

A STUDY ON SOCIAL MEDIA SLANG ON GENERATION Y IN RADITYA DIKA PODCAST WITH KEANU

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Abstract

This study investigates the use of social media slang by Generation Y as represented in the Raditya Dika Podcast featuring Keanu. Social media slang has become an essential part of daily communication among Generation Y due to their intensive interaction with digital platforms. This research specifically aims to identify the types of social media slang used in the podcast, analyze their linguistic forms, and explain their communicative functions. A qualitative descriptive method was applied by analyzing utterances taken from one full podcast episode uploaded on YouTube. The findings reveal that social media slang in the podcast appears in the form of single words, phrases, and borrowed expressions, and functions to create humor, express emotions, build intimacy, and reflect Generation Y identity. This study confirms that podcasts serve as an important medium for observing contemporary language use influenced by social media culture.

Keywords: social media slang, Generation Y, podcast, sociolinguistics, language variation

INTRODUCTION

Language is not a static system; rather, it continuously evolves in response to social, cultural, and technological developments. In the contemporary digital era, technological advancement, particularly the rise of social media, has significantly influenced the way people communicate. One of the most prominent linguistic phenomena resulting from this influence is the rapid growth and widespread use of slang on social media platforms. Social media slang refers to informal and creative language expressions that emerge, spread, and gain popularity through digital platforms such as Instagram, Twitter, TikTok, YouTube, and podcasts. These expressions often deviate from standard language forms and are characterized by abbreviation, wordplay, borrowing, and semantic shift.

Generation Y, commonly known as Millennials, is a generation that grew up alongside the expansion of the internet, mobile devices, and social networking sites. Consequently, their

communication style is strongly shaped by digital interaction and online culture. Millennials frequently use slang as a linguistic tool to express emotions, opinions, humor, solidarity, and social identity. The use of slang allows them to communicate more efficiently and creatively, while also signaling group membership and shared cultural knowledge within their social networks.

Podcasts have recently emerged as a popular form of digital media that enables speakers to communicate in a natural, spontaneous, and conversational manner. Unlike formal broadcast media, podcasts often feature unscripted dialogue that closely resembles everyday speech. As a result, podcasts provide rich and authentic linguistic data for sociolinguistic research. One of the most influential podcasts in Indonesia is the Raditya Dika Podcast, which frequently features public figures and content creators engaging in casual discussions.

In a podcast episode featuring Keanu, both Raditya Dika and Keanu frequently employ social media slang that reflects the everyday language practices of Generation Y. Their interaction demonstrates how slang is used naturally in informal digital communication to convey humor, intimacy, emphasis, and personal stance. The frequent occurrence of slang expressions in this podcast makes it a valuable source for examining contemporary language use among Millennials.

Therefore, this study focuses on analyzing social media slang used by Generation Y in the Raditya Dika Podcast featuring Keanu. The analysis emphasizes the types and forms of slang expressions used, as well as their communicative functions in the context of digital interaction. Through this study, it is expected that a deeper understanding of the relationship between language, generation, and digital media can be achieved, particularly in the field of sociolinguistics.

LITERATURE REVIEW

Slang in Sociolinguistics

In sociolinguistics, slang is viewed as a non-standard variety of language that emerges within specific social groups and is used to signal identity, solidarity, and social belonging. Yule (2010) defines slang as informal language that is typically restricted to particular groups, such as youth communities, professional circles, or online communities. Slang often functions as a marker of in-group membership, allowing speakers to distinguish themselves from outsiders and reinforcing a sense of shared identity among group members.

From a sociolinguistic perspective, the use of slang is closely related to social variables such as age, social class, occupation, and cultural background. Young people, in particular, are often seen as the most active creators and users of slang, as they employ it to express individuality, creativity, and resistance to dominant or formal linguistic norms. In this context, slang can also function as a form of social rebellion, enabling speakers to challenge authority or established standards of language use.

One of the main characteristics of slang is its dynamic and temporary nature. Slang expressions may quickly gain popularity but can also disappear or be replaced by new forms as social trends change. This rapid turnover reflects the flexible and adaptive nature of language in response to shifting social environments. Additionally, slang frequently involves linguistic processes such as word shortening, semantic shift, metaphor, blending, and borrowing from other languages. These processes demonstrate how speakers creatively manipulate existing linguistic resources to produce new meanings and expressions.

