



The Use of Non-Standard Indonesian Language Varieties in Non-Formal Communication in the Student Environment of UPN Veteran East Java

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ABSTRAK

Penelitian ini mengeksplorasi penggunaan variasi bahasa Indonesia informal dalam komunikasi non-formal di kalangan mahasiswa UPN Veteran Jawa Timur. Dengan menggunakan metode kualitatif, penelitian ini mengumpulkan data dari survei dan observasi dalam konteks interaksi sosial di kampus. Hasil penelitian menunjukkan bahwa mahasiswa sering menggunakan bahasa informal, termasuk ungkapan sehari-hari dan bahasa gaul, sebagai bentuk ekspresi diri dan pembentukan identitas kelompok. Media sosial memiliki pengaruh signifikan dalam membentuk variasi bahasa ini. Meskipun penggunaan bahasa informal memperkuat ikatan sosial dan menciptakan kenyamanan dalam berkomunikasi, terdapat kekhawatiran mengenai pemahaman bahasa formal dalam lingkungan akademik. Temuan ini memberikan wawasan tentang dinamika komunikasi mahasiswa dan peran bahasa dalam kehidupan sosial mereka.

ABSTRACT

This research explores the use of informal Indonesian language variations in non-formal communication among students at UPN Veteran East Java. Using a qualitative method, the study gathers data from surveys and observations within the context of social interactions on campus. The results show that students frequently use informal language, including colloquial expressions and slang, as a form of self-expression and group identity formation. Social media has a significant influence in shaping these language variations. While the use of informal language strengthens social bonds and creates comfort in communication, there are concerns regarding the understanding of formal language in academic settings. These findings provide insights into student communication dynamics and the role of language in their social lives.

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1. INTRODUCTION

Language is a means of communication that is organized in the form of units, such as words, groups of words, clauses and sentences that are expressed both orally and in writing. (Wiratno & Santosa, 2014). In Indonesia, Indonesian as the national language has two main varieties: standard and non-standard. The standard variety is used in formal and official situations, while the non-standard variety is more often used in informal contexts. The phenomenon of non-standard language use is becoming increasingly interesting to study,

especially among students who play a crucial role in shaping and disseminating language trends in society. Students often use non-standard language varieties in everyday communication on campus as a form of self-expression and affirmation of group identity. At the National Development University (UPN) Veteran East Java, interactions between students from various social, cultural, and regional backgrounds create unique variations in language use. The non-standard language varieties used by students in this informal communication reflect the social and cultural dynamics and language changes occurring in society.

The use of non-standard language in informal communication is not merely a linguistic phenomenon, but is also closely related to social, psychological, and cultural factors that influence students' mindsets and communication styles. This article aims to analyze the forms of non-standard Indonesian language varieties used in informal communication among students at UPN Veteran East Java and to identify the factors that influence the use of these varieties. This research is expected to provide a deeper understanding of the dynamics of language use in the student environment and its contribution to the future development of the Indonesian language.

2. METHOD

Research methods used is a quantitative approach. The purpose of this study is to describe the phenomenon of the use of non-standard Indonesian language varieties in students' daily communication through data collection in the form of questionnaires distributed online. This research is a survey research, which attempts to collect data from a number of respondents to determine the habits and patterns of non-standard language use among students. The research was conducted in the student environment of UPN "Veteran" East Java, but data collection was carried out online through the distribution of Google Forms to students. The research subjects were students of UPN "Veteran" East Java from various study programs. Respondents were selected using a convenience sampling technique, namely students who were willing to fill out the distributed Google Form questionnaire. The minimum target was 28 respondents so that the data obtained was sufficiently representative. Data was collected using an online questionnaire created in the form of a Google Form.

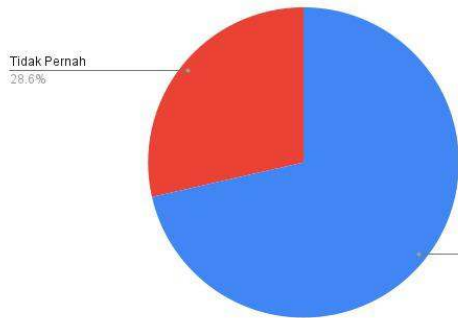
3. RESULT AND DISCUSSION

Students from various regions and socio-cultural backgrounds gather at UPN "Veteran" East Java to pursue their higher education goals. Communication among students in this environment is crucial for building social relationships, sharing information, and completing academic assignments. (Ernawati et al., 2023).

