

Analysis of Slang in Mobile Legends Facebook Trading Account Posts and Comments

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ABSTRACT

This study explores the use of slang words in the post and comment sections of the “Jual Beli Akun Mobile Legends Indonesia” Facebook community. The purpose of this research is to identify the types of slang and the types of meaning conveyed in the communication among users within this digital marketplace. Using a qualitative descriptive method, the data were collected through document analysis from 105 posts and 17 comments over the span of one week. The study applied Allan and Burrige’s classification of slang (Clipping, Acronym, Fresh and Creative, Imitative, and Flippant) and Leech’s theory of meaning (Conceptual, Connotative, Stylistic, and Affective). The findings revealed that Clipping was the most dominant slang type, indicating a preference for brevity and efficiency. Connotative meaning was also the most prevalent, showing how slang reflects not only linguistic function but also social and emotional context. The results suggest that slang in this online community is used not only to simplify communication but also to build shared identity, express sentiment, and reinforce group belonging. This study contributes to understanding how digital communities, especially those based on gaming and trading, develop and sustain their own informal linguistic norms.

Keywords: Facebook; Jual Beli Akun Mobile Legends Indonesia; Slang; Types of Slang; Types of Meaning

Submitted	Reviewed	Revised	Published
26 May 2025	4 June 2025	20 June 2025	25 June 2025

Introduction

Slang, as a form of informal language, has become an integral aspect of modern communication, especially in digital and youth-oriented contexts. It serves not only as a means of expression but also as a marker of group identity and social belonging. Holmes

(2013) suggests that slang is predominantly used by younger generations as a linguistic tool to foster intimacy and solidarity. This linguistic phenomenon has evolved to thrive particularly in informal communication settings, including social media platforms such as Facebook, where users naturally adopt expressive, brief, and creative language.

In the Indonesian context, slang has also emerged in specific online communities, notably in digital marketplaces where buying and selling occur within niche interests such as gaming. One prominent example is the Facebook group "Jual Beli Akun Mobile Legends Indonesia", which functions as a trading platform for Mobile Legends game accounts. Within this community, slang terms such as *"imo"* a clipped form of *"immortal"*, referring to a rank in the game are widely used. Interestingly, this term also bears alternative interpretations in broader digital discourse, such as *"IMO"* (In My Opinion), highlighting how slang meaning is highly context-dependent.

Several prior studies have explored the use of slang in various domains. For instance, research by Devi and Hidayat (2022), Sari et al. (2022), and Ardianta et al. (2022) examined slang in movies, livestreams, and Facebook forums, respectively. These studies focused on classifying slang types and interpreting their meanings. However, there remains a limited number of investigations specifically addressing slang within online gaming communities, particularly those involved in digital transactions such as buying and selling game accounts. The language used in such contexts is often characterized by hybrid slang forms that reflect not only the users' need for efficient communication but also their in-group knowledge and digital literacy.

To fill this gap, the present study aims to analyze the types of slang and the types of meanings found in posts and comment sections within the "Jual Beli Akun Mobile Legends Indonesia" Facebook group. This study employs Allan and Burridge's (2006) classification of slang (Clipping, Acronym, Fresh and Creative, Imitative, and Flippant) and Leech's (1974) types of meaning (Conceptual, Connotative, Stylistic, and Affective). By doing so, it seeks to highlight how slang functions both as a communicative tool and a cultural product shaped by the digital environment.

The novelty of this research lies in its focus on a specific, dynamic online community, where slang is not merely a linguistic feature but a reflection of socio-digital identity. The results are expected to contribute to the understanding of language variation in digital marketplaces, especially within youth and gaming subcultures.

Ultimately, this study offers insights into the interplay between language, identity, and technology in contemporary communication.

Method

This research employed a qualitative descriptive design to investigate the use of slang words within the "Jual Beli Akun Mobile Legends Indonesia" Facebook community. As Creswell (2016) describes, qualitative research focuses on interpreting meanings that individuals or groups assign to social phenomena. This method was chosen to deeply explore how community members use slang to communicate within a transactional digital environment. The data were collected through purposive sampling, which yielded 105 posts and 17 comments over the span of one week. These texts were selected based on their relevance to the study specifically, the presence of slang or informal expressions in the context of game account trading.

