

**AN ANALYSIS OF PEJORATIVE TERMS USED BY PBI
STUDENTS ON INSTAGRAM**

THESIS

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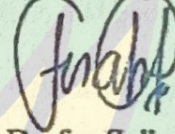
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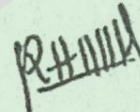
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adalah benar-benar karya saya, kecuali semua kutipan dan referensi yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan di dalamnya, maka akan sepenuhnya menjadi tanggung jawab saya. Demikianlah surat pernyataan ini saya buat dengan sesungguhnya.

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ABSTRACT

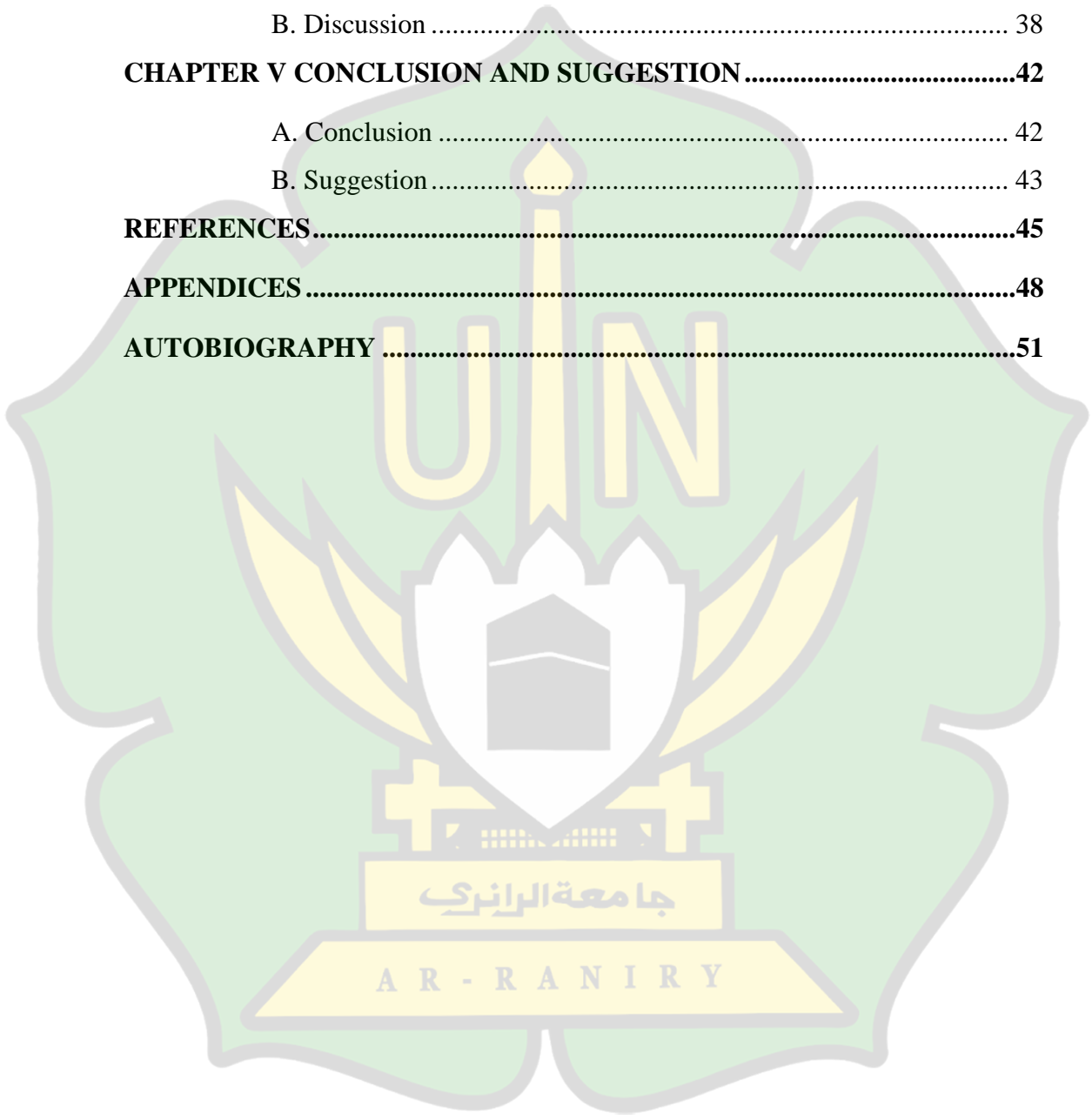
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This study examines the use of pejorative terms by PBI students on the social media platform Instagram. The objective of this study is to identify the pejorative terms utilized and the changes in meaning that occur within the context of social media. This research employs a descriptive qualitative method to examine the use of pejorative terms by PBI students on Instagram. The data was collected from 10 Instagram accounts of PBI students through observation and the documentation of pejorative terms in captions and comments in the form of screenshots. The analysis was conducted through the observation of the use of pejorative terms in the context of captions and comments on Instagram accounts. The findings of the study indicate that PBI students utilize ten pejorative terms, including "red flag," "ghosting," "cringe," "toxic," "karen," "dry text," "trust issue," "salty," "pick me," and "roasting." The analysis demonstrates that the original meanings of these terms have undergone a change, becoming more negative or pejorative in the context of social media. The findings of this research show that the use of pejorative terms on social media is a phenomenon that warrants further investigation and attention. It is crucial for social media users, particularly PBI students, to comprehend the negative implications of these terms and utilize language that is more polite and ethical in online communication.

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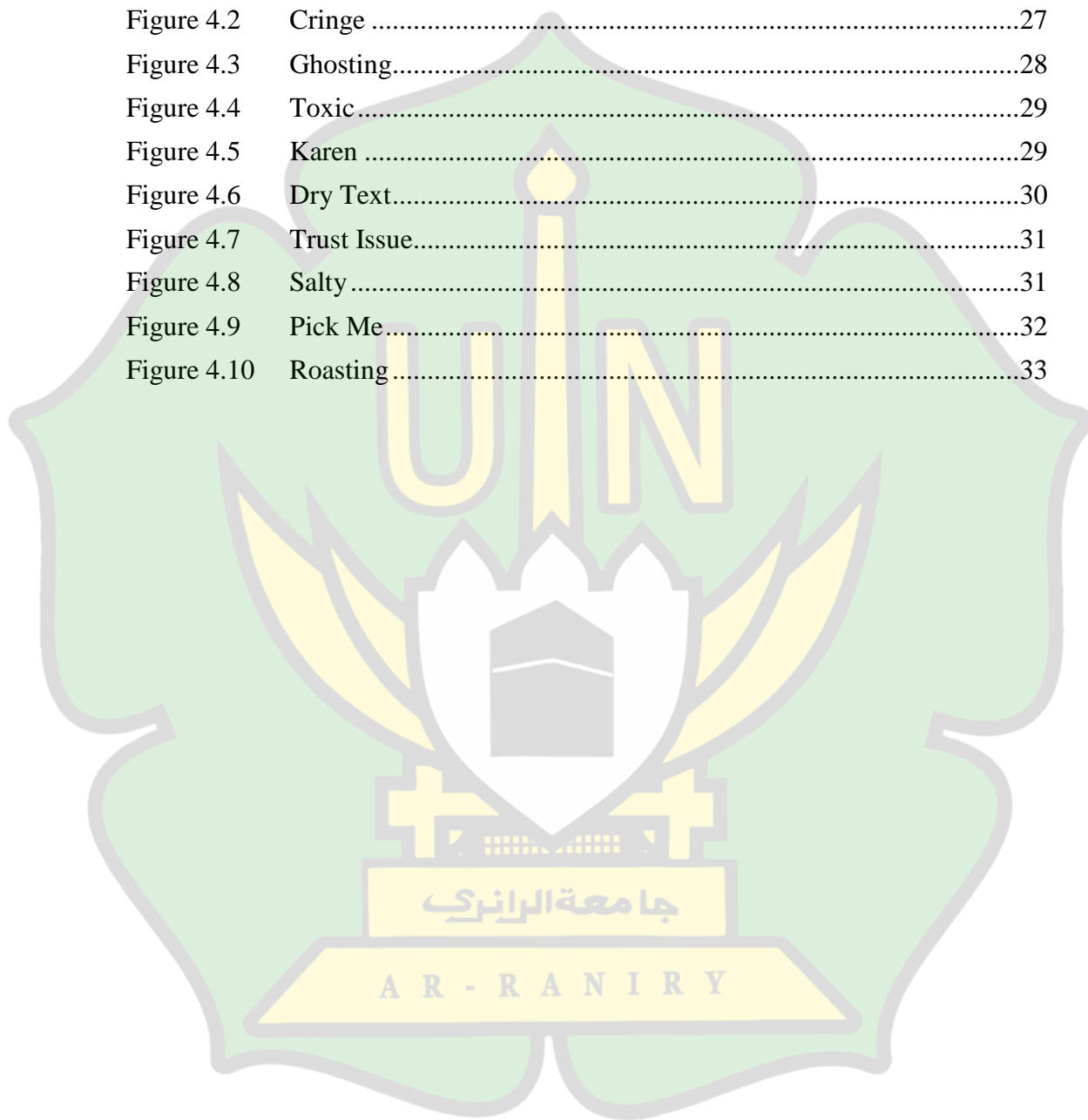
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CHAPTER I