In everyday communication, slang is mostly used in casual and informal contexts rather than in formal or academic situations, as its primary function is to create closeness, intimacy, and expressiveness rather than linguistic correctness. However, despite being considered non-standard, slang plays an important role in enriching language and reflecting social realities. Through slang, speakers negotiate social relationships, construct identities, and respond to cultural changes, making it a significant area of study in sociolinguistics.

Social Media Slang

Generation Y and Language Use

Generation Y, also known as Millennials, consists of individuals born approximately between 1981 and 1996. This generation is widely recognized for its close relationship with digital technology, having experienced the transition from traditional media to the internet, mobile devices, and social media platforms. Growing up alongside rapid technological development, Millennials are often described as digital natives or early digital adopters who actively integrate technology into their daily lives. According to Tapscott (2009), Millennials are technologically literate, highly connected, and actively involved in online communication, which significantly influences their patterns of interaction and language use.

In terms of language use, Generation Y tends to favor informal, expressive, and flexible language styles. Their communication is strongly shaped by online trends, digital culture, and

constant interaction through social media, instant messaging, and online forums. As a result, Millennials frequently blur the boundaries between spoken and written language, producing communication that is conversational in tone even in written contexts. This tendency reflects their preference for efficiency, immediacy, and emotional expressiveness in communication.

Slang plays an important role in the daily communication of Generation Y, as it enables them to express identity, humor, creativity, and emotional nuance. Through the use of slang, Millennials can establish social closeness, reinforce group solidarity, and signal membership within particular social or online communities. Furthermore, Millennials often adopt and adapt slang from various sources, including global media, popular culture, music, films, and online communities. This process results in hybrid and innovative language forms, such as blended expressions, borrowed terms, and code-mixed utterances. Consequently, the language practices of Generation Y contribute to ongoing linguistic change and the wider circulation of slang in contemporary society.

Podcast as Linguistic Data

Podcasts are digital audio or audio-visual media that present conversations, interviews, or monologues in a relatively informal and spontaneous manner. In recent years, podcasts have gained significant popularity as a form of digital media, particularly among younger and middle-aged audiences, including Generation Y. Unlike scripted television programs or formal broadcasts, podcasts usually allow speakers to communicate freely with minimal language monitoring, making them closer to natural, everyday spoken interaction.

This informal and conversational nature makes podcasts a valuable source of authentic spoken language data for linguistic research. From a sociolinguistic perspective, podcasts capture natural speech features such as slang, discourse markers, fillers, pauses, hesitation phenomena, humor, and interactional strategies between speakers. These features provide insight into how language is used in real communicative situations rather than in controlled or artificial settings.

Moreover, podcast hosts and guests often aim to sound relatable, approachable, and engaging in order to maintain listener interest. As a result, they tend to use everyday language that reflects real-life communication practices, including the frequent use of contemporary slang influenced by social media and digital culture. Podcasts also often address current topics, personal experiences, and popular issues, which further encourages spontaneous and informal language use.

Therefore, podcasts provide rich, relevant, and reliable data for analyzing contemporary language use, especially in relation to social media influence, generational identity, and informal communication patterns. By examining podcast discourse, researchers can gain deeper insights into how members of Generation Y use language in natural digital contexts and how slang functions within modern spoken interaction.

RESEARCH METHOD

Research Design

This study employs a qualitative descriptive research design to examine the use of social media slang by Generation Y as realized in spoken discourse. A qualitative descriptive approach is particularly suitable for this research because it aims to provide a detailed and systematic description of linguistic forms without manipulating the research setting. The study focuses on naturally occurring language used in informal communication, allowing the researcher to capture authentic expressions of social media slang as they appear in real-life interaction.

Furthermore, this research is grounded in a sociolinguistic perspective, which views language as a social practice influenced by context, speaker identity, and communication medium. By adopting this design, the study seeks to identify patterns of slang usage, explain their communicative functions, and interpret how social media slang is embedded in everyday spoken interaction among Generation Y.

Data Source

The data for this study were taken from one selected episode of the *Raditya Dika Podcast* featuring Keanu, which was accessed through the YouTube platform. The podcast episode was purposively selected based on several criteria, including the high frequency of informal language use, spontaneous dialogue, relaxed conversational style, and the presence of slang expressions commonly found in social media communication. These characteristics make the podcast an appropriate and relevant source of data for analyzing social media slang in spoken discourse.

