

## ABSTRAK

Imawati, Meynirga Khusnulmah. (2022). *The characteristics and linguistic features of netspeak in spoken context as seen on YouTube videos*. Yogyakarta: Fakultas Keguruan dan Ilmu Pendidikan, Program Studi Pendidikan Bahasa Inggris, Universitas Sanata Dharma.

Internet telah mempengaruhi bagaimana orang-orang berkomunikasi di era digital. Komunikasi yang muncul dalam internet disebut netspeak. Hal tersebut difasilitasi oleh sosial media. Netspeak banyak ditemukan dalam bentuk tertulis. Karena terdapat dua konteks dalam sosial media, penting untuk mendiskusikan kemunculan netspeak dalam konteks lisan. Salah satu bentuk konteks lisan dalam sosial media adalah YouTube.

Untuk mengantar diskusi, penulis merumuskan dua pertanyaan. Yaitu (1) Apa karakteristik dari netspeak seperti yang terlihat dalam video YouTube? (2) Apa fitur linguistik dari netspeak seperti yang terlihat dalam video YouTube? Penulis mengobservasi beberapa video dari YouTube dan menggunakan teori dari Tong (2019) dan Al-Ahdal and Algouzi's (2021) untuk menjawab masing-masing pertanyaan.

Dari video tersebut, ada dua kemunculan karakteristik netspeak, yaitu inovasi dan fleksibilitas. Sementara itu, terdapat tiga kemunculan ciri linguistik netspeak dalam konteks lisan. Mereka adalah bahasa gaul Inggris Amerika, neologisme, dan kriptisisme.

**Kata kunci:** internet, bahasa, *netspeak*

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The internet has influenced how people communicate in this digital era. The communication which occurs on the internet is called netspeak. It is facilitated by social media. Netspeak is mostly formed in writing. As there are two contexts of social media, it is important to discuss the occurrence of netspeak in spoken context. One of the spoken contexts in social media is YouTube.

To guide the discussion, the writer formulated two questions. They were (1) What are the characteristics of netspeak as seen on YouTube videos? (2) What are the linguistic features of netspeak as seen on YouTube videos? The writer observed some videos from YouTube and used the theories from Tong (2019) and Al-Ahdal and Algouzi (2021) to answer the questions respectively.

From the YouTube videos, there were two characteristics of netspeak, namely innovation and flexibility. Meanwhile, there were three linguistic features of netspeak in spoken context. They were American English slang, neologism, and crypticism.

**Keywords:** internet, language, netspeak