

Changing Conceptions of "Anjing - Dogs" in Contemporary Social Contexts

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Abstract

The presence of Generation Z (Gen Z) marks a major change in society, because they are the first group to be born and raised in the digital era. Although often referred to as "digital natives" are supposed to be highly proficient in digital technology, their level of digital literacy is still a topic of debate. This generation has been widely exposed to the internet and portable digital devices, which has shaped their worldview and communication patterns. Gen Z's reliance on electronic technology has resulted in a decline in traditional activities such as reading books, which impacts a number of cognitive and socioeconomic factors including vocabulary development, attention span, academic performance, and future economic productivity. This behavioral shift not only changes Gen Z's lifestyle, but also impacts language use and the evolution of semantics. For example, the word 'dog', which previously referred to a four-legged mammal often used as a pet or guard, has experienced a shift in meaning in the Gen Z lexicon. Now, 'dog' is often used as an additional suffix in various sentences in their communications. This linguistic phenomenon reflects a broader trend of semantic decay, in which words acquire new connotations or functions in contemporary discourse. Understanding the implications of this linguistic evolution is critical for educators, policy makers, and linguists. This report highlights the importance of adapting educational and communicative strategies to meet the needs of a generation growing up digitally influenced. By studying the complex interactions between technology, language, and social norms, we can gain valuable insights into the dynamics shaping the linguistic landscape of the 21st century.

Keywords

Dog; Anjing, Conception; Social; Contemporary



I. Introduction

The emergence of Generation Z (Gen Z) marks a major change in social dynamics, indicating the entry of a group that was born and trapped in the digital era. Although they are often referred to as "digital natives", indicating their familiarity with digital technology, the extent of their digital literacy is still a matter of hot debate. This generation is widely exposed to the internet and portable digital devices, which has deeply shaped their perspectives and the way they communicate. Gen Z's reliance on electronic devices has accelerated the decline of traditional activities such as reading books, resulting in a significant impact on various cognitive and socio-economic aspects, including vocabulary development, attention span, academic performance, and future economic prospects.

These behavioral changes not only influence Gen Z lifestyles, but also leave a significant imprint on language use and semantic evolution. For example, the word 'dog',

which in a traditional context refers to a four-legged mammal usually kept as a pet for guarding purposes. In Gen Z circles, 'dog' has undergone a semantic transition, moving from the status of a noun to a suffix frequently added to sentences in their communications. This linguistic phenomenon reflects a broader trend of semantic fluidity, where words acquire new connotations or functions in contemporary discourse, demonstrating the dynamic nature of language in an ever-changing digital age.

Thus, the increasing use of digital technologies has had a significant impact on the evolution of linguistic norms. Such phenomena highlight changes in the way Gen Z perceives and uses language in their daily interactions. For example, the term 'dog', which once referred to a specific creature, is now an integral part of their linguistic structure, indicating the adaptation and transformation of language in the face of digital reality. In this context, a deep understanding of semantic shifts and changes in linguistic norms becomes important in responding to the challenges and opportunities emerging in modern communication.

Comprehending the ramifications of this linguistic evolution is imperative for educators, policymakers, and linguists alike. It serves as a crucial illumination of the evolving linguistic landscape of the 21st century, necessitating the adaptation of educational and communicative strategies to effectively cater to the needs of this digitally influenced generation. By delving into the intricate interplay between technology, language, and societal norms, profound insights can be gleaned into the dynamics shaping the linguistic terrain of the modern era, facilitating informed interventions and strategies to navigate this evolving linguistic terrain. The use of the word dog by millennials today shows a variety of new meanings. The difference in context causes variations that become symptoms of meaning shift, namely changes in meaning. The various functions of the word dog and its variants range from expressing expressions of surprise, admiration, and annoyance, to greetings to show familiarity. The purpose of this study is to dig deeper into the expansion of the meaning of the word dog and the word variations used by millennials. The results showed that the word dog experienced a shift in meaning, in this case, it experienced an expansion of meaning, namely annoyed, angry, surprised, swearing, amazed, unexpected, delicious, disappointed, and funny.