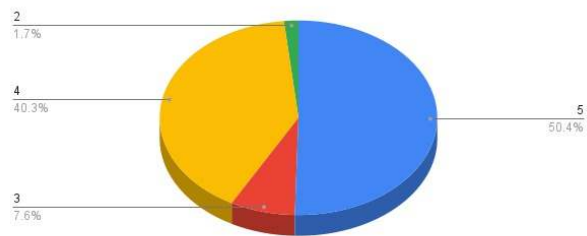
The use of non-standard Indonesian in informal communication among students at UPN Veteran East Java. Based on the data analysis conducted, 28 research reports found that many students at UPN Veteran East Java still use non-standard Indonesian in informal communication. In the diagram above, the analysis results relate to the data processing results from the previous process, explaining the identification of non-standard language use in everyday life among students. The following analysis can be obtained from several questionnaires we created.

1. Survey diagram of how many students heard the word "isap"

PRESENTASE MAHASISWA MENDENGAR KAT

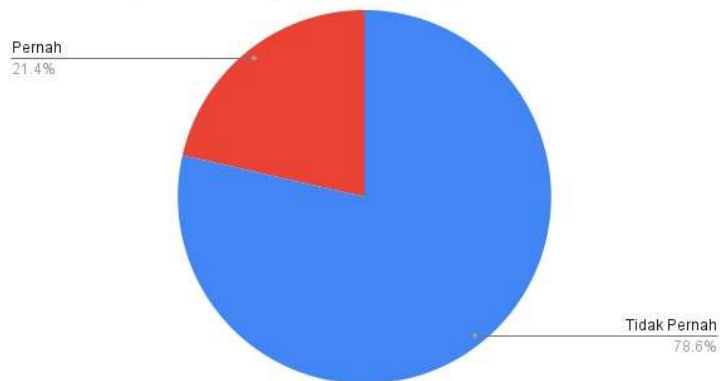


PRESENTASE MAHASISWA BERKOMUNIKASI DENGAN MAHASISWA LAIN MENGGUNAKAN BAHASA TIDAK BAKU



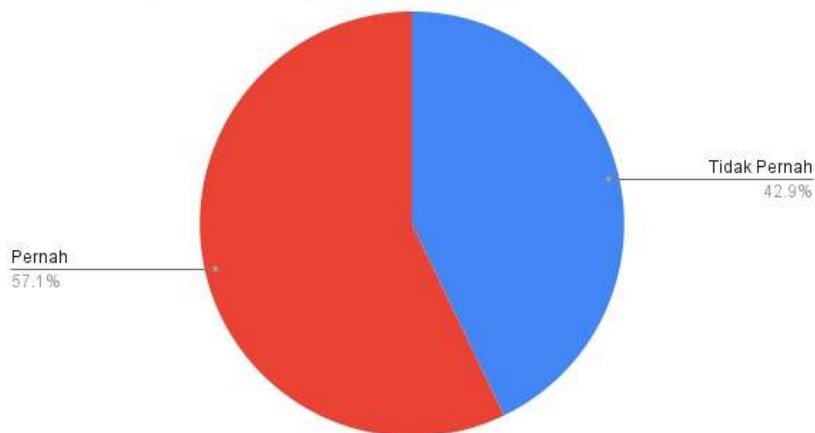
2. Survey diagram of how many students heard the word "cheating"

Count of Apakah kalian pernah mendengar kata "Sontek"?



3. Survey diagram of how many students heard the word "afdal"

Count of Apakah kalian pernah mendengar kata "Afdal"?



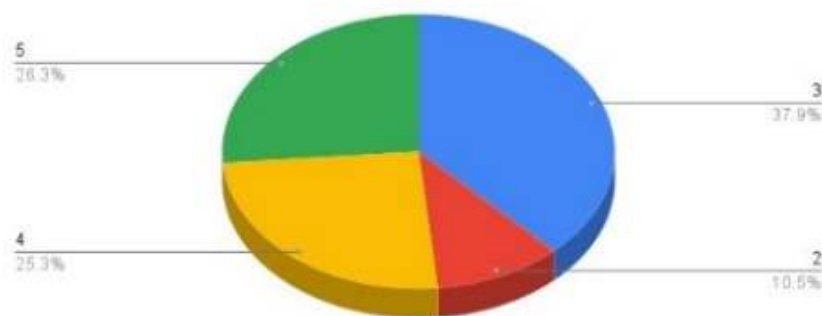
4. Survey diagram on the effectiveness of using standard language in everyday life

Count of Apakah pemakaian bahasa baku di era sekarang sangat efektif jika digunakan sehari-hari?



