Linguistic forms and The Meaning of Viral

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Linguistic forms and The Meaning of Viral Words on Instagram

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Abstract

It was such a descriptive qualitative research that aimed at identifying the linguistic forms of viral words on Instagram and describing their meanings and contexts. The data were English words, phrases or sentences being viral on instagram. The source of the data was the captions or videos on instagram. The data were collected through observation and documentation. Observation was carried out by observing the words on instagram using English language. They then were documented by applying print screen (capturing the picture using computer) or screen shoot (capturing the picture using cellphone). The result of the research showed the occurrence of 286 data consisting of 153 data in the forms of words and 133 data in the form of phrases. The word form covered 17 words of *ghosting*, 18 words for *roasting*, 21 words of *insecure*, 15 of *damage*, *review* as many as 33, *toxic* as many as 8, *vibes* as many as 11, *auto* as many as 11, *throwback* as many as 10, and abbreviation *OOTD* as many as 9. In addition, the form of phrases as many as 133 consisted of *close friend* as many as 13, *welcome to Indonesia* as many as 30, *be like* as many as 19, *no debat* as many as 10, *then now* as many as 35, *good looking* as many as 16, and *stay safe* as many as 10. The results presented the fact that *then now* took the first place as many as 35. It showed that the users of Instagram mostly like to memorize their past. In other hand, *review* took the second place as many as 33. It explored the trend of showing one self's strength. The last rank was taken by *welcome to Indonesia* as many as 30. It pointed the situation in Indonesia that need to be arranged well, either in areas of social, political, economic, etc.

Keywords

Viral words
Caption
Instagram
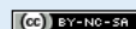
Linguistic forms and The Meaning of Viral Words on Instagram

Introduction

Language has a main function as a means of communication (Arumi, 2018). It is a means of communication to express ideas, opinions, or information. It has specific characteristics to be dynamic, namely always develop and follow the advance of the era. As stated by Chaer (1995:14) that the characteristics constituting the essence of language as a symbol of the sound system are arbitrary, productive, dynamic, diverse, and humane. For its dynamic feature, language recently has been mostly manipulated in any kinds of social media that they have been in spread in all aspects of life. Among well-known social media such as facebook, twitter, whatsapp, line, path, and google+, instagram is one that is most popular today. It is a mobile application that allows users to upload their photos and videos as well as apply digital filter and share it to the other social media such as Facebook and Twitter. Instagram offers some features such as a filter to edit the image perfectly and captions to describe the photos and videos while uploading them. It was created in October 2010 by Kevin Systrom, a computer programmer and internet businessman (Rizky, 2013).

Time flies and now Instagram has become more influential used by people of all levels of age and class from every background for many needs, either just for fun, for selling, for sharing information etc. Then, it enables to accomodate the language development used by its users. One of them recorded by instagram is viral words. According to online Merriam-Webster dictionary, viral means relating to, or caused by a virus, example a viral infection. It may also mean quickly and widely spread or popularized especially by means of social media, example a viral video. Some examples of the use of the word viral, "People like to watch viral videos, connect with others and build virtual rapport with whomever for whatever reasons", "No number of accolades or viral videos will lessen her concern for Black women in the labor force". Then, viral words means words that become popular quickly because they are used by many people. It happens usually relating to such a kind of phenomenal issues. The viral words usually last for a certain period.

The phenomena of viral words also happen on Instagram. In such a period of time, there are usually viral words connecting with some phenomenal issue. The words being viral may not always be Indonesian or Javanese languages, but may be also other language like English. However, the occurrence of the viral words must be relating to some contexts around. As stated by Holmes that the use of language must be relating to context, namely social factors involving the participants of the communication, the setting of the communication, the topic, and the purpose of the communication (2001: 8). For example, the word *ghosting* recently becomes viral after the issue relating to the relationship between Kaesang, the son of President Joko Widodo and his girlfriend named Felisia Tissue. The issue said that formerly, Kaesang and Felicia had a quite serious relationship but then Kaesang left Felicia without notice. It was suspected that he did it because of another girl whereas Kaesang had proposed to Felicia's parents after their 5 years relationship. After the issue, the word *ghosting* being viral to describe a situation being left by someone without notice. There are some captions using the viral word of *ghosting* as the following ones:

Another word being viral now is phrase *close friend*. *Close friend* is a phrase of combination of two words, an adjective of close and a noun of friend. These two words form a noun phrase for the head of the noun friend.
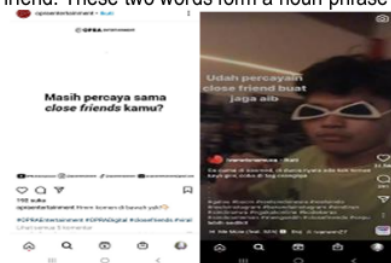

The phrase of close friend has been viral recently when the netizen of social media, such as Twitter, Facebook dan Instagram are gossiping the controversy between an ex JKT 48 personnel Adhisty Zara and a selegram Rachel Vennya's husband, Niko Al Hakim. The issue that befell Zara Adhisty and Okin was trending on Twitter because of the distribution of screenshots from Instagram Stories specifically for close friends spread to the public. This caused the word close friend to go viral on social media.

Close Friend is actually a special feature for instagram users, especially for those who always capture their moments in a story. Close Friend is a feature on Instagram that allows users to share instagram stories/stories only with selected people closest to them.

Close Friend is an instagram feature released in December 2018. This feature is used by instagram users to filter trusted followers and friends in order that they can see their status and insta stories so that people who are not included in close friends will not be able to see other people's insta stories. However, the close friend feature is subjective because it is determined by individual criteria of someone. It means that the criteria for special friends who can view instagram snaps or stories are different, so it does not guarantee that important things uploaded will be kept confidential.

The word *close friend* lexically means a *close* or intimate friend. The *close friend* feature on social media should show the close friendship on the list. However, the distribution of videos from Adisty – Okin from the close friend feature shows the contradictory fact that close friends cannot always be trusted. That's what made this word go viral. This word is then widely used to remind others not to trust close friends too much, especially for things that are confidential or private to avoid undesirable things.
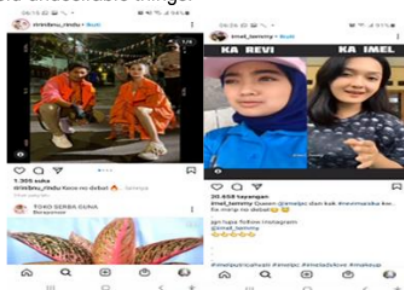
Another word being viral later on instagram is *no debate*. The word denotes the meaning that an object or condition cannot be matched. In other word, the object is really good or perfect. As shown in the picture that Ibnu Jamil and his wife are wearing the same jacket. Their chemistry looks very strong then it is called *no debat*. It is the same as the picture between Revi Mariska and Imel, the television artists being famous that times. Their faces look very similar that invited *no debat*.

It is possible that there are still many more English words that will go viral for some reasons. Thus, this research formulates the following questions to answer:

1. What are the linguistic forms of English words that have gone viral on Instagram? Is it a word, phrase, clause or sentence?

2. What are the meaning of these viral words and what are the contexts?

The discussion on language on Instagram are indeed very interesting that many studies had been carried out. One of them is the work of Arumi, S., Giyatmi G., Ratih W. entitled *Grammatical Language Transfer On English Caption In Instagram's Hashtag #englishexpounivet* in 2020. The research identified that captions on Instagram using English language might contain language transfer either positive or negative. However, negative transfer was more dominant relating to grammatical field. Generally, this negative transfer did not arise alone but along with other forms. There were some cases relating to negative transfer, such as tenses, plurality, subject-verb, passive voice, preposition, pronoun, noun phrase, article, diction, capital letter, auxiliary, and translation.

Another research was one conducted by Meisani, DR, Nidaan NC, and Reli H. entitled *Captions Writing In Instagram: Understanding The Meaning And The Communicative Function In Learning A Language*. It examined the meaning and communicative function of the captions written on Instagram. It identified six communication elements which included, namely the addresser , context, message form, contact, common code, and addressee. This study also found five language functions on Instagram captions which included emotive, conative, referential, pacing, and metalinguistic functions.

