

Exploring *Nyeleneh* Acronym in Application System of Indonesia Government: A Socio-Pragmatics Perspective

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Abstract. This study examines the phenomenon of *nyeleneh* acronyms in Indonesian government application systems from a socio-pragmatic perspective. *Nyeleneh* refers to unusual or unexpected expressions, often applied to behaviors or naming practices. Using qualitative methods and text analysis of acronyms across several regions, the study reveals that acronyms are intended to simplify complex information, strengthen collective identity, and make services more accessible. However, some names are deliberately designed to be catchy but end up containing taboo, vulgar, or sexual connotations, including references to the human body and gender objectification. Such naming practices generate diverse perceptions, ranging from humor to discomfort, while sometimes reinforcing negative cultural stereotypes. The analysis identifies three main categories of acronym use: human body objectification, pornography/sexuality, and gender-based objectification. The study concludes that more careful diction and socio-pragmatic awareness are needed in acronym naming to ensure effective communication while respecting cultural values.

Keywords: *Acronym; Application system; Socio-pragmatics; Perspective.*

1 Introduction

In today's modern digital era, it is found that language plays a very important role in communication between individuals and between communities, and it cannot be denied that acronyms are increasingly used in various aspects of life. This is because acronyms have become an inseparable part of modern communication, starting from daily conversations and on social media. The use of acronyms is widely used by the public besides being easy to remember and interesting. In this era of fast-paced and dynamic communication, acronyms have become an integral part of our everyday language. These abbreviations formed from the initial letters of words not only facilitate communication, but also reflect the development of culture, technology and social interaction.

In addition, acronyms help convey messages more concisely and efficiently both formally and informally. One of the main reasons for the emergence of various acronyms is the need to adapt to the accelerating pace of information, especially with digital technology and social media itself. Meanwhile, Duane E. Knapp in the book *The Brand Mindset* (2000) has explained that a name should not only be made to distinguish itself from others, but also be a representation of the brand itself. Through further exploration of acronyms, we can understand how changes in the way we communicate also shape the use of language and meaning in society.

On the other hand, the widespread use of acronyms not only affects the way we communicate, but also shapes social and cultural identities in society, also known as local wisdom. From a linguistic perspective, acronyms can be seen as a form of language innovation that reflects social and cultural dynamics, the intensive use of acronyms aims to improve communication efficiency and create the identity of a particular group or ethnicity. This paper tries to examine various acronyms that exist, especially in application systems in government agencies that are often found on social media. The naming of the application system is done by using unique and interesting acronyms in order to convey all information more quickly and briefly, giving a professional impression and also making it easier for the public to remember the information better. On the other hand, it was found that acronyms can also function as codes or identities in some fields or certain communities that are only understood by members of the group concerned.

The term acronym is an abbreviation in the form of a combination of initial letters, a combination of syllables, or a combination of letters and syllables from a series of words that are treated as words (Badan Pengembangan dan Pembinaan Bahasa, 2016). Many acronyms appear on social media platforms, such as “DM” (direct message), “LOL” (laugh out loud), “FYI” (for your information). However, some acronyms also appear in the context of globalization such as “SI-DAHLIA” (*Aplikasi Daftar Hadir Perkuliahan/ Lecture Attendance List Application*), “GOOGLE” (*Golongan orang single/Group of single people*), BIMOLI (*Bibir Monyong Lima centi/five centimeter pouty lips*). The use of acronyms is an important part of modern communication, making it easier and faster to convey messages in various contexts. The use of acronyms is closely related to the field of sociopragmatics, sociopragmatics studies meanings related to society and related to sociology. Prayitno (2017) asserts that sociopragmatics centers on its study of the level of language use in a cultural society in certain social situations. Trosborg in Susanti (2007) explains that the reference in sociopragmatics is oriented towards interaction patterns in certain social situations or social systems. Meanwhile, Rahardi (2009) explains that sociopragmatics is related to two components, namely related to sociology and grammar. This paper will examine the use of acronyms in several application systems in the Indonesian government, which contain many strange and unique acronyms. However, on the other hand, some of these acronyms are problematic because they clash with morals and ethics, and some are not a problem because they are local languages that have been understood together

2 Method

The research method used is descriptive qualitative which is defined as research that produces data in the form of written or spoken words that are analyzed descriptively, the data taken

includes text analysis or acronyms in government application systems found in several regions in Indonesia. Qualitative research focuses on the reality built by research participants. It can be concluded that qualitative research does not require numbers or statistics like quantitative research. The data can be found on official websites on the internet in the form of application systems in the form of information or fast services to the community in several village governments and ministries. In addition, the author also uses qualitative methods because the problem of this research is to analyze acronyms in government application systems found in several regions in Indonesia.

