

Bentuk Budaya Alay Sebagai Bentuk Komunikasi Baru Di Kalangan Remaja Dan Anak Anak

The Form Of Alay Culture Is A New Form Of Communication Among Teenagers And Children

Alya Fauzira Raynadel¹, Wahyunengsih²

¹ The State Islamic University Syarif Hidayatullah Jakarta, South Tangerang, Indonesia,

² The State Islamic University Syarif Hidayatullah Jakarta, South Tangerang, Indonesia
Jl. Ir H. Juanda No.95, Ciputat, Tangerang, Banten 15412 Indonesia
Telpon. +62-5883729686; e-mail: alya.fauziraraynadel22@mhs.uinjkt.ac

Abstrak

Artikel ini bertujuan untuk membahas bagaimana bentuk budaya alay sebagai alat komunikasi ini yang sudah masuk ke dalam kalangan anak anak dan remaja. Artikel ini pula mempelajari dari berbagai artikel artikel peneliti lainnya sebagai contoh artikel yang sedang peneliti lakukan. Metode penelitian ini menggunakan metode kuantitatif yang berarti mencari data data kepada masyarakat hal luas untuk penelitian artikel ini, Hasil dari penelitian ini bbahwa banyak masyarakat dan mahasiswa yang cenderung tidak setuju kalau bahasa alay di pakai untuk komunikasi saat ini karena tidak termasuk budaya asli indonesia, dan bahasa alay ini dapat merusak bahasa komunikasi anak anak dalam kehidupan sehari hari bahasa alay ini pula tidak efektif jika di pakai untuk anak anak dan kalangan remaja saat ini untuk berkomunikasi.

Kata Kunci: Budaya alay, Komunikasi, Anak anak, Remaja

Abstract

This article aims to discuss how the form of Alay culture as a communication tool has entered among children and adolescents. This article also studies from various other research articles as examples of articles that researchers are doing. tend to disagree that Alay language is used for communication at this time because it is not part of the original Indonesian culture, and this Alay language can damage the communication language of children in everyday life. Alay language is also not effective if used for children and among teenagers today to communicate.

Key words: Culture Alay, Communication, children, teenager

INTRODUCTION

Rudiansyah (2019) the result of this research is that the culture of alay originates from the alienation and cultural escape that already exists today. This culture is repeated by the media who think it is appropriate and interesting to be promoted. But in the end, the alay culture will have the potential to destroy the existing culture and is considered good by the community. Alay culture is categorized as popular culture because it has distinctive characteristics, which are liked by many people, to be precise, followers of Alay among today's Indonesian youth. In addition, alay culture is also a mass culture with a relatively low level of complexity.

Joko Suleman et al (2018) This researcher argues that language is part of culture and it is language that allows the development of culture as we know it today. Language can also act as a tool for social integration as well as a tool for social adaptation, considering that the Indonesian nation has a plural language. Slang is a typical language of teenagers (the words are changed in such a way that only they can understand) can be understood by almost all teenagers in the country who are reached by the mass media, even though these terms develop, change and increase almost every day. slang is a language that has a unique term, while the second definition clarifies that those who use this language are teenagers and that language will continue to grow.

Susi ekalestari et al (2018) The results of their research are using Alay language because it can damage the use of good and correct Indonesian. In other words, the use of Alay language has a negative impact on the use of good and correct Indonesian. In addition, the use of Alay language has a negative impact on their lives because they are considered impolite, shunned by friends and even hated by friends. It was also concluded that Alay language is complicated, redundant and difficult to understand both orally and in writing.

Putri Rizky Ramadhani et al (2022) This researcher stated that the phenomenon of slang nowadays is really unavoidable. This phenomenon is caused by the development of the younger generation's communication style which has penetrated the barriers of space and time. At present the use of Indonesian, both in real life and in fictional life, has begun to experience interference and has begun to shift to being replaced by the use of slang. The use of slang in the wider community in Indonesia certainly has a negative impact on Indonesian language users properly and correctly. In addition, language is used to convey ideas, ideas, opinions, feelings and thoughts to other people. As well as a tool to develop yourself and socialize with others. A language must have a clear meaning so that when there is communication there is no misunderstanding in the delivery. Currently there are several variations of language styles used in the community environment. The existence of variations in language style is triggered by the development of communication technology which is developing very rapidly. The development of this language makes the style of language used by generations to be different. Each generation will have its own distinctive language style. The use of Indonesian that is good and right at this time has begun to be displaced by slang and people feel accustomed to using slang.