INTRODUCTION

A. Background of Study

Language is the primary means of expressing ideas, emotions, and identity. Language is constantly evolving, adapting to societal changes, and reflecting cultural and technological shifts. Language plays a great part in our lives. Because of its familiarity, we rarely observe it, taking it for granted, as we do when breathing or walking. In fact, a language is a tool for conveying a message through oral or meaningful writing.

Chaer (2009) argues that language is capable of disclosing a desire, idea, will, or emotion from humans to other humans. The meaning of language can change over time. In Indonesia itself, a changed meaning occurs because of a shift, development, or deviation from the initial meaning (Rahma, 2018). Language change is not a sign of degradation but rather an inherent and essential feature of dynamic and living communication systems (Pinker, 2007). This view aligns with the broader understanding among linguists that language is constantly changing and undergoing regular shifts over time.

The sociolinguistic approach provides the right framework to see semantic changes in the context of society. Social factors, such as social groups, cultural trends, and norms of communication, can influence how a word or phrase gains new meaning. Instagram is a creative social expression platform that provides a special opportunity to investigate semantic changes in a context influenced by the

social and cultural environment. Language is a means of forming social identity. Understanding how society responds and shapes new meanings in language is closely linked to social identity and norms of communication.

Language change is a natural phenomenon that happens all the time. The dynamics in the use of words, phrases, and language conventions reflect the adaptation of societies to changing cultures, technologies, and social norms. In observing the evolution of language, especially in the digital world, we can understand how society responds and creates new meanings through language. Language change is a reflection of change in society. According to linguist Labov (2001), languages are not dead things, they are constantly changing forms of life. Language usage is constantly adapting to evolving cultural and technological dynamics.

Semantic change is a dynamic process driven by cultural, social, and technological transformations, illustrating the flexible nature of language in adapting to new realities (Semino, 2019). In the age of social media like Instagram, a place where individuals detail their life experiences, interact, and build identities, semantic change creates a deeper understanding of how language is used to create and maintain social relationships. Crystal (2000) stated that a change in semantics is the norm, not the exception. Every generation is a witness to the acquisition of new meanings by words. Every generation witnesses words acquiring a new meaning. It highlights the natural and constant nature of semantic changes in language.

In the digital age and with the development of social media, changes in language usage are becoming increasingly dynamic and attracting the attention of researchers. Instagram, as one of the most popular social media platforms, not only provides space for sharing pictures and stories but also serves as a stage for language evolution that can reflect social and cultural change. The use of Instagram continues to grow significantly, becoming a major channel for self-expression, social interaction, and online identity formation. With the increasingly complex and creative use of language, attention to semantic change in the Instagram context becomes increasingly important to understand. Understanding semantic change allows us to see how language reflects societal shifts and the evolving meanings that emerge within different contexts (Brinton, 2005).

Semantic change, especially the type of pejoration, has become an interesting phenomenon in the social media environment. In digital spaces, the pejoration of terms reflects broader social attitudes and can rapidly influence the way language is perceived and used in online communities (van Dijk, 2021). The use of words or phrases with negative connotations can grow rapidly and have a significant impact on online social interaction. Therefore, in-depth research is needed to uncover the semantic changes that occur on Instagram.

While Instagram has become a reservoir of creativity and expression, it also poses a challenge to understanding the evolution of language. As trends on social media evolve quickly, the meanings of words can change significantly, necessitating a deep understanding of the social and cultural contexts that inform these semantic shifts (Smith, 2022).

Semantic changes involve five main types: narrowing, broadening, amelioration, metaphora, and pejoration. The dynamic nature of language is illustrated by the five primary types of semantic changes, which significantly impact communication practices and the nuances of meaning (Zubair, 2021). Each of these types involves distinct alterations in the meaning of words or expressions over time, contributing to the dynamic evolution of language. An awareness of these semantic transformations is necessary for an understanding of how language evolves, influencing the subtleties and usage patterns that characterize effective communication.

In this research, the focus was on the semantic change known as pejoration referring to the process by which the meaning of a word or expression becomes more negative or acquires a disparaging connotation over time. The researcher realizes that the phenomenon of pejoration in semantic changes often occurs on social media. In this context, people are often unaware or insensitive to the forms of pejoration that appear in the use of words. Therefore, the researcher determined to continue observing this phenomenon on social media to expand awareness and understanding of shifts in the meaning of words to communicate more wisely and avoid misuse or inappropriate use.

B. Research Questions

In accordance with the research background, the writers formulate research questions as follows:

1. What are the pejorative terms used by PBI students on Instagram?

2. What is the literal meaning of the pejorative terms that are used by PBI students on Instagram?

C. Research Aim

1. This study aims to examine the semantic changes of pejorative terms used by PBI students on Instagram.
2. To identify the literal meanings of pejorative terms used by PBI students on Instagram.

D. Significance of Study

This study contributes to the field of sociolinguistics by examining semantic changes on a popular social media platform, Instagram. By analyzing semantic changes on Instagram, this research aims to deepen our understanding of how language is used and adapted in social media contexts offer insights into the influence of technology on language use and also provide insight into language innovation and trends in digital communication, contributing to the broader understanding of language evolution in the digital age.

The practical significance of this study lies in its potential to inform various stakeholders, including individuals, educators, marketers, and social media platform developers, about the evolving sociolinguistic practices on Instagram. Understanding semantic changes within Instagram can help individuals better navigate and engage with the platform. Additionally, educators can incorporate insights from this study into their language curricula to ensure they are up to date and relevant to the digital era.

E. Research Terminology

There are some of the terms in this research that must be defined to avoid misunderstandings. The terms are:

1) Semantic changes

Semantics is the study of meaning that is communicated through language. Semantics, as the study of meaning, reveals how words and phrases evolve in their usage, often resulting in meanings that can differ significantly from their original intent due to various sociocultural influences (Levinson, 2017). Semantic change is a form of language change regarding the evolution of word usage usually to the point that the modern meaning is radically different from the original usage. The term 'semantic change' refers to how the meaning of words changes over time. Semantic change is a natural phenomenon in language evolution and can be influenced by various factors, such as cultural, social, and historical changes. The dynamics of semantic change reflect broader historical and social transformations, showing how the meaning of language adapts to ever-changing environments (Farah, 2021).

2) Pejorative

In the context of sociolinguistic and semantic change, pejoration refers to the process by which a word develops more negative connotations over time, often reflecting societal biases and changing attitudes toward the subjects being referred to (Austin, 2020). This process can occur as a result of a number of social, cultural, and historical factors influencing how a word is used and interpreted by society. Pejorative phrases in a sociolinguistic context frequently

indicate negative emotions or prejudices about a specific group, which might be based on race, ethnicity, gender, social status, or other traits.

3) Social media (Instagram)

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media platforms like Instagram exemplify the new forms of social interaction, allowing users to create and share content while facilitating connections in a global digital community (Castells, 2020). The power of social media is the ability to connect and share information with anyone on earth, or with many people simultaneously. The interactive capabilities of social media, including features like hashtags and mentions, empower users to connect with others and participate in broader conversations across diverse communities (Jenkins, 2019). Ultimately, Instagram and other social media platforms play a significant role in fostering connections, communication, and the sharing of experiences in the digital realm.

