Slang Analysis of the Conversation among Drivers Gosend by Gojek: A Case Study in Whatsapp Group

Nico Harared, M. RinzatIriyansah

Universitas Indraprasta PGRI, Jakarta
(nico.hrd@gmail.com, rinzat@gmail.com)

Abstract. This research discusses about slang language that occurs among drivers gosendinwhatsapp group. The research aims at analyzing slang based on its morphological processes and its function. The form of this research is qualitative descriptive which results descriptive data. The data are collected by using observations method (screenshoot) on the conversation among the driversgosend in WA group. Then the method is followed by full observation method, hence there is no interference from the researcher on the data collected. The focus of the research is on the analysis of slang in WA group by describing its morphological processes and its functions. In this research, first, the writers found some of the types of slang on morphological processes according to (Yule, 2006) used among driversGosendinwhatsapp group,namely blending, borrowing, clipping, initials and derivation by adding with specific affixes (suffix). Meanwhile, there are some functions according to what (Coleman, 2012) had proposed why among driversgosendinwhatsapp group, such as slang to express emotion, to express shared attitudes and values, and slang language was used because it's easier in some way (usually quicker), everyone else uses it and it has become a habit or mannerism.

Keywords:drivers gosend, morphological processess, slang

INTRODUCTION

Various forms of diversity and variety of languages will be generated from conversations and interactions in society or the community of that. This is similar to what was presented by (Halliday, 1984) that variations arise in the form of being in the community said. Variations language viewed from its status as a social users, gender, age, ethnicity, and type of social networking in which the person involved (Holmes, 1995). Usually these variations arise because of the styles, the context register, politeness (Holmes, 1995). Variations occur because of the language situation in a context of informal speech. According to (Wardaugh, 2002), language variation is one way of characterizing in certain variations is to say that speakers of a particular language sometimes speak in different dialect of that language. One of variation that is appearing in a variety of community is slang.

Slang is a language that emerged as a result of environmental influences. The language is formed by a convention or an agreement between the users of the language itself. This is based on the nature of language itself, a language is arbiter. (O'Grady et al, 1993) stated that slang is a label which is used to show the informal usages of anyone in speech community. On the other word, slang is the use of informal words and expressions that do not considered standard in the speaker's language. In line with (Andersson, & Pearson, 1999) added that slang is typical of informal situations. The formality of language is tied to the situation. In formal situations people expect formal

language and in informal situation people use informal language. Slang is far more out of place or shocking at the Queen's dinner table than in the locker room. Judging from the definition of slang by (Andersson, and Trudgill, 1990), we can conclude that slang is kind of informal vocabulary, which is commonly used in conversations by people who know each other well. This language serves to communicate with the intent to keep the conversation from outside the group or community and their identity in order to create closeness each other in the real spoken or in written text conversation.

Written text conversationbasically is a media for a speaker and hearer brings the conversation personally or among groups or communities in the application. One of the popular apps used for chatting or texting in written text is WhatsApp (WA). WhatsApp is a free messenger app for smartphones and uses the internet to send messages, images, audio or video. The service is very similar to text messaging services; however, because WhatsApp uses the internet to send messages, the cost of using WhatsApp is significantly less than texting. It is popular nowadays,since the features like group chatting, voice messages and location sharing enable all of the people use WA in their daily life to communicate or doing business services.One of the features for some sort of services is group chatting used by the pioneer online taxi service in Indonesia namely Gojek.

Gojek is an essentially taxi service that utilizes ojek instead of taxi. Basically what Gojek do is enable ojek from all around the city, recruit them and partner with them to provide one stop shop convenient service for anyone that needs go somewhere from A to B or needs to deliver their item or even do some shopping for them (Makariem, 2011). So Gojek pretty much for traffic strict in Jakarta and they need very fast response courier logistic company that can quickly get wherever they need. Their services covered go-ride, go-food, go-send, go-box, go-clean, go-tix, go-auto, and go-massage. One of services to deliver item in Gojek is gosend.