3 Findings and Discussion

After examining several acronyms found in government application systems in several regions in Indonesia, there are forms of acronyms that have double meanings and some violate the norms of custom in general or violate the culture of other regional communities. There are three findings on these acronyms, namely: (1) Objectivity of human nature and body, (2) Pornography and sexuality in meaning, and (3) Objectivity towards gender.

3.1 Objectivity of human nature and body

From several existing application systems, there are acronyms that mean the objectivity of human nature and body. In words, there is nothing wrong with the acronym because the acronym used stands for the application system in the local government. However, the implied meaning of the acronym becomes a problem because it leads to a negative meaning because human nature and body or female organs are used as objects of meaning and acronyms. The examples of acronyms used are:

SI MONTOK (*Sistem Monitoring Stok dan Kebutuhan Pangan Pokok/* Monitoring System for Basic Food Stocks and Needs)

This application created by the Food Security, Agriculture and Fisheries Office of Solo City Government is in the spotlight because it is considered strange and indecent because it refers to the female body organs. Plump has the meaning of fat; solid fat; synthetic; large and full (about breasts). This is what is considered indecent if used in the application system. Meanwhile, this application was made to make it easier to remember and there is no element of dirty thinking, because this application supports the activities of the office in the field of food availability, distribution and consumption and how much stock is on the market whether or not the food needs are sufficient in the Solo community.

SI SEMOK (*Sistem Informasi Organisasi Kemasyarakatan/* Community Organization Information System)

The SI SEMOK application is a web-based platform created by Pemalang Regency, Central Java which was created with the aim of providing filing services related to political parties, mass organizations, and foundations in the region, SEMOK itself has the meaning of bloated or bloated (about the cheeks of fat people). SEMOK is a term in Indonesian slang that is often used to describe someone, especially a woman, who has a full or proportionate body, with curves that

are considered attractive. It tends to be used in informal contexts and can be complimentary or negative, depending on the context. The acronym SI SEMOK went viral because the meaning of SEMOK itself is considered disrespectful and demeaning.

SI CANTIK (*Sistem Informasi Catatan Kehadiran dan Kinerja/ Attendance and Performance Record Information System*)

The naming of local government application acronyms has come under scrutiny for its sexism. One of them is an application with the abbreviation SI CANTIK made by the Bogor District Government, West Java. This SI CANTIK application stands for Attendance and Performance Record Information System. This application is able to measure the accuracy of attendance data and performance assessment of officials within the Bogor District Government. Discipline and performance data is also carried out in realtime and periodically to facilitate staffing monitoring. The acronym for this application makes it easier to remember while bringing benefits to officials in Bogor Regency. The SI CANTIK application in Bogor is considered odd because its name and concept could cause confusion or controversy among the public.

3.2 Pornography and sexuality in meaning

The naming of acronyms made on government application systems in Indonesia also contains elements of pornography and sexuality in meaning. This violates the existing culture in Indonesian society which still holds fast to the norms, customs and culture of the East. In the process of mentioning these acronyms, in principle, it is not intended to lead to pornographic or sexual meanings, but most people do not approve of these acronyms because they violate politeness in language and meaning as well. The acronyms used in several application systems are:

SI PEPEK (*Sistem Informasi Administrasi Pemerlu Pelayan Kesejahteraan Sosial/ Social Welfare Service Administration Information System*)

The naming of the Social Welfare Service Administration Information System (SI PEPEK) application in the Social Service in the Cirebon district government has been launched since 2021 which aims to make it easier for the community to manage the administration of social assistance which includes poverty, disability, disaster and neglect. PEPEK in the Cirebon language means full or complete, not the same as the meaning in the Big Indonesian Dictionary which means female genitals. In addition, the letter 'e' in the word 'PEPEK' in the Cirebon language sounds like the letter 'e' in the word 'firm' in Indonesian. The naming of the PEPEK application leads to sexuality, especially female organs or genitals, while the application made specifically for Cirebon Regency residents wants to raise local wisdom including in naming the application. In its use it is also only used in Cirebon Regency, and not intended in general. The mention of this PEPEK application can occur due to language differences, differences in pronunciation, and differences in meaning and understanding. The word 'PEPEK' also has different connotations in other regions.

