

An Analysis Of Slang Words Meaning In Memes On The Pinterest Platform: A Study Of Semantic

Analisis Makna Kata Slang Dalam Meme Di Platform Pinterest: Sebuah Studi Semantik

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Received : 16 Mei 2026, Revised : 10 Juni 2026, Accepted : 7 Juli 2026.

ABSTRACT

This research aimed to analysis the semantic meanings of slang words found in phemes on the Pinterest platform. The study employed a qualitative descriptive approach and applied semantic theory to examine and explain the meanings of slang expressions. The data were slang words taken from memes on Pinterest, which were collected through observation, documentation, and field notes. The data were then analysis using Miles and Huberman's interactive model, which consisted of data condensation, data display, and drawing conclusions. The findings revealed that the slang words identified in Pinterest memes could be classified into three types of semantic namely, Denotation and Sense, Lexical and Structural Meaning, and Categorematic and Syncategorematic Expressions. This reflects the nature of memes as short, creative, and meaningful communication in digital culture. This study contributes to the understanding of how slang operates semantically in digital communication and provides insights into the role of language creativity in online popular culture. The discussion that slang in Pinterest memes does not merely function as informal vocabulary but as a form of linguistic creativity that blends literal and figurative meaning with visual context. Compared with previous studies focusing on Instagram, TikTok, or advertisements, this research shows that Pinterest memes demonstrate more layered semantic interpretations, as the combination of text and images enriches meaning. Thus, the study confirms the relevance of semantic theory in analyzing online discourse and contributes to understanding how digital communities construct and interpret meaning through slang.

Keywords: *Slang Words, Memes, Pinterest Platform, Semantics*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis makna semantis dari kata-kata slang yang ditemukan dalam meme di platform Pinterest. Studi ini menggunakan pendekatan deskriptif kualitatif dan menerapkan teori semantik untuk mengkaji serta menjelaskan makna ungkapan slang tersebut. Data penelitian berupa kata-kata slang yang diambil dari meme di Pinterest, yang dikumpulkan melalui observasi, dokumentasi, dan catatan lapangan. Data kemudian dianalisis menggunakan model interaktif Miles dan Huberman, yang mencakup tahap kondensasi data, penyajian data, dan penarikan kesimpulan. Temuan penelitian menunjukkan bahwa kata-kata slang yang teridentifikasi dalam meme Pinterest dapat diklasifikasikan ke dalam tiga jenis semantik, yaitu denotasi dan *sense* (makna konseptual), makna leksikal dan struktural, serta ungkapan kategorematis dan sinkategorematis. Hal ini mencerminkan karakteristik meme sebagai bentuk komunikasi yang singkat, kreatif, dan bermakna dalam budaya digital. Penelitian ini berkontribusi pada pemahaman mengenai bagaimana slang beroperasi secara semantis dalam komunikasi digital serta memberikan wawasan tentang peran kreativitas bahasa dalam budaya populer daring. Pembahasan menunjukkan bahwa slang dalam meme Pinterest tidak sekadar berfungsi sebagai kosakata informal, melainkan sebagai bentuk kreativitas linguistik yang memadukan makna harfiah dan figuratif dengan konteks visual. Dibandingkan dengan penelitian sebelumnya yang berfokus pada Instagram, TikTok, atau iklan, penelitian ini menunjukkan bahwa meme Pinterest memiliki interpretasi semantik yang lebih berlapis, karena kombinasi teks dan gambar memperkaya makna yang terkandung di dalamnya. Dengan

demikian, penelitian ini menegaskan relevansi teori semantik dalam menganalisis wacana daring serta berkontribusi pada pemahaman tentang bagaimana komunitas digital mengonstruksi dan memaknai pesan melalui penggunaan slang.

Kata kunci: Kata-kata Slang, Meme, Platform Pinterest, Semantik

1. Introduction

Language is the primary medium used by humans to think, communicate, and connect with each other either verbally, in writing, or through signs. In communicating, we will also use different types of language, some use formal language and some use informal language. Humans tend to use formal language to communicate with someone older and people they don't know to respect them. Unlike informal language, humans use informal language to communicate with their peers or close friends. As an organized system of symbols, language provides the tools for us to convey meaning. Through language, we can express thoughts and emotions, as well as understand the messages conveyed by others. Language encompasses not only words but also grammar, intonation, and context, all of which contribute to how we communicate.