Gosend is instant delivery courier services. The driver of gosend dominantly man and they use WA group to communicate or to give some information in their free messenger app for smartphones. In some conversation they create and text some slang languages that appearin WA group.One of the texts used slang taken from WA group such as ***opang***. Basically word for slang *opang*comes from two separate words *ojek* and *pangkalan*. It creates of first syllable /o/ from the first word /o+jek/ and from the first syllable /*pang*/ from the second word from /*pang+ka+lan*/. There is a morphological process namely blending. This slang appears in blending process to make an easy inpronouncing one single word "*opang*" instead of two words than "*ojekpangkalan*". In such case of the slang phenomena, the writer chooses this app because slang words are mostly appears in some texts.

Variety of language previously has been conducted in such discussions, but there is still least on the analysis of slang words among driver Gosend in their conversation. Therefore, the writer is interested in analyzing slang among driver Gosend in whatsapp group. The research aims at analyzing slang based on its morphological processes and its function among driver Gosend in whatsapp group.

METHOD

The research approach is a qualitative approach by using the qualitative descriptive analysis. The research basically aims at analyzing slang in WA group. Slang in WA group is described, analysed and classified into its created of the morphological processes and its function in the community using word formation theory composed by (Yule, 2006), such as acronym, back formation, blending, borrowing, coinage, clipping, conversion, compounding, onomatopeia, derivation, affixation and reduplication.The function of slang in this research is analyzed, examined, classified and identified its function conducted by (Coleman, 2012).

In collecting the data, the writers collect primary data that is derived from several conversations in WA group. Once the data is collected, then it is classified into categories seen from its morphological processes processes and its function. The two major discussions of this research about slang in WA group relate its morphological processes and its function. In this research, slang classified into its morphological processes and analyzed by using (Yule, 2006), such as acronym, back formation, blending, borrowing, coinage, clipping, conversion, compounding, onomatopeia, derivation, affixation and reduplication

RESULTS AND DISCUSSION

In this research found several slang words that used among driver gosend in (WA) group; blending, borrowing, clipping, derivation and initials; here is one example of them:

Blending

According to (Yule, 2006) blending is a combination of two separate forms to produce a single new term such as*Japri, Kopdar, Opang, Toped* and *Sherloc* could be classified as blending. Typically, blending takes the beginning of one word and joining it to the first and the end of the other word.

The word *japri* originates from *jaringanpribadi* similar with private chat in English. This term used by driver gosend if they want to chat in personal or private to their customers in order to communicate by using whatsapp. This term is very popular, since whatsapp become the most favorite app for communication of people in Indonesia in this digital era.

*Kopdar*is one of the slang terms that used in whatsapp which is categorized as blending in morpohological processes. The word *kopdar*originates from *kopi darat* similar with meet up in English. The first syllable in first word */kop-/* blend with the first syllable in second word */dar-/*. It is become one single word and create new term in communication. This is mostly appear and become one of the new term used by all online driver especially gosendin whatsapp group. This word to reveal their own term in order to announce all of the member of the group in togetherness. The word a "kopi" or coffe is a signal that has a sense of familiarity of a group while the word "darat" or land corresponds to the context which refers to the word land that is not flooded by water. Therefore, the gosend group uses the word "kopi darat" which has a sign of invitation to

hold a meeting between members of the group with a large enough scale to establish a friendship relationship.

The other word is*Opang. Opang*is one of the slang terms that used to call driver online in in whatsapp which is categorized as blending in morpohological processes. *Opang*literary comes from the combination of two words for *ojekpangkalan* or convensional*ojek* driver in English. The first syllable in first word */o-/* blend with the first syllable in second word */pang-/*. This word *opang*to call ojek in their pool that is sitting idle with no app, and if we know something about ojek*in their*pangkalan*in Jakarta, all they're doing basically waiting for the customer to approach them. This word used to adreesee the reveal their own term in order to call the previous ojek, until now become ojek online or *ojol*. The word "pangkalan" according to the scale of the symbol Charles Morris is a symbol that has been freely agreed upon which means the place to dock. After getting an order the motorcycle taxi driver will return to its original place. In contrast to online motorbikes, the mobility is so high that there is no fixed base.

