



## EVOLVING INFORMAL COMMUNICATION PATTERNS IN DIGITAL SPEECH COMMUNITIES

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**Abstract:** *The purpose of this study is to examine how informal communication patterns among digital speech communities are changing. This study investigates how slang, emoticons, and acronyms are used on different platforms using qualitative approach of online speech. The findings show that these informal components are significantly more common, especially in friendly talks and in specialized societies. This study emphasizes the ways in which these language patterns support the development of stronger social ties and a sense of belonging in online environments. It also looks at the effect of these modifications on more general language development and cultural dynamics in the digital age, as well as the consequences of these changes on conventional ideas of speech communities.*

**Keywords:** *Informal Communication, Digital Speech Communities, Slang, Emojis, Language Development.*

### INTRODUCTION

Language is a dynamic and multifaceted phenomenon, intimately intertwined with culture and society (Gumperz & Cook-Gumperz, 2008). It serves as both a mirror reflecting the values, beliefs, and identity of a speech community, and a powerful vehicle that can drive cultural and social change. In this context, the role of language in the evolution of speech communities is pivotal.

In society, language is a means of interacting with others in the environment where they live (Frans, Ferry, Koagouw, & Waleleng, n.d.). Just as with the development of time, language also experiences development. Language development is a complex and multifaceted process influenced by various factors, with the social environment within speech communities playing a crucial role. (Haryono, 2011) Understanding how social interactions, cultural norms, and community dynamics and usage is essential for comprehending the intricacies of language development.

Informal communication is a casual, unofficial mode of communication in which information is freely shared between two or more people without adhering to official procedures, protocols, formalities, or hierarchies. Friends, peers, family, club members, and other informal interactions serve as the foundation for informal communications. The conventions and other formalities of the organization are not taken into consideration in this type of communication. Informal communication is also referred to as "grapevine communication" in the organizational structure. The

reason for this is because it might be challenging to indicate when a communication should cease and begin. The indefinite route of communication, which denotes that there is no clear chain of command through which the information goes, is what distinguishes this type of communication. Information can therefore go from anyplace in the informal communication systems.

Digital speech is the representation and processing of human speech in a digital format. This covers technology for recording, transmitting, and analyzing speech signals, which frequently use compression techniques such as the Digital Speech Standard (DSS) to ensure effective storage and playback. Digital voice processing comprises a variety of applications, including speech recognition, synthesis, and automatic transcription, which use digital signal processing to improve communication between humans and machines.

Speech communities, groups that share common language norms and attitudes, are changing fast as technology advances. Social media, instant messaging, and online forums have created new places for casual communication. This blurs the line between written and spoken language, and makes us rethink what defines a community. These online spaces have an impact on how we see speech communities and their boundaries.

These communities grow out of the long-term interactions between people who adhere to these acknowledged and shared value systems and means of communication. Although the potential to learn language is innate, the process of learning to communicate with others is framed by the cultures and civilizations in which we grow up. In the past, this framing was limited to in-person conversations among speaker groups. Globalization, widespread migration, transmigration, constant movement, and ever-evolving technology have transformed many cultures and heightened the need for more thorough explanations and ideas on the makeup of speech communities.

The communication pattern is defined as a simple description of the relationship of two or more people in the process of sending and receiving messages so that the messages conveyed can be understood. The communication pattern is identical to the communication process, which from the communication process will give rise to patterns, models, forms, and some small parts related to the communication process (A. Wood & Smith, 2005).

The concept of speech community does not simply focus on groups that speak the same language. Rather, the concept takes as fact that language represents, embodies, constructs and constitutes meaningful participation in society and culture.

## **METHOD**

This study will use a qualitative research design. We'll use descriptive qualitative methodologies to analyze the data. As noted by Denzin & Lincoln (2011), qualitative research aims to explore social phenomena by capturing the perspectives and experiences of participants in their natural context. Analyze the digital data using discourse analysis approaches to identify language use patterns such as abbreviations, memes, and code-switching. This will provide insight into the groups' linguistic and cultural practices. The data gathered in this study will provide useful insights on the changing nature of informal communication patterns in digital

speech communities, as influenced by digital platforms, linguistic identity, and community boundaries. This study will provide a more nuanced understanding of how online places shape new linguistic norms, identity expressions, and community dynamics, ultimately changing old notions of speech communities in the digital age.

