FORM AND PROCESS OF WORD ABBREVIATION IN ONLINE TRANSPORTATION SERVICE ADVERTISEMENTS ON THE @GRABISTIMEWA ACCOUNT

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Abstrak

Perkembangan teknologi yang pesat, menyebabkan perusahaan penyedia jasa mengubah strategi pada teknik pengiklanan yang turut mempengaruhi perubahan bahasa dengan munculnya abreviasi. Abreviasi adalah proses pemenggalan satu leksem maupun kombinasi dari beberapa leksem, kemudian berubah menjadi bentuk baru. Tujuan penelitian ini adalah untuk menganalisis penggunaan singkatan dan proses pembentukan singkatan dalam layanan transportasi online akun @grabistimewa. Penelitian ini menggunakan metode kualitatif deskriptif. Dianalisis menggunakan metode agih dengan teknik dasar BUL (Bagi Unsur Langsung), untuk membagi data agar dapat dianalisis secara mendalam terkait bentuk dan proses pembentukannya. Penelitian ini berfokus pada iklan layanan transportasi online pada akun @grabistimewa periode Januari sampai dengan September 2025 dengan wujud data berupa kata yang menggandung abreviasi pada pamflet iklan. Hasil penelitian ini menunjukan bahwa terdapat 231 data abreviasi yang terdiri dari lima bentuk abreviasi antara lain, 112 data bentuk singkatan, 22 data akronim, 15 data kontraksi, 10 data penggalan, dan 72 data l lambang huruf. Sementara itu, pada proses pembentuknya ditemukan pengekalan huruf pertama, pengekalan tiga huruf pertama, pengekalan dua huruf pertama, pengekalan tiga huruf terakhir, pengekalan huruf pertama dari komponen gabungan, dan pengekalan tidak beraturan. Oleh karena itu, abreviasi dalam iklan di media sosial tidak hanya digunakan untuk menarik perhatian pembaca, tetapi menjadi strategi untuk melakukan penyederhanaan kata agar dapat memahami informasi secara lebih cepat.

Kata Kunci*: bahasa, iklan, abreviasi, layanan transportasi*

Abstract

The rapid development of technology has caused service provider companies to change strategies in advertising techniques, which also affects language change with the emergence of abbreviations. Abbreviation is the process of decapitating one lexeme or a combination of several lexemes, then turning into a new form. The purpose of this study is to analyze the use of abbreviations and the process of abbreviation formation in the online transportation service @grabistimewa account. This research uses descriptive qualitative method. It is analyzed using the agih method with the basic technique of BUL (Bagi Elemen Langsung), to divide the data so that it can be analyzed in depth related to its form and formation process. This research focuses on online transportation service advertisements on the @grabistimewa account from January to September 2025 with data in the form of words that contain abbreviations in advertising pamphlets. The results of this study show that there are 231 abbreviation data consisting of five forms of abbreviations, among others, 112 abbreviation data, 22 acronym data, 15 contraction data, 10 fragment data, and 72 letter symbol data. Meanwhile, in the formation process, the first letter of the abbreviation, the first three letters of the abbreviation, the first two letters of the abbreviation, the last three letters of the abbreviation, the first letter of the compound component, and the irregular abbreviation are found. Therefore, abbreviations in advertisements on social media are not only used to attract readers' attention, but become a strategy to simplify words in order to understand information more quickly.

Keywords: language, advertising, abbreviation, transportation service

1. INTRODUCTION

The phenomenon of using abbreviations in words and phrases by maintaining the basic meaning of the original form is one of the ways used to improve the effectiveness and efficiency of written communication. The use of abbreviations in daily life has increased and accelerated with the rapid growth of information technology, especially the emergence of social media and other digital communication platforms (Maria et al., 2023). This phenomenon not only facilitates communication, but also shows how language has changed to meet the demands of rapid communication. As a result, abbreviations are increasingly common to be used in the context of digital communication and have evolved into linguistics that are understood and accepted by the general public.

