



UTILIZATION AND SOCIAL IMPLICATIONS: USE OF WORD "FIX" IN EFFECTIVE COMMUNICATIONS

Aulia Cahyani Putri^{1*}, Nur Arifah Koemala Ahmadi¹

¹ Universitas Islam Negeri Alauddin Makassar

*Email: Auliacahyaniputri685@gmail.com

Abstract

The use of the word "fix" in everyday communication in Indonesia has undergone a shift in meaning. Initially derived from English, where it means "to repair" or "to set," the term is now more commonly used to indicate certainty or a final decision. This study aims to analyze how the word "fix" is widely used in conversations, especially among social media users, and the social impact of this meaning shift. Data was collected through an Instagram poll with 58 respondents and semi-structured interviews with 10 individuals. Findings show that 90% of respondents use "fix" to indicate certainty, while only 10% understand its original meaning. This change reflects the influence of globalization and social media on the evolution of the Indonesian language. The study also reveals that while "fix" is considered useful for informal communication, its use in formal contexts remains ambiguous.

Keywords: language change, effective communication, social implications

INTRODUCTION

Language evolves as a response to social, cultural, and technological changes. Globalization has facilitated cross-cultural interactions, accelerating the integration of foreign terms into local languages (Pratama, 2021). One such example is the word "fix," which originates from English. In Indonesia, "fix" has undergone a semantic shift to mean "certainty" or "final decision," differing from its original meanings of "repair" or "set" (Lestari, 2023).

This change is largely influenced by social media, which has become the primary platform for communication, especially among younger generations. Social media platforms like Instagram, Twitter, and WhatsApp enable the rapid spread of new terms, making them integral to the evolution of language (Haryanto, 2022). As urban populations use short, modern expressions for convenience, "fix" has replaced longer phrases, contributing to linguistic efficiency.

Furthermore, the use of "fix" has emerged as a practical tool for facilitating effective communication in informal conversations. It reflects younger generations' preference for concise, trendy expressions that quickly convey certainty or decisions (Santoso, 2024). In contrast, using "fix" in formal contexts may lead to ambiguity, potentially affecting communication clarity, especially when interacting with native English speakers who might expect the original meaning of the word.

The spread of "fix" as a way to express certainty has implications for how language is perceived and adopted in Indonesia. Social media plays a crucial role in this process, allowing the adoption of foreign terms and their adaptation into local contexts. This has significant social implications, influencing not just communication styles but also cultural identity. The blending of foreign and local elements poses challenges in maintaining the authenticity of the Indonesian language.

However, the phenomenon of language change, especially via social media, is not isolated. Studies on similar cases, such as the adoption of terms like "gas" to express agreement, highlight broader patterns of linguistic evolution driven by globalization and digital media (Rahman, 2020). Additionally, linguistic borrowing and adaptation often reflect power dynamics between global and local cultures, with younger generations playing a pivotal role in normalizing such changes (Utami, 2023).

The concept of language change, particularly the adoption and adaptation of foreign words, has been extensively studied in sociolinguistics. Language borrowing often arises as a response to globalization, where intercultural interactions lead to the integration and transformation of linguistic elements (Crystal, 2023). This phenomenon is particularly evident in countries like Indonesia, where English has become a primary source of borrowed words due to its global influence and its association with modernity and technology (Wardhaugh, 2023).

One prominent example of this linguistic evolution is the use of the word "fix." Initially meaning "to repair" or "to set" in English, "fix" has acquired a more localized meaning in Indonesian, specifically referring to "certainty" or "final decision" in informal contexts (Hoffmann, 2024). This semantic shift demonstrates the dynamic nature of language, adapting to meet the communicative needs of its users. The role of social media in driving this linguistic change cannot be understated. Platforms like Twitter, Instagram, and WhatsApp accelerate the adoption and normalization of new words, especially among younger generations who are more open to linguistic innovation (Jones, 2021).

Social implications refer to the social and cultural impacts arising from language change. The use of words like "fix" in informal communication in Indonesia reflects the trend of globalization influencing local languages. Younger generations, especially those in larger cities, often adopt foreign words to signify modernity, efficiency, and global interconnectedness in their language use (Baker, 2022). Such practices can create a linguistic gap between generations, as older speakers may view these changes as a threat to traditional language norms and cultural heritage (McMahon, 2023).

The blending of foreign elements into local languages also raises questions about cultural identity. Research shows that while younger speakers view this adaptation as creative and practical, it may indirectly contribute to the erosion of linguistic authenticity (Giddens, 2024). For instance, the widespread use of "fix" in informal contexts not only replaces equivalent phrases in Indonesian but also introduces a shift in how certainty is expressed. This shift highlights a cultural tendency to prioritize speed and modernity in communication, yet it also reveals a tension between maintaining a unique linguistic identity and adapting to global language trends.

