TWITAUTOLOGY: NEOLOGISM IN K-POP FANBASE ON TWITTER

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ABSTRACT

Every fandom has a unique pattern of language usage to communicate with one another. Different fandoms, of course, affect their language patterns respectively, because the neologisms that are formed can represent the identity of each fandom. K-Pop fandom itself has a wide community all over the world that is connected through a virtual network. Twitter is a virtual data network platform used by many members of the K-Pop fandom. To find out about at what level neologism in K-Pop fandom on Twitter is formed, the data are collected by sampling tweets of Twitter users who are part of three K-Pop boy group fandom namely Seventeen, Stray Kids and Treasure, who use Vocabulary, Orthography, Grammar and Pragmatic in their tweets using descriptive qualitative design. The findings reveal that some language aspects in K-Pop fandom share different knowledge from the regular language. The results show that the K-Pop fandom community tend to create neologisms based on the identity of the specific idol they like, not only within the K-Pop fandom itself, which makes it unique. This research provides insight that neologism exists in the K-Pop fandom community on twitter to provide the community members an easier way to communicate without having to explain the context.

Keywords: Fandom, K-Pop, Neologism,
1. **Introduction**

Neologism seems to be popular in the Korean language. A study of Sang-cheol & Egorova (2021) shows that neologism has been a common occurrence in the Korean language. Neologism itself is newly created words or phrases that have new meaning that stands for something new, or words or phrases borrowed from another language used and accepted as a regular term within a community. Not only the new words, neologism also refers to old words with new meaning (Liu & Liu, 2014). Such phenomenon becomes more popular in South Korea as the country is infiltrated with various cultures (Kim, 2016). It can be concluded that the Korean language has been enriched with the presence of neologisms.

Neologism as the part of linguistics will continue to evolve following the dynamic of the community. According to Ahmad (2000), neologisms are an interesting phenomenon in that their emergence demonstrates the capability of language to undergo and sustain change, and deflect negative intrusion from other languages and cultures. Neologism also exists within the context of K-Pop fandom on Twitter as the words or phrases that are newly established always have a tight relation between the idol group and the fandom.

We identify three K-Pop Boy Group fandoms on twitter namely Seventeen, Stray Kids, and Treasure to look for what neologism they create and use regularly. To elaborate the word formation as one particular source of neologism, we used the theory from Ahmad (2000) that elucidates the process for creating new terms of words or phrases. To understand more about internet linguistics, Crystal (2011) provides the guide about twitter as the internet media and the language change in the internet. According to his theory, the language change is divided into five types: vocabulary, orthography, grammar, pragmatics, and styles. The language change in the internet, especially within the K-Pop fandom
on Twitter is influenced with the shared knowledge of the people that choose to tweet the utterance and the addressee. Those influenced by the social life of the society are evolving the language change quickly (Handabura, 2020). The neologism on Twitter can represent the identity of the K-Pop fandom community. This happens because the neologism could only be understood by people of the same community which makes it unique from others. Therefore, whenever miscommunication occurs among different fandoms, it could lead to a fan war (MAROS & BASEK, 2022).

Neologism in the K-Pop fandom community as a whole is really noticeable even when we only see their virtual interaction on a whim. There are many unique terms that people outside of said community will not be able to understand such as "Daesang", which means the grand award that artists receive through a big award show every year, or the acronym “SOTY”, which stands for “Song of The Year”, one of the main nominations that artists fight for every year on a big award show. These unique terms are understood by every member of the K-Pop fandom community like an unwritten agreement of what the terms stand for. When we look closer, the neologism shown on K-Pop fanbase communities on Twitter is proven to have more varieties depending on the K-Pop group of which they are a fan of. The differences in the neologism used between each boy group's fans show their own identity. We can take an example from the Seventeen fandom that created a new meaning of "carat" to refer to the fans of Seventeen as an example. Other groups do not refer to their fans as "Carat". Instead of that, they have their own special names to refer to their fans with. For Stray Kids, they also shifted the meaning of "Stay" as their fandom name. The same thing also applies to Treasure who call their fans with "Treasure Maker" or more commonly shortened as "TeuMe". As a social media language, neologism also comes in the form of emoticons or also known as emojis. However, just like the
written neologism, each emoji has different meanings in different fandom communities. In the K-POP fandom communities, people tend to symbolize certain artists with one or more representative emojis. Take an example of the puppy emoji which represents one of the Seventeen members, Mingyu. From the point of view of the other group fandom, the puppy emoji might not represent the same person. As for the fans of Stray Kids, the puppy emoji represents the group member named Seungmin while from Treasure fans’ point of view, the puppy emoji represents the group member named Jihoon. Even though each fandom has their own unique neologism, all of them have similarities in which level of language change they belong to.

