THE SOCIOLINGUISTICS OF HASHTAG #SOCIALDISTANCING ON INSTAGRAM AS THE PREVENTION TOWARD COVID-19

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ABSTRACT

As the characteristic of time is to keep moving forward or unrepeatable, we never know that the alteration of the language is the same as the mechanism of time. In this circumstance, this paper purposed to take place as a clarification of the polemics that keep happening time by time. A debate questioned different perspectives against the contextuality of the hashtag #socialdistancing through the Instagram post against the COVID-19 prevention. The hashtag #socialdistancing is out of context toward the COVID-19 prevention, in which it is a cherry-picked use of the word. This is also supported by how the social influence blindly supports the mistake rooted through public posts such as Instagram's post. This paper is purposely created to clarify the social phenomena against the language alteration undergone in the wrong way through the use of the hashtag #socialdistancing as the prevention. This study uses a qualitative descriptive method to analyse the data since the data is uncountable and cannot be handled by the quantitative method. The misguided use of the hashtag itself has changed the language understanding amongst the public, especially the Instagram user, which will create another loop of language error in the future. Furthermore, this will result in the social stratification of the language use that will be created without noticing the point of creating it, also the transformation of the word social and distance beyond the track-record that has been undergone previously.

Keywords: Sociolinguistics; Linguistics; #socialdistancing; COVID-19; Contextuality; Language Preservation.

INTRODUCTION

Humans are social creatures that cannot live without the social environment surrounding them. Humans need a specific role for each of them to build their own life together. There is no human that could stand alone and face this world being, humans are created to live with other humans, so do the need of language for human communication. Any natural human language is a complex sign system, 'designed' to ensure infinite expressive capacity, that is to say, there is nothing that is thinkable which cannot in principle be encoded (Cruse, 2000). That's the context of why humans need to interact with each other, besides that humans need language to start the interaction.

Language is more than only understood as a meaningful thing; language is not only a jewel of this world that bridges the whole community as the entity of this world. All of them are meaningful, but it is more than something categorized as meaningful; they are the complexity of this universe (Nirenburg & Raskin, 2004). The complexity of the meaning of language is not stopping there. Moreover, the meaning of language is categorized in some parts. The structure of language that consists

of text, paragraph, sentence, clause, phrase, and word is fundamental to understanding the meaning of language (Kornai, 2020). The complexity of the meaning of language is not stopping there. Moreover, the meaning of language is categorized in some parts. The structure of language that consists of text, paragraph, sentence, clause, phrase, and word is fundamental to understanding the meaning of language. The understanding of meaning from the language could be categorized into some understandings which one of the most important is semantics. This term means that the meaning of the expression is predictable from the meanings of the words it contains and the way they are combined (Kröger & Bekolay, 2019). The understanding of semantics as the theory of meaning is fragile among societies. This case resulted in a cyclic tradition that in the future may spread broader than now, which is the root of today's problem, which is the misuse of language in meaning context, especially the semantic context.

The influence of language throughout the history of this world is strong. However, at this rate, the influence of the language is being resized by the social influence, which is the complex structure of the social itself. This categorization results in the type of language users that is divided into textual users and contextual users. Even most people will argue that technology does help us gain knowledge easier and faster, but in some occurrences, it can become a double eyed knife (Griffiths, 2006). Because of the easier and faster access to knowledge, especially language comprehension, some particular people will start to become lazy learners and try to find an instant way to use the knowledge without knowing the track record or the history of knowledge itself. Furthermore, since the birth of social media was rapid, society or so-called netizens started to create their works on social media without rethinking what they have made there. This concern is also part of how the degradation of knowledge, especially language comprehension, becomes faster.

Now, social media develops many great features that ease the user to interact with the platform, for example, the hashtag feature. The hashtag is a unique feature provided by some social media. As you know, the hashtag needs to be used to signify a topic on which you are voicing your opinion (Kennedy, 2016). By using a simple hashtag, our post will remain longer on the top of the social media wall or search engine and might trigger massive reposting by any other users. This means the function of the hashtag is crucial as the promoter or a stabilizer of the topic rating, which will result in a tremendous influence for another user of the social media, especially for campaigning an issue. The hashtag is viral for campaigning ideas, commonly used on Twitter, Instagram, Facebook, etc.

Other people say that not all media are social, but only those that support communication between humans (Fuchs, 2021). The massive use of the hashtag feature on social media is one of the causes of the cherry-picked user of social media that often uploads something that does not have any substance or does not make sense. Moreover, the use of the hashtag #socialdistancing on Instagram that is mostly out of topic. This is proven by how many posts are related to the hashtag and how the contextuality of the post includes the hashtag #socialdistancing. This is also one of how the language influence is being resized by the social influence mentioned above. This is the context of why this study takes the sociolinguistics field as the constructor of this beautiful building of language-social-like comprehension that will enlighten the error and mistake that have rooted the society.