In dealing with issues related to the word 'dog', our approach focuses on a comprehensive and multifaceted examination. Our initial step is to carefully examine the lexical semantics of the word, carrying out an in-depth analysis of the meaning and connotations attached to it. We break down how this word is used in various contexts and situations, and understand how interpretations of its meaning can vary depending on the context. Next, we turn our attention to investigating the contextual meaning of the word 'dog', exploring the ways in which the word's meaning may change or evolve depending on the context in which it is used. We also identified how these terms are applied in everyday language, including in everyday conversation and on social media.

In addition, we conducted an analysis of the use of the term 'dog' in the context of societal discourse. We examine how the word is used by community leaders and public figures, and analyze the implications and rhetorical strategies that may be involved in its use. By looking at the way this term is used by people with influence, we can gain a better understanding of how the word 'dog' is used in communication efforts and how it impacts public perception and opinion. This approach allows us to identify patterns and trends in the use of the word 'dog' in different social contexts, as well as highlighting the complexities in its meaning and interpretation.

With this comprehensive approach, we aim to uncover the complex layers of meaning associated with the word 'dog' and explain its diverse interpretations in different

social contexts. By understanding the various dimensions and nuances associated with the use of this word, we hope to provide deeper insight into how the word 'dog' is used, understood and influenced in various communicative and social situations.

II. Literature Review

The debate regarding the connotative meaning that arises from the use of the word 'dog' is an interesting theme to explore in a wider social context, especially considering the complexity of culture and values that can influence the way the word is interpreted and used. In the realm of literature, the interpretation of the meaning of the word 'dog' has undergone quite a striking transformation, reflecting the dynamic changes that have occurred in linguistic, social and cultural aspects that are embedded in the structure of society. Based on previous studies, it is known that the word 'dog' has varying connotations depending on the context. Lexically, in the Big Indonesian Dictionary, 'dog' is defined as 'an animal that is generally kept for guarding the house, hunting and other purposes' (KBBI, 2016). However, the meaning and understanding of this word is not limited to its lexical definition alone.

In the context of society, the use of the word 'dog' is often influenced by existing cultural, religious and social factors. For example, in Indonesia, a country where the majority of the population adheres to Islam, views on animals are strongly influenced by religious teachings. In Islam, dogs are considered unclean animals, and negative stigma is often associated with certain aspects associated with these animals, such as greed, laziness and impoliteness. These cultural and religious influences directly influence the way people understand and use the word 'dog' in their daily interactions. This highlights the importance of understanding the social and cultural context in interpreting the meaning of certain words and how they are used in communication between individuals.

Apart from being influenced by religious and cultural factors, the meaning of the word 'dog' is also shaped by the broader social and situational context. In certain situations, the word can be pejorated to mean an insult or mockery towards someone, while in other contexts, it can be used neutrally or even as an expression of affection towards a pet. Factors such as an individual's social background, education and experience can also influence how a person understands and uses the word 'dog' in everyday interactions.

Previous studies have attempted to explore the significance and applications of the word 'dog' in social, cultural, and linguistic domains. By conducting a comprehensive literature review of previous research, this research aims to explore in more depth the way the word 'dog' is understood, used, and interpreted by the wider community, as well as identifying the factors that influence changes in its meaning. It is hoped that the findings from this research can provide an important contribution in enriching our insight into the linguistic and cultural complexity that exists in society.

In the face of growing challenges, this research offers a deeper understanding of the linguistic phenomenon involving the word 'dog' and its impact in social and cultural contexts. By combining cross-disciplinary approaches, including linguistics, anthropology, and sociology, this research aims to respond to the need for a more holistic and integrated perspective in understanding changes in the meaning of words in society. It is hoped that the results of this research will provide a strong foundation for more inclusive and sustainable policies and practices in understanding and responding to current cultural and linguistic dynamics.

III. RESEARCH METHODS

This study applies a descriptive analytical approach in carrying out research. The descriptive approach refers to the process of describing or explaining the data collected in research, which is then analyzed to achieve the study objectives. The decision to use descriptive analysis methods also aims to ensure that the analysis is based only on existing facts, without being influenced by the researcher's subjective point of view. Thus, this approach allows for an objective presentation of the data collected, ensuring that the resulting findings are an accurate reflection of the phenomenon under study.

Through analytical descriptive methods, this research seeks to provide a comprehensive and detailed description of the data collected. Descriptive analysis allows researchers to organize data systematically and present it in an easy-to-understand manner, thereby facilitating a better understanding of the phenomenon under study. Thus, this method plays an important role in disentangling the complexity of research data and conveying findings effectively to readers or other stakeholders.