K-POP fandom on Twitter has become the medium where people with the same interest in a particular K-POP group yet diverse language backgrounds interact using English, the most commonly utilized language in the world. This interaction resulted in the neologism formation within the online community. Following the phenomenon of neologism on Twitter, previous studies have talked about neologism and the internet language. These studies focus on the neologism formation discovered in various social media platforms as it opposes the standard English grammar (Mworia, 2015), monitor and amplification through web and Twitter (Wurschinger et. al., 2016), K-POP stan community’s interaction development (Malik, 2020), in contemporary English found in Facebook and Twitter (Handabura, 2020), and lexicalization of English tweets’ neologism and new media discourse (Fari, 2020). Previous discussions regarding neologism on the various social media platforms have left the gap on K-POP fandoms' neologism on Twitter. In order to ascertain the neologism found in K-POP communities, we explore and investigate neologism forms found in Twitter's K-POP community. These discovered neologisms signify the fandom's identity as in Yus (2011). He defines the affinity between identity and discourse in an inverted triangle diagram. The topmost part is
filled with inherited macro-social relations such as nationality, gender, and race. The middle part is occupied by social communities whose membership is based on one preference and has a certain jargon. The base of the triangle belonged to every individual who holds their own identities, unique idiolect, and features that distinguish them from others. We have come to the point where both oral and written language in our daily practices is impacted by terminology on the internet. Crystal (2011) categorizes language change in several forms such as in vocabulary which is associated with word construction, orthography in forms of various fonts and layouts, grammar that is confined to certain groups or users, pragmatics in the meanings and the impact expected after expressing it, and style in the manner things are conveyed. Most of the neologism shown in K-Pop fandom on Twitter occurs in the level of vocabulary and orthography. Thus, analyzing the use as well as the application of neologisms occurred in K-Pop fandoms seems imperative to understand this phenomenon. Hence, the objective of the present study is to examine how neologisms are used to conduct communication among fans from three fandoms of Korean boy bands on Twitter.

2. Literature Review

Internet Linguistics

Thus far, the internet has had a distinct and inflexible impact on the character of each user. The individual language usage in daily life is different from those utilized on the internet. However, being limited does not mean there is no discrepancy at all. In Crystal (2021), vocabulary is considered the most changeable aspect of language as it depends on the cultural domain. In this case, the Internet alone contributes 70 percent of new vocabulary that has not been registered in dictionaries. The development of this new language is the consequence of Internet users exploiting the possibilities of wordplay, especially when it comes to vocabulary that is seldom used or associated with a particular medium. In addition to that, changes in word
formation at the grammar level are made through the formation of abbreviations of expressions that have been circulating for a long time. This model tends to have a long usage period. Orthography is a feature that attracts users' attention in the form of web page formats, font, the colors, and the placement of animated elements. It is shown through punctuation omission, the use of lowercase letters, and limited typographical contrastivity. Generally, factors such as age, gender, educational background, and linguistic and personal preference have a decisive influence on the outcome of orthography (Smutradontri & Gadavanij, 2020).

As with language change in general, the formation of a new language at the grammar level tends to be less noticeable. Unlike programmers who allow their program syntax to influence their writing style, syntax constructions on the internet tend to be the same as those in non-electronic mediums (Frost & Katz, 1992). Of course, there are differences in word length, type, and complexity due to the limited space on the internet. As a result, we see syntax patterns that are never found in traditional types of writing. Pragmatics examines the choices people make when they communicate and the factors that influence their word choices such as intentions they have in mind or the impact they hope to have. A webpage can be used for a variety of purposes, so pragmatic analysis needs to be carried out to find the purpose of the web owner. The language on the internet still largely has the same meaning as what exists in the real world, it's just that the patterns and characters result from each medium used. As new technologies are created, each product is associated with a particular language. The formation of new languages as a result of these new technologies is always derived from pre-existing languages. The same thing happens with the Internet where a variety of online activities produce a variety of new languages.

Internet linguistics as proposed by Crystal (2011) suggests that the internet is one of the mediums where
linguistics is implied. On the internet, the language used by the users to communicate are both written and verbal, depending on the platform. However, research shows that written internet language, especially in email, chat, instant messaging, and texting, are mostly speech-induced writing. This shows that the written language on the internet is not far from our everyday spoken language. The difference lies in the struggle of delivering the right information that needs to be expressed through the limited virtual media. A spoken-induced written language is sure to lose a lot of aspects such as intonation, expression, and body language. In analyzing communication through the internet, cyber-pragmatics is an important aspect to help understand the exchange between internet users. Cyberpragmatics analyzes the way information is produced and interpreted within the internet. According to Yus (2011), there are four foundations of cyber-pragmatics: (1) the communicative intentions of the internet users affects the way they compose their utterances, expecting the said intentions to be relevant for the other internet users and be interpreted by the other internet users accurately; (2) the usage of inferential strategies to interpret information in the internet which does not stray far from the utterances comprehension strategy used in oral conversations with physical presence (Universitas Bina Sarana Informatika Jakarta et al., 2021); (3) the expectation that the user’s interlocutors have the necessary contextual information needed to understand the accurate interpretation of the user’s utterances; (4) the influence different cyber-medias have on the quality of the user's access to the amount of information grasped, the contextual information, the selected interpretation, the cognitive effects obtained, and the mental attempt included in gaining said effects.

