

## Research Article

# LANGUAGE IN DIGITAL MEDIA: THE PHENOMENON OF LANGUAGE HYBRIDITY ANALYSIS

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## Abstract.

Nowadays, digital media is inextricably linked to our everyday lives. As a result, netizens frequently utilize English on digital channels, including social media. The predominant language used in Indonesia is Indonesian; however, the popularity of the English language then mixed with Indonesian in everyday usage. By gathering data from various digital platforms, this study intends to evaluate the structures of this linguistic phenomenon. The study's findings show that the language used in digital media is produced language hybridity. In addition, the usage of Indonesian and English hybridity that has been found is classified into three types: frequent terms on digital platforms (digiterms), particular words (Partners), and social media words (Sociaterms). Moreover, there are five kinds of hybridity formations; 1) single affixation 2) double suffixes 3) affixation shifting 4) mixing circumfix 5) double prefixes.

**Keywords:** *digital media, analysis, language hybridity, mixing language*

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Published 27 April 2023

Publishing services provided by  
Knowledge E

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Selection and Peer-review under the responsibility of the IICB Conference Committee.

## 1. INTRODUCTION

Bilingualism aspect has become a relatively common phenomenon in today's world because of the expanding trend of linguistic globalization. Bhatti et al. (2018) stated that speakers in multilingual societies across the world occasionally switch from one language to another to accommodate communication needs; this phenomenon of language switching is known as code-switching. Code-switching is the activity of selecting or altering linguistic features to contextualize conversational speaking and contextualization may refer to local discourse techniques such as turn selection or various types of bracketing, or it may refer to information that is important outside the present interaction, such as knowledge of society and diverse identities (Nilep, 2006).

Gerasimov et al. (2016) explained that rather than a direct importation of the concept of hybridity from contemporary postcolonial scholarship, "hybridity" is discussed as a language of self-description in the imperial situation (category of practice) and as an

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element of the analytical language of the project of modern imperial social sciences (as used by Homi Bhabha and others). The language hybridization in global language becomes a fine issue in the linguistics area. Language hybridity is already found in the wider area around the world, take, for example, it has already been studied in Europe (Burke, 2006; Stavans, 2014; Willems et al., 2016) and Asia (Bolton, 2000; Dilshad, 2006; Vanmathi, 2019; Khan et al., 2020). Furthermore, the study of complexity in language evolution, globalization, and language hybridization already exists as the study of hybridization by Mufwene (2009) and Komar (2010).

According to Deuchar (2020), the variation in code-switching patterns has been studied quantitatively in a variety of ways, with some focusing on its description and others attempting to account for the variability (or lack thereof) in terms of structural or psycholinguistic factors or to link specific aspects of variation to extra- or intra-linguistic factors. Karimah et al. (2020) added that language hybridity creation is a linguistic phenomenon that is becoming more common among multilingual speakers nowadays. In addition to the hybridity context, Chun (2017) defined that once language was identified as a hybrid, it entered a purification route or the contextualization of language as pure.

In linguistics, the term hybrid may refer to lexical (or vocabulary) borrowing. Bolton (2000) states that although the concept of hybridization does not appear to extend to any larger, fully stated theory of language interaction. Similarly, it does not appear that the phrase hybridization is presently regarded as a significant metalanguage item for those working in the field of pidgin and creole studies. Moreover, Keller (2020) emphasized that one of the abilities that distinguish humans from other living organisms on our planet is the capacity to convey complicated thoughts using words mixed into phrases.

To sum up, this study aims to analyze the types of language hybridity that are produced by the speakers through the verbal or written form in digital media.

## 2. METHOD

This study used a qualitative research method, focusing on observation as the main approach. This research design is suitable for this phenomenon as Dudovskiy (2016) states that the advantages of the observation data collecting approach include direct access to study phenomena, high degrees of application flexibility, and the generation of a permanent record of events that may be returned to later.

Detailed data were collected from numerous social media and electronic media sources. YouTube (verbal data) and Instagram, WhatsApp, and Twitter (written data) have been noticed as social media, whereas television and internet video have been observed as electronic media (verbal data). In terms of data collection, the date, sources, speaker, specific minutes and seconds, and hybrid word production are all documented. The data was then evaluated and categorized according to its classification. This study discovered a total of 70 data points from six primary sources: YouTube discovered 22 data points, Twitter discovered 37 data points, and the rest came from various sources.

