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UNDERSTANDING OF USING "COOKED" AS A PHENOMENOM LANGUAGE USE IN SOCIAL MEDIA

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Abstract

Social media has become a place to express opinions through language. This article explores the use of the word "cooked" as a language phenomenon on social media, focusing on its connotative meaning and its use in social and cultural contexts. This research aims to analyze how the word "cooked" is used beyond its literal meaning, as well as its impact on communication and interaction on digital platforms. Through a qualitative approach, data was collected from various sources and analysis was conducted to understand the inherent nuances in the use of this word.

Keywords: *Language; Social Media; Sociolinguistic.*

INTRODUCTION

Social media has become an essential part of everyday life, affecting various aspects of communication, including language use. In this context, the phenomenon of using words with multiple meanings is increasingly common. One of the most interesting examples is the word "cooked". Literally, "cooked" means "cooked", but in the context of social media, this word is often used to describe information that has been manipulated or presented in a certain way to influence the perception of others.

The use of "cooked" in social media is representative of the more complex dynamics of modern communication. The word not only serves as a descriptive term but also carries deeper connotations related to honesty, manipulation and public perception. In this study, we will explore the various contexts in which the word "cooked" is used and how its usage reflects changes in social interactions.

METHOD

The descriptive qualitative research method used in this study provides an in-depth insight into the phenomenon of word contraction in social media. By emphasizing on morphological analysis, this study not only illustrates how contractions are used but also provides an understanding of the dynamics of language in an ever-evolving digital

context. Through this approach, the study is expected to contribute to further understanding of changes in Indonesian language due to the influence of social media and to enrich linguistic studies, particularly in the field of morphology.

RESULTS AND DISCUSSION

Contexts of Use of "Cooked"

On social media, "cooked" is often used to refer to information that has been manipulated. For example, when someone says that a certain news story is "cooked", it indicates that the information cannot be trusted or has been presented in a misleading way. This creates skepticism among other users and shows the importance of verifying information before it is shared. For example, in a study by Smith (2022), it was stated that "the use of the term 'cooked' in the context of fake news shows how social media users are increasingly critical of the sources of information they receive." This demonstrates that social media users are now more aware of the potential manipulation of information on digital platforms.

The word "cooked" also appears in the context of memes and humor on social media. In this case, users associate the term with funny or absurd situations. For example, an image or video showing a ridiculous situation may be captioned "this is so cooked", indicating that the situation is absurd or exaggerated. This phenomenon shows how language evolves along with popular culture trends. As Johnson (2023) notes, "the use of slang terms like 'cooked' in memes creates a space for users to express humor and social criticism simultaneously." This indicates that language on social media is not only a communication tool but also a means to convey cultural messages.

In interactions between users, "cooked" is often used to describe the behavior of someone who is trying to hide the truth or manipulate facts for personal gain. For example, someone might say, "He says he doesn't know anything about it, but everyone knows it's cooked." This shows how language can create a sense of skepticism and disbelief between individuals. The use of these terms can also create emotional distance between individuals. When someone refers to information as "cooked", they are not only referring to facts but also expressing their views on the other individual's integrity.

Linguistics analysis

The use of the word "cooked" in the context of social media can be analyzed through morphological and sociolinguistic approaches.

From a morphological perspective, new words frequently emerge as a result of a shortening or contraction process. As explained by Kridalaksana (2007), contraction is the process of combining several syllables into a shorter form while still maintaining the original meaning. In this case, the use of "cooked" as a slang term can be seen as a form of linguistic contraction that reflects the need to communicate efficiently on digital platforms.

Another example of this morphological phenomenon is the use of other terms such as "lit" to describe something excellent or interesting. This implies that language is constantly evolving along with cultural and technological changes.

From a sociolinguistic point of view, the use of this word is reflecting the changing social and cultural norms among social media users. When users adopt terms like "cooked", they are not only participating in conversations but also showing their group identity and affiliation with certain cultural trends as well.

For example, younger generations tend to be more open to the use of informal language and slang than previous generations. This creates a shift in the way people communicate with each other on digital platforms.

CONCLUSION

The use of the word "cooked" on social media is an interesting linguistic phenomenon that reflects the dynamics of modern communication. The word not only has a literal meaning but also carries rich connotations in social and cultural contexts. By understanding this phenomenon, we can better appreciate how language functions as a flexible and adaptive communication tool in today's digital society.

Through this study, it can be concluded that the phenomenon of using words such as "cooked" is very important to understand in a linguistic and sociolinguistic context as it reflects the changing way people communicate and interact in the digital age. Further research is needed to explore the long-term impact of this kind of informal language use on the grammatical standard and the preservation of the Indonesian language as a whole. The use of the word "cooked" on social media is not just a linguistic phenomenon; it also reflects changes in the way people interact and understand the world around them. With the increasing amount of information available online, social media users must be able to sort out which information is valid and which is not.

In this context, the need to recognize terms such as "cooked" becomes important as it helps people understand the nuances of communication in the digital world. Moreover, this phenomenon also shows how language can work as a tool to criticize or express dissatisfaction with a particular situation.

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