5. Survey diagram of students communicating with other students using standard language.
6. Survey diagram regarding the importance of standard language in non-formal communication.

PRESENTASE PENTINGNYA BAHASA BAKU DALAM KOMUNIKASI NON FORMAL



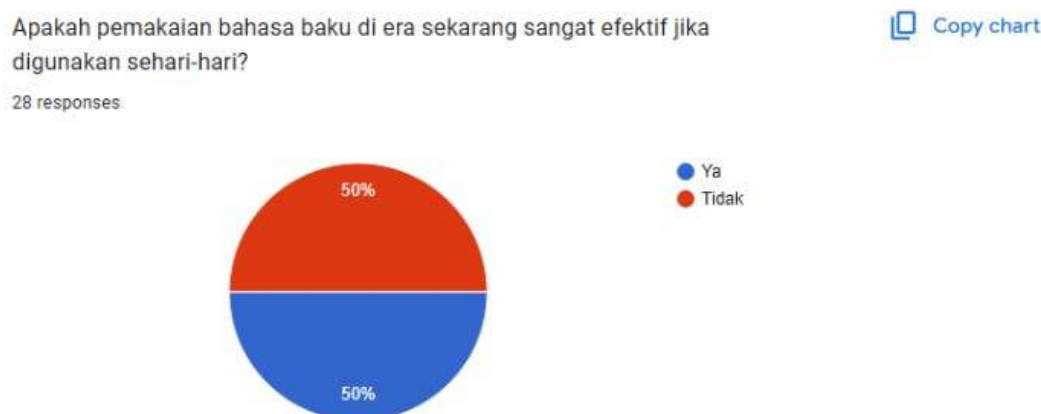
7. Use of non-standard words

The previous discussion described how standard language is still widely used by students in everyday language. However, quite a few students also use non-standard language. Let's take an example from a survey we conducted.



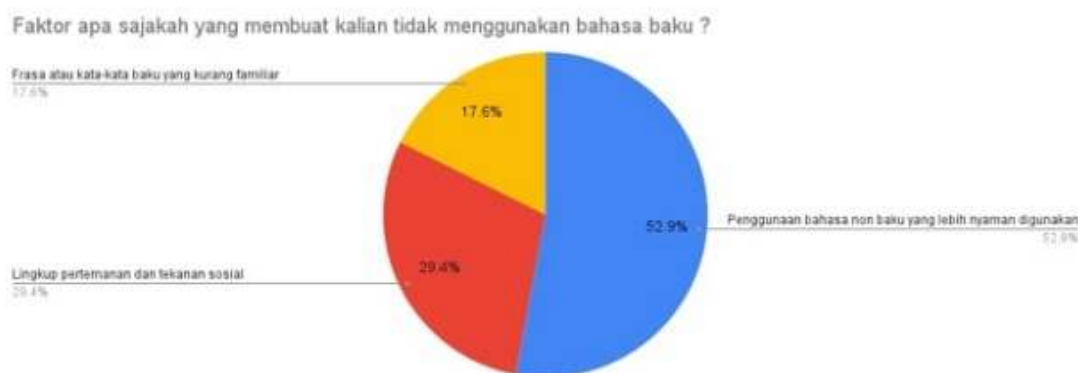
We submitted several words like "gabut," "legalization," "jadul," "baper," "analisis," "FYI," "antre," "risk," "pharmacy," and "BTW" as survey questionnaires for words frequently used in everyday life. The data above shows that the average student uses the word "gabut" the most, which is a non-standard word.

