
Symbols, Speech, and Electoral Influence: An Educational Sociolinguistic Study of Political Jargon in the 2024 Election

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Abstract

This study employs a qualitative and descriptive library research method to analyse viral political jargon circulating on social media, such as "AMIN," "Gemoy", "Sat Set - Tas Tes" and others. Data was collected using observation and note-taking techniques and analysed through a sociolinguistic framework to identify the forms, meanings, and factors contributing to the popularity of these expressions. The analysis process involved data reduction, data presentation, and conclusion drawing. Findings reveal that political jargon in this election includes words, phrases, clauses, and sentences, with morphological techniques like reduplication and affixation making the expressions memorable and relatable. These jargons carry denotative, connotative, and associative meanings, reflecting social and political values and enhancing political communication. This language use aids voters' understanding and boosts public engagement in discourse. This research shows that political jargon serves as a communication tool to shape group identity and reinforce candidate narratives, providing insights into the intersections of language, politics, and culture in contemporary democracy.

Keywords

Digital social media, political language, sociolinguistics, viral jargon, 2024 presidential election

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Introduction

The 2024 Presidential Election in Indonesia is one of the country's most significant political moments, setting the direction for the next five years. Voting in an election is a fundamental right of every citizen (Labolo, 2015). Beyond selecting the head of state, the presidential election is a critical arena where candidates work to influence public opinion and gain support through diverse language strategies. Political language is employed not only to compete for public attention and backing but also becomes a stage for a “war of words” and rhetoric used by candidates and their supporters. In each presidential election, language is a key tool for candidates to convey their vision, mission, and work plans. Language acts as a communication medium among society members using sounds or symbols to express one's thoughts and feelings to others (Suandi, 2014). Yet, beyond its communicative function, language is a battleground where various parties use it as a powerful instrument to control public narratives, shape opinions, and influence public perceptions to capture public attention and support. Language is a fundamental element in political communication. Through language, political messages are conveyed, ideologies are upheld, and political identities are established. In political campaigns on social media, the choice of words, language style, and rhetoric are vital strategies to garner sympathy and public support. Social media platforms such as Instagram, YouTube, and Twitter (X) are key channels for candidates to enhance their public image, particularly in the lead-up to the 2024 election (Mulyana, 2013). Effective language can mobilize the masses, shape public opinion, and strengthen group identity.

One of the most prominent language aspects in this context is jargon. Jargon is a type of language variation based on the speaker's background (Wulandari, 2016). The word “jargon” originates from a 14th-century English term meaning “bird chatter,” derived from the root “garg,” which forms words like “gurgle” or “gargle” (Ong et.al., 2013). Generally, jargon refers to language, particularly vocabulary, specific to a particular profession or group (Patoko & Yazdanifard, 2014). Jargon is commonly found in professional fields, especially politics (Syafitri & Ikhsan, 2019). Amid political contests, distinctive jargon often becomes a symbol of political power, followership, and public aspirations. These jargons are especially notable in the 2024 presidential election, reflecting the evolving social and cultural dynamics within society. Jargon not only indicates the identity and ideological stance of presidential candidates but also serves deeper functions in shaping public opinion, consolidating support, and reinforcing political narratives. Political jargon consists of specific words or phrases frequently used by politicians or their supporters to convey messages with rich, often connotative, meanings.

Jargon is not secretive (Manshur & Jannah, 2023); rather, it serves as a creative tactic to make presidential candidates memorable, particularly for the predominantly Millennial and Gen Z voter base. For instance, popular jargon like “AMIN,” “Gemoy,” and “Sat Set - Tas Tes” in Indonesia carry strong meanings that can shape public perceptions of each candidate. This study addresses the urgency of understanding how these jargons are used, the motivations, and their societal impact. In the 2024 election context, political jargon can lead to social polarization, reinforce group identity, or mobilize the masses. This research is essential for uncovering the dynamics of political language used by political figures in their

quest for public support. Analyzing jargon also provides insights into effective political communication strategies, especially in the digital era. Furthermore, this study makes a significant contribution to sociolinguistics, particularly regarding language as a tool of power and control. Through jargon analysis, we reveal how linguistic symbols are constructed and imbued with meaning by various social groups, reflecting issues that resonate in contemporary society.