## **RESULT AND DISCUSSION**

After examining informal communication in several digital speech communities, we discovered twenty-five instances of acronyms, emoticons, and slang utilized across multiple platforms, including WhatsApp, Twitter, Instagram, and Discord. These informal components were primarily used in casual talks between users. Slang was regularly used to express emotions or comedy, particularly in Twitter fandoms and Instagram comments, although abbreviations such as "LOL" and "BRB" were most prominent in WhatsApp groups and Discord chats. The use of such informal language helped to establish communal relationships and foster a sense of belonging among its members.

### **1. WhatsApp Group of Friends**

WhatsApp is a platform commonly used by friends or family to convey messages in groups.

Message: "Hey, u guys free tmr? Let's meet up at 3pm, don't be late lol!"

In this data shows Informal language includes abbreviations like "u" (you), "tmr" (tomorrow), and casual tone with "lol" (laugh out loud). u has the same meaning as the original writing of you, indicating informal language because of the shortened writing. Likewise, "tmr" also shows informal language because the word is shortened. "tmr" is the word for (tomorrow) and also 'lol' is the word for (laugh out loud) but some communities can be confused with the meaning of 'tmr' and 'lol' themselves because not all communities know the meaning of the shortened word. And could mean something else.

### **2. Twitter Fandom (BTS ARMY)**

Twitter is a platform commonly used by communities, be it fandom communities, or other communities that want to know the trends or developments of the era.

Tweet: "OMG BTS just dropped their new album and it's amazing!! Can't stop listening!"

In this data shows fans use abbreviations like "OMG" (Oh My God), and express excitement informally. OMG usually shows an expression of excitement or surprise. But on this Twitter platform it shows that the BTS fandom is showing its excitement for the newly released BTS album. "OMG" is often used in digital speech communities and shows the use of informal language patterns.

### **3. Instagram Comments (Influencer Post)**

Instagram is a platform commonly used by the community to view content that is aligned with the digital community.

Comment: "Loving this OOTD! Totally vibing with the colors"

In this data shows Informal compliments with slang like "OOTD" and "vibing". OOTD is a very common informal communication pattern on the Instagram platform. OOTD is a long phrase that has become an abbreviation and is commonly used by the digital speech community. OOTD usually indicates the daily outfit selection of an influencer. and the word "vibing" comes from the word "vibe" which shows the meaning of the digital community's interest or feeling in the color of the

OOTD.

#### **4. Reddit Thread (Meme Community)**

Rabbit is a network of communities where people can share content, engage in discussions, and reply to other comments.

Comment: "This meme is so relatable, I'm dying"

In this data shows that Informal response with slang like "relatable" and the use of hyperbole (exaggeration) for humor. "Relatable" is a term that is frequently used in digital speech communities such as Reddit, particularly in meme groups, to convey a common experience or emotion. It shows that a certain meme or post strikes a personal chord, bringing up emotions like empathy, connection, or laughter. The term "dying" is frequently used hyperbolically in informal online conversation to emphasize a strong emotional response, usually laughter or pleasure. When someone says a meme is "so relatable, I'm dying," they're exaggerating their reaction to show how much they appreciate or agree with it.

#### **5. Marvel movie in Telegram Channel**

Message: "Dude, have you seen the new Marvel movie? The ending was insane!!!"

In this data shows use of casual language like "dude" and exaggerated reactions to express excitement. The term "dude" is often used in the digital community and is usually used among close friends. Using "Dude" helps develop a relaxed, casual tone that is typical of informal digital communication.

#### **6. Discord Server for Gamers:**

Message: "BRB, gotta grab some snacks before we start the next match!"

In this data shows that Informal communication with abbreviations like "BRB" (Be Right Back) and casual tone typical in gaming communities. "BRB" used to communicate a brief absence without having to write out a longer message and aligns with the informal nature of online gaming communities.

#### **Discussion**

Analyzing unstructured discourse on internet networks identifies important linguistic trends. Slang, emoticons, and acronyms improve informal conversations and strengthen ties within the community. WhatsApp groups, for example, frequently use acronyms like "u" and "tmr," and Twitter fandoms use emoticons and phrases like "OMG" to convey their excitement. Informal praises are common in Instagram comments, while Discord gamers often use words like "BRB." In addition to facilitating speedier communication, this casual language fosters bonds among users and gives these online communities a feeling of community.

### **CONCLUSION**

This study looks at informal communication patterns in digital speech communities and finds that acronyms, emoticons, and slang are commonly used. These components create connections within communities and mold virtual personas. The results demonstrate how social interaction and technology are influencing the way speech communities are changing in the digital age. Subsequent investigations could delve into the wider societal ramifications of these patterns and their influence on language acquisition and growth inside the digital domain.

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