The process of communicating vocally or in writing with another person to inform, influence, or modify attitudes, opinions, or conduct is known as communication, Effendy (2003). Effective communication is essential in everyday life, as it allows people to interact, build relationships, and solve problems. The relationship between communication and language is very close. Language is the primary medium we use for communication, and an understanding of language enhances our ability to communicate effectively. Without language, the communication process would be hindered and the meanings wish to convey may not be transmitted well. There are communication tools that make us connected with many people from various countries. which is called a platform. One of the platforms used to communicate in cyberspace is social media.

Social media is a digital environment made by and for people with a variety of user-driven platforms that make it easier to share engaging material, encourage conversation, and communicate with a larger audience, Kapoor (2018). Social media, which combines individual expression with worldwide connectedness, has transformed the way people interact, exchange ideas, and perceive the world.

According to Gonçalves (2019), Pinterest functions as a visual discovery engine, leveraging semantic web technologies and a knowledge graph to recommend ideas like recipes, fashion, and decor. Pinterest was chosen as a research platform because it has unique characteristics that differentiate it from other social media platforms like Instagram or TikTok. While Instagram and TikTok do have a wealth of memes, they focus more on ephemeral, quickly viral, and instant-interaction-based content. In contrast, Pinterest presents visual content categorized by topic, rather than trend, allowing researchers to access a more stable, thematic, and globally diverse range of memes. As a visual archive platform, Pinterest also allows for searches based on specific interests such as "funny memes" or "slang memes." Furthermore, Pinterest is rarely used as the object of linguistic research, opening up opportunities for more original scholarly contributions.

According to Baeur (2007), Slang is an informal type of vocabulary, often associated with particular social groups, which is used to mark in-group membership. In the context of memes, slang words provide a more casual and relatable tone, and can enhance the humorous appeal of the content. Slang words in memes were chosen because they reflect the dynamics of language used by digital communities, particularly the younger generation. Slang is not merely a variation of informal language but also a form of expression of identity, creativity, and social attitudes. Memes, as a short yet concise medium for conveying messages, often contain slang words whose meanings cannot be taken literally. Analyze slang in memes allows researchers to understand how meaning is formed, conveyed, and understood within the context of today's popular culture. Slang words found in memes on pinterest as follows,

Data 1.



Image 1.

1. From data 1 found slang language. slang language found in data 1 is **Pfp**. pfp is which means Profile Picture. This refers to the image used to represent someone on a social media platform. PFP is in Lexical and Structural Meaning because lexically it means "profile photo," but its meaning is only complete when used in the sentence structure "I'm looking for a new pfp." This means it is not included in Denotation and Sense because its meaning is directly literal without connotation, and it is not Categorematic and Syncategorematic Expressions because it cannot stand alone without a supporting sentence.

Data 2.



Image 2.

1. From data 2 found slang language. Slang language found in data 2 is **NGL**. Ngl means Not Gonna Lie. This refers to express an honest or frank opinion. NGL is included in Lexical and Structural Meaning because its lexical meaning is "not gonna lie," but its meaning is only clear when used in the sentence "NGL I ship them." It is not included in Denotation and Sense because its meaning is directly literal without connotation, and it is not Categorematic and Syncategorematic Expressions because it cannot stand alone without a main clause.

Data 3.



Image 3.

1. From data 3 found slang language. Slang language found in data 2 is **POV**. Pov means Point of View. This refers to show how someone sees or feels something, as if the audience were the character. POV is included in Lexical and Structural Meaning because its lexical meaning is "point of view," but its function as a narrative format is only clear in the sentence "POV: no one is home." It is not included in Denotation and Sense because its meaning is literal, and it is not Categorematic and Syncategorematic Expressions because it cannot stand alone as a complete expression.

There are previous researchers have discussed slang in memes from various perspectives. Fathonah (2018) studied the process of forming slang words in memes on Facebook. Fikri and Lestari (2023) analyzed slang terms in Instagram account memes. Ulfah (2022) examined the use of slang in meme videos on TikTok, and Abrahams et al. (2023) examined verbal and visual signs in Pinterest memes using a semiotic approach. However, most

of these studies still focus on aspects of word formation, social function, and semiotics, and not many have specifically studied the meaning of slang from a semantic perspective. The Pinterest platform as a data source has not been the main focus in this study, even though Pinterest has unique characteristics in presenting visual content and text that is dense in meaning. Thus, there is a research gap, namely the lack of studies that analyze the meaning of slang words in Pinterest memes using a semantic theory approach.

