

## The Analysis of English Abbreviation on Social Media “X” Used By Indonesian Artists

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### Abstract

English abbreviations are widely used in digital communication, especially on platforms like X (formerly Twitter). Indonesian artists and influential public figures often use abbreviations in their posts, shaping language trends among their followers. This study aims to identify the types of English abbreviations used by Indonesian artists on X, as well as the contexts in which they are used. This research uses a qualitative descriptive method with a content analysis design, including thematic and linguistic analysis, to explore patterns and meanings in the use of English abbreviations on social media. This study collected data from 25 selected artists' accounts from December 16, 2024, to January 16, 2025, to identify the types of abbreviations and their contexts of use. The results show that abbreviations are divided into four main categories: acronyms (40%), initials (34%), word shortening (20%), and word combinations (6%). In terms of usage, abbreviations appear most often in casual conversation (28%), followed by formal/professional communication (24%), promotion and marketing (20%), and memes or humor (28%). The findings show that acronyms are the most frequently used type of abbreviation, reflecting a preference for fast, efficient communication in X. In addition, this study highlights how social media shapes language habits and how the use of abbreviations can affect language learning. This study provides new insights into digital language trends and how online communication continues to evolve among artists and their followers.

**Keywords:** English Abbreviations; Indonesian Artists; Social Media; X (Twitter).

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## 1. INTRODUCTION

Language keeps evolving, especially in the digital era, where communication is mainly done online. Understanding the use of English in social media and industries such as tourism makes learning more effective and relevant, making it adaptable in informal and professional social communication (Kholidi et al., 2022). Social media is also an information and communication technology tool people use to communicate online (Azis & Hu, 2020). Social media is becoming an increasingly popular tool for learning English (Naralita & Azis, 2020). Understanding the use of English in social media and industries such as tourism makes learning more effective and relevant, thereby making it adaptable to both informal and professional communication (Kholidi et al., 2024).

Media has changed the way people interact, and the use of abbreviations has become an important part of digital conversations (Agustina et al., 2025; Ariawan, 2023, 2024). Abbreviations also help users deliver messages more concisely, making communication more efficient and suited to the fast-paced nature of the internet

(Dąbrowska, 2018). In addition, social media acts as a tool for developing language skills and as a platform for cross-cultural communication, by providing authentic sources of input, more convenient practice spaces, and enhancing collaboration between learners (Zhou, 2021). The We Are Social survey results released in January 2020 stated that social media users in Indonesia reached 160 million, which is 59% of the total population. Meanwhile, mobile social media users (Gadgets) reached 130 million, or 48% of the population (Halfian et al., 2023). One platform where language trends develop is social media X (formerly Twitter), which artists, influencers, and public figures widely use. A tweet can include text, images, or videos, enabling users to interact more closely with one another, in these tweets, X users play a role in shaping language by frequently using abbreviations in digital communication (Al-Khasawneh, 2023). The platform consists of different communities, allowing users to engage with friends, family, and colleagues (Gasparyan & Madoyan, 2021). Thus, X also becomes an effective tool for improving language skills and enriching cultural understanding (Taskiran et al., 2018).

In Indonesia, artists often use English abbreviations when interacting with their followers, which eventually influences language trends among social media users. The shortening of words into abbreviations can enrich vocabulary and drive language evolution, as long as it doesn't impede communication (Bakaradze, 2016). Abbreviation theory is based on factors outside the language (extralinguistic) and within the language itself (intralinguistic), where differences or conflicts influence the development of abbreviations in language use (Bychkova, 2020). The use of abbreviations in social media not only serves to save characters in writing, but is also influenced by the context of communication (Nani, 2024). In English language education, abbreviations on social media can be both helpful and challenging (Malik & Qureshi, 2024). Abbreviations have been used for a long time, but the digital age has made them more common, especially on platforms like X. The internet and mobile technology have changed the way people communicate, making it possible for humans to connect through computers in new ways (Clubb, 2007).

Several previous studies have examined the use of abbreviations in digital communication across different social and professional contexts. Ahinasha N.S. (2024) stated that These digital communication trends have created new language styles, such as internet slang and emojis, which affect the way people communicate and their reading and writing skills. Handayani and Simatupang (2024) studied the abbreviation patterns used by Indonesian comedians on social media X and found that initialism is the most commonly used type in digital humor. Meanwhile, a study by Meinawati et al. (2021) analyzed abbreviation use among Indonesian K-pop fans on X, classifying abbreviations into acronyms, initialisms, clipped forms, and blends. Another study by Pratiwi and Marlina (2020) examined abbreviations in tweets by Hollywood pop singers and found that contractions and clipping were more dominant. These studies show that the use of abbreviations is influenced by culture, profession, and social environment, underscoring the need for further exploration across different user groups.

