast-Deddy-Corbuzier-4-Februari-2021-(Loe-Bakal-Korupsi-Gak-Bro--Sandiaga-Uno)

C. Results and Discussion

Based on the research results, three types of abbreviations were obtained in the podcast of the political official Sandiaga Uno, namely abbreviations, cutting, and acronyms. These various abbreviation data also have a number of different findings. In general, the data obtained amounted to 26 data, including 7 acronym data, 2 abbreviation data, and 17 cutting data. This finding also reveals that the use of the abbreviation type of cutting is the most dominant type of abbreviation used in the speech of the public official figure. To clarify the data findings, the following will present a description of the data belonging to the types of abbreviations.

1. Abbreviation

Abbreviation is a type of abbreviation or shortening that results in a combination of letters. Kridalaksana (2007) defines an abbreviation as a shortening that cannot be pronounced like most words. This abbreviation takes the form of one or several letters spelled out letter by letter. Tarigan (1984) also states that abbreviation is a form of abbreviation that occurs by combining several letters or only one letter which is spelled based on the letter. To clarify, the following will present sentences that use abbreviations of the type of abbreviation.

- yang lalu itu anak masih **ABG** lima tahun lagi itu anak
- KPK. Undang lagi menteri kena **KPK**, gue tu seduh lo. Maksudnya

The data above is a sentence that uses an abbreviation type of abbreviation. This abbreviation can be seen in the use of sentences (a) to (b). Sentence (a) uses the abbreviation **ABG** which is formed from combining the word series *Anak Baru Gede*. The process of forming the **ABG** abbreviation occurs by preserving the initial letters of each word (**A**nak **B**aru **G**ede → **ABG**), then they are combined and become the abbreviation **ABG**. Sentence (b) uses the abbreviation **KPK** which was formed from combining the words *Komisi Pemberantasan Korupsi*. The process of forming the **KPK** abbreviation took place by preserving the initial letters of each word (**K**omisi **P**emberantasan **K**orupsi → **KPK**), then combined and became the **KPK** abbreviation.

2. Acronym

An acronym is a type of abbreviation in which the process of shortening words combines words, syllables, and several letters. According to Waridah (2008) an acronym is a combination of letters, a combination of syllables, or a combination of a part with another part of a word, and can be pronounced like a word in general. Arisanti (2018) defines an acronym as a type of abbreviation that is formed by combining words or parts of a word with other word elements. To clarify the findings of the data, in the following we will present several sentences that use acronym-type abbreviations.

- a. *habis ini, tolong didukung ya **Menekraf** apa yang kita butuhkan*
- b. *atau olahraga gitu. Kenapa bukan **Menpora**? Emosi gue. Deddy: karena selama*
- c. *Udah gitu menteri kesehatan atau **Puskesmas** gitu. Oh Aderai mah kalau*
- d. *staff ahli. Nah staff ahlinya **KOL** yang lu percaya itu mungkin*

The data presented above are sentences that use acronym abbreviations. This can be seen in the use of sentences (a) to (d). Sentence (a) uses the acronym *Menekraf* which is formed from combining syllables with several letters from the word series *Menteri Ekonomi Kreatif*. The process of forming the *Menekraf* acronym occurs by preserving the first syllable of the first word, the second two letters of the second word, and the third three letters of the word (*Menteri Ekonomi Kreatif* → *Menekraf*). Then, combined and became the acronym *Menekraf*. Sentence (b) uses the acronym *Menpora* which is formed from combining syllables with several letters from the word series *Menteri Pemuda dan Olahraga*. The process of forming the *Menpora* acronym occurs by preserving the first syllable of the first word, the first letter of the second word, the omission of the third word conjunction, and the fourth three letters of the word (*Menteri Pemuda dan Olahraga* → *Menpora*). Then, combined and became the acronym *Menpora*. Sentence (c) uses the acronym *Puskesmas* which is formed by combining several letters with letters from the word *Pusat Kesehatan Masyarakat*. The process of establishing the acronym *Puskesmas* occurs by perpetuating the first three letters of the word, the second three letters of the word, and the third three letters of the word (*Pusat Kesehatan Masyarakat* → *Puskesmas*). Then, combined and became the acronym *Puskesmas*. Sentence (d) uses the acronym *KOL* which is formed by combining several letters from the word Key Opinion Leader. The process of forming the *KOL* acronym occurs by preserving the first letters of each word (*Key Opinion Leader* → *KOL*), combining them and producing the *KOL* acronym. The word *KOL* belongs to the acronym because the result of the shortening can be pronounced like a word in general, without spelling out every letter.