Moreover, the semantic shift of "fix" illustrates the social function of language as a marker of identity and connection. By using such words, individuals can align themselves with specific social groups or trends, creating a sense of inclusivity within digital communities. However, such changes can also exclude those who do not understand the

new meaning, potentially leading to communication gaps across social groups and generations (Crystal, 2023).

Social implications refer to the social and cultural impacts arising from language change. The use of words like "fix" in informal communication in Indonesia reflects the trend of globalization influencing local languages. Younger generations, especially those in larger cities, often adopt foreign words to signify modernity, efficiency, and global interconnectedness in their language use (Baker, 2022). Such practices can create a linguistic gap between generations, as older speakers may view these changes as a threat to traditional language norms and cultural heritage (McMahon, 2023).

The blending of foreign elements into local languages also raises questions about cultural identity. Research shows that while younger speakers view this adaptation as creative and practical, it may indirectly contribute to the erosion of linguistic authenticity (Giddens, 2024). For instance, the widespread use of "fix" in informal contexts not only replaces equivalent phrases in Indonesian but also introduces a shift in how certainty is expressed. This shift highlights a cultural tendency to prioritize speed and modernity in communication, yet it also reveals a tension between maintaining a unique linguistic identity and adapting to global language trends.

Moreover, the semantic shift of "fix" illustrates the social function of language as a marker of identity and connection. By using such words, individuals can align themselves with specific social groups or trends, creating a sense of inclusivity within digital communities. However, such changes can also exclude those who do not understand the new meaning, potentially leading to communication gaps across social groups and generations (Crystal, 2023).

In light of these dynamics, this study aims to explore how the word "fix" is used in everyday communication, especially on social media, and the social implications of its meaning shift. By examining patterns of usage and public perception, this study seeks to provide a deeper understanding of language evolution in the context of modern communication.

METHOD

This study uses a mixed-methods approach, combining both quantitative and qualitative methods. In the quantitative approach, an online survey is conducted through social media polling, distributed across platforms like Instagram, Twitter, and WhatsApp to collect data on the use of the word "fix" in daily communication. The survey aims to determine how frequently the word is used and how it is understood and accepted by the public, especially among younger generations. In addition, the qualitative approach involves random interviews with active social media users to gain deeper insights into individuals' perceptions of the semantic shift of the word "fix" and the influence of social media in introducing this term.

This study is grounded in several key theories. The Semantic Shift Theory, developed by Lyons (1977), is used to explain the transformation of the word "fix" from its original meaning of "repair" or "set" in English to its new meaning of "certainty" or "final decision" in informal communication in Indonesia. This theory helps explain how foreign words undergo semantic changes when adapted into local contexts. Additionally, Linguistic Globalization Theory by Pennycook (2007) and Heller (2007) is used to describe how the

influence of social media and the English language accelerates changes in local languages, introducing foreign terms like "fix" that impact communication patterns in Indonesia.

Lastly, the Effective Communication Theory popularized by Shannon & Weaver (1949) is used to analyze how the semantic shift of "fix" affects clear and efficient communication. This theory focuses on the importance of delivering messages accurately and how the use of the word "fix" may impact communication effectiveness, especially in more formal contexts. By combining these methods and theories, this study aims to explore the use of the word "fix" and its implications for intergenerational communication in Indonesia, as well as understand how globalization and social media play a role in language change

1. Questionnaires distributed through social media polls

The polling was conducted on Instagram, as it is a popular platform among the younger generation, which is the main target group of this study. The question asked was: "How do you interpret the word 'fix'?" Respondents were given two options: "Certainty" or "Repair." A total of 58 respondents participated, providing quantitative data on how the public understands the word "fix."

2. Semi-structured Interviews

Ten individuals from various age groups and occupations were interviewed to gain deeper insights. The interviews focused on their perceptions, experiences with using the word "fix," and opinions on its contextual usage. Questions included: What do you think when you hear the word "fix"?

- a. What is your opinion on using "fix" to indicate certainty?
- b. Does the use of "fix" facilitate communication?
- c. Is this word suitable for formal contexts?
- d. Is this meaning shift a temporary trend or a lasting change?
- e. Where did you learn the word "fix"? And how is the word "fix" used?

The results from both methods were analyzed to identify patterns and trends in the usage of the word "fix" and its social implications.

RESULTS

Data obtained through polls and interviews are analyzed qualitatively to show how the perception of the meaning of the word has shifted among social media users, especially the younger generation.

