

**ANALYSIS OF ABBREVIATIONS TYPES AND PURPOSES FOUND IN  
INFLUENCERS' TWITTER ACCOUNTS WITH DIFFERENT GENDER**

**THESIS**

*Submitted in Partial Fulfillment for Bachelor Degree Requirement  
of English Department*

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Nur Rosita, S.Pd., M.A



**By:**

**DESI BUDIATI. S  
NIM: 18019038**

**Advisor:**

**NUR ROSITA, S.Pd., M.A**

**ENGLISH LANGUAGE AND LITERATURE DEPARTMENT  
FACULTY OF LANGUAGES AND ARTS  
UNIVERSITAS NEGERI PADANG  
2024**

## HALAMAN PENGESAHAN UJIAN SKRIPSI

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Skripsi Program Studi Sastra Inggris Departemen Bahasa dan Sastra Inggris Fakultas Bahasa dan Seni Universitas Negeri Padang dengan judul

### ANALYSIS OF ABBREVIATIONS TYPES AND PURPOSES FOUND IN INFLUENCERS' TWITTER ACCOUNTS WITH DIFFERENT GENDER

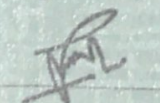
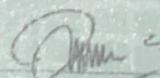
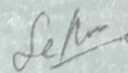
Nama : Desi Budiati, S  
NIM : 18019038  
Program Studi : Sastra Inggris  
Departemen : Bahasa dan Sastra Inggris  
Fakultas : Bahasa dan Seni

Padang, Februari 2024

#### Tim Penguji

1. Ketua : Senorica Yulia Sari, S.Pd, M. Tesol
2. Sekretaris : Nofrina Eka Putri, S.Pd, M.Pd
3. Anggota : Nur Posita, S.Pd, M.A

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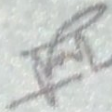


## HALAMAN PERSETUJUAN SKRIPSI

Judul : ANALYSIS OF ABBREVIATIONS TYPES AND PURPOSES FOUND IN INFLUENCERS' TWITTER ACCOUNTS WITH DIFFERENT GENDER  
Nama : Desi Budiati, S  
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Departemen : Bahasa dan Sastra Inggris  
Fakultas : Bahasa dan Seni

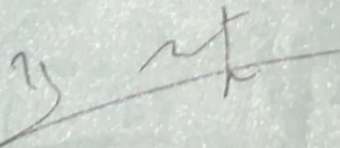
Padang, Februari 2024

Ditetujui oleh,  
Pembimbing



Nur Busita, S.Pd, M.A  
NIP. 199007122032032013

Mengetahui,  
Ketua Departemen Bahasa dan Sastra Inggris



Dr. Yuli Tiarina, S.Pd, M.Pd  
NIP. 197707202002122002



KEMENTERIAN PENDIDIKAN KEBUDAYAAN  
RISET DAN TEKNOLOGI  
UNIVERSITAS NEGERI PADANG  
DEPARTEMEN BAHASA DAN SAstra INGGRIS



Alamat : Jl. Prof. Dr. Hamka Air Tawar, Padang 25131  
Tlp. : (0751) 447347  
Laman : <http://english.unp.ac.id>

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Saya yang bertanda tangan di bawah ini:

|               |                           |
|---------------|---------------------------|
| Nama          | Desi Budiati. S           |
| NIM / TM      | 18019038/2018             |
| Program Studi | Sastra Inggris            |
| Jurusan       | Bahasa dan Sastra Inggris |
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Ketua Jurusan Bahasa dan Sastra Inggris

Dr. Yuli Tiarina, S.Pd, M.Pd  
NIP 197707202002122002

Saya yang menyatakan,

Desi Budiati. S  
18019038/2018

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**Budiati, S, Desi. (2024). Analysis Abbreviation Types and Purposes Found in Influencers Twitter Accounts with Different Gender. Thesis. Padang: English Department. Faculty of Language and arts. Universitas Negeri Padang**