Digital platforms, especially service providers can reach their target market interactively with advertising promotions. The best promotional strategy to introduce and market products or services to a wider audience is through digital promotion on social media, like Instagram (Widuri & Dewi, 2023). The goal is to stimulate users' curiosity and interest in using their services through engaging content and effective messaging. The use of language in advertisements designed to quickly and effectively attract attention is an important point in the success of promotion (Fadhilah et al., 2024).

Digital transformation in technology has changed various industry sectors, including online public transportation (Prananta et al., 2024). Online transportation services offer affordable prices, easy to book, and reliable service quality (Marwiyah et al., 2022). One of the popular transportation services "Grab" is expanding its services by managing social media accounts for each region, such as @grabistimewa which focuses on Yogyakarta and surrounding areas. The social media contains information in the form of advertising content, made neatly using abbreviated language variations, with the aim of attracting consumer attention to the product (Liu et al., 2019).

The use of language in the process of cutting off one lexeme or a combination of several lexemes, then turns into a new form is known as abbreviation (Kridalaksana, 2009, p. 159). Each abbreviation has characteristics and variations in the way it is formed, especially related to the letters that are retained or removed from each word component. Abbreviations are word formation techniques in morphology, word formation aims to produce certain words and sometimes can change their meaning according to their intended use (Haryati, 2024). Morphology studies how a word is formed and the function of changing the form of the word (Ramlan, 1987, p. 21). This research is related to digital linguistics because it examines language use in a digital context, and social media is one of the platforms that show language use in the digital era (Vijayakumar & Hameed, 2023).

The motivation for word simplification or phrases (abbreviations) in daily communication is: 1) to help complicated terms to be understood, 2) to help summarize complex terms, 3) to help understand information more quickly, and 5) to help remember difficult terms (Tugelbaevich, 2023).

Related to some relevant research on abbreviations, as follows. In the Indonesian language textbook for SMA/MA/SMK/MAK published by the Ministry of Education and Culture, abbreviations were found in the textbook as much 141 data (Sari, 2021). Furthermore, research by Dauty (2021) which focuses on language use in news during the Covid-19 pandemic, found abbreviations such as PPKM, PSBB, OTG, AKB, PJJ, Satgas, Prokes and Isoman. In the context of education, abbreviations can also be recommended as teaching media on advertising text material in junior high school. This research examines online

trade advertisements on Instagram such as Shopee, Lazada, and Tokopedia in which there are 207 abbreviation data. In addition, in this study the authors said that the teaching media that can be utilized are audio-visual type advertisements (Astuti et al., 2023).

Amelia and Emha (2023) examined the Jobstreet Indonesia twitter social media. Four abbreviations were found such as, abbreviations, contractions, fragments, and also letter symbols. In this study, the authors state that the most often found are abbreviations, because their formation is much simpler and also easy compared to other forms. Furthermore, Fatahillah (2024) analyzed the @dagelan Instagram account, which contains abbreviations in the social media posts of the @degelan Instagram account totaling 32 abbreviation data. The use of abbreviations in slang on twitter social media on average uses foreign languages in their formation. This study found four abbreviations: abbreviations, acronyms, contractions, and fragments (Muttaqin et al., 2024).

Sutarma et al. (2025) found an irregular abbreviation process such as Polinema (*Politeknik Negeri Malang*). In addition, there are four forms of abbreviations consisting of abbreviations, fragments, acronyms, and contractions. Furthermore, Wahyuni et al. (2025) analyzed the use of language in the comments of the Instagram account @sandyk_sk. In this study, the authors concluded that social media users tend to have their own characteristics in comments such as prioritizing efficiency and speed of writing.

Based on the explanation described previously, the main focus of this research is to analyze the use of abbreviations. The author conducted this research, because there is not yet a study that focuses on the phenomenon of the use of abbreviations and studies that discuss abbreviations in social media advertisements of local online transportation services, especially the Instagram account @grabistimewa. This study

aims to analyze the use of abbreviations and their formation process in the @grabistimewa account online transportation service, so that it can be easier to understand the characteristics of abbreviations used. Therefore, it is hoped that the findings of this research can help improve people's knowledge and understanding of the importance of using accurate and precise Indonesian language, especially among the younger generation.