Wahyu Mulyani et al (2022) The findings of this study indicate that the youth slang which is the object of this study has linguistic characteristics in the field of vocabulary, namely in the form of abbreviations, acronyms, and the creation of new words. Language sources that mark these linguistic characteristics come from English, Indonesian, and dialects. The construction of slang and its meaning illustrates the existence of a creative process, adaptability, and innovation in managing linguistic potential. Slang also has a recreational function so it doesn't bore the speakers.

Siti Sarah Agustin Harahap (2022) In her research, she stated that the existence of slang really interfered with the existence of Indonesian. But on the other hand, we cannot

prevent it, especially among children and adolescents and students because psychological development requires them to be recognized in society and one of them is by following the slang trend itself. Therefore the development of slang cannot be prevented but can be minimized if we increase the existence of the Indonesian language itself. Of the 5 respondents to their study, they admitted that they felt comfortable with the use of slang among themselves, which was considered a characteristic that distinguished them from other groups among students at Nur Azizi Private Vocational High School, Tanjung Morawa.

Daroe Iswatiningsih et al (2021) This research examines the development of youth slang on social media that is getting faster and wider. This is inseparable from the development of communication technology that is used in communication. For this reason, the lexicon of slang develops in line with the dynamics of youth. Rahmawati Wulandari (2021) in this research suggests that youth is synonymous with the use of slang. In its use, it is very diverse and adapts to the community and the purpose of communication. Currently the use of slang by teenagers is growing rapidly.

Putri Indah Lestari Basri et al (2022) This researcher explains that a problem that often arises with the rapid use of slang is that in communication, information is not conveyed perfectly from the source to the recipient, this is because not everyone knows slang and the meaning of the slang, let alone the average ordinary person who is less active in social media networks. Of course, there were interruptions in the communication process. One of the disturbances that occur is the meaning of words and sentences. Resulting in the use of slang words in communication there is a shift in meaning, a reduction in meaning, giving rise to ambiguity or multiple interpretations, or even the recipient or reader does not fully understand the meaning of the message conveyed to him.

La Ode Muhammad Sanggah Aditya et al (2021) Put forward in his research article Language is a means of communication in life. In communication, the use of language is very influential in conveying the content of what is being discussed. The contents of the message conveyed use a variety of diverse languages. In general, the language used in everyday life is the official language, namely Indonesian. Indonesia has both formal and non-formal languages. In conveying a message, the use of language depends on who the other person is talking to. If The speaker's opponent is part of a government agency, so formal language is used, whereas if the speaker's opponent is the same age, then the use of the language used is non-formal language. The variety of languages has expanded widely along with the flow of globalization. The variety of languages that is the trending topic is the variety of slang or often called the variety of Alay language. A variety of slang can be found among young adults. A variety of slang has spread in the world of the internet, one of which is social media Twitter.

The basic theory that the author uses in this study is the theory put forward by Yusni Khairul Amri in 2021. Advancing the use of good and correct Indonesian as a means of communication on social media experiences considerable challenges. This is because the use of language that is not in accordance with the rules of good and correct language is considered creative and innovative in communicating between groups of social media users. The use of slang/slang or what can be called alay language is considered a trend, so that language users are afraid to be said to be out of date or seen as out of touch. Even though this is actually language deviation, directly or indirectly. Indeed, alay language is used in informal situations, such as when we are communicating with friends. However, in its use many teenagers use slang/slang and Alay language, sometimes they use this language to communicate with other people such as people who are not the same age as them, which is not uncommon for speech partners who do not understand and do not understand the meaning their language their group. The use of language as a means of communication should not eliminate identity as a nation of Indonesia. Language slang should be used by millennials and

must remain under the supervision of parents so that it does not damage the younger generation in communicating, so that language ethics and behavior can be biased when communicating with peers and with more mature people.