Data collection was conducted through document analysis, where posts and comments were systematically identified, documented, and grouped. The analysis followed Creswell's (2018) steps: organizing, reading, coding, generating themes, and interpreting the data. To analyze the findings, the study applied two theoretical frameworks. First, Allan and Burrige's (2006) classification of slang types Clipping, Acronym, Fresh and Creative, Imitative, and Flippant was used to categorize the slang forms. Second, Leech's (1974) theory of types of meaning including Conceptual, Connotative, Stylistic, and Affective meanings was employed to interpret their semantic implications. This dual layered analysis provided insights into both the structural and functional dimensions of slang in digital communication.

Findings

This section presents the findings from the analysis of slang words used in the post and comment sections of the "Jual Beli Akun Mobile Legends Indonesia" Facebook community. A total of 958 instances of slang were identified from 105 posts and 17 comments collected over one week. These slang terms were categorized using Allan and Burrige's (2006) classification and analyzed further using Leech's (1974) theory of meaning. The findings are presented in two main parts: types of slang and types of meaning.

Types of Slang in Mobile Legends Facebook Community

The following table displays the various types of slang terms found in the post and comment sections of the *Jual Beli Akun Mobile Legends Indonesia* Facebook Community.

Table 1. Type of Slang Found in Mobile Legend Facebook Community

No	Column 1	Column 2
1	Clipping	461
2	Acronym	208
3	Fresh And Creative	152
4	Immitative	136
5	Flippant	1
	Total	958

The analysis revealed that Clipping was the most dominant type of slang, occurring 461 times (48.1%). This indicates that community members often simplify words for faster and more efficient communication. This is followed by Acronyms (208 instances), Fresh and Creative slang (152 instances), Imitative slang (136 instances), and Flippant slang (1 instance). The use of multiple types of slang in a single post was common, with most posts combining three or more slang types, suggesting a high degree of linguistic creativity and community familiarity.

Clipping was the most dominant type of slang found in the dataset, with a total of 461 instances, accounting for 48.1% of all identified slang words. This form of slang involves shortening longer words or phrases into more concise forms while retaining their original meaning. In the context of the Facebook trading community, clipping is used to facilitate faster communication and improve readability. For example, terms like “*rekberin*” (from *rekening bersama*), “*monsep*” (from *Moonton sepaket*), and “*k*” (from *ribu*, meaning thousand) are frequently used to express ideas quickly and clearly in transactional posts. The prevalence of clipping reflects users’ preference for brevity, especially in fast-paced digital interactions.

Acronym slang appeared 208 times, making it the second most frequently used type at approximately 21.7% of the total. Acronyms are formed by combining the initial letters of multi-word expressions to create a shorter and often standardized form. In this community, acronyms like “*ce*” (change email), “*pm*” (private message), “*bu*” (butuh uang), and “*gc*” (gerak cepat) are commonly used. These acronyms serve to condense

frequently used phrases into compact and recognizable forms, enhancing efficiency and aligning with shared community knowledge.

Fresh and Creative slang was identified 152 times, representing around 15.9% of the data. This type of slang includes newly coined or imaginative expressions that emerge from the community's culture and communication practices. Such slang is often metaphorical or playful in nature. For instance, words like "*akun ganteng*" (literally "handsome account") are used creatively to describe premium-quality game accounts, while "*gassinnn*" is an expressive encouragement to proceed with a transaction. These terms demonstrate the community's linguistic innovation and emotional engagement.

Imitative slang occurred 136 times, or about 14.2% of the total. This category includes slang that mimics or adapts existing words, often from English, by modifying their spelling or usage in local contexts. Examples include "*owner*", "*nominus*" (from "no minus"), and "*login*", which have been borrowed and adapted into Bahasa Indonesia speech patterns. The use of imitative slang reflects the influence of global gaming terminology and highlights the bilingual or multilingual proficiency of community members who blend English and Indonesian in their communication.