2. METHOD

The research method used in this study is descriptive qualitative method or research which has data in form of words or pictures, not numbers (Sugiyono, 2013, p. 13). Qualitative describes research with words or sentences arranged systematically, starting from the stage of collecting data, analyzing data, and reporting research results (Ibrahim, 2015, p. 55). This method makes it possible to analyze the data under studied, especially regarding the abbreviation phenomenon and the process in commercial advertising content. The data sources used in this research are photos and videos of @grabistimewa Instagram advertisements from January through September 2025. The data form of this research is the word used in the @grabistimewa advertising pamphlet from January through September 2025. The selection of this data source aims to identify the forms of abbreviations found in commercial advertisements for online transportation services.

This research uses data collection techniques in the form of *simak catat*, which involves identifying research subjects to obtain data by listening to language use and then writing the data found (Mahsun, 2017, p. 91). This technique uses documentation techniques by taking screenshots of @grabistimewa advertising posts that contain abbreviations. The listening technique is done by reading the advertising posts found in the account. Then, the note-taking technique is used to record data containing

abbreviations. The note-taking aims to document the findings obtained from the previous reading. Furthermore, after the data is obtained, the researcher reduces the data and categorizes it according to the type, then analyzes it to find out how the formation process.

The data analysis method used in this research is agih with the basic technique, namely *Bagi Elemen Langsung* (BUL) or a technique that divides lingual units such as phonemes, morphemes, words, phrases, kalusa, sentences, and discourse into several elements or smaller parts (Zaim, 2014, p. 191). The agih method is an analysis method that uses the language elements themselves as the determining tool (Muhammad, 2014, p. 244). In this research, the language elements analyzed are words in the form of abbreviations, contractions, acronyms, fragments, and letter symbols. Abbreviations in the form of abbreviations or abbreviations consisting of several letters and are read letter by letter such as *SCBD*, *UKM*, and *HTM*. Then, abbreviations in the form of contractions or eliminating some letters such as *gak*, *aja*, and *duh*. Abbreviations in the form of acronyms or those that are read into new words such as *warlok*, *amplaz*, *HIPMI*, and sosmed. Furthermore, abbreviations form fragments or retain some parts in a word such as *Jan* and *Aug*. Meanwhile, abbreviations form of letter symbols or eliminate several letters and symbolize elemental units such as *rp*, *km*, and *jt*.

3. RESULT AND DISCUSSION

According to Kridalaksana (2009), abbreviations are categorized into five forms: 1) abbreviation, 2) acronym, 3) contraction, 4) fragment, and 5) letter symbol. Although these abbreviated forms look similar, each category has its own characteristics. More than just abbreviations, they aim to make communication easier and more effective in both spoken and written contexts. During the period of January through September 2025, this research found five

forms of abbreviations in @grabistimewa account's online transportation service posts, namely abbreviations, acronyms, contractions, fragments, and letter symbols. The analysis of the form and formation process of abbreviations contained in the @grabistimewa account online transportation service posts can be seen below.

Forms and Formation Process of Abbreviations

Abbreviation
Table 1. Abbreviation in @grabistimewa advertisements

No.	Form of Abbreviation	Original Word
1.	DIY	*Daerah Istimewa Yogyakarta*
2.	SCBD	*Seturan, Condongcatur, Babarsari, Depok*
3.	OTW	On The Way
4.	S&K	*Syarat & Ketentuan*
5.	PT	*Perseroan Terbatas*
6.	UGM	*Universitas Gajah Mada*
7.	WIB	*Waktu Indonesia Bagian Barat*
8.	UKM	*Unit Kegiatan Mahasiswa*
9.	RI	*Republik Indonesia*
10.	HTM	*Harga Tiket Masuk*

The abbreviation form is formed by taking initial letters or combining several letters (Kridalaksana, 2009, p. 162). The main characteristic of abbreviations is that they are spelled letter by letter (Fradana, 2018, p. 107). Based on the analysis, there are 112 abbreviation data are included in the abbreviations form. For analysis and discussion, the data are represented by several data examples described below.