Thus, a sociolinguistic analysis of the jargon used in Indonesia's 2024 presidential election is essential to understanding the dynamics of political communication, persuasive strategies, and the social impact of language use. Sociolinguistic research links language to social factors that influence its use in society. Sociolinguistics studies the relationship between language and culture, including how language is used in various social contexts and how social variables like class, gender, and ethnicity impact language use (Ardiansyah et al., 2014). In a political context, sociolinguistics provides a framework for analyzing how language and jargon help presidential candidates build identity, gain legitimacy, and shape public perceptions. Language variation is a central topic in sociolinguistic studies. As a branch of linguistics, sociolinguistics explains characteristics of language variation within social contexts, studying the features and functions of language variations and the relationship between language and these functions within a speech community (Chaer & Leonie, 2014). This study aims to analyze and describe the forms, meanings, functions, and underlying factors of the viral political jargon used in the 2024 election. De Saussure's theory (1966) serves as the theoretical framework to understand the language forms, meanings, functions, and factors associated with political jargon, enabling researchers to reveal the contextual meanings embedded in political language in the 2024 election context.

Literature Review/Theoretical Frameworks (if applicable)

This research offers a significant contribution to linguistics, particularly in political jargon analysis and sociolinguistics. Focusing on Indonesia's 2024 presidential election, it provides fresh insights into how political jargon is used, how its meanings can evolve, and how the public responds to it. The study expands existing literature by adding a new dimension regarding technology and public response to political language. With a specific focus on political jargon within the 2024 election context, this research makes an important contribution to studies on political language in Indonesia. Its methodology allows for a deeper understanding of how language functions as a tool of power and how social and political contexts shape language meaning. Additionally, this research examines the role of digital technology and social media in the spread and reception of political jargon. Considering the crucial role of digital media in modern political campaigns, this study offers valuable insights into how digital platforms influence the use and effectiveness of political jargon.

Several previous studies on jargon have been conducted, such as one by Iskandar et al. (2021), who explored jargon in the PUBG Mobile community in Samarinda. The research employed a qualitative descriptive method with observation, note-taking, recording, and interviews. The findings indicated that the jargon included base words, reduplication, abbreviations, acronyms, and adaptations with lexical and contextual meanings. In another study, Liaw et al. (2013) conducted a strategy on language using the identikit police pattern to

construct a coherent view. This research focused on the jargon and slang used within the police force for quick and concise communication. Using "The Speaking Model," the study illustrated how jargon and slang reflect identity and norms within the police community.

Furthermore, Adawiyah et al. (2021) reviewed jargon by football commentators, particularly Valentino Simanjuntak, during the Indonesia vs. Thailand match in the 2018 AFF U-16 Championship. The jargon was analyzed in various forms, such as words, phrases, clauses, and sentences, with diverse meanings, including denotative, connotative, associative, grammatical, and proverbial meanings. Factors influencing jargon included social factors, desires, and situational contexts. In conclusion, jargon in football commentary serves not only as an identity marker but also as a medium for creative expression and vocabulary education.

Previous studies have demonstrated that language plays a crucial role in politics, especially in election campaigns. Political jargon is an effective tool for shaping public opinion, building political identity, and consolidating support. These studies also show that sociolinguistic analysis can provide deep insights into how language functions in political contexts and how the meanings of these languages are influenced by social variables. This study continues this tradition of analysis with a specific focus on the 2024 Presidential Election and considers developments in digital media and communication technologies.

Methodology

This study adopted a literature review method combined with a descriptive qualitative approach. The approach was chosen to capture and interpret the ongoing phenomenon of political jargon usage in the 2024 Presidential Election. This method allowed the researchers to observe, analyze, and interpret political language within its social and cultural context. Descriptive qualitative research was particularly suitable due to the non-numerical nature of the data.