This research is important to conduct because there is still a lack of studies that analyze the meaning of slang words in memes using a semantic approach. Most previous studies focus more on the form or social function of slang, while the aspect of meaning has not been studied much. The Pinterest platform as a data source has also not been studied much, even though it has a wealth of meme content with distinctive visual and linguistic characteristics. This research is important to be conducted, to fill the gaps in previous research, beside that it also contributes to the development of linguistics, especially in understanding the language phenomena that are developing in today's digital communication space. In this study, researchers will use semantic studies to discuss the meaning of memes on Pinterest.

According to Kearns (2011), Semantic is the study of individual words' literal meanings and how those meanings evolve or change when words are used together. There are 3 types of meaning include denotation and sense, lexical and structural meaning, categorematic and syncategorematic expressions. Semantic analysis was used because the primary focus of this research is on the analysis of meaning. Slang words in memes often carry indirect, figurative, or even ambiguous meanings, so analyzing them solely from the perspective of their structure or social function is insufficient. Other studies, such as pragmatics, also discuss meaning, but focus more on the context of use and the purpose of communication. Semantics specifically examines how meaning is formed within the structure of language itself, both lexically and structurally, denotative and connotative relationships. Semantic analysis is most appropriate for systematically and focusedly exploring the meaning of language appearing in meme texts.

2. Metodology

According to Kearns (2011), Semantics is the study of the literal meaning of words and their combinations, which collectively give an utterance its essence or serve as the cornerstone of its overall meaning.

Based on Kearns (2011), semantic meaning can be categorized into three types: denotation and sense, lexical and structural meaning, and categorematic versus syncategorematic expressions. These classifications are essential in understanding how meaning functions at different levels of linguistic structure.

The internet serves as a fertile ground for linguistic innovation. Neologisms such as "selfie" and "ghosting" exemplify how new terms emerge to describe contemporary phenomena. Studies indicate that digital communication promotes rapid lexical change, with abbreviations and acronyms (e.g., "LOL," "BRB") becoming normalized in everyday language (Baron, 2008).

The implications of internet linguistics extend beyond linguistic change. The internet facilitates globalization, connecting diverse linguistic communities and fostering cultural exchange (Crystal, 2011). However, challenges such as miscommunication stemming from the absence of non-verbal cues and the digital divide, which limits access to technology, highlight the complexities of language use in the digital age (Androutsopoulos, 2015).

According to Zollinger (2021) Memes piece of cultural information, an internet meme is the product of human-computer interaction. Memes have become a distinguishing genre in the dynamic world of digital communication, particularly among millennials.

The concept of the "meme" originates from Dawkins, R. (1976) *The Selfish Gene* where he defined it as "a unit of cultural transmission, or a unit of imitation." Memes, in this framework, function analogously to genes, replicating and mutating across generations and populations.

Slang expressions often behave in this memetic fashion: coined in subcultures or online communities, slang terms propagate rapidly through imitation, often adapting to new contexts and acquiring new meanings along the way.

Gonçalves, J. (2019). The way memes are made, shared, and consumed has been greatly impacted by Pinterest, which has become a vibrant platform for sharing and finding visual content. In contrast to more conventional social media sites, Pinterest functions as a visual discovery engine that lets users create collections of pictures, infographics, and memes that speak to their personalities and interests.

The second research by Mariyam Farzand (2024) titled *"From Chaucer to Memes: The Impact of Internet Slang on Contemporary English Literature and Communication"*.

3. Literature Review

A qualitative descriptive approach was used in this study. The researcher used semantic theory to study and explain the meaning of slang terms that were present in memes. The most widely used methods for collecting data in qualitative research included observation, interviews, questionnaires, and document or artifact analysis (Munthe et al., 2021). The purpose of this study was to utilize a semantic approach to examine the meaning of slang terms used in memes on the Pinterest platform. Slang was a type of non-standard language that was frequently used in casual conversations, particularly online. Understanding the meaning and context of slang was crucial as its usage grows, particularly in popular media like memes.

4. Results And Discussion

1.1 Findings

Based on the results of the analysis, semantic meaning was found in this study, Denotation and Sense, Lexical and Structural Meaning, Categorematic and Syncategorematic.

1.1.1 Types of Semantic

In this study, there are 3 semantic meanings found in the study:

1. Denotation and Sense

Denotation is the literal or dictionary meaning of a word the object, action, or concept the word actually refers to in the real world. Meanwhile, sense refers to additional meanings or conceptually understood meanings, associations, or relationships with other words in a language system. Sense is mental and subjective, so it can vary depending on experience and context. In this study, the semantic meaning of denotation and sense is evident in the following data:

Data 1.