The results presented reflect the linguistic dynamics that occur due to the influence of social media on everyday language use. The discussion also links the findings to relevant theories, including views from linguists on semantic change and language development in the digital era.

Thus, this section is expected to provide a deeper understanding of the ongoing linguistic phenomenon and its implications for the learning and use of English in Indonesia.



Figure 1.

The poll results showed that the majority of respondents (90%) interpreted "fix" as certainty, while only 10% understood its original meaning as "repair." These findings highlight the significant semantic change of "fix" in Indonesia, especially among social media users. In the interviews, most respondents stated that they frequently encounter "fix" in casual conversations and on social media platforms like Instagram, Twitter, and WhatsApp. Several respondents mentioned that they first encountered "fix" in the context of certainty from social media posts or peer conversations. For instance, one respondent stated, "I started hearing the word 'fix' often when my friends decided things in a WhatsApp group."

This supports Sari's (2020) argument that social media facilitates the spread of new terms, particularly among younger generations seeking convenient communication. The trend of adopting short and modern expressions like "fix" reflects younger generations' preference for simpler and more efficient language in informal contexts.

Regarding effective communication, some respondents noted that "fix" is very useful in informal contexts where speed and simplicity are prioritized. Sutrisno (2022) emphasizes that younger generations prefer concise, practical expressions, which aligns with the findings of this study. However, some participants expressed concerns that "fix" might not be suitable for formal communication due to potential misunderstandings or misinterpretations, especially when interacting with native English speakers who may not grasp the new meaning of the word. Rahmawati (2023) has argued that using foreign terms in formal contexts can often lead to confusion, reducing communication effectiveness.

DISCUSSION

Social Implications

The semantic shift of the word "fix" reflects the broader impact of social media on language change. According to Wijaya (2024), social media acts as a key agent in language evolution, facilitating the adoption of new terms and their adaptation to local contexts. This is evident in the use of "fix," which has replaced longer expressions like "certainty" or "already decided." While this change simplifies communication, it also reflects younger generations' preference for concise and modern expressions. The use of "fix" has become an efficient way to communicate quickly, particularly in informal settings, where speed and brevity are highly valued. As Crystal (2020) explains, social media has transformed how we communicate, with new words emerging and becoming part of everyday conversations at an accelerated pace.

Furthermore, the use of "fix" blurs the boundaries between formal and informal language. This raises concerns about communication clarity, especially in professional settings. For instance, in a work meeting, someone might say, "The project is fix," intending to mean "The project is decided," but this could confuse colleagues who expect a more formal expression. Rahmawati (2023) suggests that the use of foreign words in formal contexts can cause confusion because such terms may not align with native English speakers' expectations. In this case, the use of "fix" may be considered informal or unprofessional, which could undermine the seriousness of the discussion. The adoption of "fix" also signals the influence of globalization and cultural integration.

The term has become part of a broader trend where foreign vocabulary blends with local languages, creating a dynamic linguistic environment. This has implications for preserving the authenticity of the Indonesian language, as seen in other cases like the adoption of "gas" to express agreement (Wijaya, 2024). Additionally, as Yule (2021) observes, the rapid language change occurring through social media is not just happening in Indonesia but in many other countries, where foreign words flow into local languages and influence their structure.

Effective Communication

The use of "fix" in informal communication offers several benefits, particularly in terms of efficiency and clarity. As Sutrisno (2022) notes, younger generations prefer concise, modern language that is practical and easy to use. In this context, "fix" allows users to quickly express certainty or decisions, reducing the need for longer, more complex expressions. For example, instead of saying, "This has been decided and confirmed," someone can simply say, "It's fix," conveying the same meaning in a more concise way. However, the suitability of "fix" in formal contexts may diminish due to potential misunderstandings or misinterpretations, especially in situations requiring precision. If someone says, "The decision is fix," in a legal document, this could be misinterpreted because the word "fix" may not clearly convey the level of certainty and formality expected in such contexts. As Holmes (2020) explains, the use of appropriate language in formal situations is crucial to ensure clarity and avoid ambiguity, and words that change their meaning in informal conversation may not always be suitable for formal communication.

Rahmawati (2023) emphasizes the importance of maintaining contextually appropriate language in professional settings. The change in meaning of "fix" reflects how some words can become problematic when used outside their intended contexts, thus reducing communication effectiveness. In situations where clarity and precision are paramount, such as in legal or business communications, the use of "fix" could create confusion, leading to misunderstandings or misinterpretations. This aligns with Anderson's (2021) view that it is essential to choose the right words according to the communication setting, particularly in contexts that demand precision, such as professional or academic communication.

