LANGUAGE PLAY CREATIVITY IN VERBAL COMMUNICATION IN SOCIAL MEDIA

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ABSTRACT:

The purpose of the study is to map and create patterns of creativity in language plays that can improve vocabulary mastery and language skills. The language plays studied came from verbal communication on social media and was analyzed using an analysis approach to structure and meaning (semantics) that was carried out to see the creativity that emerged in language plays. The results of the study showed that creativity was higher identified from verbal communication among students and students aged 15-20 years compared to other ages. Speakers also showed great interest and seriousness to enrich vocabulary mastery and improve language skills. In the study, it was found that speakers who applied the language playing technique had high intelligence and creativity. The output of this research was in the form of scientific publications which will be published in journal of language skills. Moreover, other outcomes were a practical dictionary of creativity in language plays in the form of e-books and Intellectual Property Rights for research grant reports and publications.
KEYWORDS: language plays, creativity patterns, language skills, social media

INTRODUCTION:

Naturally, language can influence thought and vice versa, thought can influence language. What is clear is that language is our view of life, language is the foundation of our being, and it interacts simultaneously with thoughts and feelings. According to Piaget (1972) cognitive development is the most important human intelligence and that language depends on and grows because of cognitive development. Cognitive development is needed in improving language skills, including language plays. Language plays open opportunities for speakers to communicate and make connections between language contexts and the real world (Hadfield, 1999). Language plays are activities in verbal communication that aim to get joy and also to practice certain language skills, such as the ability to listen, listen, read, write and increase vocabulary mastery. In this language play process, speakers will be directly involved in active learning by involving all senses and feelings with high enthusiasm because it contains elements of entertainment and healthy competition. Language plays are very appropriate to be applied so that speakers experience fun in communicating on social media.

The objectives of this research are to map and create creative patterns of language plays that can improve vocabulary mastery and

language skills, to classify vocabulary mastery that arises due to language plays, and to interpret language plays as studied from the structure of the play. Language from verbal communication on social media. This research is considered important and the issue deserves to be discussed because language plays on social media are an important aspect and component that can encourage the interest of speakers to improve language skills and vocabulary mastery. From a pedagogical point of view, this research is important to improve cognitive skills and language plays can be categorized as educational plays on social media in a positive way. Language plays in a positive context and affect self-motivation and trigger creativity which will have an impact on learning activities. According to Ersoz (2000), language plays enhance the use of meaningful and useful language in actual contexts. This situation will also create space and opportunities for speakers to use the language they have learned. In addition, plays will also create a competitive situation and encourage creativity and collaboration in a community (Ersoz, 2000).

This competitive element will also significantly improve learning in addition to motivating speakers to continue learning (Nguyen & Khaut, 2003). According to Derry (1996), an adherent of constructivism, argues that language play activity is a creative process that involves experiencing challenging skills and demonstrating reflective thinking. Thus, language plays implement problem base learning. Language plays are loaded with interactive, competitive, fairness, addiction, curiosity, fantasy, and narrative values which increase the motivation in the speakers (Hong, 2009 & Dormann & Biddle, 2009).

According to Chomsky, in the Generative-Transformation theory, there is a creative power in language. In other words, this theory emphasizes the importance of creative language - one of the basic collective human traits. Creative language is what distinguishes it from artificial language (artificial) which is also the point of difference between the cognitive and behaviorism schools. Language experience has a very significant influence on the development of human language itself-how in the end it is the most intelligent form of behavior that humans have. Linguistic intelligence is the most universal and important intelligence in human life. A person is categorized as language gifted if he has high sensitivity to sounds and language phonology. They are usually adept at manipulating structures. Sounds and structures play an important role in language plays. The problems that will be studied and answered in this study include what patterns of creativity are identified in language plays on social media, what vocabulary arises due to language plays, and what meanings are found in language plays on social media.

Language play or language plays is a phenomenon that is widely applied in verbal communication both in everyday life and in social media. Language plays are said to be fun activities because they can train creativity, sensitivity, language skills, as well as an educational strategy that can be used to improve language acquisition. Thus, language plays are tools to communicate in a fun way. According to Piaget (1972) in Suparno, cognitive development is the most important human intelligence and that language depends on and grows because of cognitive development. Cognitive development is needed in improving language skills, including language plays. Language plays open opportunities for speakers to communicate and make connections between language contexts and the real world (Hadfield, 1999).

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ability to listen, listen, read, write and increase vocabulary mastery. In this language play process, speakers will be directly involved in active learning by involving all senses and feelings with high enthusiasm because it contains elements of entertainment and healthy competition. Language plays are very appropriate to be applied so that speakers experience fun things in communication in the media.

METHOD:

This research uses qualitative research methods. The research procedure was designed as follows.

The analytical descriptive stage, which is to collect and recap data that is not recorded in the form of numbers, but an explanation as clearly and deeply as possible.The meaning / interpretation stage, which is to explore data to find the meaning of the basic and essential things of the phenomenon, reality, or experience experienced by the object of researchThe inductive reasoning stage, namely the recorded data is analyzed using an inductive (general-specific) approach in order to obtain generalizations / conclusions.

Classification stage: the data are classified according to the emerging creativity patterns.

