



## **NON-STANDARD AFFIXES USED BY INDONESIAN INFLUENCERS ON THEIR INSTAGRAM ACCOUNTS**

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### **Abstract**

The use of affixes occurs in several languages in the world. In the Indonesian language, affix is used by people in communication. Affix is often used in communication in standard or non-standard. Moreover, communication became easier because of the development of online media such as Instagram. In this media, the users that have a high number of followers are called influencers. However, lots of influencers do not use language that suits the standard. For this reason, the writer analyzes the use of language based on the situations correctly. The writer did qualitative research to describe and analyze the variations and functions of non-standard affixes on Instagram. Later, the writer found that suffix *-in* was the most used affix by the three influencers compared to other suffixes and also the use of non-standard affixes to simplify the expression of a verb, adjective, an interrogative.

Keywords: non-standard, affixes, influencer, Instagram

## I. INTRODUCTION

Affix is a letter or some letters added to a root word that can change the meaning of the word. Ferreira et al. (2006) also explained that in affixation, an affix is attached to a stem. The stem itself can be defined as a morpheme or a word, to which other morphemes can attach. It can be said that in the application of affixation, affixes have to be joined with the basic word. The use of affixes occurs in several languages in the world. Most languages make extensive use of affixes (most European, African, Australian, and Amerindian languages are of this type), Manova (2014).

Affixes also can be found in the Indonesian language. There are several examples of affixes that exist in the Indonesian language such as *meng-*, *di-*, *ber-*, *-kan*, *-el-*, and *ke-...-an*. Affixes in the Indonesian language can change the meaning of a word. In this modern era, some people are using non-standard affixes. The non-standard affixes happen when the use of affix does not obey the rule. For example, the standard affix to show the action verb of the word *ganggu* is *meng-*, so the combination becomes *mengganggu*. However, for the non-standard, the affix that is used becomes *-in*, and the combination becomes

*gangguin*. Those are used depending on the condition whether it is formal or not.

In the Indonesian language, affix is used by people in communication. Affixation is often used in communication in standard or non-standard. People start communicating not only directly, but also indirectly through media for instance telephone, or online media. Moreover, communication become easier because of the development of online media such as Instagram. Instagram--one of the foremost media today is often used by people especially young people to share their life stories, photos, or to promote products. In this media, the users that have a high number of followers are called influencers. As a result of the high number of followers they have, many companies today ask influencers for endorsement or product reviews.

In social media, there are also some accounts of popular people that are followed by many other accounts. Nandagiri et al. (2018) said that on popular social media platforms, many users follow popular social media accounts, and these accounts are called social media influencers. Moreover, influencers have a big role in social life today because several people give their attention to the influencers' accounts. However, lots of influencers do not use language that suits the standard. Besides,

more of them prefer to use non-standard affixes to standard affixes because of several purposes. Therefore, the non-standard affixes used by Instagram influencers became the focus of this research because of their big roles in youth social life today.

## II. REVIEW OF RELATED LITERATURE

As stated before, an affix is a letter or some letters added to a root word that can change the meaning of the word. Affix is used to create a new meaning of a word by combining it with the base word. In addition, affix comes as a part of morphology. Morphology is a part of linguistics branches that focuses on the form or structure of a word. Booij (2014) stated that morphology deals with the systematic correspondence between the form and the meaning of words. Therefore, the form word is related to morphology. Ramlan (2001) also defined that the morphological process that includes the forming of the word is the application of affix or affixation, repetition or reduplication, and compounding. According to Chaer (2008), affix is a morpheme that cannot be the base of the word-forming, but only the unsure of the word-forming in affixation. Another opinion is from Mulyono (2013) which explained that an affix is a linguistics form that is bound morphologically or semantically. In this study, the non-

standard affixes will be analyzed. According to KBBI (Kamus Besar Bahasa Indonesia), the official dictionary of the Indonesian language, affix is the bound form that will change grammatical meaning if it is combined with a base word. In addition, non-standard affixes are affixes that do not comply with the standard of the language. In other words, the non-standard affixes in the Indonesian language are the affixes that are not suited to the Indonesia Dictionary.