#### **ABSTRACT**

The aim of this study is to analyze the types and purposes of abbreviation found in influencer twitter accounts. Drawing from theoretical frameworks of Schendl (2004) for classifying abbreviation types and Tannen (2011) for understanding gender specific purposes, the investigation center on twitter communication. The primary objective is to educated the differential use of abbreviations by men and women influencers and how this choice reflects their communicative objectives. This method of the research is descriptive quantitative to classify the abbreviation types and purposes used by influencer accounts on Twitter in different gender. The study uncovers: men and women have the same sequential structure in the purpose that founded by having different amounts in each, even if man and women have sequential structure in the same purpose but has the different pattern of abbreviation when convey the message. It can be concluded that the nuanced ways in which men and women employ abbreviation to achieve distinctive communicative goals in the context of social media.

**Key words:** abbreviations, twitter, gender, influencer.

**Budiati. S, Desi. (2024). Analisis Tipe Singkatan dan Tujuannya yang ada pada Akun Twitter Influencer dengan Perbedaan Gendernya. Skripsi. Univesitas Negeri Padang: Program Studi Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

### **ABSTRAK**

Tujuan dari penelitian ini adalah untuk menganalisis jenis dan tujuan singkatan yang terdapat pada akun influencer di twitter. Mengambil kerangka dari teori Schendl (2004) untuk mengklasifikasikan jenis singkatan dan Tannen (2011) untuk memahami tujuan spesifik gender, penelitian ini berpusat pada komunikasi twitter. Tujuan utamanya adalah untuk mengedukasi kalua adanya perbedaan penggunaan singkatan oleh influencer laki-laki dan perempuan dan bagaimana pilihan ini mencerminkan tujuan komunikatif mereka. Metode penelitian yang digunakan adalah deskriptif kuantitatif untuk mengklasifikasikan jenis singkatan dan tujuan yang digunakan oleh akun influencer di twitter dalam gender yang berbeda. Penelitian tersebut mengungkap: laki-laki dan perempuan mempunyai struktur urutan tujuan yang sama yang didasari oleh adanya jumlah yang berbeda pada masing-masing tujuan, meskipun laki-laki dan perempuan mempunyai struktur urutan dalam tujuan yang sama tetapi mempunyai pola singkatan yang berbeda ketika menyampaikan maksud tersebut. pesan. Dapat disimpulkan bahwa terdapat perbedaan cara laki-laki dan perempuan menggunakan singkatan untuk mencapai tujuan komunikatif yang berbeda dalam konteks media sosial.

**Kata kunci:** singkatan, twitter, gender, influencer.

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# CHAPTER I

## INTRODUCTION

### 1.1. Background of The Study

Humans are social creatures that always need others to live their life and do interaction with others. This interaction needs language to communicate between humans. Through language, people do their activities or interaction in their life, like sharing. They also use language to convey thoughts and suppositions and spread data. In other words, only people or communities communicate using language (Mujiono & Herawati, 2020). Meanwhile, everyone should be able to use language to give and take information, send their vital messages, and convey the message (Meinawati, 2017). In conclusion, humans use language to share a desire and idea in their life interaction.

Language not only used by people to do interaction in real life. It also happens in virtual life through social media such as Twitter. Twitter gives efficiency and convenience in communicating with others. This social media is known as microblogging which is classified as short blog post and designed for quick and typically direct interactions between the audiences. By these reasons, the users somehow apply abbreviation in their post or tweet since limited words are used to post.

Kridalaksana (2009:162-177), abbreviation is the method of cutting one word, a few parts of the word, and the combination of words into words within the modern frame. Crystal (2008:1) states that an abbreviation is a shortened word that has been refined in linguistic study, so this kind of word formation has

been known and closed in the virtual world. Shortened form is the shortening handle of a word that still bears the same meaning. According to Schendl (2001: 28-29), abbreviation consists of five sorts, which are clipping, blends, acronym, initialism, and contraction. In short, an abbreviation is known as cutting a word or making a word shorten form of a word and phrase like the word "LOL" for laugh out loud. Using an abbreviation does not change the meaning but makes the word shorter. People use abbreviations in all kinds of situations and often use them in informal situations.