The application of descriptive analysis methods in this research aims to achieve a high level of objectivity in the presentation and interpretation of data. By emphasizing fact-based analysis and avoiding judgments influenced by personal viewpoints, this approach ensures that the resulting findings are reliable and can serve as a basis for better decision-making. Therefore, the descriptive method of analysis becomes a powerful tool in providing an accurate and detailed picture of the phenomenon under study, helping to guide subsequent steps in the research process.

Trends in language use in society have experienced significant developments, especially in the context of expressing opinions. People today have the freedom to express their opinions in various media, including social media, which is one of the main platforms for interaction. As stated by Suharso (2019, p. 334), the growth of social media users is increasingly rapid, and people are increasingly attached to mobile devices connected to the internet, allowing them to interact, share information, exchange ideas and discuss problems freely through various applications.

Research into the use of the word 'dog' in everyday contexts shows that the word is dysfeminized, which is a form of expression that can be considered rude or impolite. In the view of Allan and Burrige (1991, p. 27), dysphemism is used to show disapproval of the interlocutor, demean the subject of conversation, or criticize someone. Therefore, the use of the word 'dog' often has a negative connotation and can be used as a tool to express dissatisfaction or displeasure with someone or something.

The use of dysphemism in language use indicates the use of words or phrases with rude or impolite connotations. This is considered unusual because it can cause discomfort or even hurt the feelings of the person you are talking to. Another theory of dysphemism is outlined by Chaer (2009, p. 149), who describes it as an attempt to replace words with subtle or ordinary meanings with words that have harsh connotations. In the context of speech, the use of dysphemism can fulfill various purposes, such as conveying strong sarcasm or expressing feelings directly.

However, in this research, the focus is more on the shift in meaning, especially in the word 'dog', which has experienced a decrease in meaning from neutral to negative (pejoration of meaning), so it is often considered a dysphemism. However the word is not always used as a swear word but can even be the butt of jokes. The meaning of 'dog' becomes closely associated with negative connotations or sometimes far from its original semantic meaning and is often considered only as a decorative word in everyday conversation.

IV. Results and Discussion

Language has a very important role in human life, not only as a tool to convey ideas and views, but also as a means of self-expression, communication, integration and social control. The theory put forward by Keraf (1997:3) highlights the multifaceted role of language in everyday life. Language, as a dynamic cultural element, always experiences evolution in line with the needs and changes of its users. One particularly interesting aspect is the change in word meaning, which is an integral part of the evolution of language.

According to Chaer (2009:2), changes in word meaning are a phenomenon that often occurs in the development of a language over time. This indicates that a word which at one time may have had a certain meaning, may experience a shift in meaning to a different one in the future. These semantic changes reflect the dynamic nature of language as a living communication system that always adapts to its environment. For example, a word that initially has meaning A, can then change to meaning B, C, or D as language develops and changes in society.

Thus, evolution and change in language is a natural and inevitable thing. This phenomenon shows that language is not static but is always moving and evolving in line with the needs and developments of society. Changes in the meaning of words are evidence of the dynamics of language as a living communication system that continues to change over time and social change.

Changes in word meaning are not only influenced by time factors, but also by social, cultural, and contextual factors. Social context, for example, can play an important role in shaping the understanding and use of a word in everyday conversation. Additionally, social, and cultural changes in society can influence how people interpret and use certain words in various contexts.

In the context of changing the meaning of words, a pejorative process often occurs, where a word that originally had a neutral or positive meaning can change to have a negative or derogatory connotation. This phenomenon is often related to changes in norms and values in society. Therefore, understanding changes in the meaning of words does not only require an understanding of the linguistic aspects, but also requires a deep understanding of the social, cultural, and historical context in which these changes occur. In the context of this research, researchers will deepen their understanding of the process of changing the meaning of the word 'dog' in large societies. Through careful analysis of relevant literature and data, it is hoped that this research can make a significant contribution in enriching our understanding of the dynamics of language and culture in society.

