



Decoding Digital Slang: A Sociolinguistic Analysis of Language Variation in @cursedkidd's Posts on X

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ABSTRACT

The rapid growth of social media has contributed to the emergence of diverse language varieties that reflect the dynamics of digital communication, particularly among young people. One prominent phenomenon is the use of slang language in posts shared by the X account @cursedkidd, which is recognized for its creative, concise, and humorous linguistic style. This study aims to analyze the forms of slang language employed in the account's posts and to explore their social functions and communicative characteristics within digital interactions. A descriptive qualitative approach employing content analysis was adopted. The data consisted of selected posts from @cursedkidd containing slang expressions, which were analyzed through data reduction, categorization, data display, and conclusion drawing. The findings reveal that the dominant linguistic features include word shortening, letter omission, spelling modification, and creative slang formations. These language varieties function to construct group identity, strengthen social solidarity, enhance communication efficiency, and create humorous expressions that resonate with young audiences. However, excessive reliance on slang may reduce users' ability to employ standard Indonesian appropriately in formal contexts. This study concludes that slang language on social media represents not only linguistic innovation but also a reflection of the evolving communication patterns of contemporary youth in digital environments.

ABSTRAK

Perkembangan media sosial telah mendorong munculnya berbagai variasi bahasa yang mencerminkan dinamika komunikasi digital, khususnya di kalangan generasi muda. Salah satu fenomena yang menonjol adalah penggunaan bahasa gaul dalam unggahan akun X @cursedkidd yang dikenal dengan gaya bahasa kreatif, singkat, dan humoris. Penelitian ini bertujuan untuk menganalisis bentuk-bentuk ragam bahasa gaul yang digunakan dalam unggahan akun tersebut serta mengungkap fungsi sosial dan karakteristik komunikasinya dalam konteks interaksi digital. Penelitian menggunakan pendekatan deskriptif kualitatif dengan metode analisis isi. Data diperoleh dari unggahan akun X @cursedkidd yang mengandung variasi bahasa gaul, kemudian dianalisis melalui proses reduksi, kategorisasi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa ragam bahasa yang dominan berupa pemendekan kata, penghilangan huruf, modifikasi ejaan, dan penggunaan bentuk slang yang kreatif. Variasi bahasa tersebut berfungsi sebagai sarana membangun identitas kelompok, mempererat kedekatan sosial, meningkatkan efektivitas komunikasi, serta menciptakan humor yang mudah diterima oleh audiens muda. Di sisi lain, penggunaan bahasa gaul secara berlebihan berpotensi mengurangi kemampuan pengguna dalam menerapkan bahasa Indonesia baku pada situasi formal. Penelitian ini menegaskan bahwa bahasa gaul di media sosial tidak hanya merupakan bentuk inovasi linguistik, tetapi juga merefleksikan perubahan pola komunikasi generasi muda dalam ruang digital.

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1. INTRODUCTION

Language plays a fundamental role in human communication by enabling individuals to exchange ideas, construct social relationships, and negotiate identities across diverse social contexts. As communication increasingly shifts toward digital platforms, language practices have become more dynamic, adaptive, and creative. Social media has transformed the way people communicate by encouraging the emergence of new linguistic forms characterized by brevity, informality, and innovation. These developments have given rise to digital slang, abbreviations, creative spellings, and hybrid lexical forms that reflect contemporary communication practices, particularly among younger generations (Androutsopoulos, 2023; Tagg, 2024). Rather than merely serving as informal expressions, these linguistic variations function as markers of identity, solidarity, and group membership within online communities.

Among various social media platforms, X (formerly Twitter) represents one of the most influential digital communication spaces because of its emphasis on concise textual interaction and real-time public discourse. The platform encourages users to develop distinctive linguistic styles that accommodate character limitations while simultaneously maximizing expressiveness and audience engagement. Consequently, language on X frequently exhibits lexical innovations, phonological simplifications, abbreviations, and creative orthographic modifications that distinguish digital discourse from conventional written language (Page, Barton, Unger, & Zappavigna, 2023). These linguistic characteristics have become particularly prominent among Indonesian youth, whose online interactions continuously reshape contemporary Indonesian slang through viral expressions, memes, and influencer-generated content (Fairuz & Saddhono, 2024; Azka & Karo-Karo, 2023).