Data 1
"Nasi Langgi Terlengkap
*Langganan Pelari di **SCBD** Jogja*
Pesen lewat GrabFood ternyata lebih murah"
Translation:
"The Most Complete Nasi Langgi

Subscription for Runners in **SCBD** Jogja Ordering via GrabFood turns out to be cheaper"

Data (1) is a pamphlet uploaded to the @grabistimewa Instagram account on January 25, 2025, which contains an abbreviations. This can be seen from the word **SCBD**, the result of process of keeping the first letter of each word component formed from four Indonesian words, that is the letter "S" from the word *Seturan*, the letter "C" from the word *Condongcatur*, the letter 'B' from the word *Babarsari*, and the letter "D" from the word *Depok*. The word **SCBD** refers to an areas around Yogyakarta, namely Seturan, Condongcatur, Babarsari, and Depok. Data (1) belongs to the abbreviation type, because it shortens the word into letters that are spelled letter by letter.

Data 2

"Calling Out Sponsorship Hunter
*Untuk BEM/HIMA/**UKM***
Komunitas di Yogyakarta"

Translation:

"Calling Out Sponsorship Hunter
For BEM/HIMA/**UKM**
Community in Yogyakarta"

Data (2) is a pamphlet uploaded to the @grabistimewa Instagram account on June 23, 2025, which contains an abbreviations. This can be seen from the word **UKM,** the results of process of keeping the first letter of each word component formed from three Indonesian words, that is the letter "U" from the word Unit, the letter 'K' from the word *Kegiatan*, and the letter "M" from the word *Mahasiswa* (Noviatri, 2015). The word **UKM** refers to an on-campus organization for students who have similar interests. Data (2) is included in the abbreviation type, because it shortens the word into letters that are spelled letter by letter.

Data 3

"Grab

Yuk, ikutin keseruan Water Splash Run bareng Grab
*Free **HTM** | terbatas untuk 500 peserta pertama*
Benefit & Facilities
Free Refreshment, Free Voucher Cuci 100%,
Free Voucher Coffe 100%, Doorprize"

Translation:

"Grab
Let's join the fun of Water Splash Run with Grab
Free **HTM** | limited to the first 500 participants
Benefit & Facilities
Free Refreshment, 100% Free Washing Voucher,
100% Free Coffee Voucher, Doorprize"

Data (3) is a pamphlet uploaded to the @grabistimewa Instagram account on September 19, 2025, which contains an abbreviation. This can be seen from the word **HTM**, the result of process of keeping the first letter of each word component formed from three Indonesian words, that is the letter "H" from the word *Harga*, the letter 'T' from the word *Tiket*, and the letter "M" from the word *Masuk*. The word **HTM** refers to an on-campus organization for students who have similar interests. Data (3) belongs to the abbreviation type, because it shortens the word into letters that are spelled letter by letter.

Acronym

Table 2. Acronym in @grabistimewa advertisements

No.	Form of Abbreviation	Original Word
1.	POV	Point Of View
2.	*warlok*	*warga lokal*
3.	*amplaz*	*ambarrukmo* Plaza
4.	*ongkir*	*ongkos kirim*
5.	*bukber*	*buka bersama*
6.	*HIPMI*	*Himpunan Pengusaha Muda Indonesia*
7.	sosmed	social media

8.	*BEM*	*Badan Eksekutif Mahasiswa*
9.	*HIMA*	*Himpunan Mahasiswa*
10.	*HUT*	*Hari Ulang Tahun*

An acronym is a form of abbreviation formed by combining letters or syllables into a new form (Kridalaksana, 2009, p. 162). The characteristic of the acronym form of abbreviations is pronounced as a word (Fradana, 2018, p. 108). Based on the analysis, there are 22 abbreviation data included in the acronym form. For analysis and discussion, these data are represented by several data examples described below.