3. Cutting

Cutting is a type of abbreviation that experiences parting off of some words and perpetuating some words. Kridalaksana (2007) states that fragment is a type of abbreviation that breaks off part of a word. Zaim (2015) also defines fragment as an abbreviation form that removes some other words. To be more specific, in the following we will present several sentences that use the type of abbreviation of fragments.

- a. *yang salah pendukungnya bro, maksudnya **gini** yang didukung itu apanya? Yang*
- b. *yang paling kaya dia aja **korup**, kan nggak mungkin kan. Deddy*
- c. *saya masih boleh panggil **bro** nggak ya, kan sekarang udah*

- d. korupsi yang paling kaya dia **aja** korup, kan nggak mungkin kan.
- e. cap lo bro podcast saya **ama** penonton. Undang-undang menteri, keluar kena

The data presented above are several sentences that use the type of cutting abbreviation. This can be seen from the use of cutting in sentences (a) to (e) which separates some words and preserves some words. Sentence (a) uses the word *gini*, which is formed by preserving some of the final syllables, and dropping the initial syllable (*begini* → **gini**) to become *gini*. Sentence (b) which uses the word *korup*, is formed by preserving some of the initial syllables, and dropping the final syllable (*korupsi* → **korup**) to become *korup*. Sentence (c), which uses the word *bro*, is formed by preserving the initial syllable and dropping the final syllable (*brother* → **bro**) to become *bro*. Sentence (d), which uses the word *aja*, is formed by preserving the three letters at the end of the word, and dropping the first letter (*saja* → **aja**) to become *aja*. Sentence (e) which uses the word *ama*, is formed by keeping three letters at the end of the word, and dropping one letter (*sama* → **ama**) to become *ama*.

Based on the results of data analysis, it can be stated points of similarities and differences with what was found by previous researchers. Similarity of research findings with Amran et al. (2022), JR (2023), Jupriono et al. (2023), Fitriah et al. (2023), Mufrida & Zultiyanti (2023), dan Pramesti & Putri (2023) both found the use of various types of word shortening in research data. The most prominent difference between the findings of this study and those of previous researchers is the finding of the abbreviation for the most dominant types of fragments. In addition, the findings of this study also reveal that the use of abbreviations in Indonesian also does not rule out the possibility of inserting a foreign language in the process of its formation.

The results of this study reveal that the use of abbreviation by Sandiaga Uno is intended to create an atmosphere of familiarity. This can be seen in the use of cutting by Sandiaga Uno. Cutting "bro" is used by Sandiaga Uno to make the atmosphere of the conversation more comfortable and intimate. This is based on cutting "bro" which has the meaning of brotherhood. The use of this abbreviation also proves that users use the abbreviation to follow the listener's speaking style. This is based on the audience which is generally dominated by young people. This finding is also the same as El-Haddad (2013), Anggun Setiana et al. (2015), and Herman (2022), stated that the use of language in the political sphere utilizes languages that are easily understood by the public, even the language used also leads to millennial language. They also said that politicians use language to create an emotional connection with their audience, which can help to build trust and rapport. Politicians also used to create a sense of intimacy. In this case, one form of intimacy used by political figures is abbreviation, which aims to create familiarity impression.

D. Conclusion

The findings of this study reveal that the use of abbreviations in the video podcast of political figure Sandiaga Uno can be in the form of abbreviations, acronyms, and cutting. This research reveals that the most dominant type of abbreviation used in the podcast is cutting. The results of the data analysis also revealed that there were no types of abbreviations for letter symbols and contractions, this was based on the theme or discussion in the video which was not too focused on economic issues, but politics. The findings of abbreviation data in this study also reveal that the use of abbreviated or abbreviated language will continue to be used by political figures, in order to build better and more familiar communication with their interlocutors.

The researcher suggests future researchers to focus more on researching abbreviations in the realm of non-standard varieties of language, because the use of language in non-standard varieties will give rise to more varied types of abbreviations. In addition, the use of abbreviations in non-standard varieties is also indicated to give birth to new formation patterns in the process of forming Indonesian abbreviations. Therefore, the researcher suggests future researchers to examine the use of abbreviations in non-standard forms on social media.

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