Previous studies have extensively examined slang language and language variation in Indonesian social media. Research has explored slang usage among adolescents on Twitter (Azka & Karo-Karo, 2023), code-mixing and slang variation on X (Fairuz & Saddhono, 2024), and linguistic characteristics of Willy The Kid's online discourse (Hermanto et al., 2024). Other studies have investigated the influence of social media on language development and youth communication practices (Yulianti, 2023; Satria & Nasution, 2020). Although these studies have successfully documented the existence of slang language and classified various linguistic forms, they predominantly emphasize descriptive categorization of slang vocabulary. Limited attention has been devoted to explaining how linguistic variation functions as a communicative strategy for constructing digital identity, strengthening social interaction, and sustaining audience engagement within specific online communities. Furthermore, few studies have focused specifically on the linguistic creativity of the X account @cursedkidd, whose distinctive writing style has become highly recognizable and widely imitated by Indonesian social media users.

This limitation represents an important research gap. Existing literature has largely concentrated on identifying slang expressions without providing a comprehensive sociolinguistic interpretation of how orthographic modification, lexical innovation, and language simplification contribute to digital communication practices. In particular, empirical evidence remains limited regarding the relationship between creative slang formation and its

communicative functions in fostering humor, social intimacy, and collective identity among young users of X. Addressing this gap is essential because digital language continuously evolves alongside technological development and significantly influences contemporary Indonesian linguistic behavior.

Accordingly, this study offers a novel contribution by examining the linguistic variation employed in @cursedkidd's posts through a sociolinguistic perspective that integrates analyses of linguistic forms with their communicative and social functions. Unlike previous studies that primarily classify slang vocabulary, this research investigates how digital slang serves as a mechanism for identity construction, audience engagement, communication efficiency, and online solidarity within Indonesian digital culture. By combining linguistic analysis with sociolinguistic interpretation, this study provides a more comprehensive understanding of contemporary language innovation on social media.

Based on these considerations, the research addresses the following problem: How are slang language variations realized in @cursedkidd's posts on X, and what sociolinguistic functions do these linguistic variations perform in shaping digital communication among Indonesian youth? Accordingly, the objective of this study is to analyze the forms of slang language variation used in @cursedkidd's posts and to explain their communicative and social functions from a sociolinguistic perspective. The findings are expected to enrich sociolinguistic scholarship on digital communication while contributing empirical insights into the evolving characteristics of Indonesian language use in contemporary social media environments.

2. METHOD

This study employed a descriptive qualitative design using qualitative content analysis to examine slang language variation in digital communication. A qualitative approach was considered appropriate because the research aimed to interpret linguistic phenomena and explain the communicative functions of slang expressions rather than to quantify their frequency. Content analysis enabled a systematic examination of lexical, orthographic, and semantic features embedded in social media discourse.

The primary data consisted of textual posts published on the X account @cursedkidd, selected because the account is widely recognized for its distinctive use of creative slang and has attracted substantial engagement among Indonesian social media users. The data corpus comprised posts containing slang expressions, abbreviations, creative spellings, phonological simplifications, and other forms of language variation. Data were collected through documentation by identifying, capturing, and compiling relevant posts that represented the linguistic characteristics investigated in this study. Posts unrelated to language variation or containing only visual content without textual elements were excluded from the analysis.

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), consisting of **data condensation, data display, and conclusion drawing/verification**. During the data condensation stage, slang expressions were identified and classified according to their linguistic forms, including word shortening, letter omission, orthographic modification, lexical innovation, and non-standard spelling. The categorized data were then organized into analytical tables to facilitate interpretation. Finally, each linguistic form was interpreted using a sociolinguistic perspective to explain its communicative functions, including identity construction, group solidarity, communication efficiency, humor, and audience engagement within digital interaction.

To enhance the trustworthiness of the findings, the study employed **theoretical triangulation** by interpreting the data through established concepts in sociolinguistics and digital discourse studies. The consistency of coding and categorization was maintained through repeated examination of the dataset and comparison with findings reported in previous studies on Indonesian slang language and digital communication. This procedure strengthened the credibility and dependability of the analytical results.

The research adhered to ethical principles for digital research by analyzing only **publicly accessible posts** available on the X platform. No private communications or personal information beyond publicly available usernames were collected or disclosed. The study was conducted solely for academic purposes, respecting the integrity of publicly shared online content while ensuring responsible use of digital data.

3. RESULT AND DISCUSSION

Analysis of the collected data revealed that the slang language used in @cursedkidd's posts on X demonstrates systematic linguistic variation rather than random deviations from standard Indonesian. Four major patterns emerged from the analysis: (1) orthographic simplification, (2) lexical innovation, (3) communicative functions of digital slang, and (4) the implications of slang use for digital communication among Indonesian youth.