Millennials and Gen Z are widely known as groups who are very familiar with technology. Based on the 2019 Indonesia Millennial Report from the IDN Research Institute, almost 94.4% of the millennial generation are connected to the internet. Apart from that, the millennial generation population in Indonesia reaches around 24% or around 63.4 million people of productive age. Due to their attachment to technology and intense interaction with the digital world, it is not surprising that dynamic language changes occur among this generation. One example is the shift in meaning that occurred in the word 'dog', which initially had a single meaning, but has now developed to have additional meanings. The concept of lexical meaning, as explained in the Big Indonesian Dictionary, refers to the essential meaning contained in language elements, which function as symbols to indicate objects or events. This meaning underlies our understanding of words without being influenced by connotation or grammatical associations with other words. In KBBI (2016), the word 'dog' is defined as 'a mammal that is usually kept for guarding the house,

hunting and other purposes'. However, in practice, the semantic scope of the word 'dog' has exceeded the limits of this definition, especially in its use among Indonesian speakers.

The change in the meaning of the word 'dog' is an example of how language continues to change and adapt with time and social change. This phenomenon shows that the meaning of a word does not always remain fixed in its lexical definition but can develop and expand according to its use and context in society. Therefore, our understanding of the meaning of words must be open to the evolution of language that occurs around us, including a deeper understanding of how words can experience changes in meaning along with changes in culture and environment.

In Indonesian society, dogs often carry negative connotations, which may stem from the prevailing Muslim-majority population's religious beliefs. Islam views dogs as unclean animals, alongside pigs, associating them with traits such as greed, laziness, lack of manners, and selfishness. Consequently, these cultural and religious perspectives contribute to the perception of dogs as impolite or inappropriate animals within Indonesian society.

The notion of contextual meaning, on the other hand, pertains to the relationship between language elements and their surrounding context. Context encompasses the circumstances, situations, and events surrounding a particular utterance or usage. Contextual meaning denotes relevance to the immediate context and brings significance or relevance to language usage. It implies a direct connection or correlation with the surrounding context, imbuing language with added meaning and importance derived from its situational context.

Considering the interplay between lexical and contextual meanings provides a nuanced understanding of language usage and interpretation within Indonesian society. The evolution of word meanings, such as 'dog,' reflects not only linguistic dynamics but also cultural, religious, and societal influences shaping perceptions and interpretations. By delving into the intricate relationship between language and context, we can unravel the layers of meaning embedded within linguistic expressions, enriching our comprehension of communication processes and cultural dynamics.

According to Chaer (2007:290), "contextual meaning is the meaning of a lexeme or word that is in a context. "Here are some examples of words that contain contextual meaning (1a) The hair on grandma's head is not white yet. (1b) As the principal, he must reprimand the student.

If the lexical meaning approach refers to the dictionary definition of the word dog, then the contextual approach refers to the contextual meaning of the word dog based on the utterances made by millennial generation respondents. This contextual meaning approach is based on the theory proposed by Cruse, (1995: 16) which says contextual meaning is the meaning that arises from the relationship between lexical items (words) and possible contexts.

The emergence of variations of the word dog in an utterance is due to the speaker not wanting to directly use the word dog. For some people, the word dog, which does not refer to a 'lactating animal that is usually kept guarding the house, hunt, and so on', is still considered taboo and inappropriate to use in daily conversation because it is generally used as swearing vocabulary.

To ensure that the variations of the word dog have the same contextual meaning as a dog as mentioned in the first data analysis, it is possible to analyze the meaning relations related to the variations of the word dog. The type of meaning relation chosen is synonymy. The meaning relation of synonymy can determine whether the variations of the word have the same meaning or are commensurate with the word dog or not. The author

selects one utterance from each variation of the word dog that is adjusted to the context category of the word dog that has been mentioned in the first analysis results. The classification of the context of the dog word variations adjusts to the situation and contextual information uttered by the speaker when they make the utterance.

Understanding the evolution of the meaning of the word 'dog' becomes increasingly complex as the range of meanings is observed. In the past, 'dog' was used to refer to four-legged domestic animals that often served as house guards or as aids in hunting. However, in a broader context, this word is no longer limited to its original meaning. In everyday conversation, 'dog' is often used to express various human emotions and reactions in various situations. For example, this word can reflect feelings of irritation, anger, surprise, or even amazement. Thus, the word 'dog' has become a very flexible means of expression for language speakers, especially among generation Z.

