

ABSTRACT

SLANG AS A MEDIA FOR SELF-EXPRESSION (Study of Broadcasting Students at SMK Negeri 3 Bengkulu City)

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Slang is an important thing in interactions among students. Slang is used as an interaction to convey ideas, feelings and messages to other people. The purpose of this research is to determine the use of slang as a media for self-expression for Broadcasting students at SMKN 3 Bengkulu City. The theory used in research is symbolic interactionism. The results show that the use of slang via WhatsApp media is often used by Broadcasting students at SMKN 3 Bengkulu City in communicating. The use of slang either through written messages or text and icons or symbols/ images in interactions between one student and another by Broadcasting students at SMKN 3 Bengkulu City is part of students expressing themselves so that mutual understanding of the meaning and the use of slang is obtained. WhatsApp media support as a communication media for conveying messages toward the slang used by students' self-expression in communicating.

Keywords: Slang, Self-Expression, Icon, Communication, Broadcasting.

