



ONLINE SHOP VOCABULARY ON INSTAGRAM SOCIAL MEDIA AND CONTRIBUTION TO INDONESIAN LANGUAGE LEARNING

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Abstract

This study aims to analyze the vocabulary used in online shop activities on Instagram social media and examine its contribution to Indonesian language learning. Through a qualitative-descriptive approach, data is collected from uploads and product descriptions on several popular online shop accounts. The results of the analysis show that the vocabulary used reflects a mixture of non-standard Indonesian, foreign absorption (especially English), abbreviations, and popular terms (slang) that are developing in online communities. The collection of data is sourced from 5 (five) Online Shops, namely @omorfoo_shop, @bunoshopp28, @sentalkaos, @akavi.id, and @citracosmetic_id. The contribution to Indonesian learning lies in the potential use of authentic context from social media as teaching materials, especially in learning language diversity, vocabulary development, and language attitudes.

Keywords : Indonesian Learning Contribution, Online Shop, Social Media, Vocabulary,

Abstrak

Penelitian ini bertujuan untuk menganalisis kosakata yang digunakan dalam aktivitas *online shop* di media sosial *Instagram* serta menelaah kontribusinya terhadap pembelajaran bahasa Indonesia. Melalui pendekatan kualitatif-deskriptif, data dikumpulkan dari unggahan, deskripsi produk di beberapa akun *online shop* populer. Hasil analisis menunjukkan bahwa kosakata yang digunakan mencerminkan campuran antara bahasa Indonesia tidak baku, serapan asing (terutama bahasa Inggris), singkatan, dan istilah populer (slang) yang berkembang dalam komunitas daring. Pengumpulan data-data bersumber dari 5 (lima) *Online Shop* yaitu @omorfoo_shop, @bunoshopp28, @sentalkaos, @akavi.id, dan @citracosmetic_id. Kontribusi dalam pembelajaran bahasa Indonesia terletak pada potensi pemanfaatan konteks autentik dari media sosial sebagai bahan ajar, terutama dalam pembelajaran ragam bahasa, perkembangan kosakata, dan sikap berbahasa.

Kata Kunci : Kosakata, Media Sosial, Kontribusi Pembelajaran Bahasa Indonesia, *Online Shop*,



1. INTRODUCTION

Language is a tool and means of communication in daily life. Language is used as a means of communication in shaping society. Language in the scope of society will always undergo movement and change. Language will also follow the movements and cultural changes in a society. Along with the times, the use of language among teenagers has also developed. This triggered the emergence of slang. Grafura on his blog explained that slang triggers the emergence of a tendency to use prokem or slang language that has a relaxed and not rigid impression. These irregularities are reflected in vocabulary, sentence structure, and intonation.

The medium used in this study is *Instagram*. Social media, such as *Instagram*, is a communication medium that currently exists in the midst of society. *Instagram*, is one of the social media that is people's favorite to express themselves (Syahida 2019) Indonesia is the 4th largest country that uses *Instagram* after the United States, Brazil and India, with a total of 56 million based on liputan6.com article. *Instagram* is one of the social media that is often used by people in communicating, such as providing information or expressing opinions and expressing what they want to convey.

Social Media is an online media where users can participate, share, and create content including blogs, wikis, forums and virtual worlds. Various kinds of activities can be uploaded and accessed through social media, one of which is *Instagram*. Instagram social media can also be called media *sharing*, which allows users to share photos and short videos of one minute duration. This social media has many benefits, where anyone can interact with other people, both known and unknown. The existence of *Instagram* is not wasted by some of its active users, not only uploading photos, even *Instagram* has become a way for someone to promote and sell products or goods to other *Instagram* users which is commonly referred to as *an Online Shop*.

In the current era, *the Online shop* business is increasingly in demand by various groups because of the many conveniences obtained through *online* business. Among them are easy access to use, the capital required is not too large, there is no need to leave the house and so on. In addition, the development of *online businesses* in Indonesia is growing very rapidly. Online businesses or commonly called *e-commerce* are increasing in Indonesia. This is due to the development of the internet and changes in consumer behavior. Changing people's behavior in *e-commerce* is a challenge for companies to be able to meet the needs and desires of their consumers. The variety of facilities presented makes users feel pampered with these conveniences. through *online shops* or because of the influence of friends in their environment or the influence of discount promotions on *online shops*. The consumer's desire to have or enjoy something desired continuously will result in the emergence of consumptive behavior.