 Another study entitled *An Analysis of Code Switching In Instagram Caption used By English Language Education Department Students Of University of Muhammadiyah Malang* by Melina Qurniawanty explored the form of code-switching on Instagram captions. Besides, a research entitled Interpersonal Meaning Analysis Of Caption On Instagram Produced By Tertiary Students During 2017 by Shoffiyatun Ashidiqi also described the configuration of elements of interpersonal meaning and explained the function of speech used in captions on Instagram written by students during 2017. Of the several studies, it seems that no researches had explored viral words on instagram that make them different from this study. Thus, this research was carried out to find the answers.

Method

This research belongs to a descriptive qualitative research. It is research design that intends to understand the phenomena holistically using words, in a special natural context utilizing various natural methods (Moloeng, 2008: 6). The research is intended to interpret and raise facts, circumstances, problems, phenomena that occur when the research is in progress and presented as it is. This study tried to observe and identify viral English words that often appeared on instagram captions. In addition, this study also described the meaning and context that emerged from these viral words.

Data are information relating to conditions, symptoms, and events at the time of the study. While the data source is the place from which the data are obtained. The data in this study were English words that were currently viral on Instagram. Data were taken from instagram user accounts either from captions or from reels (short videos). The method of collecting data is the process of how data are obtained from data sources. There are several techniques to collect data according to Sukardi (2006: 48), namely observation, interviews, documentation, and questionnaires. This study used observation and documentation. Observation is the act or process of taking information through observational media (Sukardi, 2006: 49). Observations in this study were carried out by the researchers themselves, totaling three people by observing the viral English words that were widely used by Instagram users on their captions. These words then were documented by applying print screen (capturing the picture using computer) or screen shoot (capturing the picture using cellphone). The data then were analyzed through three phases, namely data reduction, display, and verification. The data with no viral words were omitted directly. Next, they were classified based on their linguistic forms that finally they were displayed using narration.

Results and Discussion

Instagram is one of the social media that has many sophisticated applications such as photos, captions and reels or short videos with all the modifications. Instagram also allows to accommodate language phenomena because its users vary from different classes and ages as well interests and needs.

One of the language phenomena recorded on Instagram is the occurrence of viral words on users' posts, both in captions and reels or short videos. These viral words usually appear related to a particular case or event. This study tried to explore the existence of viral words in English language on instagram which found 286 data consisting of 153 in the form of words and 133 in the form of phrases. The viral words found on instagram involved *ghosting* as many as 17 words, *roasting* as many as 18 words, *insecure* as many as 21 words, *damage* as many as 15 words, *review* as many as 33 words, *toxic* as many as 8 words, *vibes* as many as 11 words, *auto* as many as 11 words, *throwback* as many as 10 words, and *OOTD* as many as 9 words. While the viral phrases included *close friend* as many as 13 words, *welcome to Indonesia* as many as 30 words, *be like* as many as 19 words, *no debat* as many as 10 words, *then now* as many as 35 words, *good looking* as many as 16 words, and *stay safe* as many as 10 words.

The viral words may have a meaning as something related to a virus or something that can spread widely and quickly like a virus. Viral words are also often intended to describe a thing or event or news being an uproar quickly. Because the word is viral, then many people use it, including on instagram. Currently, there is a phenomenon of the occurrence of viral English words on Instagram. English words that go viral seems to reflect words that are a bit difficult to find a very precise equivalent in our language so that they still appear as English words.

Viral words usually appear related to an event or news or rumors that are currently hot at a certain time. So this study tried to identify what language forms might appear as viral words and what they mean. The data in this study were words or phrases being viral on Instagram found on the accounts of Instagram users both in the caption and on the reel (short video). Findings regarding viral words would be discussed in an integrated manner between their language forms and their meanings and contexts.

Word

Word is smallest unit of language that has meaning. There are several types of words in English language, namely noun, verb, adverb, adjective, conjunction, preposition, pronoun, interjection or exclamation. Viral English words that appear on Instagram can be in the form of single words or formed words such as compounding and abbreviation.