Image 1.

In the data above, the slang word "OMG, its Monday again" is found. It has the semantic meaning Denotation and Sense. OMG stands for Oh My God which literally means "It is an appeal to God. It's not used as a prayer, but as an expression of surprise, awe, shock, or everyday emotion, even without a religious connection. Its emotional meaning conveys anger, frustration, or an urge to stop talking altogether. Other Semantic meanings of Denotation and Sense are found in the following data;

Table 1.1.1 Denotation and Sense 1

No.	The Data	Literal Meaning	Type of semantic	Data Analysis
2.		MF (Mother Fucker)	Denotation and Sense	including the Denotation and Sense types, the meaning is immediately apparent from the object (eyelash curler) and the situation depicted. The reader immediately understands the pain or uncomfortable experience described. not including Lexical and Structural Meaning: The focus is not on word analysis or grammatical structure, but the actual experience conveyed. not also Categorical and Syncategorematic: There is no interaction of small words or grammatical functions that shape meaning; meaning emerges from the visual and text context.
3.		LoL (Laughing out Loud)	Denotation and Sense	The slang term LOL literally means "laughing out loud." However, in practice, many users write LOL even though they are not actually laughing, but rather simply marking a social response or maintaining a smooth conversation. This shift from literal to functional meaning is what makes it a Denotation and Sense type. It does not fall into Lexical and Structural Meaning, because its meaning can be understood even when standing alone without having to be included in a specific sentence structure. It is also not Categorematic and Syncategorematic expressions, because its strength lies in the difference between literal and connotative meanings.
4.		SUS (Suspicious)	Denotation and Sense	The word SUS comes from the long form of suspicious, which denotatively means suspicious. However, in the context of slang, especially after becoming popular through the game Among Us, this word shifted its meaning to become a label for someone who behaves strangely or is suspected of being an "impostor." The change

			from literal meaning to cultural use makes it part of Denotation and Sense. It cannot be included in Lexical and Structural Meaning, because its meaning is immediately clear when standing alone ("He's sus"). Furthermore, it is not included in Categorematic and Syncategorematic expressions, because the main value of this slang lies in the connotative layer of its literal meaning, not merely its expressive function.	
5.		LMAO (Laughing My Ass Off)	Denotation and Sense	Literally, LMAO is an abbreviation of “laughing my ass off,” which, when translated literally, sounds absurd because it is impossible to “laugh until my body parts fall off.” However, in slang usage, the meaning shifts to “laughing really hard.” This sharp difference between the literal and figurative meanings shows that LMAO belongs to the Denotation and Sense type. It is not Lexical and Structural Meaning, because it can be used and understood without having to enter a specific sentence structure, simply writing “LMAO!” as a response. Similarly, it is not Categorematic and Syncategorematic Expressions, because its main meaning is born from a figurative literal metaphor.
6.		Non Playable Character	Denotation and Sense	The term NPC literally means “non-playable character,” meaning a character in a video game that cannot be played. However, in the realm of slang, its meaning has shifted to a term for someone who is considered boring, uncreative, or simply following a “script” without independent thought. This shift in meaning places it in the Denotation and Sense type, because there is a clear contrast between the denotative meaning in the context of games and the sense meaning in social communication. It does not fall into Lexical and Structural Meaning, because expressions like

				“NPC vibes” are already understood completely without the need for complex structures. It also does not fall into Categorematic and Syncategorematic Expressions, because its primary meaning rests on the literal and figurative distinction, not on its spontaneous expressive function or pragmatic marker alone.
7.		STT (Spill The Tea)	Denotation and Sense	Literally, spill the tea means “to spill tea,” but in a slang context, it means “to leak gossip or secret information.” This shift confirms its existence in Denotation and Sense, because there is a sharp difference between its literal meaning and its sense. It cannot be included in Lexical and Structural Meaning, because its slang meaning is immediately understood even without a formal sentence structure, simply appearing in short conversations such as “Spill the tea!”. Likewise, it is not classified as Categorematic and Syncategorematic Expressions, because its strength does not lie in its pure expressive function, but rather in the contrast of its literal and figurative meanings.
8.		NC Cap)	(No Denotation and Sense	The slang No Cap literally means “without a hat”, but in the realm of slang the meaning shifts to “not lying/serious”. This shift shows the difference between denotative (literal) meaning and sense (figurative) meaning, so it is appropriately categorized as Denotation and Sense. It is not included in Lexical and Structural Meaning because its meaning does not require sentence structure to be understood; simply saying the single word “no cap” is enough, the meaning is clear and it is also not included in Categorematic and Syncategorematic Expressions, because even though it can stand alone, its strength lies in the layers