Orthographic Simplification as the Dominant Language Variation

The most frequently observed linguistic feature was **orthographic simplification**, in which standard Indonesian words were intentionally shortened or modified without altering their intended meaning. These modifications generally involved vowel deletion, consonant omission, letter substitution, and phonological simplification to create shorter and more expressive forms suitable for rapid communication on social media.

Table 1. Orthographic Variations Identified in @cursedkidd's Posts

No.	Slang Form	Standard Indonesian	Type of Variation
1	mmasuki	masuk	Letter addition and orthographic modification
2	prlu	perlu	Vowel omission
3	sneng	senang	Vowel deletion
4	mnding	mending	Vowel omission
5	gkda	tidak ada	Lexical abbreviation
6	udh	sudah	Word shortening
7	bner	benar	Vowel omission
8	cb	coba	Syllable reduction

The findings indicate that vowel omission was the most dominant strategy employed throughout the dataset. Such modifications enabled users to produce shorter messages while preserving semantic meaning, reflecting the efficiency-oriented communication style commonly observed on digital platforms.

Lexical Creativity and Digital Identity Construction

Beyond orthographic simplification, the data revealed that the account consistently employed creative lexical forms to establish a distinctive online identity. Instead of adhering to

conventional spelling conventions, the posts intentionally manipulated written forms to create humorous, informal, and highly recognizable expressions.

This linguistic creativity distinguished the account from ordinary users and contributed to its popularity among followers. The repeated use of unconventional spellings gradually became part of the account's communicative identity, making the language immediately recognizable even without contextual information. Consequently, language functioned not merely as a medium of communication but also as a branding strategy that strengthened audience recognition and engagement.

Communicative Functions of Slang Language

The analysis further demonstrated that slang language served multiple communicative functions within digital interaction.

First, slang expressions functioned as markers of social identity. The use of abbreviated and modified words reflected membership within a community of young social media users who shared similar linguistic norms and digital experiences.

Second, slang language promoted communication efficiency. The shortened forms allowed users to convey messages quickly while maintaining comprehensibility among audiences familiar with contemporary digital expressions.

Third, the linguistic variations enhanced humorous expression. Many modified spellings were intentionally exaggerated to create comic effects and increase the entertainment value of posts, thereby encouraging interaction through likes, reposts, and comments.

Finally, slang language fostered social solidarity by creating a sense of intimacy between content creators and their followers. The informal linguistic style reduced communicative distance and strengthened community engagement.

Implications of Slang Language in Digital Communication

The findings also revealed both positive and negative implications of slang language use.

From a positive perspective, slang contributes to linguistic innovation by enriching informal Indonesian vocabulary and encouraging creative language use in online communication. It facilitates efficient interaction and strengthens social relationships among users who share similar linguistic backgrounds.

Conversely, excessive dependence on slang may reduce users' awareness of standard Indonesian language conventions. Continuous exposure to non-standard spellings may influence formal writing practices, particularly among younger users who frequently communicate through social media. This finding suggests the importance of balancing creative digital language practices with appropriate use of standard Indonesian in educational and professional contexts.

Overall, the findings demonstrate that slang language in @cursedkidd's posts represents a systematic sociolinguistic phenomenon characterized by linguistic creativity, communication efficiency, identity construction, and social interaction. Rather than constituting random deviations from standard language, these variations reflect adaptive communication strategies developed within contemporary digital culture

Discussion

The findings demonstrate that the slang language employed in **@cursedkidd's** posts represents a systematic form of linguistic innovation rather than merely non-standard language use. The predominance of orthographic simplification, including vowel omission, letter reduction, and unconventional spelling, reflects users' adaptation to the communicative demands of digital environments where speed, efficiency, and audience engagement are highly valued. From a sociolinguistic perspective, these linguistic modifications illustrate that language continuously evolves in response to technological and social changes. Digital platforms encourage users to construct new linguistic norms that differ from conventional written Indonesian while remaining mutually intelligible within specific online communities. This finding supports the argument that language variation is socially motivated and functions as an adaptive communicative resource rather than as linguistic deficiency (Androutsopoulos, 2023; Tagg, 2024).

The dominance of shortened lexical forms identified in this study also confirms previous findings that Indonesian social media users increasingly employ abbreviation and spelling modification to facilitate rapid interaction (Fairuz & Saddhono, 2024; Azka & Karo-Karo, 2023). However, this study extends previous research by demonstrating that orthographic modification is not solely intended to minimize typing effort. Instead, repeated use of distinctive spellings has become an intentional stylistic strategy that differentiates content creators from other users. In the case of **@cursedkidd**, linguistic creativity contributes to the formation of a recognizable digital persona, making the account immediately identifiable through its characteristic language style. This interpretation expands earlier studies that primarily categorized slang vocabulary without explaining its strategic communicative role in digital identity construction.

