



Changes in the Concept of "Dog" in the Social Context of General Society

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Abstract

The emergence of Generation Z (Gen Z) marks a significant societal shift, as it represents the first cohort to be immersed in the digital age practically from birth. Despite being heralded as "digital natives," indicating familiarity with digital technology, Gen Z's actual digital literacy remains a subject of debate. This generation is characterized by its extensive exposure to the internet and portable digital devices, shaping their worldview and communication patterns. Notably, Gen Z's reliance on electronic devices has led to a decline in traditional activities such as reading books, impacting various cognitive and socio-economic factors including vocabulary development, attention span, academic performance, and future economic productivity. This shift in behavior has not only altered the lifestyle of Gen Z but also influenced language usage and semantic evolution. An intriguing consequence of this digital immersion is the transformation of linguistic conventions, evident in the reinterpretation of commonplace words. Take, for example, the word 'dog,' traditionally defined as a four-legged mammal often kept as a pet for guarding purposes. Within the lexicon of Gen Z, 'dog' has undergone a semantic shift, evolving from a noun to a suffix appended to numerous sentences in their communications. This linguistic phenomenon reflects a broader trend of semantic corruption, where words take on new connotations or functions within contemporary discourse. Understanding the implications of this linguistic evolution is crucial for educators, policymakers, and linguists alike. It not only sheds light on the evolving nature of language in the digital age but also underscores the need to adapt educational and communicative strategies to meet the needs of this digitally influenced generation. By exploring the intricate interplay between

technology, language, and societal norms, we can gain valuable insights into the dynamics shaping the linguistic landscape of the 21st century.

Keywords: Dog, Changes, Concept, Social context.

Introduction

The emergence of Generation Z (Gen Z) heralds a monumental societal transformation, marking the inception of a cohort deeply immersed in the digital era practically from the moment of birth. Despite the widespread characterization of Gen Z as "digital natives," suggesting an inherent familiarity with digital technology, the extent of their true digital literacy remains a topic of ongoing debate. This generation is defined by its pervasive exposure to the internet and portable digital devices, profoundly shaping their perspectives and communication modalities. Notably, the reliance of Gen Z on electronic devices has precipitated a decline in traditional activities such as reading books, precipitating a cascade of impacts on various cognitive and socio-economic facets, encompassing vocabulary development, attention span, academic achievement, and future economic prospects. This shift in behavior has not merely altered the lifestyle of Gen Z but has also left an indelible imprint on language usage and semantic evolution.

An intriguing consequence of this pervasive digital immersion is the metamorphosis of linguistic norms, manifesting in the reinterpretation of commonplace words within the lexicon of Gen Z. For instance, consider the word 'dog,' traditionally denoting a four-legged mammal commonly kept as a pet for guarding purposes. Within the discourse of Gen Z, 'dog' has undergone a semantic transmutation, transitioning from a noun to a suffix appended to myriad sentences in their communications. This linguistic phenomenon epitomizes a broader trend of semantic fluidity, wherein words acquire new connotations or functions within contemporary discourse, reflecting the dynamic nature of language in the digital age.

Comprehending the ramifications of this linguistic evolution is imperative for educators, policymakers, and linguists alike. It serves as a crucial illumination of the evolving linguistic landscape of the 21st century, necessitating the adaptation of educational and communicative strategies to effectively cater to the needs of this digitally influenced generation. By delving into the intricate interplay between technology, language, and societal norms, profound insights can be gleaned into the dynamics shaping the linguistic terrain of the modern era, facilitating informed interventions and strategies to navigate this evolving linguistic terrain. The use of the word dog by millennials today shows a variety of new meanings. The difference in context causes variations that become symptoms of meaning shift, namely changes in meaning. The various functions of the word dog and its variants range

from expressing expressions of surprise, admiration, and annoyance, to greetings to show familiarity. The purpose of this study is to dig deeper into the expansion of the meaning of the word dog and the word variations used by millennials. The results showed that the word dog experienced a shift in meaning, in this case, it experienced an expansion of meaning, namely annoyed, angry, surprised, swearing, amazed, unexpected, delicious, disappointed, and funny.

In addressing the problem at hand, our focus revolves around the multifaceted examination of the term 'dog.' Initially, we delve into the lexical semantics of the word, dissecting its inherent meaning and connotations. Subsequently, we shift our attention towards scrutinizing the contextual significance of 'dog,' exploring how its meaning may vary depending on the circumstances in which it is employed. Finally, we undertake an analysis of the utilization of the term 'dog' within the discourse of public figures, aiming to discern any nuanced implications or rhetorical strategies employed in its usage. Through this comprehensive approach, we aim to unravel the complex layers of meaning associated with the word 'dog' and shed light on its varied interpretations within different contexts and social spheres.