4) Sociolinguistic

According to Holmes (2013), sociolinguistics is the study on language and society. It influences people in choosing appropriate language to communicate with other people in current context. Sociolinguistics is the study of the relationship between language and society. It investigates how various social factors, such as culture, class, ethnicity, gender, and regional differences, influence and are influenced by language use. Sociolinguists examine the way

people speak in different social contexts, how language varies across different communities, and the social implications.



CHAPTER II

LITERATURE REVIEW

A. Language Changes

Language is always changing across space, social groups, and time. Language is in a constant state of flux, influenced by social variables and cultural contexts, which must adapt to the communicative needs of its speakers (Labov, 2019). Language change refers to the process by which a language evolves over time and the evolution of language showcases its adaptability; as societies change, so too does the language, altering its pronunciation, vocabulary, and grammar (McIntosh, 2021). Experts agree that language change is a dynamic and ongoing process that reflects the ongoing adaptation of languages to the changing needs of language speakers. The rate at which changes occur depends on the different values of people who use certain languages, and language change can be influenced by various factors, such as cultural, social, and historical contexts.

Language change is variation over time in a language's features. Language change is not only inevitable but also essential for the survival of languages; it occurs across all their features and is studied through various linguistic disciplines (Crystal, 2021). It is studied in several sub-fields of linguistics: historical linguistics, sociolinguistics, and evolutionary linguistics. The term 'language change' refers to the evolution of language. Language is in a state of continuous change, much like any living entity, evolving to meet the communicative needs of its speakers over time (Hopper, 2019).

Change is not only internal but also external, driven by social factors and language users who are active participants in negotiation of linguistic patterning, especially meaning, languages do not change: people change language (Croft, 2000). On this view, innovation by the individual is not change. Changes are the historical events in a linguistic tradition by which practices of speaking vary over time (Andersen, 2001).

B. Semantics Changes

Semantic change refers to the evolution or shift in the meaning of words or expressions over time. This process can occur for various reasons, such as cultural change, the influence of mass media, or changes in social attitudes (Semino, 2021).

Semantics is the branch of sociolinguistics that studies meaning and the signified. In other words, semantics is a field of study in sociolinguistics that studies the meaning contained in the units of language. Furthermore, semantics not only studies the meaning but also the relationship of one word to another that influences people and the public. Chaer (2002) stated that semantics is the science of meaning or about meaning. Specifically, one of the three levels of language analysis (phonological, grammatical, and semantic). Semantic change deals with change in meaning, understood to be a change in the concepts associated with a word. According to Blank (2001), semantic change is a new meaning added to the already existing meaning of a word, and then this new meaning is lexicalized (innovative semantic change), or one of the already lexicalized meanings is no longer used and becomes extinct (reductive semantic change).

Examples of semantic changes include shifts in word meanings or the creation of new words. For instance, the word 'cool' originally meant cold, but now it is also used to describe something stylish or appealing. 'Cool' is a prime example of semantic change, illustrating how language becomes a mirror of cultural shifts and societal trends (McWhorter, 2019). In sociolinguistics, the study of semantic changes helps us understand how language adapts to societal changes.

C. Types Of Semantic Change

According to the theory of Luján (2010), there are five types of semantic changes: narrowing, broadening, amelioration, metaphor, and pejoration, each of which reflects a distinct mechanism by which meanings adapt to social and cultural contexts over time.

1. Narrowing

Narrowing is the process by which a word's meaning increasingly becomes more specific. This indicates that the previous meaning served as the foundation for the new meaning. This process, which can take years to complete, is usually triggered by ellipses. Other names for narrowing are semantic specialization and semantic restriction.

Example : “Meat”

Similarly, 'meat', has also undergone semantic narrowing over the years. The word originally just meant 'food'. This meaning grew more specific until the word 'meat' was only used when relating to one type of food (animal meat).

2. Broadening

A word's meaning broadens with time as it becomes more generally known. The term might now be used in more situations than it could have been before, in other words. Semantic generalization is a term that has been used to describe this process. Since the process is the opposite of semantic narrowing, semantic broadening is the reverse of semantic narrowing. However, this process often occurs over a long period of time, similar to semantic narrowing.

Example : “Business”

The word, 'business' originally was only used to refer to being busy. However, over the years, the meaning of this word broadened to refer to any type of work or job.

3. Amelioration.

When a word is developed over time to have a positive meaning, the process is called amelioration. Other names for it would be semantic improvement and semantic elevation. This process typically occurs for a variety of non-linguistic reasons, such as changes in culture and worldview.

Example: “Nice”

One of the most well-known examples of amelioration is the word "nice." The word's initial meaning in the 1300s was "foolish" or "silly." By the 1800s, however, amelioration had transformed this, and the term now

denoted someone who was considerate and kind. This demonstrates that improvement is a process that can take centuries to achieve.

4. Metaphora

Metaphor, commonly known as figurative language, is a type of semantic change that involves the use of a word or phrase in a figurative or non-literal way. In semantic terms, it is a transfer of meaning in which a word is used to represent something else that is not directly related to its original meaning.

Example: “Fire”

Fire (originally referred to a phenomenon caused by combustion). In phrases such as "fire up," "fire someone up," or "set the world on fire," the word fire is used metaphorically to mean ignite, excite, or generate enthusiasm.

5. Pejoration

The process by which a word loses its original positive meaning and takes on a negative one is known as pejoration. It is sometimes called semantic degradation. Typically, extra-linguistic factors are to blame for this type of semantic shift. For example, a term may become forbidden or associated with a taboo within a culture.

Example : “Silly”

One popular example of derogatory language is the term "silly." The phrase was used to describe someone who was content or spiritually blessed in old and middle English. However, this changed over the

centuries, and by the 1500s the word had come to mean acting stupidly, just as it does today.

D. Pejoration

Pejoration, an important phenomenon within the broader field of semantic change, refers to the gradual degradation of a word's meaning over time, resulting in a more negative or derogatory connotation. While often a subtle process, its impact is profound, reflecting the dynamic interplay between language and social constructs. According to Lakoff (1987), words become vessels for expressing and perpetuating societal values, prejudices, and power dynamics, making the study of pejoratives crucial to understanding the evolution of language and its reflection of evolving cultural attitudes.

The popularity of pejorative terms in the digital age, particularly in social media, is a testament to the accelerated pace of linguistic change in the online environment. The rapid dissemination of information, the emergence of online communities, and the constant influx of new slang and jargon create an environment in which word meanings can shift rapidly, sometimes with unforeseen consequences.

Lakoff (1987) argues that pejoration frequently arises from the metaphorical transfer of negative connotations. The negative connotations associated with a word can be traced back to its underlying metaphorical structure, which illustrates how a person's understanding of the world influences their language use. This phenomenon is particularly evident in online environments, where metaphors and

metonymy are frequently employed to convey meaning and humor, and may contribute to the pejorative evolution of words.

Nevertheless, the pejoration phenomenon on social media must be considered in a more complex manner than as a mere consequence of meaning shifts. The impact of social media on language has been the focus of inquiry by sociolinguists Danesi (2004) and Cameron (2000). These experts have put forth the argument that online communities play a role in the shaping and influencing of word meanings. The swift uptake and adaptation of language in social media, coupled with the advent of online slang and subcultures, can precipitate a notable acceleration in pejorative processes.

Furthermore, the dynamic nature of online communities can accelerate the process of pejorative use. Words that are initially used affectionately within specific online groups can quickly become derogatory terms when adopted and misused by other communities, often with the intent to mock or belittle the original group. This underscores how social media amplifies the power of online communities to shape language and influence how words are used and perceived, often with unintended consequences.

In conclusion, pejoration in social media is a dynamic process reflecting the rapid evolution of online language and the influence of online communities in shaping word meanings. While social media serves as a platform for linguistic innovation and the creation of unique online communities, it also provides a fertile ground for pejoration terms, highlighting the complex interplay between language,

social dynamics, and the power of online culture to shape the way we communicate and understand the world around us.

E. Social Media (Instagram)

One of the external sociolinguistic causes for language change, according to Katamba (2005), is technology and digitalization. The speed with which technology has advanced in recent decades has had an impact on every aspect of society, including language. The use of social media as a kind of technology has dramatically increased. Social media is present everywhere in the form of several websites and smartphone applications.

The majority of social media users around the world communicate in English, which has led to the creation of new words and phrases. Because social media connects so many people globally, these new terms have a great chance to spread beyond their original communities. As a result, the rise of social media has not only expanded the vocabulary of English but has also facilitated the incorporation of new terminology into a variety of languages, showcasing the interconnections of our linguistic landscapes (Crystal, 2020).