Sociolinguistics is probably the discipline best place to respond to this wave of enthusiasm for language, although it has only done so sporadically and tentatively up to now (Coupland et al., 2014). This means that even the sociolinguistics theory is being influenced by the social structure that is one of the sub-part of the sociolinguistics theory itself. Furthermore, this is related to the so-called "denial of the reality," which is the society or social movement is against the structure or the arrangement or even the track record that has systemized the knowledge itself. It seems clear that the

linguistic analysis of text is not necessary for understanding (Widdowson, 2008). This concern also is not discussed a lot by many researchers that keep playing with their method to define the meaning of language and mechanism of society that obviously cannot be defined rather than described-only. This study tries to dissect the process of how the social role and structure may affect the language and vice versa in three branches or crossroads of the main theory of sociolinguistics. Based on (Coupland et al., 2014), sociolinguistics theory is the main theory used by this study that contains three processes: Social Structure, Social Action and Social Behaviour. The three processes above are the core of the sociolinguistics theory that fits in with the contextuality of the correlation between the social influence brought by the netizen, especially the user on Instagram and surrounding it also the hashtag #socialdistancing. This sociolinguistics theory will carefully analyze the spiral stair of this circumstance that proves the misguide of the social composition toward the construction of the hashtag #socialdistancing.

METHOD

This journal uses the qualitative descriptive method for analyzing the object. The unlimited data that cannot be counted through the quantitative method is the reason why this study chooses the qualitative descriptive method; besides that, most of the analysis will be based on the social aspect in language form and contextuality of the language within the social environment. The sociolinguistics theory will be the primary weapon for analyzing the object and will be approached by semantic literal meaning theory as the literal meaning construction of the hashtag #socialdistancing. This is chosen because of the complexity of the object that has a strong connection between the social aspect and the language comprehension, as well as the meaning construction as the sub-part of the language structure understanding.

The object of the study is famous on social media, especially on Instagram, since the number of posts related to this hashtag is really big (reaching 12m posts). Moreover, this hashtag has been proposed and used by the world medical organization in phrase form as propaganda for preventing the widespread use of the COVID-19. However, the form of this data is fully textual-based, which means the analysis of this study will be a full-text extension study. This is purposed for better comprehension of the object that is only related to social-language contextuality for the hashtag #socialdistancing. If the picture is mentioned, it can be categorized as semiotic analysis (mostly) or else sociolinguistics study. The data analysis of this study will be started by Coupland, Sarangi & Candlin's sociolinguistic theory related to the contextuality of social-language of the hashtag #socialdistancing. Nevertheless, before moving to the sociolinguistic theory, it will be examined by Zimmerman & Sternefeld's semantic literal meaning theory as the meaning construction of the hashtag itself. The result of that will be analyzed by the main theory above. Finally, the analysis will be made into descriptive type for a better arrangement of the study comprehension later on.

RESULTS AND DISCUSSION

A. The Literal Meaning of Hashtag #socialdistancing

The concept of literal meaning is mainly affected by the track record of the language, which means the result of current language use is produced by the track record of the language previously (Griffiths, 2006). This means the hashtag #socialdistancing will not be described through the understanding of the dictionary only, but also the track record of the word formation also the history that has been undergone by the word itself. Humans understand utterances automatically, immediately, effortlessly, and without explicitly thinking about meaning or about what they are

doing when understanding language (Zimmermann & Sternefeld, 2013). The mechanism of this literal meaning analysis will be started from the word social to distance (the true form of the word distancing). The literal meaning of the word social is relating to Society or It's Organization Needing Companionship and therefore best suited to Living Community (Stevenson, 2010).

This means the literal meaning of the word "social" is related to any living creature while also related to any kind of relationship that might occur in many circumstances. Furthermore, we may say the literal meaning construction of the word "social" is only related to the social factor, whether it is the creation of any relationship correlated with society itself. Nevertheless, if we specify it, the term "social" delivers the categorization of the relationship that occurs in any specific community as long as it is related to any causality condition. In other cases, we cannot say the narrow border of living organization context since the use of the word "social" in language context is abiotic, which means we cannot even mix the word "social" since the word social is also a social context.

The consumption of the word social is affected by many processes undergone by, we could see it by how the word social was adapted firstly in the English language. The word Social firstly adapted from Latin "socius" which is related to 'companion' base of social and society (M16th); while also associate [LME] comes from narrowly related with "associare" which means 'to unite'. It is adapted significantly by Philanthropist Robert Owen (1771-1858) for political use and also introduced by bounding it into another form of word that consisted of 'socialism' [E19] and 'socialist' [L18th] (Cresswell, 2010). Specifically, if we discuss the track record of the word social, it would be tricky since the word companion as described there is also related to any relationship. Nevertheless, the word social is likely more specific instead of the word companion. At the same time, the flexibility of word social is also tremendously more complex and complete than word companion, as expected previously. Generally, suppose we combine the description of the word social from both types of understanding. In that case, we may assume it is related to relation built within several contexts related to any community and non-biotic concept of context. Furthermore, the non-biotic concept is related to the relationship that is created without any interruption of the biological concept of relation, since the concept of relation does not force the doer of the relation should be biologically fulfilled within the requirement since it would be bloody absurd (critically does not relate to the word social of hashtag #socialdistancing which means absurd).