According to Mustakim (2014), affixation is a part of word-formation. Word formation is the process to form a word by adding affixes or other elements to the base word. There are four variations of Indonesian language affixes that can be classified according to placement. There are prefixes (in front of/on the left side of the base), suffixes (behind / on the right side of the base), infixes (in the middle of the base), and confixes (on the left and right sides of the base). Here are some examples of Indonesian language standard affixes: : Prefixes→*di-*→*di-*+ tulis→ditulis, Sufixes→*-kan*→sampai + *-kan* → sampaikan, Infixes →*-el-*→ gantung + *-el-* → gelantungan, Confixes →*meng-...-kan*→*meng-* + rata+ *-kan*→ meratakan.

There are several functions of the application of non-standard affixes. Zen (2011) found that there are four functions of non-standard affixes. The first function is to express the verb. This part consists of

allomorph *n-*, *ke-*, *-in*, *-an*, *n-in*, *di-in*, and *ke-an*. The second function is to express a noun. This consists of the suffix *-an*. The third function is to express adjectives which consist of *-an* and *ke-an*. The last function is to express adverbs which consist of *-an*, *-san*, *se-an*.

### III. RESEARCH METHOD

This research was categorized as qualitative research. Qualitative research is for exploring and understanding, the meaning individuals or groups ascribe to a social or human problem, Creswell (2009). The data collection technique that was used by the writer in this study is nonparticipant observation. Moreover, the writer did the observation without the participation of others. The variations and the functions of non-standard affixes were analyzed using Kridalaksana and Mustakim's theories for the variation of the non-standard affixes and Zen's theory for the functions of non-standard affixes. The writer made tables of variations and functions of non-standard affixes found on Instagram accounts of Indonesian Influencers.

### IV. FINDING & DISCUSSION

The writer chose the three Instagram accounts because of their popularity. The account @anyageraldine has about 5.2 million followers. Starting her career from being an influencer, this beautiful woman not only got many endorsements, but also she was asked to be the model of advertisements, clip videos, or become an

actress. This also happened to @awkarin. This phenomenal influencer was well-known because of her controversy in the past. This account has about 5.5 million followers. In addition, lately, she changed her Instagram dominated with positive content. She has been active in helping others by collaborating with *kitabisa.com*, Sekolah Relawan, and Maju Foundation. Awkarin also got the honor to do photoshoots for Gucci, Dior, and Burberry. The other Instagram account is @attahalilintar which has about 15.1 million followers. Atta is not only popular on Instagram, but Youtube. This man also owned some businesses.

#### 4.1. Variations of Non-standard Affixes

Affixation is a part of word-formation that is adding affixes to form a new meaning. Mustakim (2014) stated that according to the placement, affixes are categorized into four variations; prefixes, suffixes, infixes, and confixes. Moreover, he also explained the word-formation by adding affix that has been written in chapter two. This part was explained in detail for each influencer.

##### 4.1.1 Variations of Non-standard

##### Affixes used by @anyageraldine

No.	Non-standard Affixes	Variations
1.	menangin	suffix <i>-in</i>
2.	melukin	suffix <i>-in</i>
3.	polosan	suffix <i>-an</i>

4.	ngerasa	prefix <i>nge-</i>
5.	ngelakuin	confix <i>nge-in</i>
6.	jalanin	suffix <i>-in</i>
7.	ngucapinnya	confix <i>nge-in</i>
8.	tambahin	suffix <i>-in</i>
9.	nyore	prefix <i>ny-</i>
10.	nyindir	prefix <i>ny-</i>
11.	manfaatin	suffix <i>-in</i>
12.	beliin	suffix <i>-in</i>
13.	dapetin	suffix <i>-in</i>
14.	ajarin	suffix <i>-in</i>
15.	sebutin	suffix <i>-in</i>
16.	kenalin	suffix <i>-in</i>
17.	ngeluarin	confix <i>nge-in</i>

Based on the previous data, there were some variations of non-standard affixes used by Anya Geraldine. The first variation is the use of the suffix *-in*. This variation is the most non-standard affix used by Anya Geraldine. This suffix is located after the word-base. According to the position, suffix *-in* in the word base *menang*, was added at the end of the word base.