Change has always been essential part of any language that is living. The change under discussion is not only limited to the structure of the language but also to each and every aspect of the language; there has been much addition in English registers since the advent of the English language. Many Words are created or used in different sense. Multiple meanings of a word are used in context differently everywhere. Algeo (1993) in this book "Among the New Words" has

tried to state the origin and initial use of many expressions and the change brought in them in social climate.

On social media, in particular, Instagram now has many user applications, found many meanings of deviant language from the real meaning. It could be seen in the caption or written comments by a user application. This is an example of the pejorative phenomenon that is often found in the caption or comments column of posts on Instagram:

1. The use of the word "slay" in the comment on Instagram: "I just found out he's slay."

Slay is an English slang term that can mean cool or fantastic, or it can mean astounding, very impressive, or entertaining. This word means for something and does it with good. Now, what is happening on social media is that people are misinterpreting this word as a disgrace to negative traits. This use of the word "slay" plunge to negative meaning interpreted as things that should not be on that person or as shameful thing. It has a very different meaning from the original meaning; many people do not know what the true meaning is, so they make the meaning from what they see and want to conclude.

2. The use of the word "salty" in the Instagram post caption: "I don't know why she's acting salty."

Salty is a word that expresses the feeling of tasting foods containing or preserved with salt. However, on social media, this salty meaning is changed to a very different meaning. It is often used as slang to

describe someone who is perceived as being irritable, angry, or resentful, especially in response to a perceived slight or criticism. In other words, words that once had only one meaning now have multiple meanings.

Social media users often unrealized these semantic changes because they simply follow trends and slang used by others when uttering or writing these words. Users may not realize that the intended meaning of a certain word may be so different from the real meaning that people will assume that the word that has been pejorative is the original meaning. This can lead to misunderstandings between Instagram users.

F. Relevant Studies

Semantic change in social media has been investigated in previous research. Differences between studies are based on their respective focus: some studies examine only one type of change, while others include different types or differences in the places studied. Therefore, these studies offer readers additional perspectives. Especially in the discourse on language, which is always evolving, the need for up-to-date language research is essential. The following are some previous studies that have been conducted on the topic of semantic change.

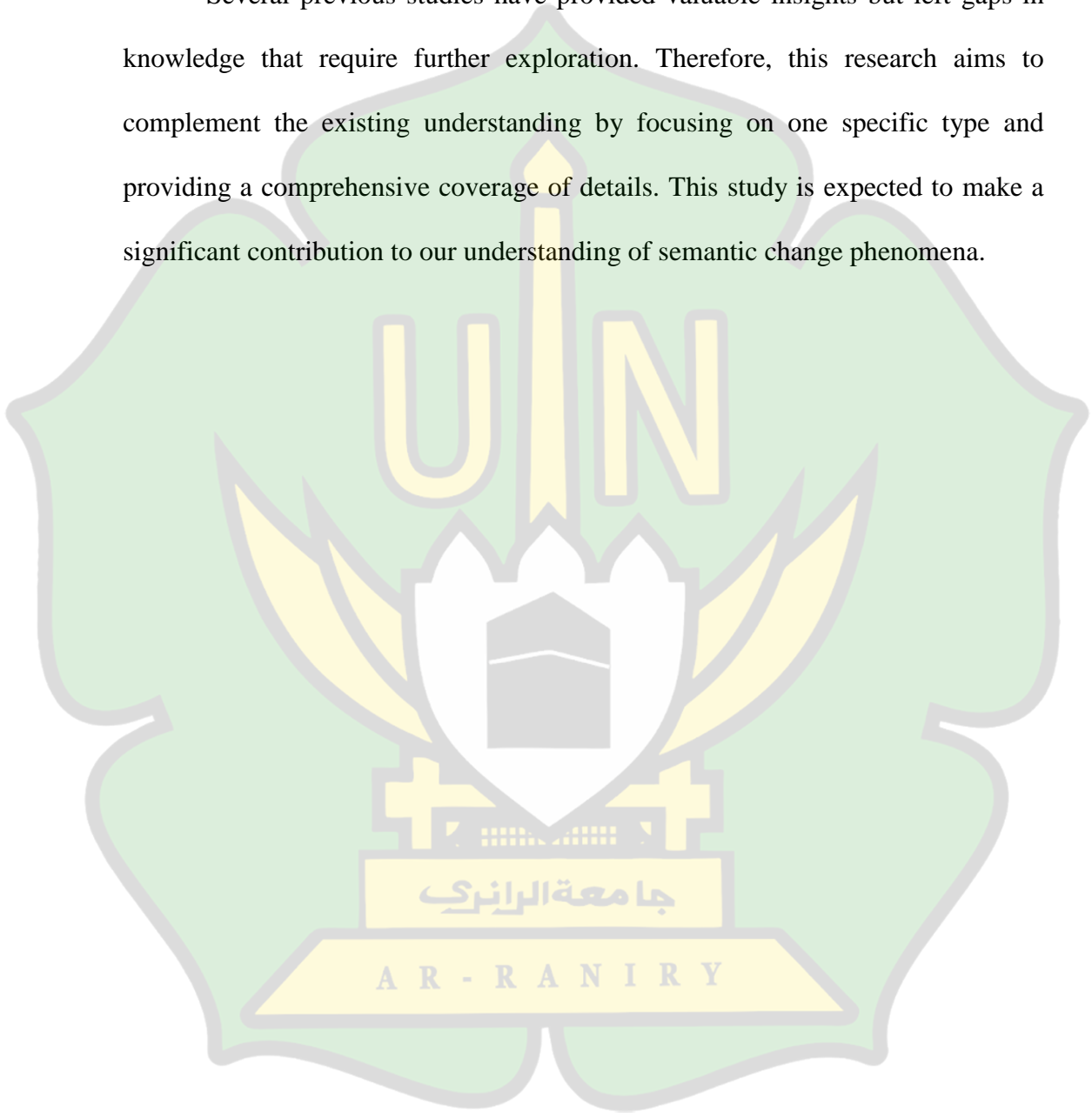
Rahman (2022) conducted a research study with the title "Semantic Shift of English Internet Slangs Used in Social Media: Morphosemantic Analysis." The aim of the study is to analyze the semantic evolution of English Internet slangs used in social media through a morphosemantic investigation. The study examines the most common morphological processes in the formation of English Internet slang and the most common type of semantic shift used by social media users.

The research methodology uses descriptive qualitative textual analysis, with data sourced from Facebook, Twitter, and teenage English slang. The results of the study suggest that most semantic changes involve narrowing, with derivation being the most frequent morphological process. Next come compounding, coining, and clipping. The recommendation for future research is to explore specific aspects in more depth, with a focused overview of the research topic and a summary of the results with necessary detail.

The research conducted by Arifin (2021), "Semantic Change Analysis of Unrecorded Words and Meanings Used by the English-Speaking Community on Twitter," explores the evolving nature of language on social media. This research identifies and defines novel words and meanings within Twitter's English-speaking users that are not present in the Oxford Advanced Learner's Dictionary, 10th Edition. The study examines 33 words through a qualitative-descriptive analysis of their Twitter usage and comparison to traditional meanings. Bloomfield's typology indicates a predominance of metaphor types (31.4%) and introduces new types such as homophone and borrowing (14.3%). Its objective is to enhance the comprehension of the evolving language by second-language learners. For the future, it is recommended that research focus on specific aspects, summarize the findings, and suggest further areas of exploration in the field of semantic change in language change. Several previous studies did not focus on specific aspects or only concentrated on one type of semantic change. For example, some of the studies the researchers mentioned earlier. Such studies undertook a random sampling approach, analysing any words they encountered

during their research without concentrating on only one type of semantic change. As a result, this research may have missed some types.

Several previous studies have provided valuable insights but left gaps in knowledge that require further exploration. Therefore, this research aims to complement the existing understanding by focusing on one specific type and providing a comprehensive coverage of details. This study is expected to make a significant contribution to our understanding of semantic change phenomena.



CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

The research approach used in this study was a descriptive qualitative method. According to Creswell (2014), qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem.