Literature Reviews

The pejorative meaning of the word 'dog' is an interesting topic to research in a larger societal context, especially considering the complexity of culture and values that can influence its interpretation and use. In literature, the meaning of the word 'dog' has gone through significant transformations, reflecting linguistic, social, and cultural dynamics deeply rooted in societal contexts. Based on previous research, the word 'dog' has varying connotations depending on the context. Lexically, in the large Indonesian dictionary, 'dog' is defined as 'an animal that is usually kept for guarding the house, hunting and other purposes' (KBBI, 2016). However, the meaning and understanding of this word is not always limited to its lexical definition alone.

In the context of society, the use of the word 'dog' is often influenced by cultural, religious, and social factors. For example, in Indonesia, most of the population adheres to Islam, which has a special view of these animals. In Islam, dogs are considered unclean animals, and negative stigma is often associated with certain aspects associated with dogs, such as greed, laziness, and impoliteness. These religious and cultural influences directly influence the perception and use of the word 'dog' in people's daily communication.

Apart from being influenced by religious and cultural factors, the meaning of the word 'dog' is also shaped by the broader social and situational context. In certain situations, the word can be pejorated to mean an insult or mockery towards someone, while in other contexts, it can be used neutrally or even

as an expression of affection towards a pet. Factors such as an individual's social background, education and experience can also influence how a person understands and uses the word 'dog' in everyday interactions.

Previous research has tried to investigate the meaning and use of the word 'dog' in the context of a large society using linguistic, social, and cultural approaches. Through a careful literature review of related works, this research aims to deepen the understanding of how the word 'dog' is viewed, used, and interpreted by society at large, as well as what factors influence its meaning. Thus, it is hoped that this research can make a significant contribution to enriching our understanding of linguistic and cultural complexity in society.

Research Methods

This research uses the descriptive analysis method. Descriptive is related to the description or depiction of the research data obtained, and then from the description an analysis is carried out to achieve the research objectives. In addition, the selection of the descriptive analysis method also aims to make the analysis solely based on existing facts, regardless of the subjectivity of the researcher (Sudaryanto, 1998: 62).

The linguistic phenomena that occur in society have developed, especially in expressing opinions. People are free to choose to express their opinions in any media, one of which is social media. This is in line with the opinion of Suharso (2019, p. 334) that the growth of social media users in society is increasing and people are increasingly attached to gadgets or other mobile devices connected to the internet network, people can use applications to interact, share information, exchange ideas, and discuss an issue freely.

In the development of research on the use of the word dog in everyday use, it is found that the word is disfeminized. It is an expression that can be hurtful or disrespectful. According to Allan and Burrige (1991, p. 27), "dysphemisms, then, are used in talking about one's opponents, things one wishes to show disapproval of, and things one wants to be seen as downgrade", dysphemisms can be used to talk about opponents, show disapproval of someone, talk about something that is seen as something despicable, and denounce someone.

The use of dysphemism means giving a sense of value that tends to be less polite and rude. The use of language with this form is considered deviant because it uses harsh language and can hurt the feelings of speech partners. Another opinion regarding dysphemism is also conveyed by Chaer (2009, p. 149) that dysphemism or dysphemism is a form of attempt to replace a word that has a subtle meaning

or ordinary meaning by using a word that has a harsh meaning. The use of dysphemism in an utterance makes it possible to express a certain purpose, such as giving a firm insinuation, and so on.

However, since the research in this article is more focused on the shift in meaning, the word dog will be seen as a word that has experienced a shift in meaning from neutral to lower (pejoration of meaning) resulting in dysphemism. But in reality, the word is often used not as a swear word but even just as a joke. The meaning of the word dog becomes biased with bad connotations or even the actual meaning of the word. It is just an additional word in general.

Results and Discussion

In human life, language has infinite roles and functions. One of the important roles of language is as a means of conveying ideas, thoughts and views. The theory put forward by Keraf (1997:3) underlines the function of language which includes a means of communication, self-expression, integration, and social control. As a dynamic cultural element, language always experiences changes and developments in line with the needs and evolution of its users. Changes in the scope of a word's meaning are an integral part of this process.

According to Chaer (2009:2), it is possible that words in a language can change diachronically, meaning that changes occur over time. This means that a word which at one time may have the meaning 'A', then in the next period may change its meaning to 'B', and in the future, it may change again to 'C' or 'D'. This kind of change reflects the dynamics of language as a living communication system that continues to adapt to its environment.

Changes in word meaning are not only influenced by time factors, but also by social, cultural and contextual factors. Social context, for example, can play an important role in shaping the understanding and use of a word in everyday conversation. Additionally, social and cultural changes in society can influence how people interpret and use certain words in various contexts.

