PRODUCTIVITY OF TERMS IN THE WORLD CYBER INDONESIA (DESCRIPTIVE STUDY OF PRODUCTIVITY TERM IN THE WORLD CYBER INDONESIA)

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Abstract

The purpose of this study is to investigate the creation of a term that became a trend in the cyber world Indonesia, forms a term that became a trend in the cyber world Indonesia, and the cause of the terms are becoming a trend in the world of cyber Indonesia. The method used in this research is qualitative method with descriptive approach to find out how the process of formation and forms a term in the world of cyber Indonesia. Key informants from this research that netizens teens. The technique of collecting data through in-depth interviews, passive participant observation, and literature studies. The results of this study indicate that the creation of the term is becoming a trend in the cyber world Indonesia is due to intentional and unintentional factors. The forms of the term that became a trend in the cyber world Indonesia: 1) stands, 2) word is read from the back, 3) the addition of -es behind. The cause of these terms become a trend in the cyber world Indonesia: internal and external factors.

Keywords: Term, the cyber world, Indonesia, descriptive

PRELIMINARY

Market research institute revealed that e-Marketer netter population of the country reached 83.7 million people in 2014. That number has a meaning at least once a month every Indonesian accessing the internet. eMarketer estimates that netter Indonesia will reach 112 million people by 2017..[1]

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[1] Kementerian Komunikasi dan Informatika Republik Indonesia. (2014). Pengguna Internet Indonesia Nomor Enam Dunia. Diakses pada 23 Agustus 2016, dari https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media

Top 25 Countries, Ranked by Internet Users, 2013-2018
millions

	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	26.5	28.6	29.4	30.5	31.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
Worldwide***	2,692.9	2,892.7	3,072.6	3,246.3	3,419.9	3,600.2

Note: individuals of any age who use the internet from any location via any device at least once per month; *excludes Hong Kong; **forecast from Aug 2014; ***includes countries not listed
Source: eMarketer, Nov 2014

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The fact that one of them can be seen from the development of the terms in the virtual world - cyber. In kompas.com known that the presence of mobile phones and social networking media-facebook and twitter to be recognized have contributed to the emergence of a variety of language itself. Popular term *Alay* language acronym of excessive children , the written language is a mixture of slang spoken language, foreign languages, especially English, acronym, code, number, and visualization. The language is growing among teenagers.

Recorded the highest 64 percent of internet users in Indonesia is now a teenager. BPS data in 2010 reveals that 26 million of the 234.2 million people in Indonesia - teens use Alay language. And this will continue to grow over the social media and SMS mobile phone use.

On these facts, the author became interested to see productivity terms in the cyber world Indonesia, seen from the reason the creation of the term that became a trend in the cyber world Indonesia, forms a term that became a trend in the cyber world Indonesia, and the causes of these terms become Indonesia trends in the cyber world. And to answer the question, the author uses qualitative research with descriptive research traditions.

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but based on the expression of the subject of the investigation as desired and interpreted by research subjects. The qualitative approach uses the concept of naturalness (the accuracy, completeness, or originality) data and what actually happens on the ground.

A qualitative approach is especially worthy to examine attitudes or behavior in the environment somewhat artificial, as in surveys or experiments. Qualitative researchers emphasize the process and meaning rather than quantity, frequency or intensity (which mathematically can be measured), although researchers do not forbid descriptive statistics in the form of a percentage frequency distribution or to complete data analysis (Mulyana, 2007: 11).

While the tradition of descriptive research is research that seeks to describe a phenomenon, events, events that occur in the present (Sujana and Ibrahim, 1989: 65). Descriptive study (descriptive research) is research aimed to describe the phenomena that exist, which takes place in the present or the past, with the following characteristics:

1. Descriptive research tends to describe a phenomenon as it is a way to examine regularly-tight, give priority to objectivity, and be done carefully.

2. The absence of a given treatment or controlled, and in the absence of test h
(Furchan, 2004: 54).
Descriptive research has characteristics:
1. Dealing with circumstances that occurred at that time.
2. Outlining one variable or multiple variables, but described one by one
3. The variables studied are not manipulated or no treatment (treatment)
(Kountur, 2003: 105)

The benefits of this research is theoretically expected to add theoretical study in the field of communication, especially media and verbal messages. While in general to provide information regarding the symptoms and events, social media phenomena that occur at this time.

Literature review

Term
In Big Indonesian Dictionary, the term means: 1) the word or combination of words that carefully clicking express the meaning of concepts, processes, state, or properties that are typical in a particular field; 2) designation; name: called by the young widow - "widow"; and 3) a special word or phrase

The term is divided into two categories:
1. The general term is a term derived from a particular field, which is due to be used
broad, to be elements of a common vocabulary. For example: Budget, Power, Takwa
2. The term special is a term whose meaning is limited to certain fields. For example: appendectomy, Bipatride

Cyberspace
Nasrullah in Intercultural Communication in the Age of Cultural Siber mention that long before internet technology develops, the word "cyberspace" was first introduced by Vernor a novelist in a novel in 1981. Then the word cyberspace adapted by Gibson in 1984 in his novel Neuromancer. Understanding cyberspace according to Gibson is a set of data, the graphical representation for the sake of the chart and can only be accessed through a computer. While Rheingold says that cyberspace is a conceptual space in which all words, human relations, data, welfare, and also the strength in the manifested by any person through technology or Computer Mediated Communication CMC.