Raditya Dika Podcast is widely known as a digital platform that presents casual and unscripted conversations between public figures, entertainers, and influencers. The podcast reflects contemporary language use among Indonesian youth and young adults, particularly in

informal digital contexts. The conversational setting allows speakers to communicate naturally without strict linguistic monitoring, resulting in authentic spoken data that closely resembles everyday communication.

Keanu, as the guest speaker in the selected episode, represents Generation Y and is known for his expressive, humorous, and informal speaking style. His frequent use of slang expressions, colloquial pronouns, and emotionally loaded words reflects language patterns commonly used in social media environments. This makes his speech particularly suitable for examining how slang functions in terms of emotional expression, intimacy, humor, and solidarity.

The data consist of slang words and expressions uttered by the speakers during the podcast episode. These slang items were identified, transcribed, and classified based on their linguistic form and communicative function. The following table presents examples of slang expressions found in the podcast, along with their context and function.

Table 3.2 Examples of Slang Expressions in the Raditya Dika Podcast

No.	Slang Expression	Utterance Example	Type of Slang	Communicative Function
1.	Baper	“Lu baper amat”	clipping	Expressing emotion
2.	Gue	“Gue tuh ngerasa”	Imitative	Building intimacy
3.	Lu	“Lu tau nggak”	Imitativative	Showing solidarity
4.	Gokil	“Ini gokil sih”	Flippant	Expressing humor and emphasis
5.	Receh	“Jokesnya receh”	Flippant	Expressing humor (low-quality joke)

Based on the revised classification, the slang expressions found in the podcast can be categorized into imitative, flippant, and clipping slang. Clipping slang such as baper shows lexical shortening to express emotions efficiently. Imitative slang like gue and lu reflects the imitation of informal spoken Indonesian commonly used in everyday interaction. Meanwhile, flippant slang such as gokil and receh functions to create humor and express spontaneous evaluation in casual conversation.

The slang expressions presented in the table illustrate how informal language is used naturally within podcast discourse. These examples demonstrate that slang in the podcast

serves various pragmatic functions, such as expressing emotions, creating humor, reducing social distance, and strengthening interpersonal relationships between speakers. Consequently, the *Raditya Dika Podcast* provides rich, authentic, and contextually meaningful linguistic data for investigating social media slang and its functions in spoken interaction.

Data Collection Technique

The data were collected using non-participant observation and note-taking techniques. In this study, the researcher acted as an observer without taking part in the conversation or influencing the interaction between the podcast host and the guest. This technique was chosen to ensure that the data reflected natural and spontaneous language use, free from researcher intervention.

The selected podcast episode was watched repeatedly to ensure careful observation and comprehensive data collection. During this process, the researcher focused on identifying utterances that contained social media slang, particularly those frequently used in informal digital communication. Note-taking was conducted simultaneously to record preliminary observations, contextual information, and timestamps of relevant utterances to facilitate accurate transcription.

All relevant utterances containing social media slang were then transcribed verbatim to maintain the originality and authenticity of the spoken data. The transcription process was carried out meticulously to capture linguistic features such as word choice, informal expressions, repetition, and conversational markers. This step was crucial to ensure that the data accurately represented the speakers' actual language use. After transcription, the data were organized systematically and categorized based on the presence and type of social media slang for further analysis.

Data Analysis Technique

The data analysis was conducted through several systematic and sequential steps. First, the researcher read the complete transcription thoroughly to gain an overall understanding of the conversational flow, context, and themes discussed in the podcast. This step allowed the researcher to become familiar with the data and identify patterns of informal language use.

Second, utterances containing social media slang were identified and highlighted within the transcription. These utterances were then extracted and listed as the primary data for

analysis. Third, the identified slang expressions were classified based on their linguistic forms, such as single-word slang, abbreviations, acronyms, borrowed words, modified lexical items, and pronoun slang. This classification helped organize the data and facilitated a more focused analysis.

After classification, the slang expressions were analyzed in terms of their meanings and communicative functions within the conversational context. The analysis aimed to explain how social media slang is used to express identity, solidarity, humor, emotional emphasis, and informality among speakers. Contextual interpretation was emphasized to ensure that the meanings of slang expressions were understood based on their actual usage rather than their literal definitions. Finally, the findings were interpreted and presented descriptively, supported by examples from the data, to provide a comprehensive understanding of social media slang usage by Generation Y in the selected podcast.