Data 4

*"POV JADI **WARLOK** JOGJA*
SLOW LIVING, SRAWUNG EVERYDAY"

Translation:

"POV BECOME **WARLOK** JOGJA
SLOW LIVING, SRAWUNG EVERYDAY"

Data (4) is a pamphlet uploaded to the @grabistimewa Instagram account on January 23, 2025, which contains an abbreviation. This can be seen from the word **Warlok**, the results of process of keeping the first three letters of each word component formed from two Indonesian words, that is "War" from the word *Warga* and "Lok" from the word *Lokal*. The word **Warlok** refers to someone who was born or has lived in an area for a long time. Data (4) belongs to the acronym type of abbreviation, because it contains a shortening that combines syllables and can be pronounced into a word.

Data 5

*"Tips Hemat di **Amplaz***
Bisa Jajan Banyak
Malah Dapat Hadiah!"

Translation:

"Savings Tips at **Amplaz**
Can Buy Lots of Snacks
Even Get Gifts!"

Data (5) is a pamphlet uploaded to the @grabistimewa Instagram account on January 13, 2025, which contains an abbreviation. This can be seen from the word **Amplaz**, the results of the process of keeping the first two letters of the first component and three letters of the second component formed from one Indonesian word and one English word, that is "Am" from the word *Ambarrukmo* and "Plaz" from the word Plaza. The word **Amplaz** refers to a luxury shopping center located in Yogyakarta. Data (5) belongs to the acronym type of abbreviation, because it contains a shortening that combines syllables and can be pronounced into a word.

Data 6

"Pulang pergi ke
PERANTARA
*By **HIPMI** PT UGM"*

Translation:

"Commuting to
PERANTARA
by **HIPMI** PT UGM"

Data (6) is a pamphlet uploaded to the @grabistimewa Instagram account on May 9, 2025, which contains an abbreviations. This can be seen from the word **HIPMI**, the results of process of keeping the first two letters of the first component and keeping one letter of the second, third, and fourth components formed from four Indonesian words, that is the letters "HI" from the word *Himpunan*, "P" from the word *Pengusaha*, 'M' from the word *Muda*, and "I" from the word *Indonesia* (Noviatri, 2015). The word **HIPMI** refers to an organization that aims to accommodate young Indonesian entrepreneurs. Data (6) belongs to the acronym type of abbreviation, because there is a shortening that combines letters and can be pronounced into a word.

Data 7

"NGUMPUL BARENG JURAGAN
Kumpul seller biar cuan bareng GrabExpress
Jumat, 13 Juni 2025 | Pukul 13.30 – 16.30 WIB
Toean Watiman | Jl. Taman Siswa No. 152, Kota
Yogyakarta

Sharing Session bareng Grab team & influencer
*Iklan gratis di aplikasi & **sosmed** Grab*
Free Merchandise | Free lunch"

Translation:
"HANG OUT WITH THE BOSS
Gather sellers to make money with GrabExpress
Friday, June 13, 2025 | 13.30 ¬- 16.30 WIB
Toean Watiman | Jl. Taman Siswa No. 152, Kota Yogyakarta
Sharing Session with Grab team & influencers
Free advertising on Grab app & **sosmed**
Free Merchandise | Free lunch"

Data (7) is a pamphlet uploaded to the @grabistimewa Instagram account on June 12, 2025, which contains an abbreviation. This can be seen from the word **Sosmed**, the result of process of keeping the first three letters of each word component formed from two English words, that is "Sos" from the word Social and "Med" from the word Media (Noviatri, 2015). The word **Sosmed** refers to a platform for interacting and sharing with other users offline. Data (7) belongs to the acronym type of abbreviation, because it contains a shortening that combines syllables and can be pronounced into a word.