Toped is one of the slang terms that used in whatsapp which is identified as blending in morpohological processes. *Toped* originates from *toko-pedia* which is one of the e-commerce app used gosend to distribute their products in their services. The first syllable in first word */to-/* blend with the first syllable in second word */ped-/*. It is nice, because for the ojek driver not only they're getting incremental revenue from additional passangers outside the media fasilities, they're also able to tap into this potentialy in larger demand from corporate. So gojekgosend mediate that process.

*Sherloc*is one of the terms that used in whatsapp which is also categorized as blending in morpohological processes. The word *sherloc*is originaly from *share location*. The pattern, obviously similar with the previous words about blending. The syllable in first word */share-/* blend with the first syllable in second word */loc-/*. This term is mostly used among driver gosend in case to figure out the location for customer and themselves by using google map app that connected with gosend app. This word shows their own term in order to make it in the quickest way. Actually all of those bleding words to make a new term and to make it short in pronunce.

Borrowing

(Yule, 2006) stated that borrowing is the taking over words from other languages.Especially from English as International language such as *Bid, Blast, Cancel, Driver, Pick up* and *Scan*could be categorized into borrowing. Those wordsare derived from English language and as the same as their meaning in English.

In the coversation among driver gosend in whatsapp group not only also takensome words from foreinglanguages, but also from local language in Indonesia. One of the example is *Gawe*which is come from sundanese language. *Gawe* means work and their occupation.

*BalikKanan*as known as the term in order to give the instruction to the soldiers to go back, back off or even does U turns in military. This word is borrowed and used by driver gosend to express their behavior in case when they have to go home or

accomplish their job as courier service.And as the unique one is*Arteri*. This term is borrowed from medical terminology as the loophole of blood to go to heart. Among driver gosend, this term means the way to the intersection or U-turn in highway in the city.

The last one as the newest one term among driver gosend in whatsapp group is*Gacor*. *Gacor* is taken from the term of birdlover in Indonesia. This term used as the reaction if the bird twitting and chirping noises all the time. Meanwhile in among driver gosend, *gacor*used as the reaction if their gosend app full of order all day. The word "gacor" includes associative meanings that refer to birds that often sound. The word gacor for gosend riders indicates that the sound of the driver's cellphone often sounds. This is one of the happiness reaction from driver gosend by typing a word*gacor*.

Clipping

Clipping is a process that created a new word by makes it shorter than the word before deleting one or more syllable (Yule, 2006). Typically, this word formation process uses only one syllable. In word *Cust*explain the new word, even it is not verified as new word among driver gosend in whatsapp group conversation. *Cust* is the short way to text in WA group basically as known as customer. In case of rapid response in the quickest way in texting message. It is used by driver as their language to make a word becomes short, so it is easy to text as *cust*.

Derivation

(Yule, 2006) stated that a process when a word is created where it's meaning and/or its category is different from its base by adding an affix is called derivation(affixation). Affixation is the process of adding an affix. Normally, there are three types of affixes, such as prefixes, suffixes and infixes. According to the data, there are seller and ojeker. From the words, there is suffix /-er/. The word seller and ojeker, is an original word sell as verb in part of speech and ojek as noun in part of speech and then added suffix /-er/ and the base word which is verb (sell) change the meaning into agent or doer. Meanwhile, the base word which is noun (ojek) change nothing by added suffix /-er/. Therefore, based on morphology theory the wordsseller and ojeker are a derivation. Even for ojeker is not change its part of speech after being added by suffix /-er/.