Research design, site, and participants

The study did not involve direct participants in a traditional sense but analyzed political jargon disseminated in the public domain. The data were derived from words, phrases, clauses, and sentences used by presidential candidates, campaign teams, and other political actors during the campaign period. Social media platforms, such as Instagram, YouTube, and Twitter (X), served as the primary data sources. These platforms were selected due to their significant role in circulating and shaping political jargon during the election.

Data collection and analysis

Data collection employed a listening and note-taking technique. The researchers carefully observed and documented speeches and texts containing political jargon from the identified social media platforms. Each instance of jargon was transcribed, recorded, and categorized based on its form (e.g., word, phrase, clause, sentence) and thematic context (e.g., identity, economy, national vision). This process ensured a comprehensive capture of the

variations and usage patterns of political jargon across platforms. The analysis followed a structured three-step process:

- **Data reduction**
Collected data were filtered to remove irrelevant jargon and focus on those most relevant to the research objectives. Priority was given to frequently used jargon or those with a notable impact on public discourse.
- **Data presentation**
The refined data were organized into tables or concept maps, categorizing jargon by themes, functions, and origins. This stage facilitated the identification of patterns in the usage and dissemination of political jargon.
- **Conclusion drawing**
The final step involved interpreting the analyzed data. Researchers explored how the identified jargon reflected the political, social, and cultural dynamics of the 2024 Presidential Election. Additionally, they examined how the jargon influenced public opinion, shaped political identity, and strengthened political support.

This systematic approach enabled the study to provide a nuanced understanding of the role of language and political communication in the 2024 Presidential Election. It also highlighted the factors influencing the formation and spread of political jargon in the digital era.

Findings

The results of this study were divided into three main areas: the form and meaning of jargon, the functions of jargon, and the factors that contributed to viral political jargon used in the 2024 Presidential Election.

Form and meaning

This table summarized the forms and meanings of viral jargon in the 2024 Presidential Election, which were effectively used in political campaigns to convey important messages to the public.

Table 1. Forms and meanings of popular jargon 2024

Jargons	Forms	Meanings
<i>Gemoy</i>	Word	Adorable, used to describe a figure or campaign atmosphere that is pleasant.
<i>Slepet</i>	Word	Fast or swift, depicting a sharp and quick campaign style.
<i>Salam tiga jari</i>	Phrase	A symbol of support and solidarity, identified with a particular political candidate.
<i>Salam perubahan</i>	Phrase	A call for change, often used as a political slogan by candidates promoting change.
<i>Rugi dong, yang bener aja</i>	Phrase/Sentence	An expression of criticism or disagreement with policies considered detrimental.
<i>Sat set - Tas tes</i>	Elliptical Clause	Depicts quick and responsive action, often referring to a candidate's promptness in action.

<i>AMIN</i>	Word/Implicit Clause	Refers to the Anies-Muhaimin pair, also carrying religious connotations emphasizing hope and prayer.
<i>Cepat dan unggul</i>	Phrase	A combination of two adjectives reflecting the ability to act quickly and with high quality.

This table demonstrated how language in the form of jargon served as a tool in political communication during the 2024 presidential election.

Word forms

Word forms were linguistic units that stood on their own and had meaning. In some jargon, these forms consisted of base words that were adopted and given new meanings or added connotations within a political context.

- *Gemoy*: This word form was a modification of the word "*gemas*," which meant "adorable" or "cute." It was an example of innovation in word formation that created a lighter, more familiar, and popular impression. This word also carried a contemporary nuance that resonated with the language style of the younger generation.
- *Slepet*: This word was a verb form in informal language that meant "to strike quickly" or "to attack swiftly." In the political context, "*slepet*" reflected an aggressive and fast-paced political movement or campaign, often occurring without prior warning.

Phrase forms

A phrase is a combination of two or more words that form a unified meaning, but it does not have a subject and predicate like a clause.