There is another variation used in this account. The second variation is the suffix *-an*. This variation is also located on the right side of the word base. As seen from its position in the word-base *polos*, this suffix

is added at the end. In this case, the suffix *-an* in the data is added after the word *polos* which is ended by phoneme /s/.

The other variation found in the account of @anyageraldine is the prefix *nge-*. This variation is located at the beginning of the word base. In this account, the writer found that Anya Geraldine used the prefix *nge-* to be combined with word base *rasa*. It is not only prefix *nge-*, but prefix *ny-* was also found in this account. As explained before, this variation is also located on the left side of the word base.

The next variation is confix. Confix is the combination of prefix and suffix to be combined with a word base. Based on the data, the writer found that this account used confix *nge-in*. Moreover, confix *nge-in* is the combination of prefix *nge-* and the suffix *-in*. For the word base *laku*, the combination became *ngelakuin*. In addition, there was a change occurred in the prefix *nge-* for the other word base. For the word base *ucap*, the prefix *nge-* can change to *ng-*, and the combination became *ngucapin*. In brief, it can be concluded that the confix *nge-in* can change to *ng-in* when it is applied to the word base which is started with a vowel. Furthermore, in the data above, this confix changed because the word base is started with vowel /u/.

#### 4.1.2 Variations of Non-standard

##### Affixes used by @awkarin

No.	Non-standard	Variations
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	Affixes	
1.	saranin	suffix –in
2.	ngisi	prefix nge-
3.	ngerawat	prefix nge-
4.	masakin	suffix –in
5.	ngerasain	confix nge-in
6.	mikirin	confix m-in
7.	ngelakuin	confix nge-in
8.	nimbangin	confix n-in
9.	plastikin	suffix –in
10.	ngalamin	confix nge-in
11.	kepikiran	confix ke-an
12.	beraniin	suffix –in
13.	nyari	prefix ny-
14.	bakalan	confix b-an
15.	ngajarin	confix nge-in
16.	perbaikiin	confix per-in
17.	utmain	suffix -in
18.	maskeran	suffix –an

Based on the previous data, there were several variations found in this account. The variation used by @awkarin was the most variation affixes than the other accounts. There was suffix *–in* and *–an*. Moreover, this account also use the prefix *nge-*. In addition, confix *nge-in*, *m-in*, *n-in*, *ke-an*, *b-an*, and *per-an* were also found in the data.

#### 4.1.3 Variations of Non-standard Affixes used by Account: @attahalilintar

No.	Non-standard Affixes	Variations
1.	adain	suffix –in

2.	pindahin	suffix –in
3.	ngajakin	confix nge-in
4.	dapetin	suffix –in
5.	bantuin	suffix –in
6.	nyusulin	prefix ny-
7.	ngapain	confix nge-in

Several variations of non-standard affixes were found in the account @attahalilintar. The first variation was suffix *–in*. This suffix is located after the word base. Moreover, the other affix was confix *nge-in*. This confix could change to confix *ng-in* if the word base was started by vowel /u/ and /a/.

The use of prefixes was also found in this data. Furthermore, there were two variations of prefixes were used by Atta Halilintar in the data above. The first prefix was prefix *nge-*. This prefix was located at the beginning of the word base. Prefix *nge-* can change to prefix *ng-* if the word base is started by vowel /u/ and /a/. The second prefix was prefix *ny-*. This prefix was also located on the left side of the word base. In addition, based on the data, the consonant /s/ could be assimilated if combined with the prefix *ny-*. For example, the consonant /s/ in the word base *susul* is assimilated if combined with the prefix *ny-* and the combination becomes *nyusul*.

#### 4.2 Functions of Non-standard Affixes

As a part of word-formation, there are several functions of the application of non-standard affixes. Zen (2011) explained the

functions of using non-standard affixes by classifying what the speaker or user of non-standard affixes wanted to express. This part explained in detail the functions of non-standard affixes for each chosen account.

