The Use Of Slang And Its Influence On Social Identity In The Film 'Dilan 1999'

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Abstract

This study aims to analyze the use of slang language and its influence on social identity in the film "Dilan 1990". The film, adapted from the popular novel by Pidi Baiq, depicts teenage life in Bandung in the late 1980s, with the main character Dilan who is famous for his unique style of speech and behavior. This study uses a qualitative approach with content analysis to explore how the characters' use of slang in this movie reflects and shapes their social identity. The results show that the use of slang in "Dilan 1990" not only functions as a communication tool, but also as a symbol of group identity and a means of cultural expression. The use of distinctive slang helps create uniqueness and togetherness among the characters, as well as strengthen their social relationships. The study also found that slang can influence the audience's perception of the characters, either positively or negatively, depending on the context and prevailing cultural values. These findings highlight the importance of language as a key element in social identity formation and social interaction, particularly in the context of popular culture and youth-oriented media representation in contemporary Indonesian society.

Keywords: slang, social identity, language, culture

INTRODUCTION

Language is one of the most essential components in human life. It not only serves as a medium of communication, but also as a tool for expressing identity, emotions, and cultural values. Every aspect of language—its vocabulary, pronunciation, and usage—plays a role in shaping how individuals and groups interact within society. Among the various forms of language expression, *slang* stands out as a particularly dynamic and expressive element, often reflecting the social identity and cultural environment of its users. In sociolinguistics, the use of slang has long been associated with youth culture, group solidarity, resistance, and social differentiation.

In the context of popular culture, language is more than just a tool for storytelling—it becomes a powerful medium for constructing reality and identity. Films, in particular, function as both mirrors and molders of society. Through the dialogue and behavior of characters, films present not only narratives, but also linguistic and cultural representations that resonate with audiences. Language used in films can influence how viewers perceive social norms, relationships, and even their own personal identity.

One example of how language in films can impact social identity is the Indonesian film *Dilan 1990*, directed by Fajar Bustomi and based on the popular novel by Pidi Baiq. The film is set in Bandung during the late 1980s and focuses on the romantic story of Dilan and Milea, two high school students navigating love, friendship, and adolescence. What makes *Dilan 1990* particularly notable is its extensive use of *slang*, colloquial phrases, and informal expressions that reflect the youth culture of its era. The way the main character, Dilan, speaks—often humorous, poetic, and full of slang—has become iconic among Indonesian audiences, especially teenagers and young adults.

Slang in *Dilan 1990* is more than just stylistic decoration—it plays a central role in building the characters' identities, creating intimacy between them, and establishing the social norms of their environment. The expressions used by Dilan and his peers carry social meaning, reflecting values such as nonconformity, loyalty, humor, and youthful freedom. Phrases like *"Jangan rindu. Berat. Kamu nggak akan kuat, biar aku saja"* have become cultural touchstones, quoted widely on social media and in everyday conversations, and showing how fictional language can spill over into real-life language use.

This study aims to explore the use of slang in *Dilan 1990* and analyze its influence on the construction of social identity among the characters, as well as its impact on the audience's perception of identity. The research focuses on understanding how language, particularly informal and subcultural expressions, functions as a marker of group membership and personal style. Through this analysis, the study contributes to the broader discourse on language, identity, and media representation in sociolinguistic studies.

METHOD

This study uses a qualitative approach, using content analysis to examine the use of slang in the movie "Dilan 1990" and its influence on social identity. The research process involves two steps:

1. Data Collection: The main data source was the movie "Dilan 1990," with additional references from the novel by Pidi Baiq for contextual understanding. The movie's dialogue and narration were transcribed, with a particular focus on instances of slang and quirky language use.

2. Contextual Analysis: The social and cultural context of the 1980s Bandung setting was considered to understand the historical and cultural significance of the slang used in the movie. This includes an examination of how the language reflects the socio-cultural environment and norms of the time**.**

FINDINGS AND DISCUSSION

To conduct a detailed analysis of the use of slang in conversations in the movie "Dilan 1990," we will discuss some prominent dialogue excerpts. Each quote will be analyzed based on its context, meaning, as well as how the use of slang contributes to the formation of the characters' social identity in the film.

1. "Jangan rindu, berat. Kamu nggak akan kuat biar aku saja."

Analysis:

Context: This quote is spoken by Dilan to Milea, describing a romantic moment and a bit of humor between them.

Slang Term: "nggak" (no) and "biar" (let).

Meaning: Dilan uses informal language that reflects the familiarity and comfort between them. This sentence also shows Dilan's protective side towards Milea, with a joking tone that adds to the appeal of his character.