- *Salam tiga jari*: It is a nominal phrase that represents a greeting using three fingers. Symbolically, this phrase conveys a message of solidarity and support for a specific candidate. This form is more visual and functions as an identity for the movement or political group using it.
- *Salam perubahan*: This phrase is also a nominal phrase. "*Salam*" is a symbol of communication or message delivery, while "*perubahan*" or change represents the political vision or hope being communicated to supporters. Its meaning is an invitation to support change in the government or the existing socio-political condition.
- *Rugi dong, yang bener aja*: This informal phrase consists of two parts. The first part, "*rugi dong*," is an expression of disagreement or disappointment, while "*yang bener aja*" is an emphasis used to criticize or question political policies or actions that seem unreasonable.
- *Cepat dan unggul*: This was a phrase combining two adjectives that complemented each other. This phrase was used to create an image of a candidate who was not only quick in taking action but also excelled in quality and capabilities. The meaning of this phrase was very positive, depicting a leader capable of facing challenges with efficiency and excellence.

Clause forms

A clause is a combination of words that contain a subject and a predicate. Jargon in the form of clauses is typically more complex and serves to convey a message or critique in a more complete form.

- *Sat Set - Tas Tes*: This clause has several elements but does not explicitly have a subject and predicate. It is an onomatopoeic expression that mimics the sound of speed and agility in action. This elliptical clause implies that fast action is being taken, though the specific action is not mentioned. This jargon is often used to describe a leader who is quick and decisive, acting without unnecessary hesitation.
- *AMIN*: Technically, it is only a single word, but in the context of the 2024 presidential election, "*AMIN*" functions as an implied clause. The name of the candidate pair Anies-Muhaimin was abbreviated as "*AMIN*," which automatically added a larger contextual meaning, implying support and hope for this candidate. It also carried a religious connotation, invoking the confirmation of prayers (the word "*Amin*" is often said at the end of prayers, symbolizing agreement or endorsement).

Sentence forms

A sentence is a language unit that consists of a complete clause, with a subject and a predicate, and can stand alone to convey a complete idea or message.

- *Rugi dong, yang bener aja*: It can be considered an informal sentence used to criticize or express disappointment. The sentence is complete because it has an implied subject (the speaker) who states their disagreement with something. This sentence is often used to highlight political policies that are deemed unfair or not in favor of the people.

The jargon found in this study consists of words, phrases, clauses, and sentences. Morphological processes such as reduplication and affixation are used in the delivery of these jargon. For instance, reduplication creates an engaging and memorable impression, while affixation adds additional meaning relevant to the political context. Additionally, simple language is an important strategy, as it makes the jargon more accessible and easily understood by a wider audience. Therefore, these morphological techniques make the jargon more effective in attracting voter attention.

The political jargon in the 2024 presidential election carried varying meanings, including denotative, connotative, and associative meanings. Denotative meaning refers to the literal meaning of the jargon, while connotative meaning reflects the feelings or associations that arose in the public when hearing the jargon. Furthermore, associative meaning emerges based on the relevant social and cultural context. These jargons reflected the social and political values evolving in society and brought a fresh nuance to political communication. Therefore, this jargon not only conveys political messages but also helps voters more easily understand the context and objectives of those messages.

Functions of jargon in the 2024 presidential election

In the political context, jargon plays a significant role in shaping discourse, simplifying political messages, and building group identity. Here are some of the key functions of jargon in the 2024 Presidential Election:

Building group identity and solidarity, jargon serves as a marker of political identity and a tool to build solidarity among supporters. Jargon, such as "*Salam Tiga Jari*" (Three-Finger Salute) and "*AMIN*" is used to strengthen a sense of togetherness and self-identification with a particular group. Jargons become a symbol to emphasize loyalty to a candidate or political coalition. In the 2024 presidential election, these jargon help solidify group loyalty, distinguish supporters of one candidate from another, and create a sense of belonging to a political movement or campaign.

Simplifying complex political messages, jargon helps crystallize complex ideas or policies into simple, memorable messages. For example, "*Cepat dan Unggul*" (Fast and Superior) is used to shorten the candidate's vision and mission, which may have involved more complicated issues like development programs, economic policies, and government reform. By using strong key phrases, jargon helps deliver messages quickly to a wide audience who may not have had access to in-depth political information.