Ghosting

Recently, social media is booming with the posts or uploads containing the term of ghosting. Quoted from The New York Times regarding Exes Explain Ghosting, it was explained that the term was originally known in the 2000s. With the advance of technology that time, then many websites and application occurred for online dating. With the increase of the number of the social media users, applications, and online dating websites, the term *ghosting* started emerging until it is finally recognized by a wide audience Then, this term becomes more popular in the mid-2015's when many famous celebrities' relationships broke up of *ghosting*. This refers to an article entitled Charlize Theron Broke Up with Sean Penn by Ghosting Him by Edwards, Stassa.

Due to its popularity, the term *ghosting* was finally added to the Collins English Dictionary in 2015, although this term has only recently become popular in Indonesia. According to the Men Health website, *ghosting* is neither elegant nor appropriate because it creates ambiguity and confusion. According to a sex educator and founder of the website Slutty Girl Problems, Lorrae Bradbury, *ghosting* is a quick way to end a relationship without having to answer and give reasons. According to another article in Man Health, *ghosting* is a selfish attitude because the ghoster does not think about the feelings of the person he left behind and hangs them without a clear status or explanation. Those *ghosting* perpetrators may suddenly appear after years of being missing.

On social media, the word *ghosting* has recently gone viral estimated after the news of the breakup between the two young people named Felisia Tissue and Kaesang, the son of President Joko Widodo. It encourages the people to find out what happened to their relationship. Then, the word *ghosting* appeared to describe the situation

that occurred between Felicia and Kaesang. It is reported that Felicia and Kaesang had been in a relationship for 5 years, even Kaesang had proposed to Felicia's parents. However, without knowing the exact cause, the public was shocked by the breakup of their relationship, it was even reported that Kaesang had been in a relationship with another girl, Felicia's colleague. Kaesang's attitude to have left Felicia, was later called *ghosting*. Unfortunately, this term is also used by netizens (comments) to bully the person who is considered being the cause of the incident. In the case of Kaesang – Felicia, the person who is considered to have triggered Kaesang to ghost Felicia is Nadya Aprita, Felicia's friend as well as Kaesang employee. This word also then is used to give advice not to do *ghosting*.

Roasting

The word *roasting* has recently become viral on social media in Indonesia in 2021. It occurred when a comedian named Kiky Saputri was invited being a guest star on Denny Sumargo's YouTube channel. After the program, Kiky told that there was a host of a television show who didn't want to be roasted. The netizens then strongly suspected that the host in question was Sule. It is considering Kiky's words that there were two artists being the hosts, the one who refused to be roasted was the main host of the event and it was suspected was Sule.

Reported from various sources, *roasting* is a series of jokes uttered by a single comedian with the aim of teasing and laughing at the audience or another single comedian being the target. *Roasting* has traditionally consisted of humiliating comedies and is known to be very vulgar. But still, it's mostly considered a huge honor to roast especially when top comedians are on the list.
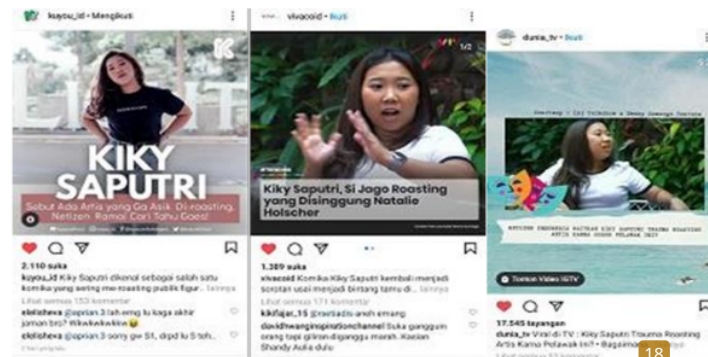
Actually, the word *roasting* has been around for a long time. Its appearance first started as tradition of the New York Friar's Club, where the event has been held privately since the 1920s. Although the first public roasts featured Maurice Chevalier in 1949. Over time, these roasts diminished in the New York Cultural spotlight but still exist in the form of smaller private parties, or often hosted by wealthy celebrities and politicians. But in the 1970s these stand up comedies achieved popularity again when Dean Martin started hosting stand up comedy shows on television. But in Indonesia, this word went viral when there was a moment between Kiky Saputri and Sule which then spread to other realms.