From what has been described in previous research and our research, it can be concluded that they have similarities in research to discuss Alay or slang that is already used by teenagers and children as a language of communication, the difference is that previous researchers mostly discussed understanding with In detail, my research is now discussing how the forms of Alay culture form among the people.

In his book, Wahyu Budi Nugroho in 2021 contains allegations that slang will damage EYD. Indeed, if Alay language is placed as a continued development of Indonesian, then it will definitely "destroy" the established language structure, but vice versa if Alay language is placed as a "creative branch" of Indonesian. This placement refers to its position as an alternative language that can be used besides Indonesian. of course based on the surrounding context. If it can be realized, wouldn't this actually add insight into our language? Thus, there is no reason for opponents of the alay language style to banish it from contemporary Indonesian cultural discourse.

With regard to the culture of alay performance, if we observe it so far, the young generation of the country tends to be "talkative" towards various appearance cultures that come from outside. Punk style look. gothic, harajuku, or K-Pop for example. The question is, why can this series of cultures go global? This is none other than because most of the youth from these countries appreciate and appreciate the cultural creations of their generation. In fact, it is also possible for the Alay culture to go global considering that various "rituals" are also encountered in it.

The reason the researcher chose the object of cultural forms of Alay as a new form of communication among adolescents and children is because in this modern era children among adolescents, who are usually junior high school students, indirectly this contemporary language which is commonly called Alay language has become a culture. This research is also to find out how the forms of Alay language which have become communication among teenagers, can find out and deepen about communication that has entered into children's culture which should be prevented or filtered to become a communication that is carried out. That is one of the reasons I chose this topic for my research and another reason is that I want to create knowledge about communication that is widely used by children and adolescents. Selecting children and adolescents as research subjects. Children or adolescents are more likely to be influenced by language that shouldn't be in examples, which usually come from bad language. communication is very influential with children who can change the mindset of these children.

Based on the explanation above, the formulation of the problem in this study is how the public views the form of Alay culture as a new form of communication among adolescents and children, where the Alay language culture is already used as daily communication. Therefore this study aims to determine the public's view of the forms of alay cultural communication among adolescents and children as research learning materials and reading in writing in a study.

RESEARCH METHODE

Research 'The form of Alay culture as a new form of communication among teenagers' We use quantitative methods. According to Sugiyono (2018; 13) quantitative data is a research method that is based on positivistic (concrete data), research data is in the form of numbers that will be measured using statistics as a counting test tool, related to the problem being studied to produce a conclusion. By conducting research by distributing questionnaires or questionnaires to become the method that researchers use, researchers give questionnaires to the community and students. The questionnaire is an information gathering tool by conveying a number of written questions to be answered in writing also by the respondent. The questionnaire in this study was used to obtain an assessment of the views of the public and students regarding Alay language communication.

Researchers are looking for social media or access to contact to help fill out this research questionnaire about the form of Alay culture as a new form of communication among adolescents and children. To find out how the development of alayini cultural forms among adolescents or children is used as the language of everyday communication, and find out how society views this. We got references for conducting this research and researching the community and students as well as books from experts who explained the research.

In this study the questionnaire method used was a closed questionnaire, namely a questionnaire with answers already provided so that the respondents only had to choose. It is hoped that the use of a questionnaire will make it easier for respondents to provide answers because alternative answers have been provided and it only takes a short time to answer them.

RESULT AND DISCUSSION

Researchers have used questionnaires for their research methods, and have disseminated them to several communities and students. There is data that can be calculated on the opinion of the public or students regarding the form of Alay culture as a new form of communication among adolescents and children.

Already got 14 respondents to be analyzed with the results and discussion of this. From the data you are looking for, there are several questions that:

Tabel quisioner.