The word distance within hashtag #socialdistancing is distancing; the word distance is categorized from the gerund form of word distance (distancing) or the verb+ing system within the grammar concept. The literal concept of the meaning of the word distance is the length of the space between two points, a Far-off point, and an interval of time (Stevenson, 2010).

The concept above shows us how the literal concept of word distance looks like. If we specify the concept of the literal meaning of word distance, it is related to sort of any intervals concept, which means the space among dots. Furthermore, the literal meaning of word distance reveals the connection of each dot within the spatial context and specific intervals. This is also supported by the track record of the word distance lies in Latin "distare" that means 'to stand apart', which developed into 'opening between, separation, difference'. The apartness could be physical, as in distance between two places, or intellectual. The earliest senses of distance in English are 'discord, debate', and 'a disagreement, a quarrel', however, the sense of 'space between two objects' had developed by Late Middle English, and the sense of 'remote in behavior, stand-offish' by the 17th century. The expression to go the distance [M20] was popular in the boxing sport since

whoever could manage the distance without being knocked on the ring is the winner (Cresswell, 2010).

The concept of the track record of the word distance is quite complex since it has many histories and contextualism. The description above already told us how the mechanism of word distance literal meaning should work. It is clearly stated as the apartness within the physical context and always be categorized as a separation of any bridge among dots or points. The connection between points is one of the main points of how word distance should be utilized. Furthermore, the requirement of the word distance is always related to the spatial context, which means the word distance literally could counter the physical characterization. However, it will mainly trigger absurdity for those who only understand the basic understanding of language structure.

In this case, the combination of word social and distance into hashtag #socialdistancing should be interpreted semantically into various constructions within meaning construction. Generally, the description of the hashtag #socialdistancing on this occasion should be categorized as "the separation of the relation of any community" in a literal context. Nevertheless, the previous interpretation is not specific enough because it has many varieties in constructions, so it would be better to be described into more literal possibilities as follows:

a. The space of relationship among communities
b. The separation of company
c. The Difference between relationships
d. The disagreement of unit
e. The space of companionship.

B. The Sociolinguistics of the Hashtag #socialdistancing

The sociolinguistics analysis of the hashtag #socialdistancing will be undergone through 3 processes: Social Structure, Social Action, and Social Behavior. The analysis of the hashtag itself will be related to the relationship between the social phenomena and the language comprehension through the hashtag also connected to the structure of the social media, including its feature, role, etc. this is purposed for a systematic analysis that will be understood easily.

1. Social Structure of the Hashtag #socialdistancing

The first type of the Sociolinguistic theory deals with the analysis of social structure and stratification (Coupland et al., 2014). The massive use of the hashtag on Instagram becomes a rooted mistake that never is realized if we connect it to the literal meaning comprehension of the hashtag itself. The social structure that ties every individual within the body is also the main problem of how the self-reflection toward language comprehension is downgraded. Moreover, if we specify the connection between the hashtag and the prevention, that has been voiced through many media also showing us how deep the wound has been inflicted on the language comprehension itself. The use of the hashtag on Instagram also has various reasons behind it if we keep an eye on the structure itself. This study clarifies the intended meaning of the blind use of the hashtag into a sentence like:

"We need to voice the hashtag for preventing the widespread of the pandemic"

For a moment, the sentence above describes how the massive social movement is delivered through the hashtag #socialdistancing on Instagram. However, if we know the hidden social intention, it will be the social structure itself. How it works is shown through the coercive pressure on the individual that tries to deny the mistakes that have been made by this massive structure or what is so-called the netizen (the user of Instagram as one of the netizen body). Furthermore, this blindly massive use of the hashtag also forces another individual to keep

degrading the quality of the language comprehension by doing something without knowing the purpose. This is proven by how the world medical organization removed the use of the phrase social distancing and changed it into physical distancing as a response to the COVID-19 prevention. Nevertheless, still, the social structure keeps pressuring the innocent individual toward this degrading language understanding system even if compared to the literal meaning of the word social itself.