				of literal and connotative meaning, not in its expressive function alone.
9.		SF (Shots Fired)	Denotation and Sense	he phrase Shots Fired denotatively means "shots fired," but in slang it is used to mark a verbal attack or sharp sarcasm. This shows a shift in meaning from physical action to figurative meaning, so it is clearly included in Denotation and Sense. It is not included in Lexical and Structural Meaning because it can be understood even though it stands alone, without having to be placed in a complex sentence. In addition, it is not included in Categorematic and Syncategorematic Expressions, because it is not merely a pragmatic expression, but an expression with a figurative meaning that relies on the difference between literal and connotative.
10.		SM (Savage Mode)	Denotation and Sense	The word savage literally means "wild/ferocious," while in slang it is used to describe a bold, cruel, or merciless attitude in a social context. When combined with mode, this phrase shifts its meaning from physical to figurative, making it appropriately placed under Denotation and Sense. It is not Lexical and Structural Meaning because this slang meaning can be immediately understood even if simply saying "Savage mode!" without sentence structure. It is also not a Categorical and Syncategorematic Expression, because the strength of its meaning lies in the denotative-connotative layer, not merely its expressive function.
11.		TT (Thirst Trap)	Denotation and Sense	Denotatively, thirst trap means "thirst trap," but in slang, its meaning has changed to a photo or video post deliberately made to attract attention, usually with sexual overtones. This shift in literal and figurative meaning clearly makes it part of Denotation and Sense. It does not fall under Lexical

				and Structural Meaning, because this slang meaning is immediately understood even though it stands alone, without the need for sentence structure support. Likewise, it is also not included in Categorematic and Syncategorematic Expressions, because its function is not simply a spontaneous expression, but rather the result of a sharp shift in meaning from literal to connotative.
12.		CB (Clap Back)	Denotation and Sense	The literal meaning of clap back is "to clap back," while in slang it is used to refer to "responding to an insult or attack with a sharp comment." This shift from literal to figurative meaning is what places it in the Denotation and Sense type. It is not Lexical and Structural Meaning, because its meaning is already understood. Nor is it Categorematic and Syncategorematic expressions, because the strength of its meaning lies in the literal-connotative layer of distinction, not in its independent expressive function or sentence complement.
13.		AFK (Away From Keyboard)	Denotation and Sense	The slang AFK is included in denotation and sense because its meaning is direct and can be understood literally without requiring additional context. This clear and direct meaning is what makes dominant in the denotation and sense type, because the purpose of communication is achieved effectively through the literal meaning of the word. does not include lexical and structural meaning, because this word is not part of the formal vocabulary of English and does not have a standard morphological or syntactic structure. does not enter into categorematic or syncategorematic expressions can

indeed stand alone in messages or chats, but because it is not a formal word, it is usually a word that has a certain grammatical a sentence does not require other words to form a meaning already has a complete meaning independently.

14.		AFAIK (As Far As I Know)	Denotation and Sense	Slang AFAIK is included in denotation and sense because its meaning is clear and can be understood literally. This direct and transparent meaning makes dominantly included in the denotation and sense type, because the message can be received clearly without requiring additional interpretation. It is not included in lexical and structural meaning, because this abbreviation is not a standard word in English and does not have a formal morphological or syntactic structure. is not analyzed as a noun, verb, or adjective in traditional grammar. It is not included in categorematic or syncategorematic expressions, it does not meet the categorical criteria to words that have a certain grammatical function and also do not require other words to form the meaning of this abbreviation already has a complet meaning independently.
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2. Lexical and Structural Meaning

The meaning of a word that is attached to the word as a lexical unit, which can be found in a dictionary and the meaning that results from the relationship of words in a syntactic structure or sentence. That is, this meaning arises from the combination of words according to grammatical rules. There is a relationship of meaning between actions in the sentence structure. In this study, the semantic meaning of Lexical and Structural Meaning is evident in the following data:

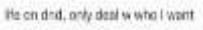
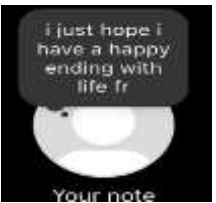
Data 15.