Contraction

Tabel 3. Contraction in @grabistimewa advertisements

No.	Form of Abbreviation	Original Word
1.	*gak*	*engga*
2.	*Aja*	*saja*
3.	*duh*	*aduh*

A contraction is a form of abbreviation formed by removing some letters or summarizing the basic lexeme (Kridalaksana, 2009, p. 162). Based on the results of the analysis, there were 15 abbreviations data included in the contraction form. For analysis and discussion, these data are represented by several data examples described below.

Data 8
"Traktir yang terkasih di hari kasih sayang

***Gak** perlu takut rugi!"*
Translation:
"Treat your loved ones on Valentine's Day
No need to be afraid of loss!"

Data (8) is a pamphlet uploaded to the @grabistimewa Instagram account on February 14, 2025, which contains an abbreviation. This can be seen from the word **Gak**, the result of process of keeping the last three letters of the component formed from one Indonesian word, that is "Gak" from the word *enggak* or the non-standard form of the word no. The word **Gak** refers to a rejection or denial of something. Data (8) is classified in the abbreviation type of contraction, because it contains a shortening that summarizes the lexeme or base word

Data 9
"GrabMart
Belanja berbagai kebutuhan sahur
*Grabin **aja***
Diskon s.d. Rp 50rb sejam sampai"
Translation:
"GrabMart
Shop for various suhoor needs
Just Grab
Discount s.d. Rp 50k an hour until"

Data (9) is a pamphlet uploaded to the @grabistimewa Instagram account on February 14, 2025, which contains a form of abbreviation. This can be seen from the word **Aja**, the result of process of keeping the last three letters of the component formed from one Indonesian word, that is "Aja" from the word *Saja*. The word **Aja** refers to a suggestion or recommendation. Data (9) is classified in the abbreviation type of contraction, because it contains a shortening that summarizes the lexeme or base word.

Data 10
"3 orang yang harus kamu tanyain terus-terusan
1. Bubub yang lagi OTW ke luar kota
2. Anak di perjalanan pulang sekolah
*3. **Duh**, banyak deh pokonya!*
Kalau di Grab gak perlu nanyain satu-satu, kan

udah ada Saftey Feature yang bisa jadi
#TemanJalanTenang
Pantau dan bagikan status perjalanan | Pantau status perjalanan | Rekam audio selama perjalanan | Fitur tombol darurat"

Translation:
"3 people you should ask all the time
1. Bubub who is OTW out of town
2. Kids on the way home from school
3. **Duh**, there are so many!
In Grab, you don't need to ask one by one, already has a Saftey Feature that can be used to help you get to your destination.
#TemanJalanTenang
Monitor and share ride status | Monitor ride status | Record audio during ride | Emergency button feature"

Data (10) is a pamphlet uploaded on the @grabistimewa Instagram account on February 26, 2025 which contains an abbreviations. This can be seen from the word **Duh**, the result of process of keeping the last three letters of the component formed from one Indonesian word, that is "Duh" from the word *Aduh*. The word **Duh** refers to an interjection that expresses pain, surprise, and others. Data (10) is classified in the abbreviation type of contraction, because it contains a shortening that summarizes the lexeme or base word.

Fragment

Tabel 4. Fragment in @grabistimewa advertisements

No.	Form of Abbreviation	Original Word
1.	*jan*	*Januari*
2.	*feb*	*Februari*
3.	*mar*	*Maret*
4.	*jul*	*Juli*
5.	*aug*	*August*
6.	*sep*	*September*

A fragment is a form of abbreviation that is formed by retaining one of the parts contained in a word or lexeme (Kridalaksana, 2009, p. 162). Based on the results of the analysis, there were 10 abbreviations data included in the form of fragments. For analysis and discussion, these data are represented by several data examples described below.