#### 4.2.1 Functions of Non-standard Affixes

Used by @anyageraldine

No.	Variations	Functions
1.	suffix <i>-in</i>	express verb
2.	suffix <i>-an</i>	express adjective
3.	prefix <i>nge-</i>	express verb
4.	confix <i>nge-in</i>	express verb
5.	prefix <i>ny-</i>	express verb
6.	confix <i>m-in</i>	express verb
7.	confix <i>n-in</i>	express verb

There are several uses of affixes found in this account. Moreover, each variation of prefixes has different functions. The first variation found in the data is the suffix *-in*. This suffix is used in this account to express the verb. The word *tambahin*, for example, used the suffix *-in*. The form of *tambahin* is *tambah* + *-in*. This word is categorized as a verb. In addition, this application simplified the standard version *menambahkan* (*me-* + *tambah* + *-kan*).

There is another variation of affixes found in this data. It is suffix *-an*. In the data above, this suffix is combined with word base *polos*, and the combination became *polosan*. Suffix *-an*, in this case, was used to express an adjective.

Meanwhile, the standard version of this word should be *dalam keadaan polos (tanpa riasan)* which is quite longer than *polosan*.

The use of prefix *nge-* was also found in the data. Furthermore, this prefix replaced the *standard* prefix *me-*. Based on the data, prefix *nge-* was used to express the verb. In addition, the use of confix *nge-in* has also occurred in the data. This confix replaced the *standard* confix *me-kan*. Moreover, confix *nge-in* in the data was used to express the verb.

#### 4.2.2 Functions of Non-standard Affixes

used by Account: @awkarin

No.	Variations	Functions
1.	suffix <i>-in</i>	express verb
2.	prefix <i>nge-</i>	express verb
3.	prefix <i>nge-</i>	express verb
4.	suffix <i>-in</i>	express verb
5.	confix <i>nge-in</i>	express verb
6.	confix <i>m-in</i>	express verb
7.	confix <i>nge-in</i>	express verb
8.	confix <i>n-in</i>	express verb
9.	suffix <i>-in</i>	express verb
10.	confix <i>nge-in</i>	express verb

In the part 4.1.2 the writer had explained the variation of affixes found in account: @awkarin. Moreover, almost all of the variations were used to express verbs. The account @awkarin tends to modify the affixes that were enabled to express verbs. For example, the word *plastikin* uses the non-standard suffix *-in*. This is the

combination of word base *plastik* and the suffix *-in*. Meanwhile, the standard version to express the meaning of this word should be *membungkus dengan plastik* that is far longer than the non-standard version. In brief, the non-standard affixes in the data were used to simplify the use of words.

#### 4.2.3 Functions of Non-standard Affixes

used by Account: @attahalilintar

No.	Variations	Functions
1.	Suffix <i>-in</i>	Express verb
2.	Suffix <i>-in</i>	Express verb
3.	Confix <i>nge-in</i>	Express verb
4.	Suffix <i>-in</i>	Express verb
5.	Suffix <i>-in</i>	Express verb
6.	Confix <i>ny-in</i>	Express verb
7.	Confix <i>nge-in</i>	Interrogative
8.	Suffix <i>-in</i>	Express verb
9.	Prefix <i>nge-</i>	Express verb
10.	Suffix <i>-in</i>	Express verb
11.	Prefix <i>nge-</i>	Express verb
12.	Prefix <i>nge-</i>	Express verb

According to the variations in part 4.1.2, there were five variations found in the account of @attahalilintar. Moreover, those variations were used for several functions. The first function that was found in the data is to express verbs. The variations that were used to express the verb are suffix *-in*, prefix *nge-*, and confix *nge-in*. Meanwhile, the variation that was used as interrogative is confix *nge-in* in the word base *apa*.

In conclusion, the non-standard affixes were used for several functions.

There was a variation used to express verb e.g. suffix *-in*, prefix *nge-*, prefix *ny-* confix *nge-in*, *ke-an*, *m-in*, *n-in*, and *per-in*. The other functions was to express adjective e.g. suffix *-an*. Furthermore, non-standard affix was also used as interrogative e.g. confix *nge-in* in *ngapain*, and as conjunction e.g. confix *b-an* in *bakalan*.

#### V. CONCLUSION

Nowadays, youth has a big role in the language development. Several platforms such as youtube, Instagram, or Facebook are owned by youth. Moreover, youth needs to be aware of the rule in using standard or non-standard language. Youth have to be more aware of the application of a standard or non-standard language to keep the essence of the original words and also the meaning.

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