Although these studies have provided insights into abbreviations on social media, there remains a lack of understanding of how Indonesian artists use English abbreviations and how this affects digital communication. Abbreviations are a form of shortening one or more words into one or more letters, whose pronunciation is done by mentioning each letter separately. Also, this phenomenon arises along with the human need to communicate practically, quickly, and efficiently (Verlin, 2022). These abbreviations have a significant impact on the way people communicate online, shaping the culture and behavior of social media users (Kilyeni, 2015). Since ancient times, abbreviation formation has been one of the most active and dynamic processes in the English language (Minyar-Beloroucheva et al., 2019). Most previous research has focused on specific communities. Still, there has been little discussion of how public figures, especially artists, use this linguistic element in their interactions with audiences.

The main objective of this study is to identify the types of English abbreviations used by Indonesian artists on social media X and analyze their usage context. This study categorizes abbreviations into four main types: acronyms, initialism, clipping, and blending, and explores how often and in what situations these abbreviations are used (Nicoll, 2016). In this case, Context plays an important role in language comprehension (Ferstl, 2021). This research is expected to contribute to the field of digital linguistics, particularly in sociolinguistics and media studies. The findings from this study can provide insights for educators, linguists, and social media users regarding

the role of abbreviations in digital communication. Furthermore, this study can help understand the impact of abbreviation usage on language learning, especially for non-native speakers who frequently engage with online content (Ariawan, 2024).

Thus, this study tries to provide an in-depth analysis of how digital communication, language evolution, and cultural influence are interconnected in the context of English abbreviations on X, and how this phenomenon shapes communication in the modern era. The present research novelty lies in addressing the gap regarding the prevalence of abbreviations on social media X, particularly those used by Indonesian artists.

## 2. RESEARCH METHOD

This research employs a descriptive, qualitative method, using content analysis with thematic and linguistic analysis to examine and explore the patterns, meanings, types, and contexts of English abbreviations used by Indonesian artists on X social media (Nassaji, 2015). Qualitative descriptive research is used to collect rich, diverse data to describe patterns and meanings without manipulating variables. Content analysis was used to classify abbreviations and understand their meaning in digital communication. Data were collected from the public posts of 25 Indonesian artists' accounts on X, with two tweets per account containing abbreviations, resulting in 50 data. The collection was conducted from December 2024 to January 2025. Abbreviations were categorized into four types: acronyms, initialisms, clipping, and blending, and analyzed in the context of casual conversation, professional communication, marketing, and humor.

The data analysis process used the theory of Miles et al. (2013), which includes Data Reduction (filtering and grouping relevant abbreviations), Data Presentation (displaying the analysis results in tables and narratives for easy understanding), and Conclusion Drawing and Verification (analyzing the findings to understand usage patterns and their impact on digital communication). The use of abbreviations with a casual writing style and informal language on social media has both good and bad impacts on communication and understanding between different generations (Natsir et al., 2023). This approach ensures a comprehensive understanding of digital language trends among Indonesian artists on X and its implications for modern communication.

## 3. FINDINGS AND DISCUSSION

### 3.1. The Types of English Abbreviations on Social Media X Used by Indonesian Artists

In this chapter, the researcher analyzes the data from the first research question, namely the types of English abbreviations used by Indonesian artists on X social media. The data was collected by observing 25 potential artist accounts using English by selecting two (2) tweets containing abbreviations from each account, resulting in 50 pieces of abbreviation data. The data was then classified into four types: acronyms, initialisms, clipping, and blending as shown below:

#### A. Acronyms

Acronyms are shortened forms of phrases or groups of words that are combined and pronounced as new words. Acronyms are among the most frequently used types of abbreviations. Acronyms are the most widely used type of abbreviation, accounting for 40%. These are formed by taking the initial letters of a phrase and pronouncing them as a single word. They are obtained from content analysis in X, such as LOL (Laugh Out Loud), OMG (Oh My God), FOMO (Fear of Missing Out), and WTF (What The F\*\*\*). With the most used acronym being OMG (Oh My God) with a frequency of 9 and is usually used to express surprise or the like, for example such as “*omg ternyata banyak banget yang merasa seperti last tweet aku ya*”, Furthermore, the second most common acronym that is suspected to exist is LOL (Laugh Out Loud) with frequent 6 and this acronym is usually used to show laughter or funny things as an example in one of the tweets “*lol!! Aku juga pernah di situasi itu 😂*”, the next one is acronym GN (Good Night) with frequent 2, This acronym is usually used to give greetings as in the following tweet “*gn everyone*”, the following acronym is FOMO (Fear of Missing out) with frequent 1 and is usually used to describe the anxiety of missing out on something, for example “*gua ga kerja sama kaum- kaum kaya elu dan artis2 fomo*”,