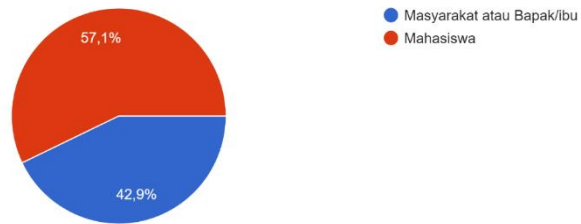
| No | Questoin | Answer | Amount respondents |
|----|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 1 | Do you often hear alay language used by teenagers and children? | <ul style="list-style-type: none"> • strongly agree • agree • don't agree | 14 (100%) |
| 2 | Is alay language like today's good for communication today? | <ul style="list-style-type: none"> • strongly agree • agree • don't agree • totally disagree | 1 (7,7%) 3 (21,4%) 9(64,3%) 1 (7,7%) |
| 3 | Is the use of Alay language a positive thing in everyday conversation? | <ul style="list-style-type: none"> • strongly agree • agree | 1 (7,7%) |

| | | | |
|-------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| | | <ul style="list-style-type: none"> • don't agree • totally disagree | 12 (85,7%) 1 (7,7%) |
| 4 | In your opinion, can the Alay language be considered as part of Indonesian culture? | <ul style="list-style-type: none"> • strongly agree • agree • don't agree • totally disagree | 2 (14,3%) 6 (42,9%) 6 (42,9%) |
| 5 | Can slang make it difficult to communicate effectively? | <ul style="list-style-type: none"> • strongly agree • agree • don't agree • totally disagree | 11 (78,6%) 3 (21,4%) |
| 6 | What are the bad effects of using alay language in communication? | <ul style="list-style-type: none"> • Can change a person's characteristics • No impact • Improving the quality of Indonesian in general | 12 (85,7%) 1 (7,7%) 1 (7,7%) |
| 7 | What can be done to maintain Indonesian as a good and correct language? | <ul style="list-style-type: none"> • Increase the use of alay language • Lagging foreign languages in everyday life • Increase awareness of the importance of language • Allowing the development of Indonesian to keep up with the times | 14 (100%) |
| Total | | | 14 |

Questionnaire diagram :

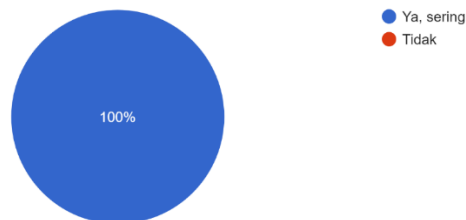
Status

14 jawaban



Apakah anda sering mendengar bahasa alay di gunakan dengan remaja dan anak anak?

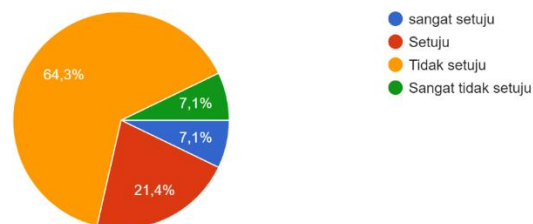
14 jawaban



From the data above, it is 100% that some students and the public often hear that Alay language is used for communication by teenagers.

Apakah bahasa alay seperti Zaman sekarang baik untuk komunikasi saat ini?

14 jawaban

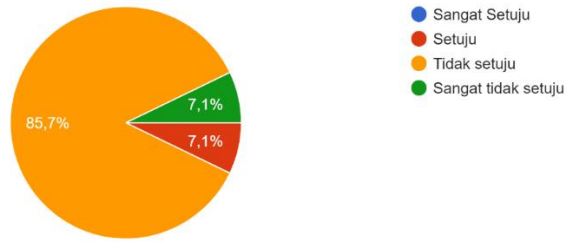


Based on the data above, it can be concluded that 64.3% of students and the public think that Alay language is not good to use nowadays for communication, but 21.4% agree that Alay language as it is now is good for communication and 7.1 % there are those who strongly disagree and strongly agree. It can be concluded that alay language like today is not good for communication.

The Form Of Alay Culture Is A New Form Of Communication Among Teenagers And Children

Apakah penggunaan bahasa alay adalah hal positif dalam percakapan sehari hari?

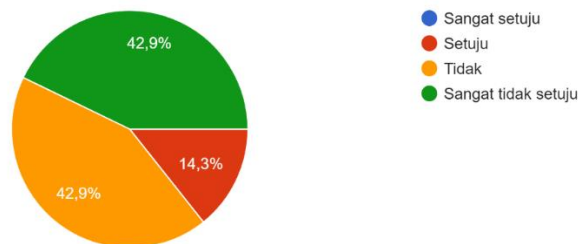
14 jawaban



From the data that has been obtained, 85.7% of respondents do not agree that Alay language is a positive thing that can be done in daily conversation, while 7.1% of respondents agree and 7.1% of respondents strongly agree that Alay language is a positive thing. can be used in everyday conversations. It can be concluded that Alay language is not a positive thing in everyday conversation.