The process of data analysis on the hybrid word starts with the collection of data from specified sources. Afterward, a list of words has made to examine the specific information. Then, the selected words are classified based on their purpose and frequency of use. Finally, the data were classified into some categories, and then the final data have been received.

### 3. FINDINGS AND DISCUSSION

According to the findings of this study, three types have been categorized based on the function of the words in the sentence structures produced by the speakers. The first category is Frequent terms on digital platforms (digiterms), followed by Particular words (Parterms), and finally Social media words (Sociaterms). Bowker (2019) stated that terminology is the study and field of activity associated with the collection, description, processing, and presentation of lexical elements relating to specialized areas of usage of one or more languages. However, the name of terminology in this study, such as digiterms, parterms, and sociaterms, simply refers to the type of hybrid word categorization and does not aim at the meaning of terminology in general.

The discussion about the hybridity in the written context as the translation produced by the speakers in this study is similar to Collins & Ponz' (2018). They nuanced ways in which authors might indigenize their writings, such as 'semantic hybridity,' in which European worlds are given new forms, or syntactic and grammatical hybridity, in which local language patterns are used when writing in a European language. The description of each takes the same formula and intention with the Indonesian English hybridity; to indigenize the English to Indonesian.

Ursula & Madsen (2019) stated that most of the ideas proposed recently by sociolinguists to re-conceptualize language and language usage are based on the empirical recording of speakers who utilize linguistically hybrid constructs, and they are seen as reflecting the speakers' orientation to linguistic hybridity norms. Moreover, the evolution

of words generated by speakers, the elements that encourage speakers to create hybrid words, and the speakers’ linguistic history, created a one-of-a-kind word combination while giving their speeches, some of them used a combination of Indonesian and English affixation (Karimah, 2019a).

Discourse about Indonesian-English hybridity is in line with German-English hybridity. According to Khusnia and Wijayati (2021), globalization causes linguistic contact, which results in the appearance of a hybrid language. Hunt (2019) stated that the impact of English on German has resulted in the direct importation of a large number of English loanwords, as well as their hybridization with native German features. By examining English-German hybrid formations from a corpus of ordinary spoken English, English parts become morphologically ingrained in German. To reflect the unequal impacts of linguistic and cultural movements on Germany, the term asymmetrical hybridization is proposed (Schaefer, 2021). For example, Hinnenkamp’s (2003) study, found that the special role attributed to ‘speaking mixed’ can only be understood within the framework of German migrant rhetoric.

The Linguistic hybridity formula in Karimah (2019b) demonstrates that the language teaching students’ discourse in their presentation developed the new formula; Indonesian prefix + English word, English word + Indonesian suffix, and Indonesian prefix + English word + Indonesian suffix. However, in this study, new types of language hybridity formula are found, such as double language affixations and more. Detailed information about this new finding will be delivered in each kind of digital language hybridity terminology. The examples of a list of hybridity vocabulary are stated in table 1.1.

TABLE 1: Samples of Language Hybridity Production.

Prefix	Suffix	Circumfix
Di – tag	Opposite – nya	Ke – insecure –an
Di - share	Translate – nya	Di – happy – in
Men- download	Hectic – nya	Di – stalker – i

### 3.1. Frequent Terms on Digital Platforms (Digiterms)

The Frequent terms on digital platforms are terms that are popularly used to refer to the mechanism around digital language use. The words *subtitlenya* and *viewersnya* become examples of the digiterms in types of English words plus Indonesian suffixes. The *-nya* has the same meaning that is ‘the’. Moreover, there was a sentence taken from the data “*Dokumentasi terperinci buat dijadiin konten terus dimonetize gitu mas?*”

dimonetize means monetized. This hybrid word is commonly used to refer to monetizing digital platforms such as Youtube and other platforms. This is how hybridity presents itself intentionally in the verbal environment of digital social media.

TABLE 2: The Hybrid Examples with Single Affixation.