Crystal (2011) claimed that the internet is a remarkable expansion of the expressive option available in a language. To use language clearly and effectively on the internet is not
an easy thing to do. On the internet, we use the terms “sender” and “receiver” to refer to people in the conversation. The interaction through written conversation that happens on the internet is different from the interaction from traditional conversation. That means internet language is easy to be ambiguous, misleading or offensive so we need to understand how electronically mediated language works. One way to help understand the ambiguity of the internet language is through neologism. The latter will be described in the next sub-section.

2. Neologism

Neologism could be described as ‘nonce’ words that many neologisms created, adapted, mutilated, and very few survive. A nonce word formed by the speaker accidentally or consciously invents on a single occasion. Then it will be adopted by the community and become neologisms. The new words that survived as neologisms are influenced by the community that used the words. According to Ahmad (2000), with help of science and technology, the words that are newly invented will be famous worldwide. As the words that formed on the internet, neologisms need people to share the same knowledge to understand the real meaning of the words. The invented new words will be adapted and used by communities that share the same interest. From research of (Java et al., 2007), they observe that people in one community on Twitter network have certain common interests and they also share with each other about their daily personal feelings and daily experience. The intentions at a community level, users participate in communities which share similar interests.

Neologism is a dynamic phenomenon normally occurring within certain communities with the same shared knowledge or understanding. One of the ways to form shared knowledge is to have the same interest. On the internet, people with the same interest have easier access to interact with each other and form communities. Fan community is one of the active communities found
on the internet. Moreover, according to Jenkins (2006) online fan communities were virtual communities far before the existence of networked computers, ‘imagined’ and ‘imagining’ communities whose memberships are defined through affinities rather than localities. The internet has the ability to facilitate rapid interpersonal communication, wider participation in making decisions, new types of communities and citizenship, and mutual interchange of information. The fandom community is not an exception as they held together through the mutual production and reciprocal exchange of knowledge. Loanwords and neologism are a characteristic feature of living languages which are in a constant state of evolution and change (Hamdan & Al-Salman, 2021).

3. Methodology

This study uses a descriptive qualitative design. The data were found from the tweets by some fan accounts on Twitter apps in the forms of textual data. The researchers used fan accounts from three fandoms of K-Pop boy groups which are SEVENTEEN, Stray Kids, and TREASURE. The source data indicates the topics based on the phenomenon of neologism and cyber pragmatics in K-Pop fandoms. The researcher examined the data by the tweet shows that the words used in certain fandom includes neologism. The researchers found the data from popular tweets with more than one hundred likes in the Twitter search bar by typing the specific keyword related to fandom, neologism, language change, and cyber pragmatics. The use of neologism comparable to language change, consisting of five kinds such as vocabulary like fancam, SVT, and sasaeng, orthography like puppy emoji to represent Mingyu of SEVENTEEN, Jihoon of TREASURE, and Seungmin of Stray Kids, grammar like antis, multis, and newbie, pragmatics like wv, korean, k, #, etc and styles which are not found from the data.

This study applies the technique of analysis from Spradley (2016) which are domain, taxonomy,
componential, and finding cultural themes were applied to complete the data analysis. The first step is domain analysis, based on the Internet Linguistics theory by Crystal (2011). Internet Linguistics is a theory about twitter as the internet media and the language change in the internet, in which the researchers applied the theory to reveal and determine some words that belong to the language change on the twitter posts. After that, taxonomy analysis is conducted. Crystal’s Internet Linguistics was applied with the support of Ahmad’s in outlining word formation from invented new words and finding out the process of forming the new words. The next step is componential analysis. The findings from the domain and taxonomy analyses are presented in a descriptive form to show their relationship. This relationship will show the level of neologism in K-Pop fandom formed on Twitter. The last was analyzing the cultural theme. At this stage, the form of neologism of the new invented words were analyzed to show the differences in identity found from each fandom.

4. Results and Discussions

4.1 Results

As globalization brings impact from lots of aspects from our life, sometimes we never realize what that impact is in our life. The thing that stands out the most is language that is used every time and everywhere. With lots of differences between people in these words, we need language that could be unifying or could be used by everyone. How people interact with each other could bring a certain pattern of communication and sure there are communities that use a certain language. The internet, in general, and Twitter, in particular, are highly globalized places (Grandjean, 2016). This research is looking for the language that is used by the K-Pop fanbase community. The researcher found an interesting fact that language in K-Pop fandom shared different knowledge with regular language. It means that in community, they need to share the
same knowledge about the language they used so they could communicate well and there will be no misunderstanding in communication. In the K-Pop Fanbase community they tend to make neologisms based on the speciality of idol they stand or identity of the idol they stand so it will not make it ordinary or common.

