

The Term Challenge in Social Media: A Lexicological Study

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ABSTRACT

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Challenge is a game that is rampant among social media users, especially in Indonesia. The purpose of this research is to find out the terms in the challenge by using the theory of terms in the study of lexicology. This research uses descriptive method with qualitative approach. The data in the study in the form of the results of the analysis of the challenge in terms of term studies with data sources derived from challenge circulating on social media. Data collection techniques were carried out using observation and documentation techniques. Presentation of data analysis results using qualitative analysis methods. There are seven challenges that will be analysed using the theory of lexicology study terms, namely: 10 years challenge, bottle cap challenge, vans challenge, age challenge, don't laugh challenge, baby shark challenge and chair challenge.



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1. Introduction

Mobile apps are a popular means of expression for kids today. In this era of social media, content is valuable. They are competing to create content that can attract public attention. As has happened in Indonesia in recent years, the rise of a new game trend known as Challenge, which means challenge or invitation in Indonesian.

This game began to be in the public spotlight since its initial appearance on social media such as Instagram, Twitter, or Facebook around 2016 until now. The challenge trend has become a new colour among social media users in Indonesia. Challenge is a game on social media where in this game, social media users can provide challenges or invitations to other users through the challenge game.

Through the challenge that is disseminated on Instagram, Facebook and Twitter, everyone is free to be creative and can even make social media users compete as creatively as possible in running the challenge that has been given by other social media users. However, not a few challenges that develop on social media reap the pros and cons among the community.

One example is in 2019, there were several challenges that became trending on social media, namely the 10 years challenge. This challenge is trending in the world including Indonesia. 10 years challenge is a challenge that invites social media users to upload two photos of them at different times with a span of 10 years. This challenge has received great euphoria from social media users.

The challenge trend has a big influence on social media users, this influence can lead to something good or something bad. That way, researchers conducted research on the 2019 challenge which had become a trending topic on social media using the theory of terms and lexicology.

A term is a word or combination of words that carefully expresses a meaning, concept or process, state, or characteristic in a particular field. There are two kinds of terms, namely: (1) general terms and (2) specific terms. General terms are words that become elements of the general language, while special terms are words whose use and meaning are limited to a particular field.

This research refers to previous research journals. One of them is the research of Dhanu Ario Putra, et al (2017) with the title Translation Quality Analysis of Technical Terms in the Ragnarök Online Game by Gravity. This research was conducted by translating technical terms in the online game which were then categorized based on their types. In contrast to this research, the data of this research is terminology in the challenge trend on social media. With the research title Challenge Terms in social media: Lexicology Study. To describe the terms in the challenge and what impact is caused by this Challenge trend. The other relevant lexicology research that conducts this article can see in Afria, dkk (2017;2020a,b; 2022).

2. Methods

This type of research is descriptive research using a qualitative approach. Qualitative research according to Zainal Arifin (2011: 29) is a study to answer problems that require in-depth understanding in the context of time and in the situation concerned, carried out naturally and naturally in accordance with objective conditions in the field without any manipulation and the type of data collected is mainly qualitative data. Almost the same as Sugiono's opinion (2015: 15) which says qualitative research methods are used to research on natural object conditions where the researcher is the key instrument.

Meanwhile, according to Moleong (2005: 6), qualitative research is research that aims to understand the phenomenon of what is experienced in research subjects, for example behaviour, perception, motivation, action holistically and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods.

So that in qualitative research the quantity of data is not a big object but the depth in analysing the data is more calculated so that the deeper and more thorough in exploring a data, the better the quality of the research. The data in this study are in the form of analysis results from challenge in terms of term studies, there are 7 data in challenge research in 2019 on social media Instagram, twitter and Facebook.

The data source in this study comes from challenge circulating on social media Instagram, twitter, and Facebook in 2019. Data sources in the form of qualitative research consist of various types, which can be in the form of people, events and places or locations, objects and documents or archives.

Data collection techniques are carried out by means of documentation and observation. Data collection techniques are measuring instruments used in

carrying out a study. The documentation technique is a data collection technique that is not directly aimed at the research subject, but through documents. A document is a record in written form which contains a statement written and compiled by a person or institution for the purpose of testing an event so that it is useful for data sources, evidence, information, naturalness that is difficult to obtain, difficult to find and makes opportunities to further expand the knowledge of something being investigated.

Meanwhile, the observation technique according to Sugiyono (2015: 203) is a complex process, a process composed of various biological and psychological processes. observation is a study conducted by observing objects. Be it directly or indirectly.

The data analysis technique used in this study uses qualitative analysis. According to Miles and Huberman in Sugiyono (2005: 91) data analysis is carried out interactively and continues continuously until completion so that the data is saturated. In qualitative research there are stages in analyzing data, namely: (1) Reducing data, (2) presenting data, and finally (3) drawing conclusions or verification.

3. Result and discussion

a. 10 years challenge



- 10, is a number that indicates quantity, order, or time.
- Years (n) According to KBBI, a year is a period of twelve months, or a number that expresses a date.
- Challenge, (v) According to KBBI, a challenge is an invitation or object that arouses determination to improve coping skills; a stimulus (to work harder and so on).

So, based on the meaning of the word 10 years challenge is a challenge carried out within a span of 10 years. 10 years is an adverbial word form used as a word that explains the word challenge which is a verb form.