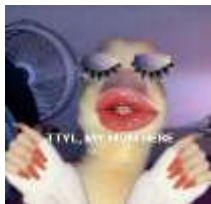
Image 15.

In the data above, the slang word "you sneezed (**IYKYK**)" is found. It has the semantic meaning Lexical and Structural Meaning. Emerging only when paired with referential context. As a Lexical item, iykyk has idiomatic meaning however, it's true meaning requires social context. Other Semantic meanings Lexical and Structural Meaning are found in the following data;

Table 1.1.1 Denotation and Sense 2

No.	The Data	Literal Meaning	Type of Semantic	Data Analysis
16.		DND(Do Not Disturb)	Lexical and Structural Meaning	DND can function as a noun phrase in this sentence has a specific meaning and can be analyzed as a lexical unit, and follows the grammatical structure in the sentence. does not include denotation and sense: Its meaning is not just the literal "do not disturb," but also functions as a technical or status term in the context of digital communication. does not include categorematic and syncategorematic expressions because it is not a formal word that stands alone in traditional grammar and is also not a connector or a word that requires another word to be meaningful.
17.		STFU (Shut The Fuck Up)	Lexical and Structural Meaning	STFU functions as an informal phrasal verb and can be used in the imperative form. It has a clear meaning as a verbal action and follows sentence structure. It does not include denotation and sense: Its literal meaning of "shut up" has changed into an expressive and contextual function in conversation, so it is not only literal. It does not include categorematic and syncategorematic expressions because it is not a formal word that can stand as a standard grammatical unit, and it is not a conjunction that requires additional context.
18.		FR (For Real)	Lexical and Structural Meaning	The slang FR is in lexical and structural meaning because it functions as an adverbial phrase that emphasizes the seriousness or authenticity of a statement in a digital conversation. This word not only has lexical meaning, but

				also carries out a structural function in a sentence, namely strengthening or emphasizing the information conveyed. FR is not included in denotation and sense because its meaning is no longer just a literal "really"; in the context of conversation, it plays a role as a marker of attitude or nuance of affirmation, so its meaning is functional and communicative. In addition, FR is not included in categorematic and syncategorematic expressions, because it is not a formal word that stands alone in traditional grammar, nor a conjunction that requires other words to form meaning
19.		ASAP (As Soon As Possible)	Lexical and Structural Meaning	The slang ASAP is in the lexical and structural meaning because it functions as an adverbial phrase that marks the urgency of time in a statement. Its lexical meaning is clear and has a structural function that places it appropriately in a sentence to emphasize the speed or priority of action. It does not include denotation and sense because its meaning is not just literal "as soon as possible," but rather functions as a marker of requests or instructions that influence how the recipient responds to the message. It also does not include categorematic and syncategorematic expressions, because it is not a formal word that stands alone or a connector. It is more pragmatic as an informal adverbial that clarifies the context of communication.
20.		JK (Just Kidding)	Lexical and Structural Meaning	JK slang is in lexical and structural meaning because it functions as a discourse marker to mark jokes in digital conversations. This word has a clear lexical meaning and structural function, because it directly influences the interpretation of the previous

				sentence, marking that the previous statement is not serious. It is not included in denotation and sense because its meaning is contextual and functional, not a literal "just kidding" in the word-for-word sense and does not include categorematic and syncategorematic expressions, because it is not a formal word or a connector that requires another word, its existence plays a more role in setting the tone of communication.
21.		RN (Right Now)	Lexical and Structural Meaning	RN slang is included in lexical and structural meaning because it functions as an adverbial phrase that indicates time or urgency in a sentence, its lexical meaning is clear, and structurally RN occupies an adverbial position that modifies a verb or an entire clause, so it has a real syntactic function. It is not included in denotation and sense because its meaning is not only literal "now," but also emphasizes urgency or pressure in the context of conversation, so it is functional. In addition, it is also not included in categorematic and syncategorematic expressions, because it is not a formal word that stands alone or a connector; its function is limited to informal adverbials.
22.		TTYL (Talk To You Later)	Lexical and Structural Meaning	TTYL slang is included in lexical and structural meaning because it functions as a verb phrase or discourse marker that marks a farewell or delay in communication, it has a clear lexical meaning and functions structurally in a sentence to convey the speaker's intention or attitude. However, it is not included in denotation and sense because its meaning is not only literal "talk later," but more on social expression and pragmatic communication. It also does not