1. Language Change

Based on the source data that is taken in Twitter’s posts that related to Seventeen, Stray Kids, and Treasure about the words that were made by the fandom community, this research explored the internet language that had been coined by the community. The classification of the new words was based on the language change. The researcher used the model of language change presented by David Crystal in 2011. He classifies internet linguistics by vocabulary, orthography, grammar, pragmatics and styles as the various output from the internet. With that classification, we would know how every idol K-Pop fandom community differs themself with other fandom communities. The unique finding is when they share the same word or emoji but the meaning is related to different things or people in every fandom. To know the means of the language they use inside the fandom community, the fans should share the same knowledge to make it easier to understand and there is no misconception.

a. Vocabulary

On the level of vocabulary classification, the word in the internet especially on twitter, it was the most area that readily manifested change. The significant number of new words that are created in the K-Pop community is hugely influenced by innovative technology such as the internet and the meaning of those words can only be known by people that share the same interest or knowledge on the idol they stand for. As the internet output, vocabulary especially from K-Pop fandom community is introduced by the users as slang and playful adaptation.

@yoonhaniyo_o. (2022, December 28). Knowing seungcheol and his love for carats, caratbong
version 3 might be a foldable umbrella 🧎. [Twitter post]. Retrieved from https://twitter.com/yoonhaniyo_o/status/1608093055395172353?t=ZeTW7s7-vcfuiV4WrF0tvg&s=19

In the Tweet above, the words “carats” and “caratbong” is the example of vocabulary level of internet change from Twitter. The term “carats” refers to the fans of Seventeen. It was the name of the fandom that stands for Seventeen. Then the term “caratbong” is the name of the lightstick that owned by Carat to cheering SEVENTEEN on a show or concert. that two new words is common used by the fans of Seventeen.

The social web is about using the internet to enact relationships rather than simply share information, although the two functions are clearly interconnected (Zappavigna, 2012). The words that form from the internet could be represent about the users interest, as we look from Twitter specially from K-Pop fandom we could know that in every fandom they use the different vocabulary that is commonly used by a fandom and well known by them but it will be odd and peculiar from other fandom point of view. We could draw the line that they should share the same knowledge to understand the meaning from the Tweeter post. According to Gerrig and Gibbs Jr. (2009), we could say Tweeters want to say things that their readers would understand their tweets.

b. Orthography

When we look from internet language such as from Twitter posts, orthography usually is the first that catches our attention. it could be the range of fonts and formats, the variety of colors, and elements of animation. Sometimes we could also look from the capitals that are used within words. Another innovation is the use of symbols or emoji that are commonly used on the internet. from the Twitter, K-Pop fandom usually used a specialized symbol such as hashtag (#) in their post.

@_grannymis. (2022, December 24). first stay
As we could see above, that Twitter post include lots of hashtag (#) within the post. This could be the identity that can only be used from K-Pop fandom. That term is seen only in exchanges among people with interest in K-Pop. The hashtag was also followed by other people that shared the same thing as the post above, that was about the post of their picture.

@min9yu_ttttop. (2022, December 12). On a holiday morning, someone knocks urgently at the door—the person at your door says they are a gift delivery person, and someone is coming after them and asks if you can hide them. The name of that delivery person is...🍒: yoon jeonghan 🤖: idk 🦌: santa jeonghan 🎅. [Twitter post]. Retrieved from https://twitter.com/min9yu_ttttop/status/1606943825783848963?t=FiSwOda4J2QJujczhG uqyg&s=19

From the Twitter post above, something that catches our attention are the emojis they used. The cherry (🍒) one is represent S.Coups or Choi Seungcheol, the leader of Seventeen. Then the emoji angel (👼) is given to Jeonghan and the emoji deer (🦌) is related to Joshua. all the emoji reflect the members of Seventeen. This emoji is commonly used in K-Pop fandom posts. The fans usually used emoji to characterize the member of the idol group or the group itself. Sometimes the same emoji is used by some fandom but they represent different members based on the fandom themself.
On Twitter posts, it is common to find different styles of writing that could be about the fonts or formats, the colors, and the animation such as emoji. The used of hashtag (#) is shown the interest and the things that are followed by lots of people. Every single hashtag (#) is used by the fandom community to characterize the event or the fandom identity. Talking about the animation that was used, the most common is the emojis. it was used worldwide and could be found in Twitter posts. Emoji could represent the members of idol groups or the group itself. The emoji portray the characteristic of the member, it could be how they look alike, or relation with their name, or the most famous thing related to the member. Because of the limitedness of the emoji that could be found, many fandoms used the same emoji even though it represents the different people of idol groups.

c. Grammar

Internet language differences are generally found at language levels that are relatively easy for innovation and deviation, namely at the graphology and lexicon levels. Variations in new word formation at the grammar level tend to be difficult to see as language changes in general. Similar to what happens on Twitter, when new word formation occurs in the K-Pop community, these changes tend to be seen in one particular condition (either triggered by a hashtag or entered the trending bar) or limited to the K-Pop community mentioned. Thus, changes at the grammar level that occur give the impression that they are only used for "cult" by particular groups.