2. RESEARCH METHOD

This type of research is descriptive research using a qualitative research approach method. The research is carried out based on existing research and describes the simulation or event. In addition, descriptive research marks the results of the research related to the attitude or view of the research on the existence or absence of the use of vocabulary, step by step.



In this study, a descriptive research method is used because this research aims to make a description (description, painting systematically, factual and accurate regarding the data, properties and relationships of the phenomena being studied. In this study, the research data collected was in the form of vocabulary. Research trying to find vocabulary in *online shops* on Instagram social media is associated with contributions to Indonesian learning.

Qualitative research aims to obtain a complete picture of a thing from the point of view of the human being being studied. Qualitative research deals with the ideas, perceptions, opinions or beliefs of the people being researched and all of them cannot be measured with numbers. This research is qualitative, especially in collecting data in the form of descriptions.

3. RESULTS AND DISCUSSION

The results of the research in this chapter are to describe and present the findings from the data analysis. The collection of data is sourced from 5 (five) *Online Shops*, namely @omorfoo_shop, @bunoshopp28, @sentalkaos, @akavi.id, and @citracosmetic_id.

Research shows that *Instagram* as a social media platform makes a great contribution to the introduction of new vocabulary, especially as it relates to *e-commerce* and online shopping. Vocabulary such as *free shipping* (free shipping), *discounts*, *pre-orders*, *brand* ambassadors, and *limited editions* are part of the Indonesian vocabulary that is often used by sellers.

Contributing to Indonesian language learning, this provides opportunities for students to get to know terms that are not only related to everyday language, but also to the digital and business world.

Overall, this study highlights that social media, especially *Instagram*, plays an important role in enriching Indonesian vocabulary through the use of new terms, creativity in language expression, and direct interaction that introduces language in a real context. For Indonesian language learners, *Instagram* is an effective tool in developing Indonesian language skills that are more dynamic, practical, and relevant to the times.

This section will discuss the data findings that have been described in the previous section of online shop vocabulary in *Instagram captions* which refer to the questions that have been formulated in part one.

The results of the research are in the vocabulary *section of the online shop* on social media *instagram* and contribution to Indonesian learning. Aims to find vocabulary and contribution in learning Indonesian. This study examines basic vocabulary, general vocabulary, special vocabulary, and new vocabulary on *online shops* on Instagram social media. On vocabulary on social media. The vocabulary *of online shop* on Instagram social media refers to the terms used by store owners or sellers in managing businesses and interacting with customers through *the Instagram platform*. This vocabulary includes a wide range of concepts and features related to marketing, transacting, and promoting products or services on *Instagram*.



The most commonly used basic vocabulary in the world of *online shopping* or e-commerce. This vocabulary deals with the basic process that occurs when someone buys or sells an item online. *Instagram* account @omorfoo_shop Basic vocabulary.

The general vocabulary is not limited to just one area, but includes various activities that occur in the *e-commerce ecosystem*, both in terms of transactions, promotions, and customer service. In *Instagram captions*, @bunoshopp28 use vocabulary is not limited to one area.

A special vocabulary that is used specifically in online buying and selling activities and is not commonly used outside of that context. This vocabulary helps clarify the transaction process between sellers and buyers. An *Instagram* account @sentral use vocabulary that is often used by people who trade through social media that other fields do not use to promote a product.

New vocabulary that has emerged or become popular as online buying and selling activities develop. This vocabulary is used to facilitate communication between sellers and buyers in digital transactions. The *Instagram* account @akavi.id and the *Instagram* account @citracosmetic_id in the account caption make it easier to communicate and buyers in the digital transaction process.

4. CONCLUSION

This study analyzes the vocabulary of *online shop* on Instagram social media, describes and presents the findings from data analysis. The collection of data is sourced from 5 (five) *Online Shops*, namely @omorfoo_shop, @bunoshopp28, @sentral.kaos, @akavi.id, and @citracosmetic_id.

Vocabulary can be distinguished into active-productive mastery and passive-receptive mastery. Furthermore, he explained that vocabulary that is part of active-productive mastery is often known as active vocabulary, which is vocabulary that a language user can use reasonably, and without much difficulty in expressing himself. On the other hand, vocabulary that is part of passive-receptive (vocabulary-passive), a user of someone else's language, without being able to use it himself reasonably in his expressions.

Based on research and data analysis results, the vocabulary of *online shops* on Instagram social media and contributions to Indonesian learning in general, it can be concluded that there is a contribution between *online shops* to Indonesian learning.

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