the next one is WTF (What the F\*\*\*) with frequent 1 It's also often used to express annoyance or confusion, like in these tweets "*padahal minumnya alcohol mahal... WTF!?!?*", and the last one is GM (Good Morning) has frequent 1 and these abbreviation usually used as a greeting to start the day, such as "*GM! Rise and shine, 5 minutes to minting*".

## B. Initialism

Initialisms, another common type, are abbreviations where each letter is pronounced individually. Initialisms are the second most common type, with a percentage of 34% of the total abbreviations used. Based on the results of content analysis on Indonesian artist accounts on social media X, the examples of these types include BTW (By The Way), DM (Direct Message), FYP (For Your Page), QnA (Question and Answer), GWS (Get Well Soon), AI (Artificial Intelligence). With the word that appears the most is BTW (By The Way) with frequent 7 and is usually used to introduce or add information to a conversation, as in the following tweet "*thanks bro..sukses selalu. Bro apa kabar? Btw, kemaren birthday ya.. happy birthday ya:*)", the next one is DM (Direct Message) with frequent 3, This word is often used to invite someone to communicate privately, such as the example in the following tweet "*selamat untukmu! You're the winner! Mohon check DM yes.*", the following one is FYP (For Your Page) with frequent 2 and is usually particularly used on social media platforms to refer to recommendation pages, for example "*fypku fanmeetnya babymonster semua huuuu iriiii*", the next word is QnA (Question and Answer) with frequent 2 and is usually used in interaction sessions with followers, such as the following tweet example "*hiii guys aku mau buat QnA buat youtube channel, bisa drop pertanyaan kalian di Instagram exclusive yaa*", the following one is GWS (Get Well Soon) with frequent 1 and is usually used to express hope for healing, such as the following example "*GWS deh luu*", and the last one is AI (Artificial Intelligence) and UR (You Are/You're) each has a frequency of 1, usually used in technological contexts or short expressions, such as "*gimana kalau AI bukann ngaco jawabnya, tapi dia Cuma kasih jawaban dari universe yang lain*", and "*ur mine*".

## C. Clipping

Clipping, or shortening words, is a modern linguistic trend that has emerged to facilitate faster and more efficient communication. Clipping involves shortening longer words by removing certain syllables, leaving a more straightforward, recognizable form. Clipping is the third most common type with a percentage 20%. Based on the data results from the content analysis in the table above, and the example such as BRB (Be Right Back), OTW (On The Way), MV (Music Video), and WTV (Whatever), with the most words appearing are MV (Music Video) with frequent 5 and is usually used to discuss music projects, such as the example in the following tweet "*udah siap kah dengan MV Magic Hour 🥰?*", and the next one is OTW (On The Way) with frequent 3 and is usually used in the context of travel or state of being, such as "*otw jogja 🚗*", another one is BRB (Be Right Back) with frequent 1. This word is usually used to tell that someone will be back soon, such as the following example "*going to meet my dad and make him buy more.....brb*", and the last word is WTV (Whatever) with frequent 1 and usually used to shows indifference, as in the following tweet "*if only you all knew how concerned I am and I asked how shes doing privately. But wtv you go say wtv you want 😊*".

## D. Blending

Blending is the process of combining parts of two words to create a new abbreviation, in blending, the beginning of one word is often combined with the end of another. Blending is the type of abbreviation with the lowest 6% rate. Based on the results of the content analysis of tweets from several artist accounts, including LMFAO (Laughing My F\*\*\*\*\* Ass Off), STFU (Shut The F\*\*\* Up), and WDYT (What Do You Think). With the first word LMFAO (Laughing My F\*\*\*\*\* Ass Off) with frequent 1 and is used to indicate excessive laughter or laughing out loud, as in the following tweets "*LMFAOOOO 🤪*", next one is STFU (Shut The F\*\*\* Up) with frequent 1 and is usually used to show frustration or to tell someone to shut up, such as the example in the following tweet "*bitch, stfu*", and the last one is WDYT (What Do You Think) with frequent 1 and is usually used to ask for someone's opinion, as in the following example "*nyatanya, sesimple manipulasi emosi + blackmailing sudah bisa*".