Trustworthiness of the Data

To ensure the trustworthiness, credibility, and reliability of the data, several methodological strategies were applied. First, repeated observation and repeated listening to the selected podcast episode helped minimize misinterpretation, researcher bias, and data omission. This process ensured that all relevant slang expressions were accurately identified and recorded.

Second, careful and consistent transcription procedures were employed to maintain data accuracy and analytical reliability. The researcher ensured consistency in identifying, classifying, and interpreting slang expressions throughout the analysis. Third, the use of authentic spoken data from a publicly accessible media source enhances the validity of the research findings, as the data reflect natural language use in real communicative contexts.

FINDINGS AND DISCUSSION

Types of Slang

Based on the analysis of the selected episode of the Raditya Dika Podcast, the slang expressions used by the speakers can be classified into four main types: fresh and creative slang, imitative slang, flippant slang, and clipping. These types reflect the dynamic and innovative nature of language use among Generation Y, particularly in informal digital discourse such as podcasts.

a. Fresh and Creative Slang

Fresh and creative slang refers to newly created or innovative expressions that emerge from social media, youth culture, and digital interaction. These slang forms are often produced through wordplay, semantic shift, or abbreviation and are not always found in standard dictionaries. Their meanings are usually understood within specific social or generational contexts.

In the podcast data, slang such as *baper* and *gokil* can be categorized as fresh and creative slang. The term *baper*, derived from *bawa perasaan*, has evolved into a single lexical item that expresses emotional sensitivity in a humorous or casual way. Similarly, *gokil* functions as a creative expression to show excitement, amazement, or humor.

The frequent use of fresh and creative slang indicates that Generation Y actively participates in linguistic innovation. This type of slang allows speakers to express emotions and attitudes more vividly while also signaling modernity and alignment with contemporary digital culture.

b. Imitative Slang

Imitative slang refers to slang expressions that are adapted or imitated from existing words, phrases, or linguistic patterns, either from formal language or other varieties of speech. These expressions often resemble standard forms but are used in informal contexts to convey familiarity and solidarity.

In the podcast, pronoun slang such as *gue* and *lu* can be classified as imitative slang. These pronouns are informal variants of the standard Indonesian pronouns *saya* and *kamu/anda*. Their usage imitates everyday spoken interaction commonly found in social media and peer conversations.

The use of imitative slang reflects how speakers intentionally adopt informal linguistic forms to create a relaxed atmosphere. For Generation Y, imitative slang functions as a marker of in-group communication and reinforces social bonds among speakers.

c. Flippant Slang

Flippant slang refers to expressions that are formed by combining words or using terms in a playful, humorous, or seemingly casual manner. This type of slang often does not have a literal meaning and is used mainly for humorous effect or emotional emphasis rather than precise communication.

An example of flippant slang found in the podcast is *receh* when used to describe jokes, as in “*Jokesnya receh.*” In this context, *receh* does not refer to small coins but is used metaphorically

to evaluate the quality of humor. The expression conveys a light-hearted, teasing attitude rather than serious criticism

Flippant slang contributes significantly to the humorous and entertaining nature of podcast discourse. Its use reflects Generation Y's tendency to prioritize playfulness and expressiveness in informal communication.

d. Clipping

Clipping is a type of slang formed by shortening longer words without changing their original meaning. This process is commonly used in informal speech to achieve efficiency and ease of pronunciation. Clipped forms are widely used in digital communication, where brevity and speed are valued.

In the podcast data, words such as *nggak* (from *tidak*) and *amat* (from *amat sekali*, in pragmatic use) function as clipped or reduced forms commonly found in casual spoken Indonesian. Although these forms are widely accepted in informal contexts, they are still considered non-standard in formal language.

The use of clipping reflects Generation Y's preference for efficient and natural communication. In spoken discourse, clipping helps maintain conversational flow and supports the spontaneous nature of podcast interaction.

The findings indicate that social media slang in the podcast serves several important communicative functions, which are closely related to the social and cultural background of the speakers.

Discussion

The findings of this study reveal that the use of slang in the Raditya Dika Podcast is not merely a reflection of informal speech, but a meaningful sociolinguistic practice shaped by generational identity, digital culture, and the communicative nature of podcast media. The presence of fresh and creative slang, imitative slang, flippant slang, and clipping demonstrates how Generation Y strategically employs language to achieve various social and interactional goals.