Social Identity: The use of slang and indirect expressions shows Dilan as a relaxed, romantic, and caring character. This helps to reinforce his identity as a unique and courageous young man.

2. "Lebay, deh! Itu kan cuma acara sekolah, kenapa harus segitunya?"

Analysis:

Context: Dilan is talking to his friends about preparing for a school event.

Slang Term : "Lebay" (excessive).

Meaning: The word "lebay" is used to criticize or mock someone who acts excessively. Dilan uses it to state that the preparations for the school event are considered too much. Social Identity: The use of this word emphasizes Dilan's position as part of a group of young people who do not like formalities or something that is taken too seriously. This reflects Dilan's character who is relaxed and does not like to be complicated.

3. "Baper banget sih lo, biasa aja kali."

Analysis:

Context: Dilan comments on his friend's emotional reaction.

Slang Term : "Baper" (getting carried away).

Meaning: The term "baper" is used to describe someone who is overly emotional or sensitive to certain situations. Dilan uses this term to indicate that his friend may be overreacting to something that is actually trivial.

Social Identity: The use of this slang shows Dilan's attitude, which tends to be pragmatic and does not like to show excessive emotions. It also shows his closeness to his friends, as he feels comfortable enough to give criticism in a casual way.

4. " Ciyee yang lagi jatuh cinta"

Analysis:

Context: Dilan teases Milea who seems to be in love.

Slang Term : "Ciyeee" (an expression of teasing or making fun of in a joking context).

Meaning: This expression is used to tease or joke with someone who is experiencing something sweet or romantic. It is informal and often used among young people.

Social Identity: The use of "ciyeee" reflects an intimate and informal style of communication among young people. It also shows that Dilan feels close enough to Milea to tease and flirt with her in a lighthearted way.

5. "Dia itu anak geng motor, jangan macem-macem."

Slang Term: "Macem-macem" (causing trouble or acting up).

Analysis: The term "macem-macem" is used to caution against provoking or causing trouble, especially with someone from a motorcycle gang. This highlights the social identity and hierarchy within the film's setting, where certain groups (like the motorcycle gang) are seen as powerful or intimidating. It reflects a social awareness and caution among the characters regarding their interactions with different social groups.

6. "Kamu tuh so sweet, Milea."

Slang Term: "So sweet" (very sweet or charming).

Analysis: Although an English phrase, "so sweet" has been adopted into Indonesian slang to describe someone or something charming. Dilan's use of this phrase with Milea shows an affectionately playful tone, indicating a close and personal relationship. This use of English also reflects a trend among Indonesian youth to incorporate global culture into their slang, signaling modernity and cosmopolitanism.

7. "Jangan sok keren, loh."

Slang Term: "Sok keren" (pretending to be cool).

Analysis: The phrase "sok keren" is used to criticize someone for trying too hard to be impressive or cool. In this context, it serves to police the boundaries of social behavior within Dilan's group, where authenticity is valued over pretense. It can also be seen as a way to maintain the group's social norms and identity, discouraging behaviors that might be seen as inauthentic or overly self-promotional.

8. "Lo anak hits banget, deh."

Slang Term: "Anak hits" (popular or trendy kid).

Analysis: "Anak hits" is a term used to describe someone who is fashionable or well-known, often in a positive sense. It reflects a social hierarchy among the youth, where being "hits" is desirable and confers social status. This term also shows how the characters in "Dilan 1990" navigate and recognize social standing within their peer group.

9. "Gue nggak bisa kalau nggak ada lo, Mi."

Slang Term:"Gue" and "lo" (informal forms of "I" and "you").

Analysis: The use of "gue" and "lo" is a marker of informal speech, often used among close friends or peers. It reflects the intimacy and informality of the relationship between Dilan and Milea. This language choice indicates a relaxed social setting and a rejection of formal linguistic norms, which is typical among youth who seek to establish their identity apart from traditional or adult structures.

10. "Kamu gaul juga ya, Milea."

Slang Term: "Gaul" (sociable or trendy).

Analysis: The word "gaul" is used to describe someone who is sociable, trendy, or in the know. Dilan's use of this term towards Milea suggests that he sees her as fitting into the social scene well, which is a compliment in the context of youth culture. It implies that being "gaul" is a valued trait among their peer group, associated with being socially adept and connected

CONCLUSION

The use of slang in "Dilan 1990" is a critical aspect of the film's portrayal of social identity and group dynamics. It serves as a linguistic marker of character identity and group affiliation, influencing both the fictional world of the film and the real-world audience. The film's impact on

popularizing certain slang terms underscores the role of media in shaping language and social identity. Future research could further explore the effects of media on language trends and social identity in various cultural contexts.

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