*jadi resep tragedy tak diinginkan. Banyak korbannya akan malu untuk mengaku bahwa mereka memang dijebak dengan emosi. wdyt?''.*

Table 1. Type of English Abbreviations

No	Type of Abbreviations	Form of Abbreviations	Example	Account	Frequency	Percentage
1	Acronyms	Lol (lough out loud)	Lol!! Aku juga pernah di situasi itu 😂	@iqbaaleramadhan	6	40%
		Omg (oh my god)	omg ❤️	@LunaMaya	1	
		Fomo (fear of missing out)	Gua ga kerja sama kaum- kaum kaya elu dan artis2 fomo	@RizkyBillar	1	
		Wtf (what the fuck)	Padahal minumnya alcohol mahal... WTF!?!?	@Corbuzer	1	
		Gm (good morning)	GM! Rise and shine, 5 minutes to minting	@isyanasarasvati	2	
		Gn (good night)	Gn everyone	@isyanasarasvati		
2	Initialism	Btw (by the way)	Thanks bro...suk-ses selalu. Bro apa kabar? Btw, kemaren birthday ya... happy birthday ya:)	@boywilliam	7	34%
		Ur (you are/ you're)	Ur mine	@boywilliam	1	
		QnA (question and answer)	Haii huys akum au buat QnA buat youtube channel, bisa drop pertanyaan kalian di Instagram exclusive ya	@_shanindira	2	
		AI (Artificial Intelligent)	Gimana kalua AI bukann ngaco jawabnya, tapi dia Cuma kasih jawaban dari universe lain	@umayshhhhb	1	
		Gws (get well soon)	GWS deh luu	@handokotjung	1	
		Dm (direct message)	Selamat untukmu! You're the winner! Mohon cek DM yes.	@indraherlambang	3	
3	Clipping	Brb (be right back)	Going to meet my dad and make him buy more...brb	@brandonsalim	1	20%
		Wtv (whatever)	If only you all knew hor concerned I am and I asked how shes doing privately. But wtv ypu go say wtv you want 😊	@nnauraayu	1	

No	Type of Abbreviations	Form of Abbreviations	Example	Account	Frequency	Percentage
		Otw (on the way)	Otw jogja 🇮🇩	@amanda	3	
		Mv (music video)	Udah siap kah dengan MV Magic Hour 🎵	@L_MarshaJKT48	5	
4	Blending	Lmfao (laughing my f***** ass off)	LMFAOOOO 🤪	@amanda	1	6%
		Wdyt (what do you think)	Nyatanya sesimple manipulasi emosi + blackmailing sudah bisa jadi resep tragedy tak diinginkan. Banyak korbannya akan malu untuk mengaku bahwa mereka memang dijebak dengan emosi. Wdyt?	@nessiejudge	1	
		Stfu (shut the f*** up)	Bitch, stfu	@jenncoppen	1	
<b>Total</b>					<b>50</b>	<b>100%</b>

Based on Table 1 above, it can be concluded that there are four types of abbreviations in tweets by Indonesian artists: acronyms (40%), initials (34%), truncation (20%), and compounding (6%). The frequent use of abbreviations in tweets is most likely due to the character limit, which encourages users to shorten words for convenience.

The results of this study show that acronyms are the most widely used type of abbreviation, which is consistent with research by Handayani and Simatupang (2024) on abbreviations used by Indonesian comedians on social media. However, in their study, initials were found to be the most frequently used type of abbreviation. Likewise, Meinawati et al., (2021) research on abbreviations used by Indonesian K-Pop fans on Twitter identified the same four types of abbreviations, but focused more on how the abbreviations were formed, while this study emphasizes more on their frequency. While the research conducted by Untoro and Arnelli (2024) on abbreviations used in Instagram comments found that compounding was the most common type of abbreviation, which is different from this study, where acronyms were found to be the most dominant. In addition, Pratiwi and Marlina (2020) research on abbreviations in the Twitter status of Hollywood pop singers showed that contractions were the most frequently used type of abbreviation.