Insecure

Insecurity or insecurity according to Asta (2019) is an act of emotion when we judge ourselves to be inferior of others. The word *insecure* can be also interpreted as a feeling of insecurity that a person may feel in his life.

Insecurity or insecurity itself can happen to us when we are feeling deficient, ashamed, guilty, even to the point of not being able to do something.

This term is widely used by netizens lately around 2020-2021 in their posts that contain self-love or bodyshaming. This term then is used to support the anti insecurity that must be done by those who lack of confidence. So that they can be more grateful and love themselves.

Damage

The word *damage* initially is often found in games, clarified by numbers, but now and then it is increasingly being used as a joke by netizens in the social media. *Damage*, in short, means the impact of damage, pain, or loss caused by something such as physical, mental, direct or indirect attack on someone. For example, when a man expresses his feeling to a woman and Wshe refuses him with outrageous words such as "you are too good for me!". When someone uses the word damage to comment it, then she wants to show the "pain" of the rejection. However, the meaning of this word can be different according to the context of its use. Nowadays most of the word damage means being fascinated by something. As can be seen in the following caption, the word *damage* is used to show a fascination with the style of the artist Dinda Hauw holding her baby, it can also show the charm of an actor's face in a soap opera that will be broadcasted on a television station, it can also show the meaning of being fascinated by a girl's hairstyle in in captions.


Review

Lately, the trend of showing off bank balance is being viral on social media. The challenge to show off a bank balance was initially booming on TikTok application using a backsound of a woman's voice saying: "Ganteng, review saldonya dong,". Then, a young man took part in the challenge by showing his withdraw receipt as much as IDR 700.000. However, he showed a fantastic balance in his bank account, more than 11 trillion. The balance immediately attracted the attention of netizens that made the post flooded with likes and comments. Related to the hectic comments on the post, the official account of the Indonesian Directorate General of Taxes also commented on the post with the sound of "ganteng" which made the post even more crowded and then followed by many people to make similar posts that they were viral either on Tik Tok or Tweeter.

After then, the backsound got some modifications, if the poster is a girl or woman then 'ganteng' will change into 'cantik'. In addition, the challenge has also changed its meaning, no longer as a challenge to prove the amount of bank balance but is used as a joke for example, when having no money. Even, this challenge is often made into a parody, for instance, someone who sells all his properties just to follow the challenge to show his balance. After then, the challenge gets more modifications. It is also used to review other things, not only goods but also their partner, children, property, or relationship status, etc.
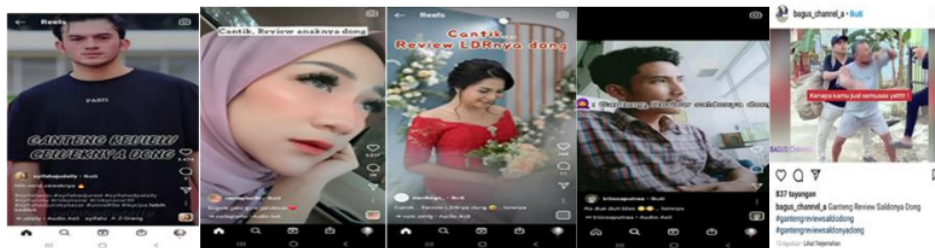
Toxic

Another word being viral today is *toxic*. The term *toxic* comes from the English language which means poison. This term has actually been around for a long time, but since 2020 until now it is often used by netizens because of many cases that contribute harm, either individually or in groups. Just like poison, toxic people can interfere with other people's lives, make other people hurt and can harm others, both emotionally and physically. In general, a person can be said to be a toxic person, if that person brings a bad influence on his circle which makes other people uncomfortable.