@rutovines. (2022, December 16). The way antis pick the worst quality photos to drag treasure’s visuals😭😭. [Twitter post]. Retrieved from https://twitter.com/rutovines/status/1603642495111294976?"s=20&t=vFa0IJ_nxUa9B VUvr7gjCA.

In the tweet above, the word "antis" plainly refers to people who are hating characters, celebrities, media, and more intensely. They seek
as much information as possible about the object of their hatred thus they can create a reasonable basis for their revulsion. In the context of the tweet mentioned above, antis were accused of deliberately choosing the worst photo of Treasure's boy group visuals to bring him down. This hatred cannot be underestimated because it is essentially an integral cultural critique in the discourse of fans, fandom, and pop culture.

Syntactic formation in the K-Pop community on Twitter tends to be the same as that found in offline meetings. Of course, there are significant differences in the length, type, and complexity of new words. On Twitter, the formation of new words tends to be limited to 280 characters. This limitation undoubtedly makes Twitter users innovative and diminishes the number of characters they operate without reducing their intentions and objectives in chat room interactions on Twitter. This has certainly led to the emergence of new vocabulary on Twitter, not least in the K-Pop community. Such syntactic formation is nothing new, people also tend to use certain abbreviations to avoid lengthy explanations. As the name suggests, the word "antis" is taken from the abbreviation anti-fans because its activity is the antithesis of fans themselves. With twitter's character limitations, using the word antis is certainly more efficient than using anti-fans.

It is what happens in those tweets that are interesting. The use of words freely without going through the standardization process as in mass-published literature products. In the publishing industry, there is a copy-editing process that will ensure the use of language in newspapers, magazines, and books is following the intended target market. Furthermore, there is also the role of proofreaders who will ensure that the process runs efficiently thus it is rather impossible to consume printed products that have not gone through the language standardization process. Whereas on the Internet, especially in the K-Pop Community on Twitter, we can witness a variety of substantial new word formation discourses
without going through editorial interference as in printed products. Therefore, we could find syntactic patterns that are not found in conventional printed works.

d. Pragmatics

The pragmatics level mainly explores the available options when someone writes or speaks, and the factors that influence the choice of words conveyed such as the intention they have or the impact they hope to have. Generally, Twitter has also become a medium for the emergence of types of communication that are not as common as conventional verbal and nonverbal communication. For this reason, pragmatic analysis is required to understand the intentions of account holders and message senders to evaluate the impact of their language choices. Crystal (2011) argues that there are four examples of word formation purposes at the pragmatic level, i.e.:

- To defeat the spam filters
  Through the search bar on Twitter, it is possible to find types of tweets whose properties are contrary to conventional linguistic analysis:

  @shupdd. (2023, January 11).

  apparently, the korean #'f or j4y is gaining a lot of h4te twts so k engenes want us to stop using it. pls refrain from using it and just send him cheers on wv. [Twitter post]. Retrieved from https://twitter.com/shupdd/status/1613080615943012353.

  In the tweet above, the word "h4te" is used by Twitter users to express the hostility shown by one of Enhypen’s personnel, Jay. The use of "h4te" is intended to ensure that the tweet is an effort to prevent the account from getting suspended by Twitter as mentioned particularly in their hate comments regulation. There remains a possibility to see the linguistic
rationalization of graphological variations in the word hate, as used in the tweet above. For example, letter spacing (h a t e), transposed (heit), duplicated (haate), or separated by arbitrary symbols (h*te).

● To be more efficient
The K-Pop community on Twitter is one prominent example of the development of the linguistic character of textual communication as a response to technological limitations. The 280-character limit on Twitter is a major cause of the use of nonstandard words, the use of initialisms, logograms, shortenings, and common abbreviations. Furthermore, the use of such vocabulary is not only for efficiency as the use of abbreviations becomes humorous and has its own entertainment value and becomes a mutual understanding within a particular fandom. In the tweet above, the word "wv" is used to represent the WeVerse platform, a fan community platform launched by beNX, Big Hit Entertainment's subsidiary entertainment company. To make it a common understanding, a user must abbreviate the term WeVerse intentionally to make it more efficient. The same message continued to be amplified in the virtual community and expanded to create a mutual understanding that wv referred to the WeVerse platform.