The descriptive-qualitative method is highly effective for studying the phenomenon of pejorative term usage by PBI students on Instagram, as it allows for an in-depth analysis of the context and meaning of these terms. In data collection, researchers can use documentation techniques by taking screenshots of captions or comments in Instagram content that contain pejorative words. Then this data was analyzed to identify the usage and semantic shifts of these words. This approach helps to understand the social and cultural dynamics behind the use of pejorative language on social media, as well as how the perceptions and meanings of these words evolve in digital interactions.

B. Data Source

Data for this research was collected from captions and comments from PBI students Instagram. In this research, the data were collected from ten (10) PBI students who use Instagram. The researcher selected samples based on simple observations obtained from PBI students and observed the use of pejorative words in their posts and comments on Instagram accounts. Also, the researcher collected data, observed, searched for the true meaning, and documented

comments on social media in the form of screenshots, and then drew the conclusions. The following is the name of the participants:

Tabel 3.1 List of Participants

No	Initial	Batch	Gender
1	<i>DR</i>	2020	Female
2	<i>AF</i>	2020	Male
3	<i>IA</i>	2020	Female
4	<i>AZ</i>	2020	Female
5	<i>HZ</i>	2020	Male
6	<i>FM</i>	2020	Female
7	<i>CR</i>	2020	Female
8	<i>RK</i>	2020	Female
9	<i>HA</i>	2020	Male
10	<i>IH</i>	2020	Female

C. Data Collection Techniques

The study was conducted by observing the words in the caption and comment columns of Instagram to collect the required data. The data from the research were collected through the following instruments:

1. Observation

The observation method is a research technique used to gather information and gain insights by directly observing people, objects, or events in their natural setting. It involves carefully watching and noting down the behavior, actions, and interactions of individuals without any

interference or manipulation. According to Narbuko (2010), observation is the tool to collect data which is done by observing and noting down systematically the phenomenon that is inquired. It meant that observation was used to collect the data in a systematic way to understand and interpret actions, interactions, or the meaning of an event.

One type of observation method is documentation, which involves recording and analyzing existing documents or records related to the subject of study. According to Ary (2010) documentation, it refers to a wide range of written, physical, and visual materials, including what other authors may term artifacts.

In this research documentation is used by way of screenshots the pejorative term that use in the caption and comment columns of PBI students Instagram accounts and then concludes what the pejorative term real meaning that their used.

2. Documentation

Documentation is one of the supporting aspects of qualitative research using the observational method. The researcher collects documentation, such as captions on the user's Instagram posts and user comments that contain pejorative terms. The researcher uses screenshots as documentation to strengthen the explanation of the description of the use of pejorative terms on the user Instagram and to record the context and details of the caption, such as the language style, theme, or sentiment conveyed by the user.

The selection of Instagram accounts for analysis was guided by an observational approach within the student environment of the PBI program. This involved immersing the researcher in the digital space frequented by PBI students, specifically their Instagram activity. The goal was to identify accounts that reflected the specific characteristics and themes relevant to the research question.

This process involved observing the content shared by students, the types of interactions they engaged in, and the overall tone and language used. The selection criteria were based on the research objectives, aiming to capture a diverse range of perspectives and experiences relevant to the study.

Once potential accounts were identified, the researcher approached the account owners with a request for permission to analyze their captions and comments. This request emphasized the research nature of the project, the importance of their contributions to the understanding of the phenomenon being investigated, and the commitment to maintaining their anonymity and confidentiality. By getting permission from the people whose accounts the researcher studied, researcher ensured that the research was conducted responsibly. This allowed for a thorough and ethical exploration of the research question.

D. Data Analysis Techniques

Data Analysis Techniques refer to methods used to systematically organize, process, and interpret data to extract valuable insights. These techniques

involve systematic steps for data condensation, data display, and drawing conclusions. The goal is to uncover patterns, trends, or relationships within the data, providing valuable insights and supporting informed decision-making.

1. Data Condensation

Identify pejorative words that may appear in Instagram captions or comment sections. Examples include "slay," "toxic," and "salty." Collect data on the usage of these words.

2. Data Display

Document the findings with screenshots of captions or comments containing pejorative term. Organize these screenshots chronologically to showcase the evolution of pejorative term use on PBI students Instagram.

3. Drawing and Verifying Conclusions

Draw conclusions from documented data. Analyzing the pejorative terms in the screenshot to understand whether there is a shift in the use of pejorative terms. Verify the conclusion by reviewing the context of each screenshot and explaining the original meaning of the word before the pejoration occurred.

CHAPTER IV

FINDING AND DISCUSSIONS

This chapter is presented to lay out the finding of Pejorative term that PBI student's use in Instagram. The chapter mainly consists of two parts: finding and discussion. The data were obtained from PBI students' Instagram accounts, which included post captions, comments on Instagram accounts, and Instagram stories.

A. Findings

1. The findings from the data collected for the first research question (RQ

1)

After observing PBI students' Instagram accounts and selecting 10 accounts based on the researcher's preferred criteria of actively posting photos or content on Instagram and also actively commenting on other Instagram accounts, these are the results of the use of pejorative terms on PBI students' Instagram accounts found on Instagram feeds or their comments that researchers found on other Instagram accounts.

The results of PBI students' use of pejorative terms on Instagram will be presented by screenshotting the results of the discovery of pejorative terms on Instagram, with documentation provided.

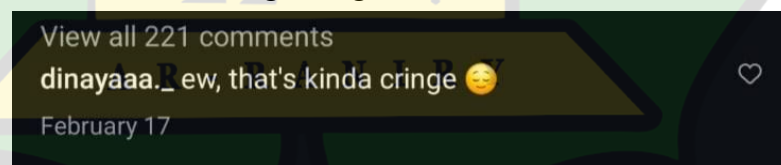
Figure 4.1 Pejorative terms utilized by PBI students in Instagram comment sections, including “red flag.”



The above comment, made by a PBI student on an Instagram post, contained the phrase "red flag," a word commonly used by social media users today and a word that has undergone a change in meaning.

The "red flag" referred to in the above comment refers to a description of a person's nature that shows characteristics that have the potential to be problematic, dangerous, manipulative, inconsistent in behavior, and all the other negative things, therefore those who will be in contact with someone who is a "red flag" will be very disadvantaged.

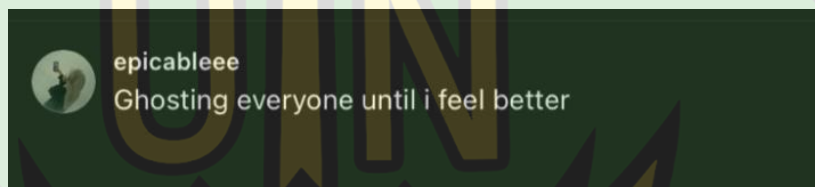
Figure 4.2 Pejorative terms utilized by PBI students in Instagram comment sections, including “cringe.”



The PBI students' comments that the researcher found on other accounts' posts, namely the word "cringe," which has undergone a shift in meaning to become a negative connotation often used on social media today.

"Cringe" is defined here as a situation where someone feels that someone's behavior in the content or Instagram post is considered embarrassing, ridiculous, or uncomfortable, so that it causes discomfort to those who see it and makes someone who sees the post feel very embarrassed, goosebumps, or amused by the behavior.

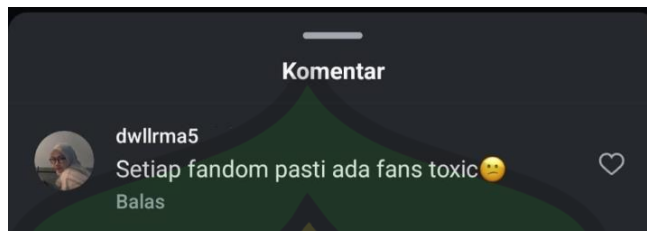
Figure 4.3 Pejorative terms utilized by PBI students in Instagram post caption, including "ghosting."



The following caption made by PBI students on an upload on Instagram account, researchers found the use of the word "ghosting". This word has undergone a change in meaning to a negative connotation that is often used on social media today.

The meaning of ghosting meant by this user is related to a person's relationship with another person. Ghosting is a condition where someone wants to end all contact or relationship with someone suddenly, without saying goodbye or giving a clear explanation and stopping all forms of communication with someone (disappearing).