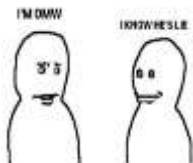
				include categorematic and syncategorematic expressions, because it is not a formal word or connector that requires other words; its existence functions to regulate conversational interactions.
23.		IRL (In Real Life)	Lexical and Structural Meaning	IRL slang falls under lexical and structural meaning because it functions as an adverbial phrase that indicates a real-world context compared to the online world. Its lexical meaning is clear and structurally it occupies an adverbial position in the sentence, thus providing additional information that functions pragmatically. However, it does not fall under denotation and sense because its meaning is not only literal "in real life," but also distinguishes virtual and real contexts in conversation. Furthermore, IRL does not fall under categorematic and syncategorematic expressions, because it is not a formal stand-alone word or a connector; its function is limited to marking informal context.
24.		SLR (Slow Respon)	Lexical and Structural Meaning	The SLR slang, "Sorry, Late Response", is included in lexical and structural meaning because it conveys an apology for the delay in replying to a message, for example in a sentence with clear lexical meaning and can be analyzed structurally because it occupies a position that marks the speaker's attitude in the sentence and modifies the communication context. It is not included in denotation and sense because its meaning is not only literal "sorry for the delay," but is functional and communicative, showing social awareness and ethics of digital conversation. It is not included in categorematic and syncategorematic expressions, because it is not a formal word

				that stands alone in grammar or a conjunction that requires another word to be meaningful. Its existence emphasizes the expressive and pragmatic aspects in conversational interactions.
25.		HAND (Have A Nice Day)	Lexical and Structural Meaning	The slang HAND is included as lexical and structural meaning because in the context of digital communication or games, this word functions as a noun phrase or verb phrase as an acronym for "Have A Nice Day." The use of HAND in a sentence shows that this abbreviation has a specific lexical meaning and a clear structural function, so it can be analyzed grammatically. It is not included in denotation and sense because its meaning is not just the literal "hand" but functions as a contextual communication expression. It is also not included in categorematic or syncategorematic expressions, because it is not a formal word that stands alone or a conjunction that requires other words to form meaning.
26.		OOT (Out Of Topic)	Lexical and Structural Meaning	OUT OF TOPIC or OOT includes lexical and structural meaning because it functions as an adverbial phrase or discourse marker that marks a statement deviating from the main topic, its meaning is clear in the sentence and structurally occupies a position as an additional marker, so it can be analyzed lexically and syntactically. This slang does not include denotation and sense because its meaning is not only literally "off topic," but also functions communicatively to provide context for the conversation. In addition, OOT is not included in categorematic or syncategorematic expressions because it is not a formal word or a conjunction that requires another word.

27.		IDGAF (I Don't Give A Fuck)	Lexical and Structural Meaning	IDGAF has lexical and structural meaning because it functions as an informal verb phrase expressing indifference. Its lexical meaning is clear, and it has a structural function in a sentence. This slang does not include denotation and sense because its meaning is expressive and emotional, not merely literal. Furthermore, IDGAF is not a categorematic or syncategorematic expression because it is not a formal stand-alone word or conjunction.
28.		WYTA (What Are YOU Talking About)	Lexical and Structural Meaning	WYTA includes lexical and structural meaning because it functions as an interrogative phrase or discourse marker that expresses questions or surprise. Its meaning is clear and has a structural function in a sentence, so it can be analyzed lexically and syntactically. This slang does not include denotation and sense because the literal meaning of each word does not fully capture the meaning of communication; its main function is an expression of surprise or questions and also does not include categorematic or syncategorematic expressions because it is not a formal word or connector.
29.		ILY (I Love You)	Lexical and Structural Meaning	ILY includes lexical and structural meaning because it functions as a verb phrase that expresses affection. Its lexical meaning is clear and is used structurally in sentences, so it can be analyzed grammatically. ILY does not include denotation and sense because the literal meaning of individual words does not include a complete emotional expression; its dominant meaning is communicative. In addition, ILY is not included in categorematic or syncategorematic expressions because it is not a formal word or a connector.