Not only has the meaning shifted, but also the form of its use has changed quite significantly, especially in slang or slank among generation Z. In this context, variations of the word 'dog' have developed into various new forms that are used to express various emotions or reactions with different intensities. An example is the word 'anjay' or 'anjirrr', which is a variation of the word 'dog' and is used to express surprise or astonishment in a more expressive style. Apart from that, the form 'bjir' is also a popular alternative, often to express feelings of annoyance or disappointment in a more relaxed and familiar way. This development shows the creative adaptation of generation Z's language in creating new variations in their daily language.

The change in form and meaning of the word 'dog' is a concrete example of how language continues to change and develop along with the times and culture. In the era of social media and everyday conversations, generation Z shows creativity and flexibility in adapting language to suit their needs and desires. Despite changes in the form and meaning of the word, there is still recognition of the same root word, namely 'dog'. This confirms that although language is constantly changing, it still retains traces of its history and innate identity. Further research into this phenomenon can provide a deeper understanding of the dynamics of language in modern society, especially in the context of language use in the digital era and social media. Through a comprehensive analysis of trends in the use of the word 'dog' and its variations, we can gain better insight into how generation Z uses language to communicate and express themselves in various social and cultural situations. Thus, this research has the potential to make a significant contribution to understanding language change and development in contemporary society. The word anjay, according to forensic linguists and grammarians, is a harsh sentence, because the word anjay is derived from the word dog, which is considered an unclean animal. Dogs are considered rude perhaps because Indonesia has a Muslim-majority population and Islam considers dogs to be unclean animals and pigs which are associated with greed, laziness, lack of manners, and selfishness.

The word "anjir" actually has a different meaning in the Big Indonesian Dictionary (KBBI) than its use in current slang or slang. According to the KBBI, "anjir" refers to a water channel or canal. An example sentence is, "The anchor that was built can no longer be used for large water vehicle traffic." Apart from that, in a botanical context, "anjir" also refers to a certain type of tree, namely *Ficus carica*.

However, the explanation by the Chairman of the National Commission for Child Protection (Komnas PA), Arist Merdeka Sirait, opened up new views regarding the use of the word "anjay". According to him, it is important to consider the place and meaning in understanding the appeal to ban the use of this word. Komnas PA prohibits the use of the

word "anjay" because it can be interpreted as religious blasphemy and can encourage or strengthen bullying behavior.

Despite this, use of the phrase "dog" has become common among bloggers, podcasters, artists, and singers, especially in casual and informal conversations. Examples like "Hey dog, where are you going?" or "That's the dog." it is often used actively and widely, without being considered an offensive or taboo word. This change in meaning was mainly pioneered by generation Z, who creatively changed and adapted language use according to their environment and communicative needs.

Generation Z's contribution in changing the meaning of the word "dog" reflects the dynamics of language as a means of social expression. These changes reflect the creative adaptations made by the younger generation to express themselves and interact within their cultural context. Therefore, a deep understanding of the changing meaning of the word "dog" requires holistic research involving various linguistic, social and cultural aspects to understand the phenomenon thoroughly.

V. Conclusion

Generation Z, a group that is very connected to technology, especially through social media, has created new dynamics in language use, especially in the digital realm. One of the words that has undergone a significant change in meaning is "dog". Originally used as a swear word, now this word has a broader meaning. Through research involving respondents from various backgrounds, various contexts of use of the word "dog" have been identified, including expressions of anger, annoyance, surprise, joy, or even disappointment.

This change in meaning was driven by many public figures, especially on social media, who actively used the word in various situations. This phenomenon reflects the increasingly widespread trend of using harsh and inappropriate words in everyday conversations. Generation Z is one of the groups affected, with the adoption of the habit of using controversial words in their social interactions.

However, it is important to remember that changes in the meaning of the word "dog" also indicate the complexity of language use in society. Although some figures support its use in certain contexts, there are also those who oppose it due to its inherent negative connotations. This shows that the debate around ethics and norms in language use is still ongoing, with special attention to the role of generation Z in the digital realm.

Therefore, understanding the context behind the changing meaning of the word "dog" and its implications in social interactions is very important. Further research on trends in the use of harsh words in language, especially on social media, can provide deeper insight into the dynamics of language in modern society. With a better understanding of these trends, we can develop more effective strategies for managing and moderating language use in accordance with prevailing social norms.

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