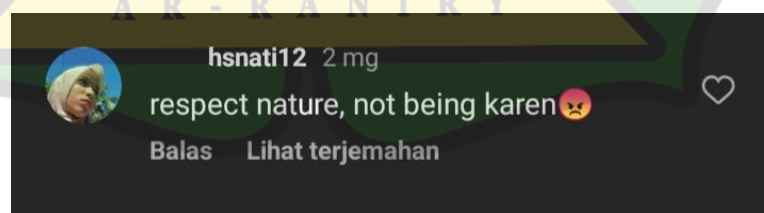
Figure 4.4 Pejorative terms utilized by PBI students in Instagram comment sections, including “toxic.”



In comments left by PBI students on a post on an Instagram account, researchers identified the use of word "toxic." The word has undergone a significant shift in meaning, now carrying a negative connotation that is often used in today's social media interactions.

The definition of toxic referred to in this comment is about describing a behavior or environment that leads to things that have negative, harmful, unhealthy, and potentially dangerous emotional or psychological effects. And toxic here is also interpreted as behavior that spreads negativity so that it can create an uncomfortable situation because of the behavior of offense or insulting someone.

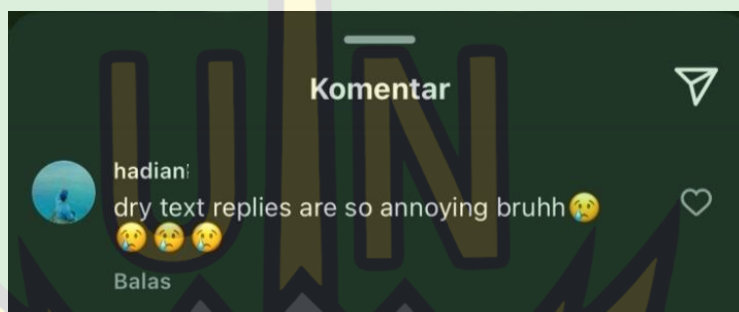
Figure 4.5 Pejorative terms utilized by PBI students in Instagram comment sections, including “karen.”



In comments posted by PBI students on an Instagram post, researchers found the word "Karen." The word has evolved in meaning and is now often used with negative connotations on social media.

The meaning of the word "Karen" uploaded in this post is intended to describe the actions of someone who is defensive, arrogant, intolerant, and does not care about environmental issues. "Karen" used in this sentence is a symbol of selfishness, destructive and irresponsible behavior.

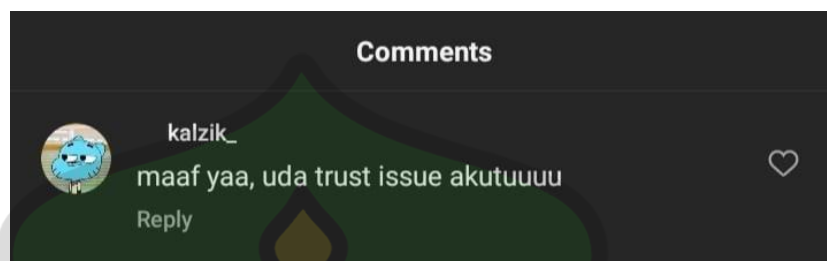
Figure 4.6 Pejorative terms utilized by PBI students in Instagram comment sections, including “dry text.”



In PBI students' comments on a post on an Instagram account, researchers found the use of word "dry text." The word, which has a negative connotation, is commonly used on social media.

The dry text referred to in the comment above is an action of someone who is communicating, but the response received by the other person is considered boring, unappealing, too short, uncreative, and lacking in emotion, leaving the reader feeling annoyed or unappreciated.

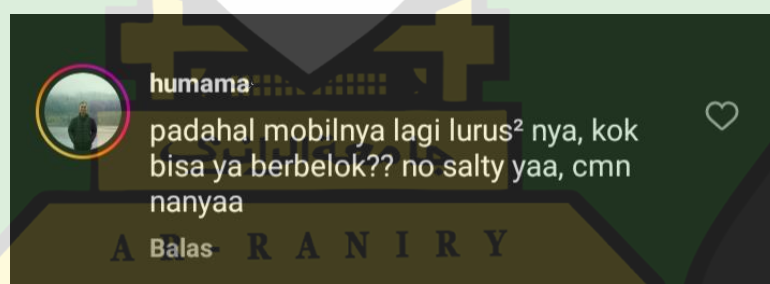
Figure 4.7 Pejorative terms utilized by PBI students in Instagram comment sections, including “trust issue.”



Comments from PBI students on Instagram posts show the use of word "trust issue." This word has shifted in meaning to a negative connotation that is now prevalent on social media.

The "trust issue" referred to in this commentary refers to the feeling that one is no longer able to trust others because one has been lied to too many times or because of bad experiences or traumas in the past.

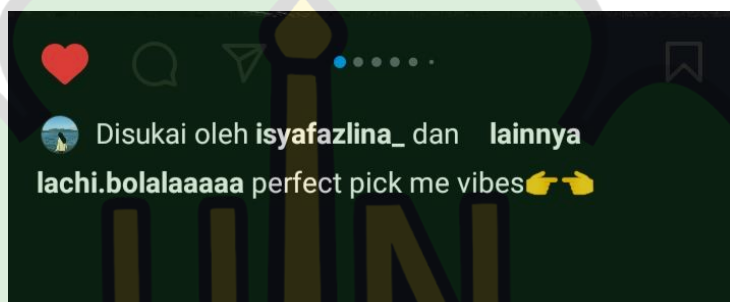
Figure 4.8 Pejorative terms utilized by PBI students in Instagram comment sections, including “salty.”



In a comment written by a PBI student on an Instagram post, the researchers found the word “no salty.” This word now has a negative connotation that is often found in social media communication. “No salty” in this comment refers to the statement that the other person should not react negatively or feel offended or angry about what is being said or

asked. “Salty” is an expression of one's negative feelings or displeasure about something.

Figure 4.9 Pejorative terms utilized by PBI students in Instagram post caption, including “pick me.”



In posts on their Instagram feeds, PBI students were identified as using the word "pick me." This word now has a negative connotation and is commonly used in social media and other online communities.

The word "pick me" in the caption of the post uploaded by this PBI student is intended as a satire or sarcasm about the word "pick me" that is often used on social media today. The meaning of "pick me" referred to in this caption refers to someone who wants to look different, stand out, and get attention or validation from others by pointing to themselves as the best example, the most different from everyone else, and trying hard to get praise from others.

Figure 4.10 Pejorative terms utilized by PBI students in Instagram comment sections, including “roasting.”



The researcher found that PBI students used the word "roasting" in comments on other Instagram posts. This term has taken on a negative connotation and is often used in social media interactions.

"Roasting" as used in this comment refers to verbally attacking someone by criticizing them, ridiculing them, laughing at them, making fun of them, or mocking them

2. The findings from the data collected for the first research question (RQ 2)

From 10 Instagram accounts of PBI students, there were 10 pejorative terms that they used in their Instagram feed uploads and also in the comment section of other Instagram account posts. Therefore, the researchers analyzed the pejorative terms used by PBI students on Instagram by finding out the literal meaning of the pejorative terms they used before the change to negative connotations. The following are the results of the pejorative term analysis.

As seen in Figure 4.1 above, the literal phrase "red flag" is broken down into two separate words "red" and "flag". As such, "red" is a color generally associated with a warning, a situation that requires vigilance. And "flag" is a piece of cloth usually raised as a sign or symbol to convey a message or information.

As a symbol, a flag can have a variety of meanings. When the two words "red" and "flag" are combined into "red flag", it refers to a sign, indication, or signal of an impending problem or potential danger. However, now that the use of "red flag" has completely changed its meaning, "red flag" is used more to describe the nature of someone who is supposed to be bad.

In Figure 4.2 above, it can be seen that the literal meaning of cringe, before it becomes a negative connotation, is a noun meaning "to shrink" or "to pucker" or "to cower". In the context of a noun, the meaning of "cringe" can be described as the action or occurrence of trembling, bowing, or crouching in response to something.

Merriam Webster's translation says that the meaning of "cringe" as a verb is used to describe or be interpreted as "to recoil in disgust" or can be interpreted as a state of being frightened. And Merriam Webster also defines cringe as a verb with "to shrink in fear or servility. In this context, the meaning of "cringe" can be said to be trembling with fear.

As shown in Figure 4.3 above, "ghosting" originates from the noun "ghost", which was used before the 900s. The literal meaning of "ghost" refers to the soul of a deceased person or someone's spirit, and to this day, the original meaning of "ghost" is still used as it was originally intended.