Flippant slang was the least frequent, with only 1 occurrence (0.1%). This type of slang typically involves humorous, ironic, or sarcastic expressions that may not directly relate to their literal meanings. In the analyzed dataset, the single instance of flippant slang was "*polos banget*" (very plain), which was used in a mockingly humorous way to describe a game account with no attractive features. Although rare, the presence of flippant slang suggests that users occasionally inject humor or casual critique into their transactions, albeit infrequently

Types of Meaning in Mobile Legend Facebook Community

The following table presents data on the types of meaning identified in the post and comment sections of the *Jual Beli Akun Mobile Legends Indonesia* Facebook community. This analysis applies the framework of Geoffrey Leech's (1974) theory of meaning, which classifies meaning into seven categories: Conceptual, Connotative, Stylistic, Affective, Thematic, Collocative, and Reflected Meaning.

However, it is important to note that only four of these types Conceptual, Connotative, Stylistic, and Affective were found in the data analyzed. The remaining three types, Collocative Meaning, Reflected Meaning and Thematic Meaning, did not appear in the dataset.

Table 2. Type of Meaning Found in Mobile Legend Facebook Community

No	Type of Meaning	Number of Data	Percentage
1	Connotative	117	46%
2	Conceptual	110	43%
3	Stylistic	24	9%
4	Affective	3	1%
	Total	254	100%

Connotative meaning was the most frequently observed type in this study, with 117 instances, accounting for 46% of the total. This type of meaning goes beyond the literal definition of a word and includes emotional, cultural, or associative interpretations shared by a particular community. For example, the slang term “ripper” is used in the Facebook group to refer to someone who engages in fraud during transactions someone who scams others by stealing accounts or money. Literally, “ripper” means someone who tears something apart, but in this context, it carries strong negative connotations such as dishonesty, betrayal, and caution. Its interpretation is heavily shaped by the shared digital experience and cautionary tone within the online gaming marketplace.

Conceptual meaning appeared 110 times (43%) and refers to the literal, dictionary-based meaning of a word, independent of context or emotional tone. It is the basic, logical content conveyed by language. An example is the word “skin”, which in Mobile Legends refers to a cosmetic item that changes a character’s appearance. In this context, “skin” is used precisely to describe in-game features and is understood consistently among players. Its usage is direct, objective, and does not rely on emotional or cultural interpretation, making it a clear instance of conceptual meaning.

Stylistic meaning, which accounted for 24 instances (9%), refers to variations in language that reflect the speaker’s attitude, social role, or level of formality. A strong example is the term “bosku”, a casual and friendly variation of “boss” used widely among members to address each other. The addition of the possessive suffix “-ku” (my) adds a local and humorous touch, emphasizing camaraderie and informality. While the literal

meaning still refers to someone in charge, the stylistic usage signals peer-to-peer interaction in a relaxed digital setting rather than hierarchical relationships.

Affective meaning was the least frequent, with only 3 instances (1%), and pertains to the speaker's emotional state or attitude. One example is the slang phrase "*gassinnn*", an exaggerated version of "gas" (meaning "go ahead" or "let's do it"). The elongated spelling and repeated letters convey excitement, enthusiasm, or urgency, often used to signal readiness to proceed with a transaction. The affective value here lies in the emotional encouragement and positive mood embedded in the word's delivery, rather than the word's core meaning.

Discussion

The findings of this study reveal that slang plays a central role in the communicative practices of the "*Jual Beli Akun Mobile Legends Indonesia*" Facebook community. The dominance of clipping (48.1%) reflects a linguistic preference for efficiency and brevity. This pattern is consistent with previous studies such as Sari et al. (2022) and Ardianta et al. (2022), which found that online communities tend to simplify language to adapt to fast-paced digital environments. Clipped words like "*monsep*", "*rekberin*", and "*bu*" demonstrate how community members creatively shorten commonly used terms while maintaining shared understanding. The frequent use of acronyms (21.7%) such as "*ce*" (change email) and "*gc*" (gerak cepat) also suggests a shared lexicon within the group that supports swift and familiar interaction, especially in transaction-based communication.