In the context of changing the meaning of words, a pejorative process often occurs, where a word that originally had a neutral or positive meaning can change to have a negative or derogatory connotation. This phenomenon is often related to changes in norms and values in society. Therefore, understanding changes in the meaning of words does not only require an understanding of the linguistic aspects, but also requires a deep understanding of the social, cultural, and historical context in which these changes occur.

In the context of this research, researchers will deepen their understanding of the process of changing the meaning of the word 'dog' in large societies. Through careful analysis of relevant literature

and data, it is hoped that this research can make a significant contribution in enriching our understanding of the dynamics of language and culture in society.

Millennials to Gen Z can be said to be familiar with technology. In the 2019 Indonesia Millennial Report created by IDN Research Institute, it was found that 94.4% of millennials are connected to the internet. Furthermore, according to the results of the institute's research, the millennial generation population reaches 24% percent or 63.4 million of the population in the productive age category. So it is not surprising that language changes in the millennial generation occur very dynamically. One of them is the change that occurs in the word dog. At first, the dog only had one meaning, but due to various factors, it came to have other meanings.

The concept of lexical meaning, as elucidated by the Big Indonesian Dictionary, pertains to the intrinsic meaning inherent within language elements, serving as symbols denoting objects and events. This foundational meaning remains unencumbered by connotations or grammatical associations with other words. Lexically, the term 'dog' is defined as 'a lactating animal typically kept for guarding homes, hunting, and other purposes' according to the KBBI (2016). However, the semantic scope of the word 'dog' has evolved over time, particularly within Indonesian speech communities, extending beyond its original definition.

In Indonesian society, dogs often carry negative connotations, which may stem from the prevailing Muslim-majority population's religious beliefs. Islam views dogs as unclean animals, alongside pigs, associating them with traits such as greed, laziness, lack of manners, and selfishness. Consequently, these cultural and religious perspectives contribute to the perception of dogs as impolite or inappropriate animals within Indonesian society.

The notion of contextual meaning, on the other hand, pertains to the relationship between language elements and their surrounding context. Context encompasses the circumstances, situations, and events surrounding a particular utterance or usage. Contextual meaning denotes relevance to the immediate context and brings significance or relevance to language usage. It implies a direct connection or correlation with the surrounding context, imbuing language with added meaning and importance derived from its situational context.

Considering the interplay between lexical and contextual meanings provides a nuanced understanding of language usage and interpretation within Indonesian society. The evolution of word meanings, such as 'dog,' reflects not only linguistic dynamics but also cultural, religious, and societal influences shaping perceptions and interpretations. By delving into the intricate relationship between language and context, we can unravel the layers of meaning embedded within linguistic expressions, enriching our comprehension of communication processes and cultural dynamics.

According to Chaer (2007:290), "contextual meaning is the meaning of a lexeme or word that is in a context. "Here are some examples of words that contain contextual meaning (1a) The hair on grandma's head is not white yet. (1b) As the principal, he must reprimand the student.

If the lexical meaning approach refers to the dictionary definition of the word dog, then the contextual approach refers to the contextual meaning of the word dog based on the utterances made by millennial generation respondents. This contextual meaning approach is based on the theory proposed by Cruse, (1995: 16) which says contextual meaning is the meaning that arises from the relationship between lexical items (words) and possible contexts.

The emergence of variations of the word dog in an utterance is due to the speaker not wanting to directly use the word dog. For some people, the word dog, which does not refer to a 'lactating animal that is usually kept guarding the house, hunt, and so on', is still considered taboo and inappropriate to use in daily conversation because it is generally used as swearing vocabulary.

To ensure that the variations of the word dog have the same contextual meaning as a dog as mentioned in the first data analysis, it is possible to analyze the meaning relations related to the variations of the word dog. The type of meaning relation chosen is synonymy. The meaning relation of synonymy can determine whether the variations of the word have the same meaning or are commensurate with the word dog or not. The author selects one utterance from each variation of the word dog that is adjusted to the context category of the word dog that has been mentioned in the first analysis results. The classification of the context of the dog word variations adjusts to the situation and contextual information uttered by the speaker when they make the utterance.

Understanding the shift in meaning of the word 'dog' becomes increasingly complex with the observed expansion of meaning. In this context, the word 'dog' no longer only refers to a domestic mammal with four legs that is usually used as a home guard or for hunting, but is also used to convey various human emotions and reactions in various situations. For example, in everyday conversation, the word 'dog' can be used to express annoyance, anger, surprise, or even amazement. Apart from that, this word is also used to express disappointment, surprise, joy, or even to refer to funny things. Thus, the use of the word 'dog' has transcended its original meaning and become a very flexible means of expression for language speakers, especially among generation Z.