The frequent use of fresh and creative slang such as *baper* and *gokil* indicates that Generation Y actively participates in linguistic innovation. These expressions are not only used to convey meaning but also to project emotional stance and personal attitude. In the podcast context, such slang allows speakers to respond spontaneously and expressively, which enhances the natural flow of conversation. This finding supports the idea that Millennials prefer

language forms that are flexible, emotionally rich, and adaptable to fast-paced interaction, especially in digitally mediated environments.

Moreover, fresh and creative slang functions as a marker of contemporaneity. By using expressions that are closely associated with social media and youth culture, the speakers position themselves as linguistically up-to-date and socially relevant. This reflects how language becomes a resource for constructing modern identity and aligning oneself with current cultural trends.

The use of imitative slang, particularly informal pronouns such as *gue* and *lu*, further emphasizes the role of language in shaping social relationships. These pronouns imitate everyday peer interaction and signal equality between speakers. In the podcast discourse, the consistent use of imitative slang reduces formality and minimizes hierarchical distance, even though the speakers are public figures. This suggests that Generation Y intentionally avoids formal linguistic choices in order to maintain authenticity and relatability, which are highly valued in digital media.

From a sociolinguistic perspective, imitative slang serves as an in-group marker. Its use creates a shared linguistic space between speakers and listeners who are familiar with similar informal norms. As a result, listeners may feel socially closer to the speakers, reinforcing engagement and audience connection. This finding highlights how slang contributes to interactional alignment in semi-public communication such as podcasts.

Flippant slang plays a crucial role in creating humor and entertainment within the podcast. Expressions like *receh* are used not for their literal meaning, but for their playful and evaluative function. This type of slang allows speakers to deliver judgments in a light-hearted manner, softening criticism and maintaining a relaxed conversational tone. The use of flippant slang reflects Generation Y's tendency to prioritize humor and emotional nuance over linguistic precision in informal settings.

In addition, flippant slang contributes to the performative aspect of podcast discourse. Since podcasts aim to entertain as well as inform, speakers often rely on playful language to keep the conversation engaging. This supports the argument that slang in podcasts is not accidental but deliberately employed to sustain listener interest and conversational dynamism.

The occurrence of clipping further illustrates Generation Y's preference for efficiency and spontaneity in spoken communication. Shortened forms are used to maintain conversational speed and avoid unnecessary formality. In the podcast, clipping supports the

natural rhythm of speech and aligns with the characteristics of casual, unscripted interaction. This finding is consistent with the influence of digital communication, where brevity and immediacy are essential.

Taken together, these four types of slang reveal that Generation Y's language use in podcast discourse is shaped by a combination of social, cultural, and technological factors. Slang functions as a communicative tool for expressing emotion, building solidarity, creating humor, and constructing generational identity. The podcast medium, which bridges private conversation and public performance, provides an ideal environment for such language practices to emerge naturally.

In conclusion, the findings suggest that slang usage among Generation Y is not a sign of linguistic deficiency, but rather an adaptive and strategic response to contemporary communication needs. Through the use of various slang types, speakers are able to negotiate meaning, identity, and social relationships effectively within digital spoken discourse. This underscores the importance of examining informal digital media, such as podcasts, as valuable sites for sociolinguistic analysis.

CONCLUSION

This study concludes that social media slang is extensively and naturally used by Generation Y in the *Raditya Dika Podcast* featuring Keanu. The findings demonstrate that slang expressions appear in various linguistic forms, including single-word slang, pronoun slang, and borrowed or modified expressions influenced by global media. These forms reflect the flexible and creative nature of language use among Millennials in informal digital contexts.

Furthermore, the study reveals that social media slang serves multiple communicative functions within podcast discourse. Slang is used to create humor and entertainment, express emotions, build intimacy between speakers, and represent generational identity. Through the use of slang, speakers are able to reduce social distance, maintain a relaxed conversational atmosphere, and engage more effectively with their audience. This indicates that slang is not merely a casual linguistic choice, but a meaningful communicative resource in spoken interaction.

The use of slang in the podcast also reflects the strong influence of social media and digital culture on contemporary language practices. As a digital platform, podcasts function as a space where everyday language and online linguistic trends intersect. The findings suggest

that digital media plays a significant role in shaping how Generation Y communicates, both online and offline, by promoting informal, expressive, and identity-driven language use.

Overall, this research highlights the importance of studying social media slang as a sociolinguistic phenomenon that mirrors social change, technological development, and generational identity. The study contributes to a better understanding of modern language use in digital media and provides insights for future research on slang, generational language patterns, and the impact of digital platforms on spoken discourse.

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