2.1 Sociolinguistic

Sociolinguistic is study about the relation between language and society, language and social structures in language use in live or daily communication (Spolsky, 1998). Sociolinguistic is study of our behavior and habit in everyday lives – how language works and media exposed to, societal norms, policies, and laws which address language (Wardhaugh, 2015). It means that when study about sociolinguistic, it will focus on the relationship between language and society then society is establish a language itself.

2.2 Language Varieties

Nowadays, language are always changed over time, have a varieties, growing rapidly, and different between one another. Language varieties is such unique sets of items or patterns do exist for each groups (Wardhaugh, 2006). It means that language are various and different which has a unique formed. It was discovered by several groups of people in community.

Varieties of language is comes from people speak with different language. It has characteristic in their language and indicated as a style of speech. The term "variety" is an academic term used for any kind of language production, whether we are viewing it as being determined by region, by gender, by social class, by age or by our own inimitable individual characteristics. (Bauer, 2003). It means that the language varieties has come because of the communities using a various
language which is different in a single community such as younger people do not speak impolite with older people, younger people has a special language based on their socialize, etc. Mahmunik in her thesis (2015) stated that language varieties divide to be five parts: Dialect, Register, Jargon, Style, and Slang.

2.3 Slang

Slang is a linguistic features of a speech variety can be found at the lexical, the phonological, the morphological, or the syntactical level of the language (Izmaylova & et al., 2017). It means that slang is speech variety used by people or groups which is every people has different kind of language and distinguishable form of speech. In communities or groups, it has many language style which is use to communicate with people in. The language use is usually only known by people who is joining the communities or groups.

Slang is a new word used by people in socialize. It is a particular word, phrase, and expression which is used by people in community. In general, slang word used in informal situation, so it is not appropriate in formal situation. It is a daily language, popular language, or used by famous language. According to Wardhaugh (2000), slang is word or phrase which are often used and informal. It is used by people for identity with one community of all groups and ages. Slang is a language that popular in style, it is usually qualified for members of particular social community. For example ‘teenage slang’; ‘arm slang’; ‘theatre slang’.
1.3.1 Characteristics of Slangs

According to Spolsky cited in Rahmawaty (2012, p.10), there are some characteristics of slang:

1. Slang is kind of Jargon but used in informal rules. It is usually use to build solidarity.
2. Slang is freely used a taboo expression and breaking a social norms.
3. Slang are be able to be a new vocabularies used by groups or communities to familiarizing a conversation.
4. Slang formed by a new invention of word. It is from old word become a new word and has a new meaning by combining, cropping, and adding some word.

2.3.2 Types of Slang

Slang has process forming a word. According to Yule (2006), there are some types of slang such as Coinage, Compounding, Clipping, Blending, Borrowing, Back formation, Acronyms, Multiple processes, Derivation.

A. Coinage

Coinage is the invention of totally new words which is adopt the brand names as common words. In general, it is usually invented in the names of company’s product. The example are:

- Zara: Cloth
- Analgesic: Painkiller
- Tessa: tissue
- Nylon: cloth
- Yamaha: motorcycle
- Kodak: Photo
- Teflon: Frying pan
- Zipper: Zip
Vaseline: hand and body

B. Compounding

Compounding is produce a single form from joining of two different words. This combining process, there is a joining of two separate. Common English compounds are ‘bookcase’, ‘fingerprint’, ‘sunburn’, ‘textbook’, ‘wallpaper’, ‘wastebasket’ and ‘waterbed’. All these examples are nouns, but we can also create compound adjectives ‘long-distance’, ‘open-minded’ and compounds of adjective ‘green’ plus noun ‘house’ as in a (‘green-house’ home) or a (‘fast-food’ restaurant).

C. Clipping

Clipping is the creation of a new word by truncation of an existing one. The term of examination is still used but many people are usually called “exam” using the clipped form. Other common example are doc (document), pic (picture), Mat (mathematic), phones (telephone).

D. Blending

Blending is a common word forming process in English which are formed by combining part or more than one word. Blending is typically developed by talking only the beginning of one new word and combining it to the end of the other words. For example:

Smog from smoke+fog
Chunnel from channel+tunnel
Brunch from breakfast+lunch
Bit from binary+digit
Vlog from video+log
Fantabulous from fantastic+fabulous
Governator from government+internator
E. Borrowing

Borrowing is a word or phrase adopted from one language into another language. Borrowing also called as a loanword. Loanword is leading from a calque (loan translation). The example of language which is borrow terms from English is café (the original word is comes from French that is café). It is literally means “coffee” and Kindergarten (the original word is comes from German that is Kindergarten). It is literally means “children’s garden”.

F. Backformation

Backformation is the creation of a word by removing what appears to be an affix. For example:

- Addict from addicted
- Beg from beggar
- Diagnose from diagnosis
- Edit from editor
- Grid from gridiron
- Jell from jelly

G. Acronym

Acronym are formed by taking the initial letters of a string of words and combining them to form a new one word. It is usually form by the initial letters of a set other words. It is often consist of capital letters as in FBI (Federal Bureau of Investigation), NASA (National Aeronautics and Space Administration), AIDS (Acquired Immune Deficiency Syndrome). Acronym can lose their capitals to become everyday term such as radio (radio detecting and ranging).