Data 11
"Makin Hoki Jalan Ke Mana Aja
Diskon s.d. Rp 30rb
Kode Promo Grabliburan
*25 **Jan** – 2 Feb 2025"*

Translation:
"More luck going anywhere
Discount s.d. Rp 30k
Grabliburan Promo Code
25 **Jan** - 2 Feb 2025"

Data (11) is a pamphlet uploaded on the @grabistimewa Instagram account on January 25, which contains an abbreviations. This can be seen from the word **Jan**, the result of process of keeping the first three letters of the components formed from one Indonesian word, that is "Jan" from the word *Januari* (Noviatri, 2015). The word **Jan** refers to the name of the first month of the year. Data (11) is classified in the abbreviation of the fragment type, because there is a shortening that cuts off a part of a lexeme or word.

Data 12
"BRAND FESTIVAL
*Diskon s.d. 50% | 8 – 21 **Aug***
Berlaku di Yogyakarta, Semarang, Solo, Banyumas, Kedu Raya, Pekalongan, dan Kudus"

Translation:
"BRAND FESTIVAL
50% discount | 8 - 21 **Aug**
Valid in Yogyakarta, Semarang, Solo, Banyumas, Kedu Raya, Pekalongan, and Kudus"

Data (12) is a pamphlet uploaded to the @grabistimewa Instagram account on August 8, 2025, which contains an abbreviation. This can be seen from the word **Aug**, the result of process of keeping the first three letters of the component

formed from one English word, that is"Aug" from the word August. The word **Aug** refers to the name of the eighth month of the year. Data (12) is classified in the abbreviation of the fragment type, because there is a shortening that cuts off a part of a lexeme or word.

Letter symbol

Tabel 5. Letter symbol in @grabistimewa advertisements

No.	Form of Abbreviation	Original Word
1.	*Rb*	*Ribu*
2.	*rp*	*Rupiah*
3.	*km*	*Kilometer*
4.	*jt*	*Juta*

Letter symbol is a form of abbreviation that is formed by removing several letters in a word or lexeme that describes the basic quantity or element (Kridalaksana, 2009, p. 163). Based on the results of the analysis, there were 72 abbreviations data included in the form of letter symbols. For analysis and discussion, these data are represented by several data examples described below.

Data 13

"Diskon s.d. 50%
*Diskon Ongkir s.d. 7**rb**"*

Translation:

"Discounts up to 50%
Discounted Shipping up to 7k"

Data (13) is a pamphlet uploaded to the @grabistimewa Instagram account on February 19, 2025, which contains an abbreviation. This can be seen from the word **Rb**, the result of an irregular abbreviation process formed from one Indonesian word, that is "Rb" from the word *Ribu*. The word **Rb** refers to the Indonesian currency fraction. Data (13) is classified as a type of letter symbol abbreviation, because it contains a shortening of several letters representing currency.

Data 14

"Dari Toko Favorit Segera Tiba
*Diskon s.d **Rp** 50rb*
Sejam Sampai"

Translation:

"From Favorite Stores Arriving Soon
Discounts up to **Rp** 50k
Within an Hour"

Data (14) is a pamphlet uploaded to the @grabistimewa Instagram account on April 28, 2025, which contains an abbreviation. This can be seen from the word **Rp**, the result of an irregular abbreviation process formed from one Indonesian word, that is "Rp" from the word *Rupiah* (Noviatri, 2015). The word **Rp** refers to the Indonesian currency unit. Data (14) is classified as a type of letter symbol abbreviation, because it contains a shortening of several letters that mark currency.

Data 15

"Grab Express Instant Hemat
Tiap hari 10 rb-an
*Di bawah 5**km**"*

Translation:

"Grab Express Instant Save
Every day 10k
Under 5**km**"

Data (15) is a pamphlet uploaded to the @grabistimewa Instagram account on May 6, 2025, which contains an abbreviations. This can be seen from the word Km, the result of process of keeping the first letter of the combined component formed from one Indonesian word, that is "Km" from the word Kilometer (Noviatri, 2015). The word Km refers to a unit of measurement. Data (15) is included in the abbreviation of the letter symbol type, because it contains a shortening of several letters representing of measure.