However, nowadays users of social media use the word "ghost" by adding "-ing", that is "ghosting" in the content they post or comment on other people's posts, where the "ghosting" they mean has a meaning that is very different from the literal meaning of "ghost". Therefore, the literal meaning of "ghost" has been expanded into a very different meaning. The meaning of ghost is broadly interpreted to mean "ghosting," which means suddenly disappearing, like the invisible but existent nature of ghosts.

As shown in Figure 4.4 above, it can be seen that "toxic" has a literal meaning that is inversely correlated to the meaning that is widely known or used by social media users today. Literally, the word "toxic" comes from the Latin word "toxicum," which is defined as poison or something that is poisonous. The word "toxic" is actually used to describe materials or chemicals that are harmful to health when they are ingested, inhaled, exposed to the skin, or ingested.

In Figure 4.5 above, it can be seen that "karen" is literally a common first name for people, especially in Western countries. The name is derived from the German "Katherin", which is shortened to "Karen", which means "pure" or "clean" in German. "Karen" is actually just a commonly used name that has neutral or positive connotations, as its literal meaning refers to being pure or unadulterated. But now the use of "Karen" has changed to a very different meaning that describes something negative.

In Figure 4.6 above, it can be seen that "dry tex" when interpreted literally, is a combination of two words with neutral or positive connotations, namely the words "dry" and "text". Which when interpreted literally, "dry" means something

that is drying, does not contain moisture and "text" means a form of writing or a series of words arranged.

When combined, it becomes "dry text," which literally means "text that is dry or lacking in moisture." The term dry text was originally used to describe text that was formal, technical, factual, and informative, without any element of creativity or emotion.

As shown in Figure 4.7 above, it can be seen that, the literal meaning of "trust issue", before it became the negative connotation that social media users often use today, is a combination of the two words "trust" and "issue". "Trust" is defined in the Oxford Dictionary as a form of confidence as the belief in someone or something that they are honest, of good character, sincere, and will not harm or deceive others.

On the other hand, "issue" comes from the Latin word "exitus" (Italian), which literally means "to come out". Over time, the meaning has evolved to mean "a topic," "a problem," or something that is being talked about or debated. In some cases, "issue" can also be used to describe something that is controversial or causing problems. The merging of the words "trust" and "issue" into "trust issue" has a very different meaning when the words are used separately. "Trust issue" refers to a doubt in one's trust or confidence due to past trauma of betrayal or inconsistent behavior.

As shown in Figure 4.8 above, it can be seen that "Salty" literally describes the taste of a food in relation to the taste of salt or the amount of salt in a food. The word "salty" is used to describe foods that have a savory or salty taste

due to a rich salt concentration. The word "salty" is commonly used in the culinary world to describe the taste of a food in order to adjust the flavor.

However, now the use of the word "salty" has changed to a negative connotation that is very different from the literal or original meaning of "salty" that most people know. On social media today, "salty" is more often used to describe someone who is angry, disappointed, annoying, and all things negative.

In Figure 4.9 above, it can be seen that "Pick me" is a combination of the words "pick" and "me," which literally means "pick" is a verb that means to choose or sort out something from the available options. The context of using the word "pick" is when you want to choose something that is considered the most suitable or desirable among the available options. Meanwhile, "me", as we know the general meaning of "me", is the first person singular pronoun referring to one self.

The literal meaning of the combination of "pick" and "me," which is "pick me," is then simply an expression of asking others to choose or consider you for some purpose. But the meaning of "pick me" that many people now understand is very different from the literal meaning of "pick me" itself, which is a call to someone who will do anything to get attention or validation from others by trying to look different and attractive. This use of "pick me" is usually directed at women.

In Figure 4.10 above, it can be seen that, the literal meaning of the word "roasting," when broken down into "roast" and "ing," "roast" is a verb that means to cook food by roasting over an open fire or in an oven. And then, when the

suffix "-ing" is added, it becomes "roasting," indicating that the act of roasting is taking place or the activity is ongoing.

However, with the literal meaning of roasting, which is generally known to be the act of roasting food in particular, the meaning of the word "roast" as used on social media has now completely changed from its actual meaning, which is to change the meaning to the act of harshly criticizing someone.

B. Discussion

An analysis of PBI students' use of pejorative terms on social media platforms, particularly Instagram, found that they use many pejorative terms that are now commonly used on social media. The researcher found ten pejorative terms from ten accounts, which included the comments they made on other Instagram accounts and also the captions they used when posting photos or other content on social media.

The ten pejorative terms researcher found on PBI students' Instagram accounts include red flag, ghosting, cringe, toxic, karen, dry text, trust issue, salty, pick me, and roasting. Of the ten pejorative terms that researcher found on participants' Instagram accounts, the change in meaning of the word there is an overall percentage change from the literal or original meaning. There are also those that are still similar to the original meaning however still different.

This research sheds light on the evolving nature of language, particularly within the context of social media. The findings reveal that PBI students frequently employ pejorative terms on Instagram, showcasing a trend of shifting meanings and the influence of online communities on language. These findings

are particularly interesting when viewed through the lens of Luján's (2010) theory. Luján argues that digital platforms foster unique discursive formations, characterized by the rapid evolution of language, the blurring of boundaries between formal and informal communication, and the emergence of specialized vocabularies. The findings align with this theory, demonstrating how Instagram's environment facilitates the transformation of pejorative terms, generating new meanings and social significance.

Instagram's emphasis on social interaction allows users to collectively shape and reshape language. The repeated use of a word in a specific context, often coupled with ironic or satirical intent, can solidify its new meaning within the online community.

The data demonstrates that the shift in meaning isn't always a straightforward transition from literal to negative. Instead, a nuanced evolution unfolds, often incorporating elements of satire, irony, and social commentary. While these words initially hold literal meanings, their use on Instagram often signifies a shift towards more nuanced and socially charged connotations (Wardle, 2014).

Based on the results of the discovery of pejorative terms in PBI students' Instagram, the first is "red flag". This term has evolved from a literal warning sign to a descriptor for potentially problematic individuals in relationships, reflecting a shared understanding of complex dynamics within dating and social interactions (Merriam-Webster, n.d.). The term "cringe" no longer just signifies disgust or fear, but expresses a shared discomfort or amusement at awkward or socially

unacceptable behavior, highlighting a collective understanding of what constitutes "cringeworthy" moments. "Ghosting," while literally referring to a supernatural phenomenon, has taken on a very specific and negative meaning online, signifying the abrupt ending of communication without explanation, reflecting the anxieties and frustrations surrounding communication breakdown in romantic relationships (Turkle, 2011).

Similarly, "toxic" is no longer just about harmful substances, but describes individuals, environments, or situations that are emotionally or psychologically damaging, signifying an increasing awareness of the importance of identifying and addressing unhealthy relationships and behaviors. "Karen," originally a common name, has become a derogatory label for someone perceived as entitled and disrespectful or to criticize specific behaviors they consider problematic (Setlzer, 2020). "Dry text," while literally describing a text message lacking moisture, signifies a boring and unengaging communication style, highlighting the importance of engaging and meaningful conversations within online interactions.

"Trust issue," reflecting a lack of trust due to past experiences, highlights the impact of emotional baggage and the challenges of building healthy relationships. "Salty," while originally referring to a taste, now signifies anger and resentment, reflecting the expression of negativity in online communication. "Pick me," while literally asking someone to choose, has evolved to criticize those who seek validation by emphasizing their differences, highlighting the pressure on individuals to conform to certain standards of desirability. Finally, "roasting," while literally referring to cooking, has become a playful or aggressive form of

online criticism, signifying both a playful form of online banter and a way to express disapproval or mockery. This analysis reveals the dynamic nature of online language, emphasizing the importance of understanding the evolving meanings and social implications of these terms within specific online communities (Crystal, 2001).

Through an understanding of the pejorative terms used by participants on the social media platform Instagram and the literal meaning behind these words, it can be concluded that it is possible to see how communication takes place and how these terms are understood in an online context. Based on this research, providing insight to readers when going to post something on Instagram or comment, or see a post or comment of another Instagram user, find out in advance the true meaning of these words and understand the use of these words. Understanding the literal meaning of these words enriches our perception of the dynamics of digital communication and allows for more thoughtful use, response, or prevention of the use of pejorative terms in online interactions. Recognizing the evolving meanings of pejorative terms can help individuals navigate online conversations more effectively and foster respectful interactions.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the overall conclusions of the research and offers suggestions related to the research and findings on pejorative terms used by PBI students on Instagram.