● To maintain standard
Despite Twitter being a medium where freedom of speech is indisputable, restrictions and controls are common to avoid abuse. These constraints apply to a wide range, from obscene tweets to aggressive language. For this reason, a thorough editing and censorship process needs to be carried out to ensure that the post

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focuses on one specific topic without offending particular groups. For this reason, understanding related to organizations, social issues, and content-related issues must be maximized. In the tweet above, censorship is shown in "...k engenes want us to stop using it". The use of "k" in the tweet refers to Korean netizens. Censorship is done to avoid direct mention of the mentioned party and reduce the risk of conflict between local Korean fans and international fans.

To guarantee higher rankings in web searches
There are two ways to make tweets appear at the top of searches or get a lot of views, namely with linguistic and nonlinguistic approaches. Nonlinguistic techniques are generally done by mentioning accounts with large-scale followers to attract a cloud or include hashtags to help people who are looking for specific topics. Meanwhile, linguistic techniques are used by mentioning keywords or words that identify the semantic content of the tweet created, as Twitter will place it in the top search. In the example tweet included, the keyword mention is made in the quote "the korean # for j4y is gaining a lot of h4te twts so k engenes". The two keywords used in the tweet are "korean" which refers to the use of a hashtag with hangul letters intended for Jay and "engenes" which is a term for fans of the boy group Enhypen as well as a referral to whom this tweet is addressed to.

e. Style

The highest level of the language change within the internet linguistic as said by Crystal (2011) is style. In this style level, the change is a lot more complicated than the previous four levels. While the vocabulary, orthography, grammar,
and pragmatics levels indicate changes of the components within an utterance said online, the style level goes beyond just the components. The style level affects changes in utterances where the pattern of one's communication changes significantly which makes the listener or reader recognize the speaker’s identity just by glancing at the way they arrange their words in an utterance. In the case of the K-Pop fandom community, we did not find any data which can fall under the category of style-level language change.

2. Identity

According to Yus (2011), there are three factors which influence someone’s identity. The factors are one’s interactions, the social use of one’s language, and the sentiment of one’s community or group. On social media, where everything can be fabricated, the users are not pressured into revealing anything about their personal life. Instead, they can create their own persona according to the purpose of their social media account. Yus (2002) represents the relation between discourse and identity as an inverted triangle. Starting from the top of the triangle, the widest area is occupied with inherited macro-social relations such as nationality, gender, and race. The middle part is filled with social communities whose membership is based on one preference and has a certain jargon. Lastly, the base of the triangle, with the most narrow area, belongs to each individual which holds their own identities, unique idiolect, and features that distinguish them from others. This approach, however, is re-inverted again when applied to the internet. The width of the top and bottom area are inverted which makes the macro-social relations have the most narrow area and the unique feature at the bottom of the triangle have the widest area. Text-based interaction on Twitter does not require the user to disclose their macro-social relations, especially one’s race and sex. In some cases, the user’s macro-social identities even disappear as a whole. On the other hand, unique personal features, which have the widest area in the triangle,
are enhanced in an extremely large amount. The reason being the user’s idiolect having multiplicated and/or even fragmented. Fragmentation of one’s idiolect in the internet happens due to no restriction of one individual to have multiple virtual identities. The middle of the triangle, namely acquired features, remains the same. The only difference falls on the media shift such as online forums. The members of certain social groups still have jargons and assume only users belonging to the group have the same shared information even on the internet.

Fan accounts, as the name indicates, are made based on the user’s identity as a fan. In the K-Pop fandom community on twitter, there is a culture where fans participate in a monthly unofficial event called the Selca Day. Selca Day is an event where fans of certain K-Pop groups post pictures of them and their favorite idol on the determined date. Selca itself is actually a shortened version of ‘self--camera’, a term used by Koreans to refer to self-portraits taken by themselves. What makes it unique is the fact that each fandom of different K-Pop groups has different dates to celebrate the event. Most of the time, the date is set based on the date of the fandom’s name announcement or another date considered as a special number for the said fandom. For example, the fandom name of Treasure, Treasure Maker, is announced on January 6th 2019 thus setting their fandom’s Selca Day date on the 6th every month. This differs from Stray Kids’ fandom’s Selca Day date which falls on the 25th, and Seventeen’s fandom’s Selca Day which is set on the 17th. The event starts based on South Korea’s time zone (GMT+9) right at the midnight of the determined date. The name of the Selca Day also differs according to their fandom name. The format of the name is the fandom name followed by Selca Day such as Stay Selca Day for Stray Kids’ fandom, Carat Selca Day for SEVENTEEN’s fandom, and Treasure Maker Selca Day for TREASURE’s fandom.