Following is an example of language play analysis.

Data taken from verbal communication in Line
A: Which Indonesian singer likes to ask for help?
B: Budi 123.
Analysis
Budi is a singer who popularized a song called "Do Re Mi".
(Source: Line / Friday, 1 May 2020/20: 44 / speaker: Sylvia / retrieved Friday, 1 May 2020)

RESULTS AND DISCUSSION:

1) Language Play Creativity with Numbers, Numbers and Letters:

Numbers, numbers, and letters are language elements that play an important role. There is no doubt about conventional wisdom, namely as a representation of the number and symbol of language sounds. For example. Adolescents who like to "play" with language, use numbers, numbers and letters to express their opinions and feelings and communicate on social media. The three elements of language turned out to be a potential source of inspiration to create his creations in a very concise manner. Such great potential is made possible by various roles that may be played unconventional or out of the ordinary / agreed upon by the three language elements. With a variety of allowances for numbers, numbers and letters which in conventional use can only represent units of quantity and sound, thanks to the creativity of the creator, they can also be used to represent other things, such as visualization of sound symbols, mathematical formulation name symbols, song notes, and reading frequency. Emblem in front of him. In addition, the complexity of the creative forms of numbers, numbers and letters is largely determined by the sociolinguistic situation of a society. In Indonesian society, for example, the complexity is caused by the possibility that numbers, numbers and letters can also represent elements of regional languages, Indonesian and foreign languages.

"I wake up from a nap and twitter DMs are broken, gr8"
Time of Collection: Wednesday, April 29 2020 at 23.33 WIB
Social media: Twitter
Day / date / time: Wednesday, 29 April 2020 at 9:13
Speaker Subject: @leanfwtx

Analysis:

The language play of "gr8" consists of letter elements (G, R) and numerals (8). The term "gr8" when spoken in English is as follows: gr + 8 (eight), being great, which means great. In the narrative of the sentence "I wake up from a nap and twitter DMs are broken, gr8", the speaker expressed the frustration he experienced, because the DM (direct message) feature in the Twitter application was not functioning properly. In this case, gr8 is a form of ironic figurehead.

"Drew this during the instagram live 2day"
Time of Collection: Wednesday, April 29 2020 at 23.34 WIB
Social media: Twitter
Day / date / time: Thursday, April 23, 2020 at 13.07
Speaker Subject: @DoiDuhFlower

Analysis:

The language play from "2day" consists of the elements of letters (D, A, Y) and numerals (2). The term "2day" when spoken in English is as follows: 2 (two) + day. Although it can also be interpreted literally as two days (two days), in this context the word "2day" becomes today, which means today. In the narrative the sentence "Drew this during the Instagram live 2day" shows that the drawing activity (drew) by speakers was carried out today while doing Instagram live.

2. Language Play Creativity with the Abbreviation "Plesetan":

The acronym "plesetan" is the phenomenon of making abbreviations beyond the real thing. In language, especially language plays, one of the linguistic phenomena that is of interest to many people is a play on. Because puns are often used widely in society to change a formal atmosphere to an informal one to convey opinions or ideas with language plays to create a more relaxed atmosphere. Plesetan is basically changing the true meaning of popular abbreviations. According to Jansz (via Supardo, 1997: 1) a play is any utterance that is supported by a lingual unit, either in the form of words, phrases, clauses, sentences, or a larger form whose form and meaning are distorted from the real thing. The language of a pun which means trivializing everything that is correct to be untrue on purpose in order to create humor and as a form of one's creativity in playing with language.

STMJ
(source: pinterest.com/k Thursday April 30 2020 18:13)

Analysis:

The meaning of the word STMJ is no longer "susu, teh, madu, jahe" or honey ginger tea milk anymore but nowadays many people use it as a word to insinuate or ridicule it to become "Selera Tinggi Muka Jelek (bad taste, bad face)"

PETASAN
(source: brilio.net/kamis 30 April 2020 18.16)
We may think that the word "petasan"or firecracker is a toy that is often played by children or teenagers during the holy month of Ramadan, but over time Indonesian netizens reveal the word "petasan" to be a pun, namely "percintaan kita sandiwara (our love is a play)".

CONCLUSION:

Based on the results of the discussion, it can be concluded that the following matters.

1) An illustration was obtained that adolescents who are fond and creative of playing language plays use numbers, numbers, letters, and puns of abbreviations to express their opinions and feelings and communicate on social media. These language elements turn

out to be quite a potential source of inspiration for creating creations.

2) Language play creation in a very concise manner.

3) Speakers' creativity in language plays on social media is used to represent various things, such as visualizing sound symbols, mathematical formulation name symbols, song notes, and the frequency of reading the symbols in front of them.

4) The complexity of the creative forms of numbers, numbers and letters is largely determined by the sociolinguistic situation of a society.

5) Tongue play creativity also uses puns that are often used to change a formal atmosphere into an informal one to convey opinions or ideas with language plays to create a more relaxed atmosphere. Language play basically changes the true meaning of popular abbreviations.

6) During the Covid-19 pandemic, language plays were also found that used pandemic-nuanced puns to create a sense of relaxation, humor, and kept speakers away from stress.

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