Vibe

The word *vibe* comes from the word vibration. But in the context of slang commonly used recently, *vibe* means atmosphere, mood, nuance, aura or atmosphere, whether it's about the condition of a person or a place. Nowadays, people often use the term when uploading on Twitter, Instagram or TikTok to describe the mood or place they visit. For example, "Positive vibe only." The author of this sentence implies that he just wants to have fun. The sentence "This place has a very calming vibe". The author describes the calming atmosphere of the place as can be seen in the following caption. The first post describes the atmosphere of a shopping center playing a song that the writer misses. While the second post describes the positive aura of the couple in Korean dramas. While the third post shows the positive feelings of an ojol driver towards the perfume of a flight attendant as a passenger who wears a pleasant perfume for the driver.

Auto

Another word also being viral is the word *auto*. This word was booming in 2017-2018 but is still widely used today. The word *auto* comes from English language and means a car. Based on the Big Indonesian Language Dictionary (KBBI) Online, *auto* is similar to oto which means a train that is run by a motor (engine), car, otomobil. But this word can be also interpreted 'itself' or 'automatically'.

In slang language, the word *auto* means being able to do something on your own without an order. At the beginning, this word appears with the word ngakak that means laughing so when they both collaborate being auto ngakak, that means auto laughing. These two words are used to comment something funny or adorable. However, after the, the word is also used to respond something immediately.

Throwback

Throwback is a compound word which is a combination of words that form a new meaning. *Throwback* consists of the word throw that means propel (something) with force through the air by a movement of the arm and hand and back that means return. When they both combine into *throwback*, then it has different meaning, namely going back to what happened or looking back in time. This word is then often used to indicate something in the past that was uploaded or recalled. The something can be in the form of circumstances or past events.

OOTD

OOTD is an abbreviation of outfit of the day. Abbreviation is the shortening of a form in lieu of a complete form or a written form of abbreviation instead of a word or phrase. This *OOTD* can be interpreted as the clothes worn on that day. This term is often used to refer to people who like to dress up or pay attention to their appearance.

OOTD or Outfit of The Day started booming on social media in 2013. The word is used by the users of social media to be their captions when posting photos by displaying contemporary clothes, from head to toe. They will proudly show their own attractive style. They are also willing to perform all out using a professional camera, as well as pose and choose a very beautiful background even though it is quite difficult to do. Of course, their main purpose is performing attractive and inspiring for others. Then, *OOTD* emerged as an inspiration or reference in fashion among young people although *OOTD* itself does not have a significant definition to describe what kinds of *OOTD* styles are. However, over time, many fashionistas and fashion bloggers provide references of *OOTD* style being a trend in a period of time so that when someone uses the latest or unique style they will call it *OOTD*.


Frase
Besides in the form of words, viral English words found on Instagram can be also in the form of phrases. Phrase is a language unit larger than a word. It is a combination of at least two words. Because words can be nouns, verbs, etc., phrases can be also noun phrases, verb phrases, adjective phrases and so on.

Close friend
Close friend is a phrase that consists of a combination of two words, namely the word *close*, an adjective and *friend*, a noun. The combination of the words *close* and *friend* forms a noun phrase. The phrase *close friend* recently is viral when netizens on social media such as Twitter, Facebook and Instagram are crowded with the controversy between a personnel of JKT 48, Adhisty Zara and an ex-husband of a celebgram, Rachel Vennya, named Niko Al Hakim, or famous as Okin. Firstly, the issue between Zara Adhisty and Okin is trending on Twitter because the screenshots from Instagram Stories for close friends spread to the public. This causes the phrase close friend being viral on social media.

Close Friend is actually a special feature for Instagram users, especially for those who always capture their moments in a Story. It allows them to share stories only with selected people who are closest to them. *Close Friend* is an Instagram feature released in December 2018. This feature is used by Instagram users to filter their followers and choose trusted friends being able to see their status and insta stories so that people who are not included in close friends will not be able to see other people's insta stories. However, the close friend feature is subjective because the criteria are determined by someone. It means that the criteria for special friends who can view Instagram snaps or stories are different, so it does not guarantee that important things uploaded will be kept confidential.