### 3.2. The Context of The English Abbreviation on Social Media X Used By Indonesian Artists

This chapter discusses the data from the second research question, which focuses on the context of Indonesian artists' use of English abbreviations on social media X. The contexts analyzed include casual conversation, formal (professional/informational), promotion or marketing, and meme or humor. Data were collected by observing 25 artist accounts and selecting 2 tweets per account that contained abbreviations, yielding 50 pieces of abbreviation data. These 50 data points were then categorized into the four context types, as shown in the following:

#### A. Casual Conversation

This context is one of the most frequently used, with a frequency of 14 times and a percentage of 28%. On social media platforms like X, celebrities and influencers often use acronyms and abbreviations to communicate quickly and casually. When greeting or asking how things are going, they opt for short terms like “GM” (Good Morning) or “GN” (Good Night). This makes interactions feel more straightforward, more efficient, and more intimate. That way, their relationship with fans and online friends becomes closer and less rigid.

In addition, acronyms also often appear when they reply to followers' tweets, provide support, or invite



fans to play guessing games. For example, abbreviations like “LOL” or “OMG” are often used to add humor and a relaxed feel to the conversation. This makes social media interactions more fun and personalized, like some examples in the following tweets: “GM! Rise and shine, 5 minutes to minting”, “Omg ternyata banyak banget yang merasa seperti last tweet aku ya”.

**B. Formal (Professional or Informational)**

This context is used quite often, with 12 as the frequency and 24% as the percentage. On social media like X, artists and influencers often use abbreviations to communicate in formal or informative contexts. When sharing updates, having professional discussions or holding interactive sessions, they opt for abbreviations like QnA (Question and Answer). These abbreviations make their messages more concise and more precise, remain professional, and are easily understood by the audience.

In addition, acronyms such as AI (Artificial Intelligence) and QnA often appear in technology-related discussions or Q&A sessions. For example, AI is used to refer to high-tech conversations, such as “what if it turns out that AI doesn’t just give answers from another universe?” In contrast, Q&A is used when interacting with followers, such as in tweets, “Hai guys, aku mau buat QnA di YouTube channel, bisa drop pertanyaan kalian di Instagram.” The use of these abbreviations makes communication more efficient and remains relevant in conveying formal information to the audience.

**C. Promotion or Marketing**

This context was used 10 times, representing 20% of the total analysis. On social media like X, artists and influencers often utilize abbreviations for promotional or marketing purposes. Based on the data, abbreviations such as “BTW” (By The Way) or “OMG” (Oh My God), DM (Direct Message) are often used to reach audiences directly or direct attention to specific content. This helps them get their message across faster and grab the attention of followers, such as the following tweet example “ini parfum niat jualan gasi namanya absurd bener 🤪. Tajur, Bongabonga, Cisauk (Cervougn apay a?), btw lagi ada bundlingnya di toko ijo, cek yuk!”, “masih inget tweet seorang suamik yang dm aku untuk dukung usaha istrinya? Well, I bought some of the parfums and OMG THEY ARE SO GOOD!! In review aku dan akan aku kasih link ke to mereka juga than go check it guys!!”. These abbreviations not only make communication easier but also help build audience engagement through a relaxed yet enjoyable marketing strategy.

**D. Memes or Humor**

This context is also among the most frequently used, appearing 14 times (28%). On social media platforms like X, artists and influencers often use abbreviations in memes and humor to add excitement to their interactions. Abbreviations such as LMFAO (Laughing My F\*\*\*\*\* Ass Off) or LOL (Laugh Out Loud) are commonly used to convey humor, sarcasm, or jokes that entertain their audience.

For example, LMFAO often appears in tweets responding to something particularly funny. At the same time, LOL is used in a joking or sarcastic tone, as in tweets from artists giving funny reactions to their followers’ comments. “LMFAOOOO 🤪” or “lol 😂”. The use of these abbreviations makes interactions feel more casual and fun, while also showing how artists are capitalizing on internet trends to stay relevant and close to their fans.

Table 2. The Context of English Abbreviations

No	Context	Frequency	Percentage	Account	Example
1	Casual (casual conversation)	14	28%	@bastiansteel @ohmyshasa	Ah QnA paling nanya : bole folback ga 😊 omg ternyata banyak bgt yg merasa seperti last tweet aku ya 😊
2	Formal (professional or informational)	12	24%	@nessiejudge	nyatanya, sesimple manipulasi emosi + blackmailing sudah bisa jadi resep tragedy tak diinginkan. Banyak korbannya akan malu untuk mengaku bahwa mereka memang dijebak dengan emosi. Wdyt?