Enhancing appeal and influence on social media, in the digital age, jargon plays an important role in attracting attention and sparking interaction on social media. For example, "*Sat Set - Tas Tes*" is a type of jargon that takes advantage of sound and rhythm to grab attention and is easy to share across various platforms. This function is especially crucial in attracting the interest of younger generations who are active on social media and more engaged with short, catchy, and easily digestible content.

Strengthening the narrative and image of the candidate, political jargon is often used to build and strengthen a specific narrative associated with the candidate's image. "*Slepet*" reflects a quick and unexpected movement, linking the candidate's image with agile and decisive leadership. Meanwhile, "*Salam Perubahan*" (Salutation of Change) emphasizes the narrative of change that a candidate advocated, aiming to replace the current order with something new. In this way, jargon reinforces a positive perception of the candidate's capabilities and advantages in the public's mind.

Factors behind the creation of viral jargon in the 2024 presidential election, political jargon became viral in the 2024 presidential election due to several factors related to technological advancements, popular culture, and political communication strategies. Here are the key factors that influenced viral jargon:

Influence of social media

Social media platforms like Twitter, Instagram, TikTok, and Facebook played a central role in making political jargon go viral. The algorithms of these platforms favour content that is easily shareable and engaging (such as short, catchy, and humorous jargon), which helps accelerate the spread of these terms. Jargon like "*Gemoy*" and "*Sat Set - Tas Tes*" becomes viral

because the content aligns with the interactive nature of these platforms, where users can quickly respond to and share the content.

Use of simple and engaging language, viral jargon is often short, memorable, and attractive. The use of informal language, which resonates with young people, allows jargon such as "*Gemoy*" and "*Slepet*" to spread quickly among a wider audience, including millennials and Gen Z, who dominate social media. Simple jargon also facilitates communication in informal settings and across different social classes.

Political communication strategies, political candidates and campaign teams actively create and promote jargon to influence the political landscape. They understand that the proper use of jargon can help build the desired image and effectively spread their messages. For example, "*Cepat dan Unggul*" is strategically crafted jargon to emphasize characteristics such as efficiency and competence that the candidate wants to highlight.

Resonance with social and political situations, jargon that goes viral often has a strong relevance to the current social and political climate. "*Salam Perubahan*" gains popularity due to the widespread public desire for social, economic, and political change. Jargon that reflects public aspirations or responds to major events tends to be more readily accepted and used by the public.

Active participation of communities and influencers, online communities and influencers play a significant role in popularizing jargon. When jargon is promoted and supported by public figures or influencers with large followings, such as community leaders, celebrities, or content creators, the potential for it to go viral increases. Influencers can spread jargon in a more personal and informal manner, making it feel closer to their audience.

Humor and entertainment factor, humor is often a key element in viral jargon. "*Rugi Dong, Yang Bener Aje*" becomes popular due to its strong humorous tone, which entertains the public while still conveying a social critique. This humor factor captures attention, making the jargon easier to remember and spread quickly.

Discussion

In the context of the 2024 presidential election in Indonesia, jargon has become a key element in facilitating political communication strategies (Wulandari, 2016). Jargon not only serves as a medium for conveying political messages but also acts as a symbol that unites supporters and represents the candidates' aspirations in one or several easily understood keywords. Jargon such as "*Gemoy*," "*Sat Set - Tas Tes*," "*Cepat dan Unggul*," and "*Salam Perubahan*" are strategically used to influence public opinion, create group identities, and build strong political narratives. Jargon plays an important role in creating a clear political identity for the candidates and the parties they represent. For example, the jargon "*Salam Tiga Jari*" is not just a visual symbol but also a tool for identifying with a particular group, thereby strengthening the sense of togetherness among supporters. Similarly, "*AMIN*" combines political meaning (as an abbreviation for the names of the candidates) with religious connotations referring to hope and prayer, showing how a simple term can carry deep meaning that touches both spiritual and political identities simultaneously.