The substantial presence of fresh and creative slang (15.9%) and imitative slang (14.2%) highlights the dynamic and evolving nature of language within digital subcultures. These types reflect both innovation and borrowing from global sources especially English gaming terms indicating how Indonesian gamers blend local language with international trends to construct a unique, hybrid identity. This aligns with findings by Kinanti & Rindrah (2024) and Devi & Hidayat (2022), who argue that fresh slang expressions often represent cultural creativity, emotional tone, and community-specific values. Moreover, the use of multiple slang types in single posts, particularly those combining three or four forms, suggests a high level of linguistic fluency within the group and a deliberate effort to engage readers in persuasive or expressive ways.

Regarding meaning, the dominance of connotative meaning (46%) over conceptual meaning (43%) indicates that slang in this community is not used merely for literal reference, but also to convey shared values, in-group knowledge, and emotional nuance. Terms like *“ripper”* do not only identify scammers but also serve as warning symbols loaded with social judgment. Similarly, the presence of stylistic meaning (9%) in words such as *“bosku”* and affective meaning (1%) in expressions like *“gassinnn”* reveals how users personalize their language to build rapport, assert identity, or convey enthusiasm in transactions. These results mirror the findings of Sulistiyaningsih & Muttaqiyah (2022), who noted that digital slang functions as both a linguistic shortcut and a social signal.

Overall, the findings affirm that slang functions as a powerful tool for digital identity construction, efficient communication, and community bonding. The consistent patterns of usage observed across posts suggest that members of this Facebook group have formed an implicit language system rich in variation and meaning that supports transactional clarity, humor, urgency, and solidarity. This study not only supports previous research on slang in social media but also expands it by demonstrating how language evolves within niche online gaming communities that combine marketplace interaction with group identity.

Conclusion

This study explored the types of slang and types of meaning used in the post and comment sections of the *“Jual Beli Akun Mobile Legends Indonesia”* Facebook community. The findings indicate that slang plays a vital role in shaping the linguistic practices of this digital gaming marketplace. The most dominant type of slang identified was clipping, followed by acronym, fresh and creative, imitative, and a minimal presence of flippant slang. The high frequency of clipped and abbreviated forms reflects the community’s emphasis on speed, efficiency, and familiarity in communication.

In terms of meaning, connotative and conceptual meanings were the most prevalent, demonstrating that the slang used not only conveys literal information but also carries emotional, cultural, and contextual significance. Additionally, stylistic and affective meanings appeared, albeit in smaller proportions, indicating that users also

express tone and personal attitudes through their language. Overall, the study shows that slang functions as both a practical and symbolic tool facilitating fast interactions while simultaneously strengthening group identity, shared understanding, and social bonds within the online gaming and trading environment. These findings contribute to a deeper understanding of digital sociolinguistic behavior in niche online communities.

Acknowledgments

The researcher would like to express sincere gratitude to all individuals who contributed to the completion of this study. Special appreciation is extended to Mr. Muh. Aprianto Budie Nugroho, M.Pd. and Mrs. Wulan Rahmatunisa, M.Pd., who provided valuable guidance, feedback, and support throughout the research process.

The researcher also acknowledges the support of the English Education Study Program, Faculty of Teacher Training and Education, Universitas Kuningan, for facilitating the academic environment that enabled this research to be completed. Appreciation is also given to all lecturers and administrative staff who have provided academic and moral encouragement.

Heartfelt thanks go to the researcher's family and close friends for their unwavering motivation, emotional support, and prayers. Their encouragement served as a source of strength and perseverance during the writing of this article.

Finally, the researcher gratefully acknowledges the Facebook community "Jual Beli Akun Mobile Legends Indonesia" for providing the data and context that made this research possible. Without their active participation and communication, this study would not have been realized.

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