A. Conclusion

Based on the analysis of pejorative terms used by PBI students on Instagram and the literal meaning of pejorative terms found on Instagram, the following research questions were addressed:

1. After analysing the content of ten Instagram accounts belonging to students enrolled in the English Study Department (PBI), it was determined that ten pejorative words were used by them in their online interactions. The results of the thorough analysis revealed that these words were utilized in the form of comments on various Instagram accounts, as well as in the content or photos shared on the students' personal accounts.
2. The researcher identified ten pejorative terms used by PBI students on Instagram, including "red flag", "ghosting", "cringe", "toxic", "karen", "dry text", "trust issue", "salty", "pick me", and "roasting". The meaning of some of these words undergoes a complete change, whereas others retain their original meaning but are employed in different ways. The deployment of pejorative terminology is becoming increasingly prevalent

in online interactions, employed for the articulation of negative opinions or sentiments towards content or circumstances. A comprehension of the denotation of these pejorative terms can facilitate the interpretation of online communications, prevent misinterpretations and enhance awareness of the impact of their usage. This research highlights the necessity of exercising caution when using words, particularly in the context of digital communications, and of gaining a comprehensive understanding of their contextual and connotational implications.

B. Suggestion

Further to the findings of this study on the use of pejorative terms by PBI students on Instagram, the following suggestions aim to enhance understanding and promote responsible communication within the digital landscape. These recommendations are directed towards a number of stakeholders, including educators, future researchers, students and the general public, with the intention of fostering a more thoughtful and respectful online environment.

1. For educators
 - a. The curriculum should include: It is recommended that the curriculum be enhanced with an integrated approach to learning about the use of language and pejorative terms. This would enable students to gain a deeper understanding of the impact and connotations of the language they use on social media.
 - b. Digital Ethics Training: Organising a workshop or seminar on the ethics of online communication, which discusses the importance of

word choice and the impact of using negative language on digital platforms.

2. For future researchers

An investigation into the influence of cultural and social context on the use of pejorative terms on social media, and the factors that cause a word to change to a negative connotation, would be beneficial.

3. For students

Developing an awareness of language use is crucial. It would be beneficial for students to be encouraged to exercise greater consideration when selecting their vocabulary when communicating on social media. This would involve an understanding of the semantics of the terms used and an awareness of the potential impact on other individuals.

4. For the general public

It is essential to comprehend the context in which a particular term is used. It is imperative that readers are made aware of the necessity to comprehend the context and the true meaning of terms before employing them or responding to interactions on social media.

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APPENDICES

Appendix A List of Participants

Tabel 1 List of Participants

No	Initial	Batch	Gender
1	<i>DR</i>	2020	Female
2	<i>AF</i>	2020	Male
3	<i>IA</i>	2020	Female
4	<i>AZ</i>	2020	Female
5	<i>HZ</i>	2020	Male
6	<i>FM</i>	2020	Female
7	<i>CR</i>	2020	Female
8	<i>RK</i>	2020	Female
9	<i>HA</i>	2020	Male
10	<i>IH</i>	2020	Female

Appendix B Documentation of the Data Collected

Figure 1 The following screenshot shows the comments made by IA.

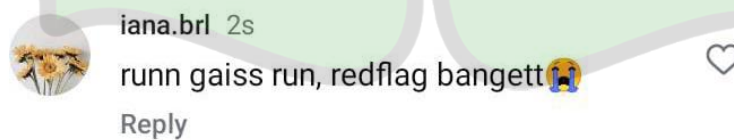


Figure 2 The following screenshot shows the comments made by AZ

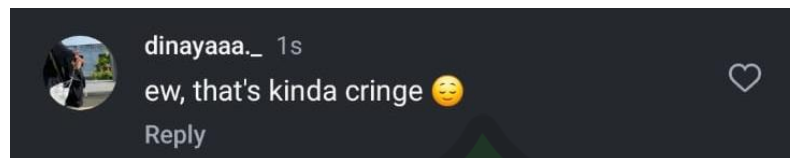


Figure 3 The following screenshot shows the comments made by CR

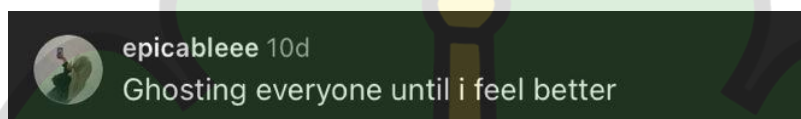


Figure 4 The following screenshot shows the comments made by DR

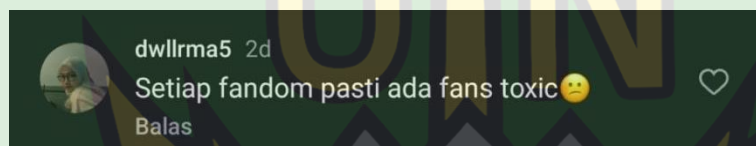


Figure 5 The following screenshot shows the comments made by IH

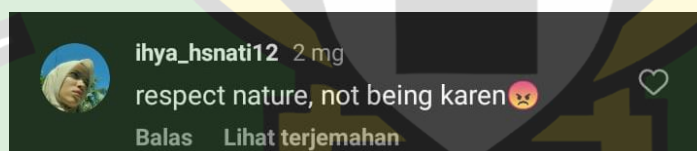


Figure 6 The following screenshot shows the comments made by AF

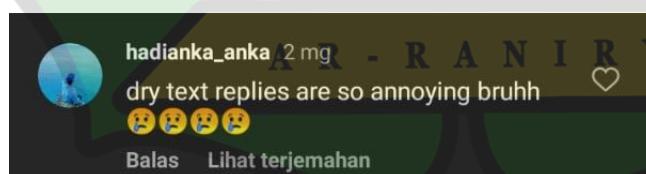


Figure 7 The following screenshot shows the comments made by HZ

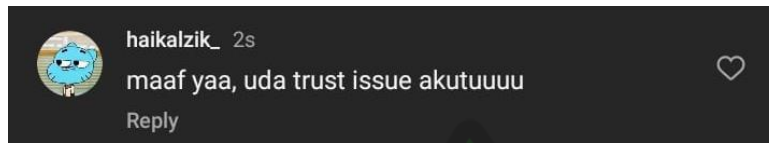


Figure 8 The following screenshot shows the comments made by HA

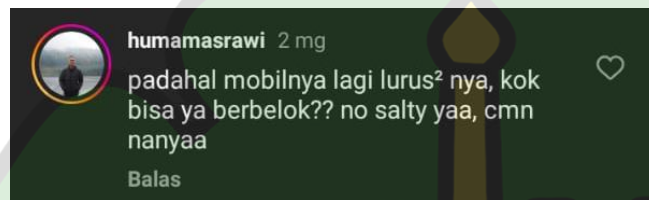


Figure 9 The following screenshot shows the comments made by FM

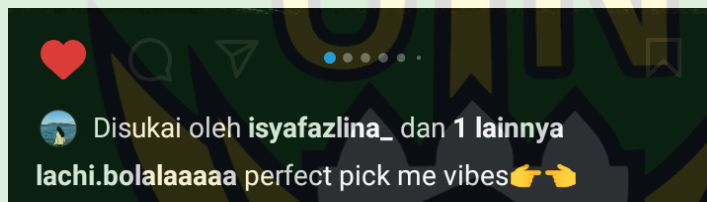
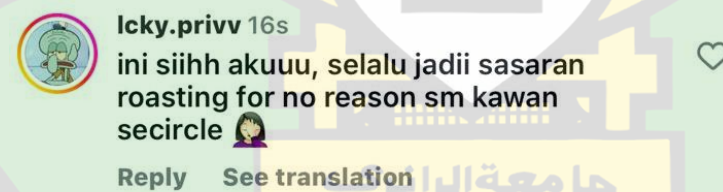


Figure 10 The following screenshot shows the comments made by RK



AUTOBIOGRAPHY

Name : Cut Lala Khatun Qalqasyandi

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Occupation : Student

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Educational Background

1. Elementary School : SDIT Nurul Ishlah (2008-2014)
2. Junior High School : SMP Islam Ibnu Khaldun (2014-2017)
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4. University : English Education Department, UIN Ar-Raniry

Parents' Bio

Father's Name : (Alm) Teuku Arda Bili

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