SI THOLE (*Sistem Informasi Konsultasi Hukum Online/ Online Legal Consultation Information System*).

SI THOLE stands for Online Legal Consultation Information System used by Semarang District Court. This application system is a web-based program. SI THOLE is a web-based application that can be used by service users, both poor people and general service users who want to consult the law for free via chat, online video, or offline by coming directly to the court. The acronym SI THOLE in Javanese means immature boy. These abbreviations have come under scrutiny because they are considered odd and sexualized when interpreted in Indonesian or English. SI THOLE in Indonesian comes from the Javanese language, where THOLE is a nickname used to refer to a boy, usually as a form of affection. In English, THOLE can be freely translated as boy or little boy depending on the context. In some contexts, the use of SI THOLE may come across as belittling or dismissive, especially when used to refer to someone older or in an inappropriate context.

SI PEDO (Sistem Pelatihan Berbasis Database Online/ Online Database-Based Training System)

The next application system is SI PEDO, namely the Online Database-Based Training System created by the Sumedang district government. SI PEDO itself is an application owned by the Sumedang district government to facilitate the community in finding Job training information. PEDO in Sundanese itself means delicious, tasty or steady. However, the word “PEDO” itself is often used as a negative slur or label, referring to someone who is suspected of having an inappropriate attraction to children. PEDO is a shortened term for pedophilia, which refers to a condition in which a person has a sexual attraction to children who have not yet reached puberty. In legal and mental health contexts, pedophilia is considered a serious psychological disorder and unlawful behavior in many countries if followed by illegal acts against children. The acronym PEDO is still considered to mean sexuality and pornography, and is considered to violate cultural norms in Indonesian society.

3.3 Objectivity towards gender

Acronyms in government application systems in Indonesia also emphasize gender differences as objectivity. Gender is used indecently and vulgarly in acronyms and not only in the masculine but in the feminine as well. Gender objectivity should not be used in naming acronyms for several reasons related to fairness, inclusivity, and neutral representation. Gender-neutral acronyms will ensure that all people, regardless of their gender identity, feel represented and respected. In an increasingly inclusive and diverse environment, it is important to use language that reflects respect for all genders. The following are application systems that emphasize gender as objectivity.

SISKA KU INTIP (Sistem Integrasi Kelapa Sawit Sapi Berbasis Kemitraan Usaha Inti-Plasma/ Cattle Oil Palm Integration System Based on Inti-Plasma Business Partnership)

SISKA KU INTIP is an acronym for Cattle Oil Palm Integration System Based on Inti-Plasma Business Partnership. SISKA KU INTIP is a priority program of the South Kalimantan Provincial Government that aims to increase cattle self-sufficiency in order to support food security and as a food buffer for the Capital City of the Archipelago. The program is expected to have a positive impact on the regional economy and also support national efforts to achieve food security.

The name of the government program application seems ambiguous, indecent and has negative connotations, triggering various reactions from netizens, ranging from scathing criticism to jokes that make many people shake their heads. The application itself has a name that can be interpreted as something related to sexuality or gender bias, thus attracting the attention of netizens. The viral phenomenon of government program names such as SISKU KU INTIP shows how social media plays a role in shaping public opinion and how a name or branding can influence public perception. The name SISKU KU INTIP also has nuances that can be interpreted ambiguously. The word "INTIP" can be interpreted as the act of snooping, which in certain contexts has a negative or inappropriate connotation, especially if it is related to privacy or personal activities. This can create the impression that the app is associated with things that violate privacy. SISKU KU INTIP app is considered odd because the name chosen tends to have an ambiguous meaning, potentially offends privacy, and seems less serious for an app that may have an important function.