2. Social Action of the Hashtag #socialdistancing

The second type of the Sociolinguistic theory reverses the polarity of the first, and inflames the individual aspect (Coupland et al., 2014). The social structure of sociolinguistics theory is the first step of the spiral stair, which means the result of the first step will affect the second step. This is shown in how the structure that caused the massive blind use of the hashtag #socialdistancing may affect the action and the response of the social organization in the future, also influencing the growth of each individual within the society itself, especially the netizen. The total post of the hashtag #socialdistancing on Instagram is proof that shows how the mistake that the social structure has maintained becomes wider than the pandemic itself. When comparing the total post between the hashtag #socialdistancing and hashtag #physicaldistancing, we could see the difference. 12,8 M posts VS 680k posts are proof of how this problem has risen through the social structure that affects the social action for preserving this irresponsible act of inflicting the damage toward the language contextuality, so do the entire comprehension itself. The process of social action as the sub-part of sociolinguistic theory is divided into rational action and praxis.

Talking about the rational action of the hashtag #socialdistancing, the rationality of the hashtag itself as the prevention toward the COVID-19 itself does not show any connection toward each other if we categorized it through the literal meaning of the hashtag. This means that the hashtag is only used for showing off the self-reflection of the user of Instagram that post that or even another reason that is out of the pandemic topic. This intended reason is the problem of how most of the hashtag publishers do not know the track record and the history of each word within the hashtag as its composition. This is also suspected only for maintaining long conversation for the error to make it more viral and beneficial for some parties that know the opportunity caused by this hashtag since if we take a look at the old days, the use of the hashtag feature is for maintaining the popularity of particular topics. Besides that, the language comprehension toward the hashtag itself has also been pressured by the social norm as part of the social action of the social structure, which means:

"Do not argue the knowledge life-span, just voice the solution of today's disaster"

This problem is not going to appear sooner, but for long-term effects. This problem will be an irritating mistake that will harden the disaster that will come in the future. Through the praxis point of view, the mistake also imposes the freedom of action of each individual in the future since the knowledge life-span or the language understanding has been inflicted with many damages by the society itself through the misuse of the hashtag #socialdistancing. We know how the language alteration that will affect the track-record that has been undergone will result in the death of language because of unreasonable use of the hashtag.

3. Social Behaviour of the Hashtag #socialdistancing

For this reason, if for no other, sociolinguistics analyses of discourse, critical or other, do not make sociological analyses redundant, and the crucial issue here is how much we feel we can genuinely know about the social structure through the analysis of local practice

(Coupland et al., 2014). The two previous processes decide the result of this sub-part of the sociolinguistics theory. This sub-part is the decision-maker of the previous step of the spiral stair that has been taken. Looking back at the result previously, we may say the error and irresponsible phenomena affected by the social concept of structure and action has come to this sub-part as the trigger of the complex limit of contextuality between the language and the social aspect itself. Because social behaviour is mostly related to the limit of contextuality and includes the components such as social identity and language identity, so do the modernization of language comprehension in the future. The massive mistake displayed through the action of the hashtag publishing on Instagram is the proof of how the social class of language comprehension will be divided in the future. This means the language comprehension as the label of the education stratification of the society will be degraded following the social act toward the inflicted damage of the language comprehension track-record and history.

Moreover, the limited contextuality of the word social and distance will be more narrow than ever made from the decided track-record of each word that has been undergone previously. However, this polemic is still stoppable through an individual's consciousness toward knowledge understanding, especially the language understanding of the hashtag #socialdistancing. We should know whether the hashtag that we have posted is related to the prevention of the pandemic. Language appreciation is also an important role at this cost, which means that the language movement should be dedicated carefully through the usage chart of the language itself, since we know if the language usage chart shows many errors instead of correct position or contextuality, then we will know how the language alteration will be degraded. This also will be ended into social structure stratification on language usage, especially Instagram caption categorization that will become more absurd in the future.

This is also proven by how the term "the separation of the company" from the literal meaning analysis above makes sense enough to be used as biotic virus prevention such as COVID-19. The meaning construction affected by social behaviour toward the word social and distance itself will be changed into social desires. This concern will affect and change the whole track record of the language itself. Even if each norm and rule against the language mechanism of different social perspectives is also part of the language influence, the influence itself is not as absurd as this polemic. In the end, society as the social body mechanism will be the dictator of the language comprehension, or even the knowledge itself, if it is not stopped by us, who understand how the mechanism of the social and the language environment itself.

CONCLUSION

The complexity of language is genuinely existing; even most people nowadays would like to ignore it. Each word has undergone many explorations and experiences, but they keep pretending like it has not undergone that at all. On the other hand, the social influence toward the language structure becomes more absurd since the misguided hashtag #socialdistancing is used. This problem will be a tradition in the future, as expected from this study, since the ignorance of people toward the language comprehension because of the social influence including the structure and the action also the behaviour of the social itself. The alteration of the word social and distance as the composition of the hashtag #socialdistancing also will face a terrible change against each track-record and the history they have undergone, especially meaning construction and context construction sudden switching.

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