10 years challenge which invites social media users to upload two photos of them at different times within a span of 10 years. This challenge went viral in 2019 on social media applications such as Instagram, Twitter, Facebook. Even this challenge managed to become a global trending topic in the hashtag #10yearschallenge.

The impacts of this challenge are as follows:

- 1) Weakness: The challenge, which is widely followed by social media users, turns out to be quite dangerous. This is because this challenge can trigger the risk of identity theft, by means of a photo of someone who does the challenge can be used as a test material for facial recognition algorithms.
- 2) Pros: not only has disadvantages, this challenge also has advantages including being able to make us more optimistic and confident and can make us rise from the past, besides that by comparing two photos with different times it can make a person nostalgic so that this can trigger a person's feelings as a form of self-correction in the past and present.

b. Bottle Cap Challenge



- Bottle (n), according to KBBI a bottle is a container for liquid objects, which has a narrow neck and is usually made of glass or plastic.
- Cap (n), According to KBBI, a cap is an object that becomes a tool to limit a place so that its contents are not visible, cannot be passed through, and is secured; hood.
- Challenge, (v) According to KBBI, a challenge is an invitation or object that arouses determination to improve the ability to overcome problems; stimulation (to work harder and so on).

So, based on the meaning of the word bottle cap challenge is a challenge carried out using bottle caps as a medium. Bottle cap is a noun(n) while challenge is a verb(v). Bottle cup challenge is a challenge done by social media users to open the bottle cap with the right kick without making the bottle fall.

The impact of this challenge is:

- 1) Weakness: although it seems easy to do this challenge, people often ignore the dangers that can be caused by this challenge. Bottle cap challenge is classified as an extreme challenge because it requires the person doing it to kick at a certain height, if the person is not skilled in doing this challenge, it can cause injury to muscles and bones if not done with care and practice.
- 2) Pros: There are not many advantages arising from this challenge, it's just that after doing this challenge someone will feel satisfied because they have successfully done the challenge.

c. Age challenge



- Age (n), According to KBBI, age is that which expresses age.
- Challenge, (v) According to KBBI, a challenge is an invitation or object that arouses determination to improve the ability to overcome problems; stimulation (to work harder and so on).

So, based on the meaning of the word age challenge is a challenge that involves the age or age of a person. Age is a noun(n) and challenge is a verb(v). Age challenge is a challenge carried out by social media users by uploading their self-portraits to become old with the help of a *FaceApp* application. This challenge is almost like the 10 years challenge challenge, except that the difference is that in this challenge, photo uploads are made by social media users with the help of one of the applications that change face images to become old.

This challenge is done by many social media users and even went viral in Indonesia, apart from the excitement of being able to see our faces when old, but it turns out that this challenge has an impact that can make social media users uncomfortable because the *FaceApp* application will collect information in the form of location and browser browsing history on the smartphones of its users so that it can cause privacy problems for its users.

d. Vans Challenge



- Vans(n), a brand of sneakers or shoes.

- Challenge, (v) According to KBBI, a challenge is an invitation or object that arouses determination to improve the ability to overcome problems; stimulation (to work harder and so on).

So, based on the meaning of the word vans challenge is a challenge using shoes as a medium. Vans challenge is a challenge carried out by users of shoes with this vans brand on social media by throwing their shoes on the floor to prove the latest theory regarding the shoes, which social media users assume that no matter how you throw shoes with this vans brand on the floor, these shoes will still fall in a facing up position.

e. Don't laugh challenge



- Don't (adv), According to KBBI don't means a word that expresses denial, rejection, denial and so on.
- Laugh (v), According to KBBI, laugh means to produce a sense of joy, pleasure, amusement and so on.
- Challenge, (v) According to KBBI, challenge is an invitation or object that arouses determination to improve the ability to overcome problems; stimulation (to work harder and so on).

So, based on the meaning of the word don't laugh challenge is a challenge not to laugh by social media users. Don't laugh challenge is a challenge that is usually done by Instagram users in a filter that presents a variety of unique and funny filters so that users who take part in this game are prohibited from laughing in order to get a good score.

f. Baby shark challenge



- Baby (n), According to KBBI, baby means a child who has not been born for a long time.
- Shark (n), According to KBBI, shark means a marine fish of the class Chondrichthyes, eater of fish and other marine animals, cartilaginous and skinless.
- Challenge, (v) According to KBBI, a challenge is an invitation or object that arouses determination to improve the ability to overcome problems; stimulation (to work harder and so on).

So, based on the meaning of the word baby shark challenge is a challenge carried out by social media users in the form of a video, using movements as if they were imitating the movements of a baby shark.

g. Chair challenge



- Chair (n), in English or chair in Indonesian. According to KBBI, a chair is a seat with legs and a back.
- Challenge, (v) in English or challenge in Indonesian. According to KBBI, a challenge is an invitation or object that arouses determination to improve the ability to overcome problems; stimulation (to work harder and so on).

So, based on the meaning of the word, chair challenge is a challenge that is carried out using a chair as a medium. Chair is a noun(n) and challenge is a verb(v). Chair challenge do by standing looking at the wall and taking about three steps back, after which the body is bent to 90 degrees and lifting the chair to make us stand upright again. There are no harmful effects from this challenge. It's just that this challenge is done just for fun.

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