Lexically, *close friend* means intimate friend. The close friend feature on social media should show the close friends on the list. However, the spread of a video of Adisty – Okin from the close friend feature shows a contradictory fact that it turns out the fact that close friends can not be always trusted. This fact makes this phrase being viral. This phrase, then is widely used to remind others not to trust close friends too much, especially for things being confidential or private to avoid undesirable troubles.
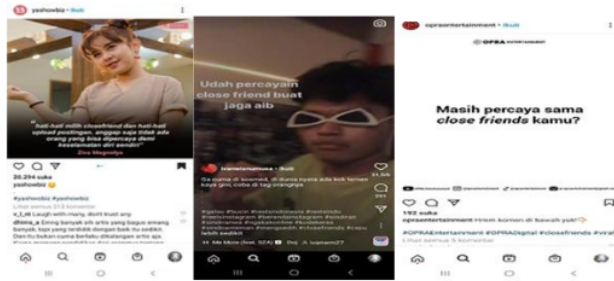
Welcome to Indonesia

Welcome to Indonesia is a verb phrase because it is a combination of a verb, welcome and a complement/modifier to Indonesia. Currently, *Welcome to Indonesia* is being viral on many social media, including Instagram. Initially, *Welcome to Indonesia* was a content of critics toward the recent political situation or government regulations.
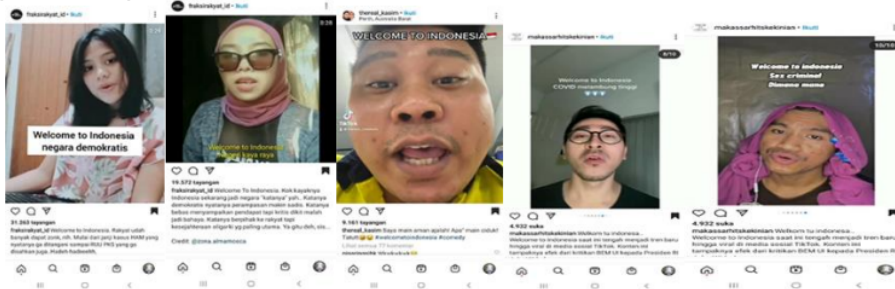

After then, *Welcome to Indonesia* is widely used to satirize the behaviors of Indonesian people, for example, critic to people who like to create a sensation to be famous. The satire can be also referred to 'julid' netizens, the followers whose comments are spicy. In addition, it may satirize the attitude of the mother-in-law who generally likes to be hostile to her daughter-in-law. It may also reveal the tendency of Indonesians to do anything to show their prestige.

Due to its viral nature, *Welcome to Indonesia* is then modified for a promotion of something. Moreover, Welcome to Indonesia is also used to convey something positive, for example introducing Indonesia, etc.
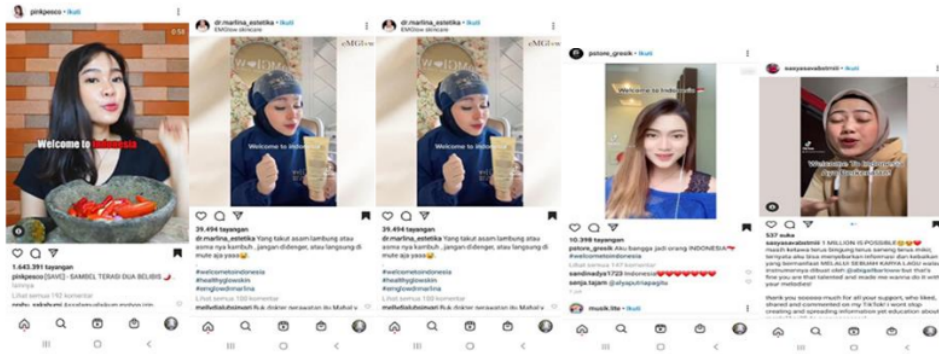
Be like

Be like has gone viral a few years ago around 2018 until now. It has a meaning of similar to. Just example when you just finished taking a shower, put on your favorite clothes and made up, then took a selfie and posted it on social media with the caption "be like princess" that means similar to princess. In addition, it is also often used to insinuate someone, for example: noob be like "Curang you play a gang".