The function of jargon is also evident in simplifying political messages. Amid the many issues and debates in the 2024 Presidential Election, jargon has become an effective tool for simplifying complex messages and making them easier for the public to understand. For example, the jargon "*Cepat dan Unggul*" conveys the image that a candidate is not only quick in action but also possesses superior quality. In political campaigns, which are often filled with technical details and policy promises, jargon helps highlight specific aspects of the programs that candidates want to emphasize. This makes the political message more focused and efficient, especially in the age of social media, which relies heavily on brief and direct communication.

Furthermore, jargon also plays an important role in boosting the appeal of political campaigns on social media. Social media has become a primary platform for candidates to engage with the public, especially younger generations who are more connected through digital platforms like Twitter, Instagram, and TikTok. Jargon like "*Sat Set - Tas Tes*" attracts attention due to its rhythm and catchy sound, triggering discussions and further interactions among social media users. This appeal, combined with the ease of sharing in the digital world, makes jargon an effective tool for spreading political messages quickly and widely.

In line with Octavia (2018), which identified several factors influencing the variation of jargon, such as gender, age, social status, speaking style, speech topics, and idiolects, this study reveals that the virality of political jargon in the 2024 Presidential Election is also influenced by several key factors. One of the main factors is the role of social media, where short, engaging, and easily shareable content has a greater chance of going viral. In this context, political jargon created with consideration for the algorithms of social media platforms is more likely to be accepted by the public. Additionally, the use of simple language, as seen in the jargon "*Gemoy*" which is casual and easy to access, broadens the audience and facilitates the spread of the jargon across different generations and social layers.

A well-designed political communication strategy also plays a significant role in viral jargon. Campaign teams actively create jargon that aligns with the image the candidate wants to project. A clear example is "*Cepat dan Unggul*," which strategically highlights aspects that are considered important to voters, such as speed in action and superior leadership quality. Thus, jargon becomes an integral part of the candidate's branding strategy.

Furthermore, the resonance of jargon with the current socio-political conditions also plays a crucial role. For example, the jargon "*Salam Perubaban*" is highly relevant amid the demand for social, political, and economic change in Indonesia. A society that feels dissatisfied with the current conditions is more likely to accept and use this jargon as a form of expression for hope and desire for change. This resonance shows how jargon is not just a communication tool but also a vessel for the aspirations and desires of the people.

It is undeniable that the active participation of communities and influencers on social media accelerates the spread of jargon. Influencers with large followings often become key agents in making jargon go viral. By supporting or incorporating jargon into their content, influencers broaden its reach and make it more familiar to a diverse audience. For instance, when an influencer uses the humor-infused jargon "*Rugi Dong, Yang Bener Aje*" in a lighthearted context, the jargon quickly spreads and is adopted by the public. In addition to these factors, humor and entertainment play a significant role in making political jargon viral. Jargon containing humorous elements, like "*Rugi Dong, Yang Bener Aje*," grabs attention because it

delivers political criticism or messages in a lighter, more entertaining manner. Intense political climates, funny or playful jargon is more easily accepted and spread by the public.

Conclusion and Recommendations/Implications

Based on the analysis and discussion outlined, the conclusions of this study are as follows: First, the political jargon found in the 2024 Presidential Election consists of various forms, including words, phrases, clauses, and sentences. The morphological processes applied in the delivery of jargon, such as reduplication, affixation, and simple language, make it appealing and easy for the public to remember. Second, the identified jargons have denotative, connotative, and associative meanings. The meanings embedded in these jargons reflect relevant social and political values, and they add a fresh nuance to political communication. This helps voters understand the messages more easily and encourages public engagement in political discourse. Third, the factors driving jargon in the context of the 2024 Presidential Election include the desire to create political identity, resonance with socio-political conditions, and well-planned communication strategies. Social media plays a key role in the spread and virality of these jargons, facilitating interaction between candidates and voters. Finally, this study provides new insights into the phenomenon of political language in the 2024 Presidential Election. The results show that political jargon functions not only as a communication tool but also as a means of building group identity and reinforcing the candidate's narrative. These findings open opportunities for further research on the relationship between language, politics, and culture in contemporary democratic dynamics. Through this study, it is hoped that a significant contribution will be made to sociolinguistics and political communication and serve as a reference for other researchers in exploring similar phenomena.

Disclosure statement

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