Thus, we have summarized our opinions in the following table:



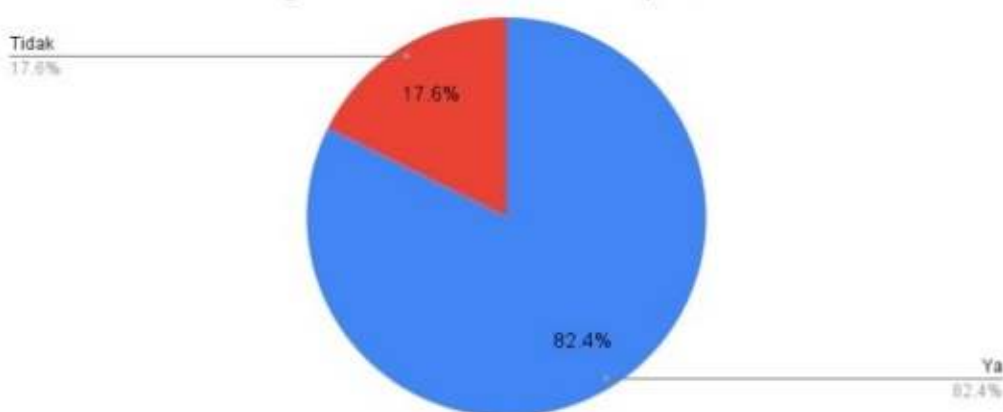
Of the 28 respondents, 50% of respondents were of the opinion that standard language is still effective in everyday life.

8. Additional questionnaire In one survey we also added Conclusion questions to the survey we had created.



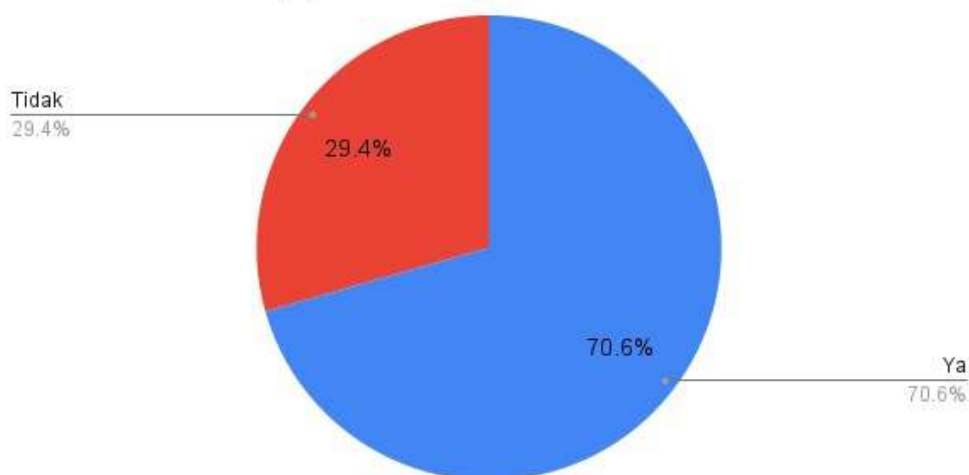
Of the several factors that prevent students from using formal language in their daily lives, the most common is the ease of using non-formal language. In the questionnaire, 53% of respondents chose this reason, a fact that is often used in student environments.

Pernahkah kalian mengalami konflik atau salah paham akibat penggunaan bahasa non baku dengan sesama mahasiswa di upn Veteran Jawa Timur?



This issue of misunderstandings also frequently occurs during discussions between students using non-standard language. Surveys have shown that 82% of student respondents experienced misunderstandings between communicators.

Menurut kalian apakah penggunaan bahasa non baku memiliki kontribusi terhadap perkembangan bahasa Indonesia?



We concluded this questionnaire with a probing question about the impact of non-standard language on language development in Indonesia. According to 70% of respondents, it is influential. This can be seen in the development of the Indonesian Dictionary (KBBI) over the past few years. These changes in words have contributed to the development of non-standard language in Indonesian.

4. CONCLUSION

This study concludes that the use of non-standard Indonesian language varieties is highly prevalent in non-formal communication among students at UPN Veteran East Java. The primary driver behind this linguistic phenomenon is the comfort and ease that informal language provides, making it a preferred choice for daily social interactions on campus.

Popular colloquial terms and slang such as "gabut," "baper," and "BTW" have become deeply integrated into the students' daily vocabulary.

However, the widespread use of non-standard language is a double-edged sword. While it serves as a comfortable medium for expression, it poses a significant challenge to effective communication, as evidenced by the 82.4% of respondents who reported experiencing misunderstandings or conflicts due to the use of non-standard terms. Interestingly, opinion remains evenly split (50% each) on whether standard Indonesian remains effective for daily use, highlighting a balancing act between formal linguistic expectations and informal habits. Lastly, a majority of students (70.6%) recognize that these non-standard variations dynamically contribute to the overall evolution and enrichment of the Indonesian language, as seen in the periodic updates of the official Indonesian dictionary (KBBI).

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