H. Multiple Process

Although we have concentrated on each of these word-forming processes separately, it is possible to track the operation of more than one process on the
creation of a particular word. It is called as multiple processes. For example, the
term ‘internet’ can be noted as an example clipping “inter” plus “net” and blending
internet as a noun.

I. Derivation

Derivation is the formation of new words by combining a derivative affix to the
existing words. Derivation is achieved by adding affixes; there are prefixes,
suffixes, and infixes. Examples are the un-, mis-, pre-, -ful, less, -ish, -ism and -ness
elements which appears in words like ‘unhappy’, ‘prejudiced’, ‘careless’,
‘childish’, and so on. Looking more closely at the preceding group of words, we
can see that some affixes have to be added to the beginning of the word (e.g. un-,
mis-). These are called prefixes. Other affixes have to be added to the end of the
word (e.g. -less, -ish) and are called suffixes. All English words formed by this
derivational process have either prefixes or suffixes, or both. Thus, mislead has a
prefix, disrespectful has both a prefix and a suffix, and foolishness has two suffixes.

2.4 Social Media

Social media is a media as a communication tool used by people in abroad. It is
an online media and facilitate users easily. The growth of social media is very
support people in connection with each other via various social media platforms
(Colliander and Dahlen, 2011). It means that the development of social media as a
tool of communication needs are help people to connect with others. Social media
has many platform so people can take advantages with communication world not
only in one social media platform. It delighted to be able to socialize in online media
with people around and sharing an experiences.
Social media is facilitating tool for creation of knowledge and sharing communities (Yates and Paquette, 2011). It means that social media is useful for getting a new information, sharing a knowledge or idea, and create a learning group discussion. In education world, social media has a big influence to discover a new things. The creation of people can be found through social media that originated from a combination of online communities and group discussion. It will be a new knowledge that created from social media.

2.5 Instagram

Instagram is the best social platform photo and video that is founded by Kevin Systrom and Mike Krieger. From the beginning, Instagram is set to become a successful application. Instagram continues to improve its quality by adding new features and new photo effects. Once available on Android phones and recently added direct messages. Instagram also offers various filters for photos and videos that let users edit and improve their post in order to make the post more beautiful, interest, and has a high quality. From the beginning, Instagram is set to become a successful application. In fact, it has 1 million users just 2 months after its launch and has been growing ever since. Instagram continues to improve its quality by adding new features. According to Lee & et al. (2015), people using an Instagram has two aims that are self-expression and social interaction. It means that Instagram is a tool for people existence in socialize.

2.5.1 Instagram features

Instagram was designed for mobile use with intention that users would take photo and video on their mobile device and then upload the pictures directly through
the Instagram app. There are some terms Instagram panel in order to make the users comfortable and interested. They are followers, Instagram Story, Direct Message, Uploading Photos and Videos, Edit Photos or Video, and Caption.

a. **Followers**

Followers are the people who is follow a Instagram account. On the other hand the people who are followed by Instagram account are called as following.

b. **Instagram Story**

Instagram Story is daily photo and video sharing on Instagram. The photo and video shared in Instagram Story are only can be viewed once 24 hours. The story also will not appear on Instagram profile grid. It will appear on the top of feed in home panel. On January 2017, Instagram added live videos to Instagram Stories that let users create and share videos live with up to an hour.

c. **Direct Message (DM)**

Direct Message (DM) is used to send a private message to somebody. Nobody can see the message be sides the user and the receiver.

d. **Uploading Photos and Videos**

Instagram’s main usage is uploading and sharing photos and video with other users. Photos or video which you want to upload can be obtained directly from Instagram camera or take photos and videos in gallery of mobile phone. In basic function, Instagram is used to share photos and videos. It is always trying to improve the video quality. It changed the video restriction time from 15 seconds to 60 seconds.
e. *Edit Photo or Video*

Instagram users are able to edit photos or videos before uploading to Instagram by adding filters, in order to make photos or videos more beautiful, and cutting the duration of video. Instagram offers forty photo or video filters that users be able to use. For examples of some filters for photos or videos are clarendon, gingham, moon, lark, reyes, jun, slumber, crema, Ludwig, aden, Pepetua, Amaro, mayfair, rise, Hudson, Valencia, X-Pro II, sierra, willow, inkwell etc.

f. *Captions*

Before uploading a photo, users can add a short or long description or identify and introduce about a photo based on what the user thinks to introduce and identify photos in Instagram consist of four parts. The First is emoticon. It is derived from emoticon. This is used to express what the user feels in the context of the photo or video to upload. Second is arroba with the @ symbol at the start. Just like Twitter and Facebook, Instagram also has a feature that allows users to tag other users by adding @ and entering Instagram’s user account name. Third is verbal expression. Caption consists of verbal expression that explain about photo or video that post by the users by giving verbal expression. Fourth is hashtag (#). Hashtag should be key words or phrases relevant to the description of the Instagram post. It is searchable on Instagram. A hashtag is tag used to describe topics on social media networking and it gives an indication what the post is about. They help people to search, find images and add an image to current trends.