The basic requirement of joining a fandom’s Selca Day is that
fans must post a self-portrait related to the idol they choose as their Selca Day ‘partner’. This can be portrayed in various ways. One of the simplest ways to portray it is by striking the same pose as the idol’s picture:

@_grannymia. (2022, September 24). first stay selca day :) #SSD #stayselecaaday #seungmin #StrayKids. [Twitter post]. Retrieved from https://twitter.com/_grannymia/status/1573693590341050371

In the Twitter post above, user @_grannymia participated on Stay, Stray Kids’ fandom name, Selca Day by uploading two pictures in which one picture is a picture of the account owner and the other picture is the picture of a Stray Kids’ member, Seumin. The pictures have a similar concept, the user following the idol’s pose and even using similar properties such as wearing sunglasses and holding a drink.

Another way to join the event is by taking a picture with similar background and theme as the idol so make it seem like they are in the same place at the same time:

@aiurshoonx. (2023, January 6). - i’m looking for u 😘 💜 #TMSD #TreasureMakerSelcaDay #TeumeSelcaDay #트레저 #TREASURE #소정환 #SOJUNGHWAN @treasuremembers. [Twitter post]. Retrieved from https://twitter.com/aiurshoonx/status/1611352720954527746?s=20

In the Twitter post above, user @aiurshoonx chooses a similar garden background and poses as if the user and the idol are facing each other, even striking the same pose with arms folded.

Fans can also add their idol’s official merch as a part of the picture to emphasize their identity as a part of the fandom even more:

@dearonevoice. (2022, December 16). mirror selfie 📸📸/array/ #csd

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Aside from making the same pose and using similar properties, user @dearonevoice also shows the official photocard of the same idol, Vernon of SEVENTEEN. The photocard itself is also a product of culture formed by the K-Pop fandom community where fans collect various official photocards of their favorite idol.

This Selca Day culture not only shows one’s virtual identity as a part of the fandom but also proves how being a part of the online K-Pop fandom community also affects their physical identity in real life. The virtual identity of the fan account users is also shown on their profile pictures in which they usually use the picture of their idol. For example, as a part of the Stay fandom, user @_grannymia uses the picture of one of Stray Kids’ members who goes by the name I.N. Above everything else, fan accounts usually only post tweets related to their favorite idol, and not post many tweets talking about their personal life. This shows that the triangle theory by Yus (2002) is proven to be right.

4.2 Discussions

The language change proposed by Crystal tends to examine language change that occurs on blogging platforms in general. The blogging platform has different conditions from the object selected by the authors, Twitter. In blogs, the content's focus lies in the text with the bare minimum interchange. On the other hand, Twitter exerts text-based, video-based, and even giphy-based content. Moreover, the K-Pop fans' interaction in the online community on Twitter is more massive compared to the contact built on blogging platforms that tend to be one-way from the author to the readers. Meanwhile, interaction is a central aspect in the tremendous development of neologisms on Twitter. Apart from the focus on content and interaction, the most
perceptible contrast is the number of characters that can be contained in a tweet. Blogging platforms set their character limit of up to 5000 characters for each post, which presents liberty compared to Twitter with its strict 280 maximum characters. The problem arises when language change frameworks that scarcely recognize character limitations are used on platforms with character restrictions. For example, in language change at the pragmatic level, one of the objectives is to see how character limitations trigger the formation of neologism. Meanwhile, Crystal tends to see how the networks created and interactions on Twitter as the primary factor in the formation of new words. The character limitations on Twitter make users compress their expressions to convey their full context and ideas. Meanwhile, Crystal presented the language change through the blogging platform and focuses more on how the authors in it "shift" from existing grammatical rules in the process of neologism development, particularly at the pragmatic level. Technically, bloggers have a big role in the formation of new languages because the flow of information on blogging platforms only comes from one source. With this kind of one-way interaction model, it is challenging to utilize it as an identity attached to a particular fandom. Unless the blog posts are widely reviewed or at least used in K-Pop online communities hence become an identity attached to a particular fandom. Laffan, D. A. (2021) The author ought to be attentive to unraveling the context of blogging in general and microblogging on Twitter regarding the formation of neologisms in online-based K-Pop communities following the circumstances of the mentioned platforms.