Data 16

"Grab
Buat Kamu Member PG Card
baru ataupun lama berkesempatan mendapatkan
Voucher GrabCar Plus Total Hadiah Rp 8,5***jt***"

Translation:

"Grab

For you new or old PG Card

members have the opportunity to get

GrabCar Voucher Plus Total Prize Rp 8.5jt"

Data (16) is a pamphlet uploaded to the @grabistimewa Instagram account on September 13, 2025, which contains an abbreviation. This can be seen from the word **Jt**, the result of an irregular abbreviation process formed from one Indonesian word, that is "Jt" from the word *Juta* (Noviatri, 2015). The word **Jt** refers to a Indonesian currency fraction. Data (16) is classified as a type of letter symbol abbreviation, because it contains a shortening of several letters representing currency.

DISCUSSION

Based on the research on the @grabisitimewa account, 231 data were found five forms of abbreviation, namely abbreviations, acronyms, contractions, fragments, and letter symbols which are consistent with the theory proposed by Kridalaksana (2009) about word formation. This proves that social media platforms of online transportation services utilize all variations of abbreviations to achieve effective communication. As argued by Tugelbaevich (2023), the five forms found show that abbreviations serve to help summarize long and complex terms and make information easier to understand. The high frequency of abbreviations in this study indicates that this form has dominated and become the primary choice for conveying information on location, time, and formal terms that are commonly used in the context of online transportation services. This reinforces the theory that abbreviation is not just a word shortening technique, but a planned linguistic strategy to meet the needs of digital communication that is fast, efficient, and creates new forms (Alshaboul, 2025).

The use of abbreviations in the context of digital promotion as argued by Fadhilah et al. (2024), is an effective linguistic strategy to attract

users' attention. This is relevant given the characteristics of social media users who tend to prefer a concise language (Gea et al., 2025). Despite being abbreviated, the abbreviations used must still be clear and easy for readers understand. The abbreviation use reflects the adaptation to slang and popular terms that are familiar among social media users. Thus, this study illustrates that abbreviations not only function as a tool to improve communication efficiency. However, abbreviations have also become a digital marketing strategy that has adapted to the needs of communication in the modern era. This shows that language keeps evolving, where digital communication also accelerates language change (Panjaitan & Patria, 2024). In addition, the process of word formation is influenced by several factors such as social and cultural context (Anggia, et. al 2025). This research also proves that word formation theory is still relevant to be applied in digital language analysis today. This is because linguistics in digital communication often experiences simplification due to demands for efficiency and a casual style typical of digital media (Jannah, 2025).

4. CONCLUSION

Based on the results of the research conducted by the author, it can be concluded that the frequency of using abbreviations in @grabistimewa Instagram account posts is quite high, especially in the period January through September 2025. The abbreviations found include abbreviations, acronyms, contractions, fragments, and letter symbols. Abbreviations show the most frequent among the other forms with 112 data, consisting of one variant of the formation process, namely the retention of the initial letter of the component. Abbreviations in the form of letter symbols become the second most frequent form with 72 data, which consists of two variants of the formation process, namely retention of the first letter in the combined

component and irregular abbreviation. Furthermore, abbreviations in the form of acronyms with 22 data from three variants of the formation process, namely the retention of the initial letter in the component, the retention of the first two letters, and the retention of the first three letters. Meanwhile, abbreviations in the form of contractions with 15 data consisting of one variant of the formation process, namely the retention of the last three letters. Then, abbreviations in the form of fragments are the least common form with 10 data consisting of one variant of the formation process, namely the retention of the first three letters. The findings of this study show that commercial advertisements are dominated by abbreviations with the pattern of retaining the first letter of the component.

The use of abbreviations in service advertisements can help in the company's in their promotional strategy. However, the use of abbreviations in commercial advertisements can also help in the field of education, namely as one of the teaching media for educators for the subject matter of Advertising Text, Indonesian Language class VIII SMP. This research is expected to be used as an additional reference for other researchers related to the form and process of abbreviation formation in commercial advertisements.

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