In this era, using an abbreviation to communicate in Twitter as a written language becomes a crucial linguistics phenomenon. Due to Twitter's feature that limits the maximum number of characters in a tweet, users are encouraged directly and indirectly to make tweets as concise or appropriate as possible, though there is now an add-tweet feature to turn it into a thread or thread or chain tweet. Because of that, people often meet some users who often abbreviate some words or terms in their tweets. Some say that this is the origin of the birth of some unique terms and slang that peoples now commonly encounter on Twitter timeline and used by most of the users on Twitter, and the abbreviation has become popular among Twitter users. In the beginning, the purpose of using an abbreviation is just to make communication or conversation efficient. Later, it becomes a trend because a new abbreviation is popular in Twitter and some people like to use that.

The new abbreviations are becoming very popular when it is tweeted by popular Twitter users who are verified. The verified account indicates that the



account is genuine and has many followers. Automatically, the account is popular and can influence the people who follow that account. Influencers represent social media personalities with loyal audiences that they gain by sharing their content with their followers. As for the content itself, they have characteristics that inspire, entertain, inform, and connect. These direct channels of communication empower influencers to generate social conversation, drive engagement, and ultimately, set trends among a socially receptive and intelligent audience. The influencer account affects other Twitter users because of authority, knowledge, position, relationship with the audience, and activity in that media. However, not all Twitter users know the meaning of the abbreviations used, new Twitter users for instance. Thus, by considering all the statements above, it is important to discuss and analyze abbreviation based on linguistics perspective.

Moreover, each type of abbreviations used in Twitter have variations that can differentiate with the gender. Men and women have different variations in using language and their characteristics can differentiate it. Many studies on language diversity sorted by this social construction express various differences in language use between men and women. A number of different styles of language variation between men and women have been observed and claimed. Wardhaugh (2006) stated that gender is a key component of identity; he also mentioned several examples of the former that discussed and presented instances that men and women use language differently. Women's language is often characterized as more expressive, displaying a greater emphasis on

friendliness and self-effacement. In contrast, men are typically described as using a more direct and assertive communication style. This suggests that gender plays a role in shaping distinct linguistic patterns, with women leaning towards expressive and affiliative language, while men opt for a more straightforward and assertive approach in their communication (Tannen, 2011).

In summary, the patterns of abbreviation usage demonstrate notable gender differences. Women not only surpass men in the frequency of abbreviation utilization but also exhibit a greater diversity in their application. On the contrary, men tend to lean towards the use of familiar abbreviations. These findings collectively highlight distinct communication preferences between genders in the realm of abbreviations.

There are some researchers who have conducted studies about abbreviations. The first was conducted by Astuti (2022) and Utami (2022), who studied types of abbreviations in the Twitter base account. Meinawati (2021) and Pratiwi (2020) studied the types of abbreviations found in the Twitter status of K-pop fans and Hollywood pop singers. Then, Lestari (2020) studied abbreviations and slang used in social media Twitter. These previous studies indicate that they only talked about the abbreviation types without analyzing gender difference on the variable. This matter becomes a gap of this study to analyze more on the gender differences on using abbreviation in Twitter. The researcher in this study identified that abbreviations in gender analysis used by men and women to maintain the meaning of their words infrequently discuss.

In this research, researchers chosen the theory of Schendl (2001) because

the theory is more specific and complete. It classifies abbreviation into five types: clipping, blends, acronym, initialism and contraction. This theory is widely used in some studies and easy to understand. Then, the researcher will use Tannen theory (2011) to see the communication style used by men or women. Tannen is widely known for her work on gender and communication, particularly the theory of "*genderlects*," which explores the differences in communication styles between men and women. On the other hand, Lakoff is known for her research on language and gender, specifically her 1975 essay "*Language and Woman's Place*". The theory can support the researcher to analyze the abbreviation used by the influencer on Twitter.