Not only has its meaning shifted, but the word 'dog' has also experienced a significant change in form in its use by generation Z, especially in slang or slank. In this context, variations of the word 'dog' have evolved into a variety of new forms used to express various emotions or reactions of different intensity. For example, the words 'anjay' or 'anjirrr' are variations of 'dog' which are often used to express surprise or astonishment in a more expressive style. Apart from that, the form 'bjir' is also a popular

alternative form used, often to express feelings of annoyance or disappointment in a more relaxed and familiar way. This development shows the creative adaptation of language by generation Z in creating new variations in their daily language.

The change in the form and meaning of the word 'dog' is an example of how language continues to develop and change along with the times and culture. In the context of language use on social media and daily conversations, generation Z shows creativity and flexibility in adapting language to suit their needs and desires. Even though there have been changes in the form and meaning of the word, there is still recognition of the same root word, namely 'dog'. This shows that, although language is constantly changing, it still retains traces of its history and inherent identity.

Further research into this phenomenon can provide a deeper understanding of the dynamics of language in modern society, especially in the context of language use in the digital era and social media. Through a comprehensive analysis of trends in the use of the word 'dog' and its variations, we can gain better insight into how generation Z uses language to communicate and express themselves in various social and cultural situations. Thus, this research has the potential to make a significant contribution to understanding language change and development in contemporary society. The word *anjay*, according to forensic linguists and grammarians, is a harsh sentence, because the word *anjay* is derived from the word *dog*, which is considered an unclean animal. Dogs are considered rude perhaps because Indonesia has a Muslim-majority population and Islam considers dogs to be unclean animals and pigs which are associated with greed, laziness, lack of manners, and selfishness.

The word "*anjir*" actually has a different meaning in the Big Indonesian Dictionary (KBBI) than its use in current slang or slang. According to the KBBI, "*anjir*" refers to a water channel or canal. An example sentence is, "The anchor that was built can no longer be used for large water vehicle traffic." Apart from that, in a botanical context, "*anjir*" also refers to a certain type of tree, namely *Ficus carica*.

However, the explanation by the Chairman of the National Commission for Child Protection (Komnas PA), Arist Merdeka Sirait, opened up new views regarding the use of the word "*anjay*". According to him, it is important to consider the place and meaning in understanding the appeal to ban the use of this word. Komnas PA prohibits the use of the word "*anjay*" because it can be interpreted as religious blasphemy and can encourage or strengthen bullying behavior.

Despite this, the use of the word "*dog*" has become common among bloggers, podcasters, artists, and singers, especially in the context of casual and informal conversation. Phrases like "Hey dog, where are you going?" or "It's the dog." it is often used actively and widely, without being considered an offensive or taboo word. This change in the meaning of words was largely pioneered by generation Z,

who creatively changed and adapted language use according to their environment and communicative needs.

Generation Z's contribution to changing the meaning of the word "dog" is a reflection of the dynamics of language as a means of social expression. These changes reflect creative adaptations to language by the younger generation in expressing themselves and interacting within their cultural context. Therefore, an in-depth understanding of changes in the meaning of the word "dog" requires research that is holistic and involves various linguistic, social and cultural aspects to understand this phenomenon comprehensively.

Conclusion

Generation Z is a group that is very connected to technology, especially social media. This intense connectedness creates a distinctive dynamic in language use, especially in digital spaces. One of the words that has undergone a significant change in meaning is the word "dog". In its development, this word is not only used as a curse word, but also encapsulates a broader meaning. Based on the results of research involving respondents from various backgrounds, various contexts of use of the word "dog" have been identified. The use of this word is not only limited to expressions of anger or annoyance, but also includes various other emotional situations and expressions, such as surprise, joy, or even disappointment.

This shift in the meaning of the word "dog" is supported by many public figures, especially in the social media environment, who actively use the word in various contexts. This reflects a trend that strengthens the use of harsh and inappropriate words in everyday conversation. In this context, generation Z is one of the groups most affected by these changes, adopting the habit of using controversial and sometimes inappropriate words in their social interactions.

However, it should be noted that the shift in the meaning of the word "dog" also reflects the complexity in language use in society. Although some public figures support the use of the word in certain contexts, there are still those who oppose it, mainly because of the negative connotations attached to the word. This shows that the debate regarding ethics and norms in language use is still ongoing, and that generation Z is often in the spotlight in this regard due to their significant role in the digital space.

Therefore, it is important to understand the context behind the change in the meaning of the word "dog" and its implications in social interactions. Further research into trends in the use of harsh words in language, especially on social media, could provide deeper insight into the dynamics of language in modern society. With a better understanding of these trends, we can develop more effective

strategies for managing and moderating language use in accordance with prevailing social and ethical norms.

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