According to Crystal (2011), there are four levels of language change, with one of them happening on pragmatics-level. This level of language change comes in many shapes and purposes, one which includes linguistic rationalization of graphological variations applied on specific words in a tweet. The usage of graphological variation that
requires linguistic rationalization is originally intended to defeat the spam filter by the social media platform. It is used to censor keywords that might trigger the social media platform’s spam detector thus allowing users to still include the keywords in their posts although with a different form. Letter spacing, transposing, duplicating, and separating with arbitrary symbols are some ways to implement the graphological variation to the target word. However, when we talk about spam filter policy on Twitter specifically, the usage of this pragmatic-level language change within the K-Pop fandom community is not as shallow as to defeat the spam filter. As mentioned before, Crystal based the theory mostly on online blogging platforms which differs a lot from Twitter. On twitter, aside from detecting repetitive keywords that might be considered spam, they also detect manipulation of a few accounts coordinated by the same user to engage with one another as spam. Even so, the K-Pop fandom community does not use this pragmatic-level language change to trick the mentioned Twitter’s spam filter policy. The spam filter policy allows tweets coordinating with others to express ideas, viewpoints, support, or opposition towards a cause, which is what the K-Pop fandom community does when they are using this particular pragmatic-level linguistic change. This shows that the purpose of the pragmatic-level language change used by the K-Pop fandom community is rather the opposite of Crystal’s claim. When we analyzed the findings according to the context and the other engagements from the tweets, a new fact was uncovered. Whenever the members of K-Pop fandom community tweet with purposely altering the graphological variation of certain words, they do so to prevent the words from getting detected by Twitter search system. They strictly forbid the members of their community to associate the names of their idol or their favorite group’s name with sensitive keywords such as “hate”, “death”, “scandal”, and so on. As a result, they alter the
graphological variation of the sensitive words and names. This is also done to prevent negative news or rumors from blowing up and starting a trending topic on Twitter thus minimizing the chances of their idol’s image getting tarnished. This leads us to another phenomenon which circles around the K-Pop fandom and their dedication to keep their idol’s image clean of negative issues.

People around the world try to communicate with each other. Interactions that happen between them mostly take place on the internet, even though we realize that there are a lot of differences within their interaction. According to Jenkins (2006) in the media industries, we cannot assume that people are somehow being liberated enough through improved media technologies. Rather than talking about interactive technologies, we should look up the interaction that occurs among media consumers, between media consumers and media texts, and between media customers and media producers. Here we could notice that communicating on the internet requires knowledge that they share together. The problem that could arise here is, whether those people really share the same knowledge and they understand each other. If fans understand the context of the tweet being discussed, it makes it easier to understand the progress of the communication being made (Wood & Baughman, 2012). The new words that are used by K-Pop fandom communities is a language that should be understood by other K-Pop fans, especially fans that like the same K-Pop group. From this wide neologism that formed, the important thing is the shared knowledge between them. When they do not share the same knowledge, they could not understand the meaning or the gist of the conversation.

5. Conclusion

Neologism is a form of study that discusses a word, phrase, term, and symbol that appears in the wider community which may still be relatively new and rarely used and unnecessarily accepted in the use of language in general. Especially in a language which is still dynamic and
could change both in addition and subtraction will later be able to change into a new form that has its own uniqueness. In this increasingly sophisticated and modern era, the language used as a medium of communication is also growing, there are many new forms of words or symbols that can give rise to new and different meanings. The new language found in several K-Pop communities studied in this article, where the researchers use 3 Fandoms or groups of fans of different idols namely TREASURE (TEUME), S t r a y K i d s (S T A Y ), a n d SEVENTEEN (CARAT) to find out about the use and application of neologisms that are often used in establishing communication between fans in the three fandoms on certain social media platforms. The researchers used the communication that occurred in the fandom on Twitter social media based on several posts as the object of the neologism study. This happened in a K-Pop fandom because the use of neologism itself can appear along with the communication in the conversations that take place on Twitter social media account users or fans of a community especially in using a new word or symbol that can sometimes bring up various forms of meaning both with the same meaning and different meanings that may only be understood by certain circles of the community.

The language that only appears in the K-Pop fandom where a new word or symbol can be formed because of their fondness for their idol. However, it can also make ordinary people or those who are not in the fandom will not understand the word or symbol. In addition, it also includes fans who have just joined a fandom that must find out or learn to understand every word or symbol in the K-Pop fandom so that they can communicate with other fans without misunderstanding each other. It can be understood how important learning neologisms is because it can help in facilitating communication in socializing life in a community. In terms of neologisms studied in the present study, researchers are more directed towards language change.
which focuses on classifying various forms of word terms, and new symbols that appear in a post uploaded via Twitter. They were classified into five categories such as Vocabulary, Orthography, Grammar, Pragmatic, and Styles. In the Pragmatic category in word formation, some posts on Twitter that the researchers found were useful to defeat spam filters, to be more efficient, to maintain standards, and to guarantee higher rankings in web searches. In addition, neologisms are also used to show the identity of a K-Pop fandom on Twitter.

The findings imply that neologisms have become common for a community such as K-Pop fandom that gathers and communicates on a social media platform, Twitter. The use of new social media is one of the many characteristics of K-Pop fandom (Jang & Jung, 2017). However, in the future, researchers expect that the next researcher can conduct research on neologisms in other social media such as Instagram, Facebook, and other social platforms. Then for the use of a new word in a fandom or fanbase. Researchers believe that it will continue to grow following the development of social media in the future.

References