Another important finding concerns the multiple communicative functions of slang language. The analysis indicates that slang simultaneously functions as a marker of group identity, a means of expressing humor, a strategy for strengthening interpersonal solidarity, and an instrument for increasing audience engagement. These functions are consistent with sociolinguistic theories that regard language choice as an indicator of social affiliation and identity construction (Eckert, 2018). Within online communities, users adopt shared linguistic practices to signal membership and establish symbolic boundaries between insiders and outsiders. Consequently, slang expressions operate not merely as lexical alternatives but also as social resources that reinforce collective identity among digitally connected youth.

The humorous and informal linguistic style observed in **@cursedkidd's** posts also explains the account's substantial audience interaction. Creative spellings attract readers' attention because they deviate from standard orthographic conventions while remaining easily interpretable within the shared cultural context of Indonesian social media users. This mechanism aligns with digital discourse studies suggesting that linguistic creativity enhances audience participation by increasing memorability, emotional resonance, and shareability of online content (Page et al., 2023). Therefore, the effectiveness of digital slang depends not only on lexical novelty but also on the existence of shared sociocultural knowledge that enables users to interpret unconventional expressions correctly.

While the findings highlight the communicative advantages of slang language, they also reveal potential implications for language development. Excessive reliance on non-standard forms may gradually influence users' awareness of standard Indonesian spelling conventions, particularly among adolescents who interact intensively through social media.

Similar concerns have been reported by Yulianti (2023), who argued that frequent exposure to slang may reduce the consistent use of formal Indonesian in academic contexts. Nevertheless, the present findings suggest that this phenomenon should not be interpreted solely as language degradation. Instead, digital slang represents an example of **register differentiation**, in which speakers appropriately adjust linguistic choices according to communicative context. Users remain capable of distinguishing between informal digital interaction and formal institutional communication, provided that adequate language awareness is maintained.

The present study offers several contributions that distinguish it from previous investigations. Earlier studies generally focused on identifying or classifying slang vocabulary used on social media (Satria & Nasution, 2020; Fairuz & Saddhono, 2024; Hermanto et al., 2024). In contrast, this research integrates linguistic analysis with sociolinguistic interpretation to explain **how** and **why** language variation functions within digital communication. Specifically, the study demonstrates that orthographic innovation simultaneously serves communicative efficiency, identity construction, humor production, and audience engagement. This multidimensional interpretation provides a broader understanding of digital slang as a dynamic sociolinguistic practice rather than merely a collection of informal lexical items.

The novelty of this research therefore lies in its examination of @cursedkidd's linguistic practices through an integrated sociolinguistic framework that combines analyses of language variation with digital communication functions. Rather than limiting the discussion to lexical classification, the study explains the interaction between linguistic creativity, online identity, and audience participation in Indonesian digital culture. These findings contribute to the growing field of digital sociolinguistics by providing empirical evidence that language variation on social media reflects not only linguistic innovation but also broader processes of identity negotiation, social interaction, and communicative adaptation within contemporary digital society.

4. CONCLUSION

This study demonstrates that the slang language employed in @cursedkidd's posts on X constitutes a systematic form of linguistic variation that reflects the dynamic nature of digital communication among Indonesian youth. The analysis revealed that orthographic simplification, lexical innovation, and creative spelling are the dominant linguistic strategies used to facilitate communication efficiency while simultaneously constructing a distinctive digital identity. Beyond their linguistic forms, these variations perform important sociolinguistic functions by strengthening social solidarity, expressing humor, enhancing audience engagement, and reinforcing a sense of belonging within online communities. These findings confirm that digital slang is not merely a deviation from standard Indonesian but an adaptive communication strategy shaped by technological advancement and evolving patterns of social interaction.

The study contributes to the field of digital sociolinguistics by extending previous research that primarily focused on identifying or classifying slang vocabulary. Through an integrated analysis of linguistic forms and communicative functions, this research provides new empirical evidence that orthographic innovation serves multiple social purposes, including identity construction, interactional effectiveness, and community engagement. This

multidimensional perspective represents the primary contribution of the study to understanding language variation in contemporary digital environments.

Despite these contributions, the study is limited by its focus on a single social media account, which may not fully represent the diversity of slang language used across Indonesian digital platforms. Future research is therefore encouraged to examine broader datasets involving multiple influencers, different social media platforms, or comparative analyses across online communities. Incorporating quantitative or mixed-method approaches may also provide a more comprehensive understanding of the distribution, evolution, and sociolinguistic impact of digital slang in Indonesia.

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