MAS DEDI MEMANG JANTAN (*Masyarakat Berdedikasi Memperhatikan Angkatan Kerja Rentan/ Society Dedicated to Paying Attention to the Vulnerable Labor Force*)

The MAS DEDI MEMANG JANTAN application system is one of the Employment and Government of Tegal City programs, which was launched in 2022. MAS DEDI MEMANG JANTAN is an acronym for society dedicated to paying attention to the vulnerable workforce which aims to provide protection to non-wage earners. The aim of the MAS DEDI MEMANG JANTAN platform is to protect the welfare of vulnerable workers in Tegal. However, his name has also come under scrutiny recently. The use of the name "MAS DEDI" gives a very personal and casual impression. The word "JANTAN" usually refers to strong, brave, or manly masculine characteristics, and is often used in contexts to describe animals or men. The use of this word in the app's name could create an impression that is incompatible with the app's function. The app "MAS DEDI MEMANG JANTAN" is considered odd because the name could be perceived as unprofessional or non-inclusive. The use of terms such as "JANTAN" in the context of a general app can lead to confusion, controversy, or negative perceptions related to the masculinity values being highlighted.

JESIKA IMUT PISAN (*Jendela Informasi Karantina Ikan dan Mutu Penuh Inspirasi dan Pesan/ Fish Quarantine and Quality Information Window Full of Inspiration and Message*)

This Android application-based innovation is JESIKA IMUT PISAN with the extension of Jendela Informasi Karantina Ikan dan Mutu Penuh Inspirasi dan Pesan is a digital One Stop Service that makes it easy for the public to carry out the fish quarantine certification process and get important information related to the needs of people who do business in the fisheries sector and become reference material for students. The name "JESIKA" sounds too personal for an app, especially if the app aims to offer a serious or important service. The use of an informal-sounding individual name may give the impression that the app is less professional or does not have a serious purpose. The phrase "IMUT PISAN" (Sundanese for "very cute") gives an impression that is too imaginative, childish or irrelevant for the app, especially if the app is not related to entertainment, games or children.

“IMUT” is often associated with feminine, cute, or sweet traits, which can reinforce certain gender stereotypes. The use of this term to describe the app could be seen as reinforcing the stereotype that women (in this case, associated with the name Jesika) should be seen as “IMUT” or prioritize appearance. This can be offensive if it is perceived that the app indirectly reduces women to a certain stereotype of physical appearance. The naming of this acronym is not inclusive and only focuses on one gender (i.e. women) with characteristics associated with traditional stereotypes. In the context of gender equality, more neutral and inclusive naming is recommended to avoid bias or stereotyping.

In an increasingly inclusive and diverse environment, it is important to use language that reflects respect for all genders. Gender-neutral acronyms will ensure that everyone, regardless of their gender identity, feels represented and respected. Another study from Gender Studies shows that the use of sexist acronyms in public programs can reduce women's participation in these programs. This is because names that are perceived as demeaning or objectifying women can create a non-inclusive environment. In addition, these names can trigger a sense of discomfort and disrespect among the community, especially for marginalized groups. Based on the finding, it found that acronyms in application system in the Indonesia government still use bias gender and pornography tendencies. It is different with Sánchez and Isern research (2011, 312) found that TV series, which may contain hundreds of acronyms, all of which should be saved into a database and re-used over and over again, or consciously develop viable alternatives, even if it is very difficult to construct a general and up-to-date database of acronym-definition repository.

4 Conclusion

The sexist naming of the application system acronym further emphasizes the bias against women. Through the naming, women are increasingly objectified and their sexuality is considered a “commodity”. Gender objectivity in acronym naming is essential to maintain equality, inclusivity and relevance for everyone. It helps create an environment that is more open, fair and free from gender-based bias or discrimination. The acronyms in the application system should not reinforce the objectification of women and their sexuality. Meanwhile, giving acronym names to the application system and programs that are nuanced with sexism is irrelevant and does not pay attention to the norms prevailing in society. The government must care about the positive values in a program or application, including the aspect of education to the wider community. This is because the acronym of a program or public service application should be rational and contain certain moral messages and not just viral with the assumption that it will be easily remembered by the public. The author recommends that local governments be more careful in choosing names for applications or public programs and emphasize the importance of conducting gender studies before launching new programs.

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