ABSTRACT

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The goal of this research is to categorize what language attitudes are produced toward written slang on Instagram accounts and to explain how these language attitudes are generated. This study employs qualitative research methods. From July 1 to July 31, 2021, the population used is approximately twenty thousand comments from the followers of the Kampunginggrislc Instagram account. The sample size for this study is approximately 71 comments on posts containing slang words that were published on Saturdays and Sundays in July 2021. Data collection methods include documentation and cluster sampling. According to Miles and Huberman (1984) in Sugiyono, the data analysis technique used in this study is model analysis (2010; 430-438). The study's findings show that language attitudes toward written slang in the kampunginggrislc Instagram account are indicated by 6 types of slang words (according to Allan and Burridge (2006) theory) fresh 14 discourse (14%), creative 14 discourse (19.7%), flippant 11 discourse (15.4%), imitative 10 discourse (14%), acronym 24 discourse (33.8%), and clipping 2 discourse (2.8%). Fresh, creative, flippant, acronym, and clipping are some of the slang words used in the Kampunginggrislc Instagram account that primarily produce negative language attitudes (86%). The non-dominant kampungingrislc Instagram account's use of imitative slang resulted in a positive language attitude (14 %). The topic of conversation is another factor that influences language attitudes (the subject being discussed).

Keywords: Language attitudes, slang words, Instagram Account