The Future of the Term "Fix"

Several respondents expressed the view that the change in meaning of "fix" is not just a temporary trend but a linguistic shift with long-term implications. This belief aligns with Wijaya's (2024) argument that language continues to evolve, particularly under the influence of globalization and digital media. While "fix" may remain relevant in informal communication, its applicability in formal contexts may diminish, leaving room for

alternative terms to emerge. Future research could further explore how similar terms evolve, contributing to a broader understanding of language change in Indonesia. The evolution of words like "fix" will be shaped by ongoing cultural and technological influences, and further research on such shifts could provide insight into how language adapts to meet the demands of modern communication. As Crystal (2020) states, language is always changing, and new terms will continue to emerge, reflecting changes in culture and society, particularly in the context of globalization and digitization.

CONCLUSION

The study shows that the word "fix" has undergone a significant shift in meaning in communication in Indonesia, particularly influenced by social media. The word "fix" is now often interpreted as a certainty or final decision, reflecting the preference of younger generations towards short, modern expressions in informal communication. However, the use of "fix" in a formal context can create misunderstandings and reduce the effectiveness of communication. This shift in meaning reflects the dynamics of language affected by globalization and digital media.

REFERENCES

- Anderson, L. (2021). *Communication in Professional Contexts: Clarity and Precision*. Oxford University Press.
- Baker, P. (2022). *Language, Society, and Change in a Global Context*. Oxford: Oxford University Press, pp. 102-110.
- Crystal, D. (2020). *Language and the Internet: A New Social Landscape*. Cambridge University Press.
- Crystal, D. (2023). *The Dynamics of Language Evolution*. Cambridge: Cambridge University Press, pp. 45-52.
- Giddens, A. (2024). *Modernity and Language Adaptation: A Sociological Perspective*. London: Polity Press, pp. 88-95.
- Haryanto, R. (2022). *Peran Media Sosial dalam Transformasi Bahasa Indonesia*. Jakarta: Gramedia Pustaka Utama, hlm. 45-50.
- Hoffmann, C. (2024). "Semantic Shifts in Borrowed Terms: A Cross-Cultural Study." *Journal of Linguistic Adaptation*, 18(1), pp. 12-20.
- Holmes, J. (2020). *An Introduction to Sociolinguistics* (5th ed.). Routledge.
- Jones, R. (2021). "The Role of Social Media in Language Change." *International Journal of Sociolinguistics*, 14(3), pp. 205-213.
- Lestari, A. (2023). *Adaptasi Kata Serapan dalam Komunikasi Modern*. Yogyakarta: Kanisius, hlm.120-125.
- McMahon, A. (2023). *Language Borrowing and Cultural Identity*. New York: Routledge, pp. 55-63.
- Pratama, D. (2021). *Globalisasi dan Perubahan Semantik dalam Bahasa Indonesia*. Bandung: Penerbit ITB, hlm. 75-80.
- Rahman, S. (2020). "The Impact of Digital Media on Language Evolution." *Journal of Linguistics Studies*, 8(3), hlm. 210-215.

- Rahmawati, A. (2023). Language Change and Social Media: The Role of Digital Communication in Modern Linguistic Practices. *Language and Society Journal*, 45(2), 115-130.
- Santoso, I. (2024). Bahasa Gaul dan Dinamika Komunikasi Anak Muda. Surabaya: Erlangga, hlm. 30-35.
- Sutrisno, B. (2022). "Social Media and Semantic Shifts: A Case Study of Indonesian Slang." *Asian Language Journal*, 14(2), hlm. 89-95.
- Sutrisno, S. (2022). *Language in the Digital Age: Communication Patterns Among Youth in Indonesia*. Jakarta: Universitas Indonesia Press.
- Utami, N. (2023). *Dinamika Bahasa di Era Digital: Studi Kasus Indonesia*. Malang: Universitas Brawijaya Press, hlm. 50-55.
- Wardhaugh, R. (2023). *An Introduction to Sociolinguistics*. 9th Edition. Hoboken: Wiley-Blackwell, pp. 142-150.
- Wijaya, M. (2024). The Impact of Globalization on Language in Indonesia: The Case of Social Media Vocabulary. *Linguistics and Culture Journal*, 58(1), 50-65.
- Yule, G. (2021). *The Study of Language* (7th ed.). Cambridge University Press.
- Saufa, A. F., & Wahyu, J. (2017). Evaluation of the KOHA Information Retrieval System at the Surakarta Muhammadiyah Library. *Khazanah al-Hikmah: Journal of Library, Information and Archives Science*, 5(2).