No debat

Another phrase being viral on Instagram is *no debate*. This phrase denotes the meaning that a object or condition cannot be matched. In other words, the object is truly no doubt. As it can be seen in the post which shows an artist named Ibnu Jamil and his wife wearing the jacket in the same color. This word no debate shows that it's true that both are good when wearing the same colored jacket showing their strong chemistry. Often, no debate is modified with other words such as the word fix or valid which shows that this is indeed the case without any doubt.

Then now

Then now is a phrase that is also being viral which shows the comparison of past and present time. Usually it is used to denote a transformation of a state, whether it is physical or something else. Usually this viral word will be enclosed the photos of the past and present so that the difference will be clear. Besides, timepiece such as year or month can be attached on the phrase of then now to show the difference between past and present time.

Good looking

Good looking means good appearance or performance specifically relating to physical side. However, it may also mean good in the packaging or quality.

Stay safe

The term *stay safe* means protecting, guarding, or caring for. This term has enlivened social media for a long time, but it became viral when it entered the era of the COVID-19 pandemic around the 2020s. This is widely used by netizens to remind each other in handling cases of COVID-19, which is still widespread. Besides, *stay safe* is also used for marketing purposes for a product or shopping place. This term is often combined with other words such *as stay at home* or other words to show something consistent, for example:

Conclusion

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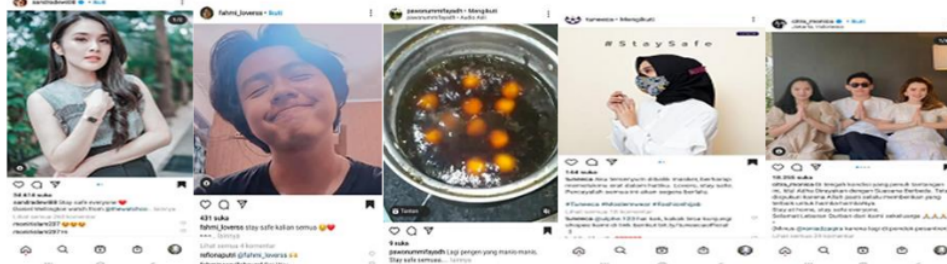
Instagram is one of the social media that currently has many users because it has many sophisticated applications such as photos, captions and short videos or reels with all the modifications. This sophistication allows Instagram users to make various posts relating to the occurrence of certain events or cases in a period of time using viral words that purposely make these events more popular. These viral words are widely used in their posts, both in captions and reels or short videos. These viral words may use Indonesian, regional languages as well as English as a foreign language. Even so, after then the use of these viral words may shift from their lexical meaning.

This research found 284 data divided into 153 in the form of words and 133 data in the form of phrases. 155 viral words include 17 ghosting words, 18 roasting, 21 insecure, 15 damage, 33 reviews, toxic as many as 8, vibes as many as 11, auto as many as 11, throwbacks 10, and OOTD abbreviations as many as 9. While in the

form of phrases, there are 133 consisting of 13 close friends, 30 welcome to Indonesia, 19 be likes, 10 no debates, 35 then now, 16 good looking, and 10 stay safe.

Among the viral words that appear on Instagram, *then now* occupies the highest number, which is 35 in the span of four months during the study. This shows that Instagram users are very happy to review developments or changes both related to themselves and other circumstances. While the second position is occupied by 33 *reviews* which show that there are many aspects of our lives that trigger the curiosity of others, so we hope that we are wise in dealing with them to avoid undesirable things. The third most *is welcome to Indonesia* as many as 30. This shows that there are still many situation in Indonesia that must be fixed to minimize public complaints or criticism, whether in the scope of politics, social, culture, etc.

The occurrence of viral words using English is a language phenomenon that cannot be avoided in the current era where technological sophistication is the king. This almost triggers netizens to dare to make various comments, both positive and negative utilizing social media, one of which is Instagram. However, wisely use the social media is needed to avoid hate speech that may lead to undesirable effects.

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