In this case, the researcher took popular motivational influencers whose tweets are retweets by many Twitter users and mostly apply abbreviation in their tweets. The accounts are @50cent, @icecube, @Glotheofficial, and @nickiminaj. It discussed how rappers use abbreviations when interacting on Twitter with their audiences in daily life and make their content more relevant in the context of Twitter's character limitations. The study then analyzed "Analysis of Abbreviations Types and Purposes Found in Influencers' Twitter Accounts with Different Gender" based on the content made by the influencer on Twitter. This study is important to be done to expose the language variation based on gender especially in the used of abbreviation on Twitter in order to make the new Twitter users as a part of language community know the messages delivered by the influencer in Twitter.

## **1.2. Identification of The Problem**

Based on the background above, it can be reported that the researcher who conducted the study about Twitter abbreviations had analyzed the type of abbreviation only. They classified five types of abbreviations found in the study clipping, blends, acronym, initialism and contraction. Their study also analyzed about functions of abbreviations to make conversation efficient and understandable in conveying ideas, information, and thoughts. However, the general studies of abbreviation did not define the types abbreviation can be differentiated by gender, how can an influencer give affect the abbreviation used on Twitter, the reason why that abbreviation can be popular and mostly used on Twitter, the classes of words, and its word formation for instance.

In this research, the researcher conducted not only the types of abbreviation words but also explains the gender difference in use each type and purposes of abbreviation in Twitter. In conclusion, the researcher in this study conducted the types, and the differentiated of men and women use abbreviations on Twitter because Twitter users mostly use abbreviations to communicate more than regular words.

### **1.3.Limitation of The Problem**

The scopes of this research were types and purposes of abbreviation words found on tweets or threads that are used by an influencer on Twitter in different gender. This limitation in this research only focused on tweets or threads from an influencer account that usually use abbreviation to trigger the readers. The data were taken from tweets with many views, and the data take from 4 influencer whose tweets that are almost active users on Twitter and always

use Twitter to share information or knowledge, not only to give information but also to refute the hoax and incorrect information. These four influencers constantly update everything, including in language that trends on Twitter.

#### **1.4. Formulation of The Problem**

Based on the limitation of the problem elaborated above, the problem of this research was formulated into the following questions: What were the abbreviation types and purposes used by influencer accounts on Twitter in different gender?

#### **1.5. Research Questions**

In this research, the following are the research question:

1. What are abbreviations types found on Twitter tweeted by different gender influencers?
2. What are abbreviation purposes used in Twitter by different gender influencers?

#### **1.6. Purpose of The Research**

Related to the research question above, the purpose of the research which the researcher of this study arranges are to:

1. Identify the types of abbreviations are found on Twitter tweeted by influencers.
2. Identify the purposes of abbreviations are found on Twitter tweeted by different gender influencers.

#### **1.7. Significance of The Research**

Theoretically, this research will contribute to linguistics study in

understanding the use of abbreviations by different gender. The most important purpose of this research is to develop knowledge about types of Abbreviations and gender influences in the use of abbreviation that become habitual and often used in daily life for people to communicate, not only for Twitter users but also for everyone who wants to learn about this subject.

Practically, analyzing how influencers, who often shape online discourse, use abbreviations can offer insights into broader linguistic trends and patterns. This understanding can contribute to the field of linguistics and sociolinguistics. Investigating gender-based differences in abbreviation usage can shed light on how language is employed to construct and express gender identity. It can help better understand how gender influences communication styles in online spaces. The issues of using abbreviation in their platform can also influence the follower who follow on their social media platform. Analyzing abbreviations in this context can provide insights into the rapidly changing language dynamics of online interactions.

### **1.8. Definition of The Key Terms**

- Abbreviation** : A shortened form of a written word or phrase used in place of the whole word or phrase. (merriam-webster.com)
- Twitter** : Twitter is an online news and social networking site where people communicate in short messages called tweets. (lifewire.com)
- Influencer** : The influencer is the individual whose effect on the purchase decision is in some way significant or authoritative. (Definición de influencer del Cambridge Business English)

Dictionary (Cambridge University Press)

Gender : A group of people in a society who share particular qualities or ways of behaving which that society associates with being male, female, or another identity. (dictionary.cambridge.org)