

ABSTRAK

Rahmawati, 2025 *Kosakata Online Shop di Media Sosial Instagram dan Kontribusi dalam Pembelajaran Bahasa Indonesia*, Prodi Magister Pendidikan Bahasa dan Sastra Indonesia Fakultas Pascasarjana Universitas Muhammadiyah Makassar. Pembimbing I Andi Sukri Syamsuri dan pembimbing II Muhammad Akhir.

Penelitian ini bertujuan untuk menganalisis kosakata yang digunakan dalam aktivitas *online shop* di media sosial *Instagram* serta menelaah kontribusinya terhadap pembelajaran bahasa Indonesia. Melalui pendekatan kualitatif-deskriptif, data dikumpulkan dari unggahan, deskripsi produk di beberapa akun *online shop* populer. Hasil analisis menunjukkan bahwa kosakata yang digunakan mencerminkan campuran antara bahasa Indonesia tidak baku, serapan asing (terutama bahasa Inggris), singkatan, dan istilah populer (slang) yang berkembang dalam komunitas daring. Pengumpulan data-data bersumber dari 5 (lima) *Online Shop* yaitu @omorfoo_shop, @bunoshopp28, @sentel.kaos, @akavi.id, dan @citracosmetic.id.

Kontribusi dalam pembelajaran bahasa Indonesia terletak pada potensi pemanfaatan konteks autentik dari media sosial sebagai bahan ajar, terutama dalam pembelajaran ragam bahasa, perkembangan kosakata, dan sikap berbahasa.

Kata kunci: kosakata, *online shop*, media sosial, kontribusi pembelajaran bahasa Indonesia

ABSTRACT

Rahmawati, 2025. Vocabulary Used in Online Shops on Instagram and Its Contribution to Indonesian Language Learning, Master Program in Indonesian Language and Literature Education. Supervised by Andi Sukri Syamsuri and Muhammad Akhir.

This study aimed to analyze the vocabulary used in online shop activities on the social media platform Instagram and to examine its contribution to Indonesian language learning. Using a descriptive-qualitative approach, data were collected from posts and product descriptions on several popular online shop accounts. The analysis revealed that the vocabulary used reflects a mixture of non-standard Indonesian, foreign borrowings (mainly English), abbreviations, and popular slang terms that have evolved within the online community. Data were collected from five (5) online shops: @omorfoo_shop, @bunoshopp28, @sental.kaos, @akavi.id, and @citracosmetic_id.

The contribution to Indonesian language learning lies in the potential use of authentic contexts from social media as teaching materials, especially in the areas of language variety, vocabulary development, and language attitude.

Keywords: *vocabulary, online shop, social media, contribution to Indonesian language learning*