Hybrid word	Prefix	Word	Suffix	Meaning
Subtitlenya	-	Subtitle	-nya	The subtitle
Dimonetize	di-	monetize	-	Monetized

### 3.2. Particular Words (Parterms)

The terminology used on particular words is diverse, a term that is particularly or popularly used in daily language use. One YouTube example stated, *"Mbak Yul...itu lightingnya dapet?"* The suffix -nya is applied conditionally to the English word brightness, which is often used in daily discourse. The word structure of shifting is modified from the English 'the' to the Indonesian suffix -nya. It is not the end of adding the Indonesian suffix, but the word lighting is already added by English -ing. The double suffixes are identified in these hybrid words. In addition, one more example is the phrase *"Gue wonderingnya begitu akad nikah..."* This is an example of the word structure of shifting is modified from the English suffix -ing to the Indonesian suffix -nya.

TABLE 3: Examples of the Hybridity Words of Double Suffixes.

Hybrid word	English word	English suffix	Indonesian suffix	Meaning
Lightingnya	Light	-ing	-nya	The lighting (lamp)
Wonderingnya	Wonder	-ing	-nya	Questioning something

The combination of the Indonesian prefix and the English term is the second sort of hybridity categorization. The word examples that will be discussed are commonly heard and read in our digital language; *mendownload*, *didownload*, *terdownload*, and *diedit*. Indonesian people will understand these kinds of words even though they cannot understand English because these kinds of words have already existed in daily language use. The full example in the context taken from *"Akhirnya uninstall, masalah selesai. Jurnal terdownload."* *terdownload* consists of Indonesian prefix *ter-* and English word *download*, it has a meaning downloaded. One more example is stated *"Maaf, Anda tidak dapat melihat atau mendownload file ini sekarang."* The indoneisan prefix *men-* added to English word *download* and it means downloading. it is not only changing the affixation language, but it is also shifting the structure of the words themselves; originally added with suffixes and became added with prefixes in the hybrid context.

TABLE 4: Examples of the Affixations Shifting from the Original to the Hybrid.

Hybrid words			The original words		
Hybrid	Indonesian prefix	English words	Original	English words	English suffix
Terdownload	Ter	Download	Downloaded	Download	-ed
Mendownload	Men-	Download	downloading	Download	-ing

### 3.3. Social Media Words (Sociaterms)

Sociaterms are words that are commonly used to refer to the mechanism around social media as a user’s language. The line *“Silahkan lihat video yang diposting di Instagram”* exemplifies the complexity of structure change. *Diposting* is short for the post. When we particularize the term, we can see that it has three cuts: the Indonesian prefix -di, the English noun ‘post,’ and the English suffix -ing. In this case, the word was converted from a noun to a verb by adding a prefix and a suffix. This word is the uniqueness of how the combination of the Indonesian and English affixation into a word exists. (Double affixations)

TABLE 5: Double Affixations/Circumfix.

Hybrid word	Indonesian prefix	English word	English suffix	Note
<i>Diposting</i>	<i>di-</i>	Post	-ing	Double affixations / circumfix combination

Furthermore, there was a tweet that said, *“Mohon akun2x yg dipromote segera ikut bantu meretweet supaya program folback terus bergulir.”* We discovered a new sort of hybridity called *meretweet*, which adds a double prefix to the term tweet. The first is an Indonesian prefix, *me-*, while the second is an English prefix, *re-*. (Double prefixes)

TABLE 6: Double Prefixes.

Hybrid word	Indonesian prefix	English prefix	English word	Meaning
<i>Meretweet</i>	<i>Me-</i>	<i>Re-</i>	‘tweet’	Retweeting

To sum up, there are three terminologies that refer to the digital hybrid language classification: 1) digiterms, 2) parterms, and 3) sociaterms. In each terminology, there is a unique formula that has been found in the process of data analysis. There are five kinds of hybridity formation: 1) single affixation, 2) double suffixes, 3) affixation shifting, 4) mixing circumfix, and 5) double prefixes.

## 4. CONCLUSION AND RECOMMENDATION

Nowadays, it is rare to find monolingual speakers, most people are multilingual. Language hybridity is consciously or unconsciously produced by these multilingual speakers. This phenomenon is interesting to study. Whether they mixed, switched, or/and hybrid their language in terms of spoken and written context, it has a special touch on linguistics production. In conclusion, language hybridity production by digital users has several word structures. The Indonesian affixations and the English word are hybrid and then produce one meaning. The hybridity words are then classified into three types; frequent terms on digital platforms (digiterms), followed by particular words (Parterms), and finally, social media words (Sociaterms). In the end, it is a recommendation for the next researcher to study the wider area or different intention. Different language hybridization, is also suggested, take, for example, the local language hybrid to Indonesian or the local language hybrid to English.

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