Bungin in Sociology of Communication: Theory, Paradigm and Discourse & Communication Technology in Society calls that the discovery and development of information technology on a mass scale, have reshaped the world of human society from the local community into a global world society, where there is a difference between real people adan virtual community. Real community is community life that are sensory can be perceived as a real life, where social relations among members of the public in the wake via sensing (can be touched, seen, smell, hear and feel, by the five senses) while the cyber public, is a life human society can not be directly on the senses through the human senses, but can be felt and seen as a reality.

RESEARCH METHODS

Qualitative approach

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Data Collection Technique

1. Interview
In-depth interviews are unstructured interviews were conducted in an intensive, qualitative, and openly and be flexible also question formation and arrangement of words in each question can be changed at the time of the interview according to the needs and conditions of the interview.
2. Passive Participant Observation
Passive participant observation is a form of special observation in which researchers not involved in these activities. Researchers simply be an observer and did not take part in certain situations, or not to participate in events that have occurred.
3. Literature
The author conducted a literature study in order to gain a comprehensive picture of what has been done by others and how people do it, then see the difference research to be conducted. The literature study conducted by the author among other books, journals and blog articles from academics.

RESULTS AND DISCUSSION

Based on the findings in the field - interviews with informants, the author knew that the creation of the term is becoming a trend in the cyber world Indonesia is due to intentional or unintentional aspect. According to the informant, deliberate aspects include: 1) the desire of a person or group of people to change words or terms - more into *lebay*, became *keles*; 2) the desire for someone or a group of people to create words or terms - for police - knowing every particular object; 3) desire a person or group of people to make changes in words or terms; and 4) the desire for someone or a group of people to popularize the word or term. This happens because a person or group of people get satisfaction, pleasure when words or terms that made viral and spread in cyberspace - a person or group of people get a response and recognition. According to Thomas and Znaniecki, humans have four wishes, namely 1) the desire for new experiences, 2) the desire to get a response, 3) the desire for recognition, and 4) the desire for a sense of security (Rachmat, 1996: 37).

Then for the accidental aspect of this is the case when: 1) a person or group of people was talking with friends or the surrounding environment; 2) a person or group of people playing around with friends or the surrounding environment; and 3) a person or group of people are bullying people in the surrounding environment. When the word appears - spontaneous, felt funny, unique, interesting, person or group of people that would instantly deliver it in social media - viral and spread. On Creativity in Public Relations, Andy Green mentions that one of the creative thought processes, one of them by developing a process of thinking through the stages of illumination, which is a "flash of inspiration", an idea that came out of nowhere, appeared and involves the formation of a connection between the two elements that previously not connected. The most famous example is when Archimedes shouting the word "Eureka" after successfully solving the problem given by the king of Syracuse about how much gold terdaat the royal crown.

Then there are forms term trend in cyberspace Indonesia, that is:

1. Abbreviations, such as japri (Private Line), Geje (Not clear), Omdo (By Doang), Maho (Manuaia Homo), Kamseupay (Kampungan Once Udik suck), PHP (False Hope Giver), Mager (Males Motion), Ababil (ABG labile), Curcol (Estella colongan), Baper (Bring feelings), Kemal (Kepo Maximum), Palbis (Most can), Gabut (Salary Blind)

2. The words read from the back, like hacep (rupture), EUG and lau (I & elu), cotba (snout), woles (selow), sabeb (free), koblak (rear), bais (exhausted),

3. The addition of -es behind, like keles (times), gengges (alone), pressed (false), woles (relaxed), yikes (exclamation), anjes (dog)

The abbreviated form into the form most widely circulated in the cyber world, this happens because the abbreviated form is a form that is more easily made than other forms. Lastly, the causes of these terms become a trend in the cyber world Indonesia: 1) internal - comfortable to say, easily pronounced, and is casual; and 2) external - many people use the word or the term, a lot of people would like to be considered present, a trend, and slang for using words or terms, and the people of Indonesia are people who love to talk, making the deployment words or new terms quickly and viral spread in social media.

The high rate of use of WhatsApp in Indonesia, according to a spokesman Neeraj Arora, is because the people "really like talking than in other countries". "This application is used many times every day," said Arora.

CONCLUSION

Based on the exposure in the previous chapters, the results of the research data can be drawn conclusions as follows:

1. The creation of a term that became a trend in the cyber world Indonesia is due to intentional and unintentional factors.
2. Forms term trend in cyberspace Indonesia: 1) stands, 2) word is read from the back, 3) the addition of -es behind.
3. Causes of the terms are becoming a trend in the cyber world Indonesia: internal and external factors

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