Menurut anda, apakah bahasa alay dapat di anggap sebagai bagian dari budaya bahasa indonesia?

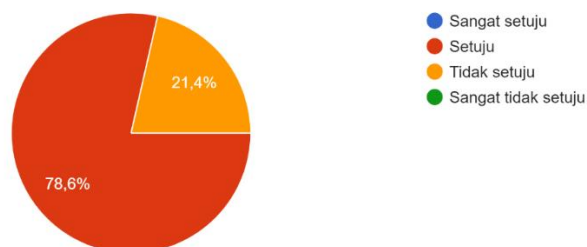
14 jawaban



The data above concludes that 42.9% disagree and 42.9% strongly disagree if Alay is considered part of Indonesian culture, but 14.3% agree that Alay can be considered as Indonesian cultural language .

Apakah bahasa alay dapat menyulitkan komunikasi yang efektif?

14 jawaban



78.6% of respondents agree that Alay language can complicate effective communication but 21.4% of respondents disagree that Alay language makes effective communication difficult. It can be concluded that alay language can make it difficult to communicate effectively among teenagers in this or culture.

Apa dampak buruk dari penggunaan bahasa alay dalam komunikasi?

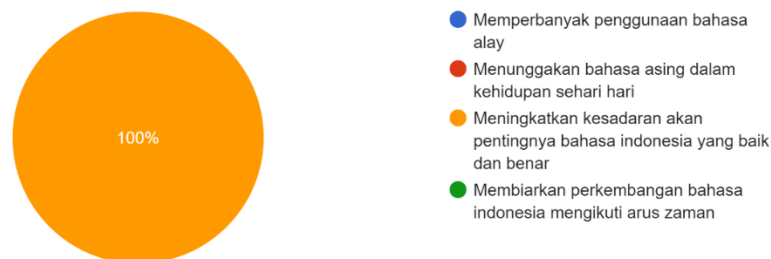
14 jawaban



85.75 stated that the negative impact of using Alay language in communication could change a person's characteristics, 7.1% stated that there was no impact, 71% improved the quality of language in Indonesia. It can be concluded that the bad effects of using alay language can change a person's character to tend to be worse.

Apa yang dapat di lakukan untuk mempertahankan bahasa indonesia sebagai bahasa yang baik dan benar?

14 jawaban



100% of respondents stated that raising awareness of the importance of good and correct Indonesian is to maintain Indonesian as a good and correct language and not polluted by Alay language today.

It can be concluded from the data that has been obtained, that many people and students tend to disagree that Alay language is used for communication at this time because it does not include native Indonesian culture, and this Alay language can damage the language of communication of children in everyday life. Alay is also not effective if it is used for children and teenagers today to communicate.

CONCLUSION AND IMPLICATIONS

The form of alay culture can be seen as a new form of communication among teenagers and children. Even though it is often seen as a style of communication that is not too serious or excessive, the Alay culture also shows a drastic change in the way the younger generation or young people interact and express themselves through this language. In conclusion, the culture of Alay emerged as a response to technological developments and social media that influenced communication patterns.

This culture is often characterized by the use of words that have been spelled changed, the overuse of emoji and emoticons, and the use of offensive or vulgar language in contexts that are not serious. Many people and students tend to disagree that Alay language is used for communication at this time because it is not part of the original Indonesian culture, and this Alay language can damage the communication language of children in everyday life. Alay language is also not effective when used for children. and among teenagers today to communicate.

DAFTAR PUSTAKA

Basri et al., 2022; Mulyani & Puspitaningrum, 2022; Suleman & Islamiyah, 2018; Wulandari et al., 2021)

Basri et al., 2022; Wulandari et al., 2021)

Wulandari et al., 2021)

(Suleman & Islamiyah, 2018)

(Ramadhani et al., 2016)

(Yusni Khairul Amri, Dian Marisha Putri, S.S., 2020)

(Suleman & Islamiyah, 2018)

(Iswatiningsih et al., 2021)

(Raditya, 2021)