No	Context	Frequency	Percentage	Account	Example
					- Never defending Diddy. But the sushi girl thing has been a thing for aaaages. I mean I have seen that not just in this party. Isn't that like a Japanese thing? He is shady as hell and this is a 'blegh 🤢' rich peeps behavior, but idk if people are right with saying it's a ritual?
3	Promotion or marketing	10	20%	@raisa6690 @ohmyshasa	- Btw, ada yang udah liat postingan di tiktok aku yg ini belum? Kalo misalnya ada segmen request lagi di panggungan selanjutnya, kira2 kamu mau request laguku yang mana guys? - Btw, ada special giveaway akhir tahun dan ada berbagai macam diskon nih buat kamu, check yukk 🥳🥳🥳
4	Memes or humor	14	28%	@amanda @bastiansteel	- LMFAOOOO 🤪 - Lol 😂
<b>Total</b>		<b>50</b>	<b>100%</b>		

The results of Table 2 show that acronyms are the most widely used type of abbreviation, which is consistent with research by Handayani and Simatupang (2024) on abbreviations used by Indonesian comedians on social media. However, in their study, initials were found to be the most frequently used type of abbreviation. Likewise, Meinawati et al. (2021) research on abbreviations used by Indonesian K-Pop fans on Twitter identified the same four types of abbreviations. Still, it focused more on how the abbreviations were formed, while this study emphasizes their frequency. While the research conducted by Untoro and Arnelli (2024) on abbreviations used in Instagram comments found that compounding was the most common type of abbreviation, which is different from this study, where acronyms were found to be the most dominant. In addition, Pratiwi and Marlina (2020) research on abbreviations in the Twitter status of Hollywood pop singers showed that contractions were the most frequently used type of abbreviation.

The use of English abbreviations by Indonesian artists on X social media reflects a variety of communication contexts and serves different purposes. Based on the analysis, abbreviations are most often used in casual conversation and humor, with 28% each. Abbreviations are often used humorously, where creative new meanings become a source of slang and language unique to certain groups. This shows that social media is used as a platform for interacting with followers through lighthearted, more personalized communication. Abbreviations like “OMG” and “LOL” give a relaxed and fun feel, while terms like “LMFAO” add an element of humor and immediacy to communication.

In addition, abbreviations are used in formal and promotional contexts at 24% and 20%, respectively. Another study conducted by Tugelbaevich (2023) also found that abbreviations are often used in various fields to speed up communication and convey information efficiently. Abbreviations are widely used in academia, business, healthcare, technology, military, and scientific research. In formal contexts, artists use abbreviations such as “QnA” and “AI” to convey information more efficiently and relevantly. This reflects the need to convey a professional message without losing appeal to audiences who seek short, easy-to-understand content. In the context of promotions, the use of abbreviations such as “BTW” and “DM” helps artists convey messages quickly and grab the audience’s attention, especially when directing them to specific content or promotional campaigns.

This finding aligns with previous research, which shows that the need for communication efficiency, character limitations, and global cultural trends influence the use of abbreviations on social media. Research conducted by Shah and Hueishze (2018), as well as Yang and Xing (2024), also found that the use of abbreviations on social media is influenced by the need to convey messages efficiently, limited character counts, and cultural trends. However, differences were found in the dominant types of abbreviations. This difference shows that the choice of abbreviation



type may vary depending on the characteristics of the user and the purpose of communication, as found by Beheka (2024), who stated that the type of abbreviation chosen could differ depending on the nature of the user and the intended purpose of communication.

#### 4. CONCLUSION

The research reveals that Indonesian artists on X social media commonly use four types of English abbreviations: acronyms (40%), initials (34%), clipping (20%), and blending (6%). Acronyms like “OMG” and “LOL” are the most common, followed by initials like “BTW” and “DM.” Clipping abbreviations like “MV” and “OTW” are used less often, while blending forms like “LMFAO” and “WDYT” are the least common. These abbreviations allow artists to communicate more efficiently and engagingly, aligning with the digital culture and the character limitations of platforms like X. Abbreviations fall into four main contexts: casual conversation, humor/meme, formal communication, and promotion.

To enhance audience understanding, it is recommended to educate users, particularly young fans, on digital language. This could be through workshops, social media content, or relevant English learning materials. Social media users, especially students, should balance informal and formal language to avoid overuse of abbreviations, which can hinder professional communication skills. Further research should explore the impact of abbreviations across different ages and cultures and investigate their influence on formal writing skills. Artists and influencers can also leverage abbreviations strategically to strengthen their branding.

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