Initials

Initials are a new word formed from the initial letters or beginning segment of a set of words in order to ease language become short and to hide something. *TT (Tukartambah)* or in English called trade-ins which is originated from the habit of people in Indonesia in case to change their product with the new one by giving additional money. It is used to say if the driver wants to change their product and add some money. **WD** *(withdraw)* is the intial from withdraw the money from ATM. It is used to say if the driver wants to withdraw their income depositely in bank account. Those initial terms used to make it short in the conversational among driver gosend in whatsapp group.

Function of Slang Language

Based on the observation during this research, the general reasons of driver gosend use slang language as follows;

Slang for Easier in Some Way (Usually Quicker)

Slang among driver gosend in whatsapp group a usefully brief way of expressing something that could only be expressed by a longer phrase in Standard Indonesian language such as slang *TitiDJ, TT* and *WD*. Slang *Titi DJ* originaly comes from the name of female singer from Indonesia TitiDwiJayanti which popular as Titi DJ and corresponds with *hati-hati di jalan* which is equal with take care or be carefull in english. The last syllable doubled in the word *hati-hati* /-ti/ and /di/ /je/ are pronounced titidije. Thus, it is a quick way of expressing something that could only be expressed by a longer phrase in Standard Indonesian language. Then also for TT and WD or in English similarly mean Trade-ins also pronounced based on its phoneme /te/ and /te/ or *tete* in Bahasa. WD on its /we/ and /de/ in Indonesia language is the intial from withdraw the money from ATM. The Driver gosend use initals or abbreviations that they either couldn't or wouldn't represent in speech.

Slang to Express Shared Attitudes and Values (thus create temporary group membership)

Anyep and *zonk* is one of the slang languages to express shared attitude and values as a group membership. They are synonym. *Anyep* and *zonk* arethe condition when there is no sound coming up from gosend app for driver gosend. However generally, *anyep* is to express the condition of driver when there is no order from gosend app. The word "anyep" is an uptake from the Javanese language which means "cold". Gosend groups interpret the word as a bargaining activity and not profitable for the driver. Therefore, the word Anyep is a reflection of the disappointment of the driver who has not received an order to work. The more orders, the higher the income that can be obtained by Gosend.

Ahay is one of the slang languages to express shared attitude and values as a group membership. This utterance was uttered by comentator in footbal game from Indonesia which is very popular just in time. *Ahay* is the condition when something exciting and outstanding happen among driver gosend in whatsapp group. However, *anyep* is one of the expressions that show of the happiness.

Mayday and Sos are one of the slang languages to express shared attitude and values as a group membership. *Mayday and Sos* are the condition when there is a warning or alert coming from other driver about one crusial information or issue on the street. It could be the information about raid by the police, accident and announcement from the street.

Gaspol and *Copot Rem* areone of the slang languages to express shared attitude and values as a group membership among driver gosend. *Gaspol* have a close meaning with *gas full*, when the driver run their motorcyle in the fastest way. This method shows that the driver does not want to lose customers. The faster driving, the more items can be delivered. If a lot of goods delivered by the driver will get abundant money. *Copot rem* is term in Bahasa which is close enough with lose brake in english so that motorcycle

can run fast with no brake. However, in general*gaspol*and *copot rem* to express in fast response when driver want to speed their motorcyle as fast as they can. The word "copot rem" is a manifestation of structural metaphors in semantics. This is specifically designed with other concepts to facilitate understanding.

CONCLUSION

Based on the data analysis, the writers found some of the types of slang by morphological purposes used among driver gosend by gojek in whatsapp group. Slang in whatsapp group is mostly using clipping, blending, borrowing, initials and derivation by adding with specific affixes (suffix). Blending is the most frequently appears. Then, there are two functions of slang according to what Coleman (2012) had proposed: Slang For Easier in Some Way (Usually Quicker) and slang to express shared attitude and values as a group membership.

ACKNOWLEDGEMENT

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