			literal without any connotation layer.
33.		SMH (Shaking My Head) Lexical and Structural Meaning	The full meaning arises from the combination of the basic meaning and the context of the sentence, so it is clear that SMH is included in the Lexical and Structural Meaning type. The meaning of SMH is no longer just describing the physical movement of shaking the head, but has developed into a symbol of emotional expression that can be widely understood by readers. This does not belong to the Categorematic and Syncategorematic expressions types, because it is not strong enough to stand alone as a full meaningful expression without supporting sentences and is also not included in the Denotation and Sense types, because its meaning is directly literal and does not experience a connotative shift.
34.		TBH(To Be Honest) Lexical and Structural Meaning	TBH lexically means "to be honest," and its meaning is more than just a word. It functions as an attitude marker that emphasizes the speaker's honesty, while also providing a subjective nuance in the conversation. It is included in Lexical and Structural Meaning because the actual meaning is formed from the position of TBH in the sentence. It is not included in the Categorematic and Syncategorematic Expressions types, because it cannot stand alone, and it is also not included in the Denotation and Sense types, because the meaning conveyed is literal without connotative changes.
35.		IDK(I Don't Know) Lexical and Structural Meaning	IDK means "I don't know" lexically, presenting a broader meaning, can be an expression of confusion, uncertainty, or even reluctance to comment. Because its meaning is only clear in the sentence structure, this slang falls

				into Lexical and Structural Meaning. It is not included in Categorematic and Syncategorematic expressions, because it is not strong enough to stand alone as a full expression, and it is not included in Denotation and Sense, because its meaning is literal and direct. IDK shows how digital language shortens long expressions into short ones without losing their communicative weight.
36.		Let Me Know	Lexical and Structural Meaning	LMK means "let me know" lexically. This shows that the full meaning only appears in the sentence structure, so LMK is categorized into Lexical and Structural Meaning. It is not included in Categorematic and Syncategorematic Expressions, because it cannot stand alone, and is not Denotation and Sense, because its meaning is literal. LMK is an example of how short abbreviations can still maintain a clear and direct communicative function in everyday conversation.
37.		IDC(I Don't Care)	Lexical and Structural Meaning	IDC lexically means "I don't care," and the meaning captured isn't just a literal statement, but rather a firm stance that refuses to care about a particular situation. This full meaning is only clear in the sentence structure, so IDC falls under Lexical and Structural Meaning. It's neither Categorematic or Syncategorematic Expressions, as it can't stand alone as a complete expression, nor is it Denotational and Sense, as its meaning is directly literal. This slang demonstrates how concise expressions can assert a sharp and direct personal stance in digital conversations.

38.		BRB (Be Right Back)	Lexical and Structural Meaning	Lexically, BRB means "be right back," but it only acquires its full meaning when used in a conversational context. BRB is not only literal but also signals a practical aspect of social interaction, namely a temporary departure with a promise to return. Because new meanings emerge within the sentence structure, BRB falls under Lexical and Structural Meaning. It does not fall under Categorical and Syncategorematic Expressions, as they are not meaningful enough on their own, and it also does not fall under Denotation and Sense, as its meaning is literal. This slang demonstrates how simple abbreviations can serve as efficient, quick communication tools.
39.		TMI(Too Much Information)	Lexical and Structural Meaning	TMI stands for "too much information" lexically, its meaning evolving into a satire or critique of information deemed excessive. This full meaning can only be understood within the sentence structure, so TMI falls under Lexical and Structural Meaning. It cannot be classified as Categorical or Syncategorematic, as it lacks full meaning without the context of the sentence, nor does it fall under Denotation and Sense, as its meaning is literal without a connotative layer. TMI demonstrates how sentence structure can transform a literal abbreviation into a sharp social commentary.
40.		OMW(On My Way)	Lexical and Structural Meaning	OMW, lexically meaning "on my way," is a slang term not only used to provide positional information but also to reassure the other person that their presence will soon arrive. Because its meaning develops through sentence structure, OMW falls under Lexical and Structural Meaning. It does not fall under Categorical

and Syncategorematic expressions, as they lack full meaning on their own, and it does not fall under Denotation and Sense, as its meaning is literal. This slang demonstrates how short expressions can be a means of maintaining social relationships through digital communication.

1.1.1 Lexical and Structural Meanings 1

3. Categorematic and Syncategorematic Expressions

words or phrases that have full lexical meaning and can stand alone as the main element that conveys meaning in a sentence. Meanwhile, syncategorematic expressions are words or phrases that do not have full meaning when standing alone, and only gain meaning when combined with other words. Function words that require accompanying words to form a complete meaning because their meaning is only clear when used with other words. In this study, the semantic meaning of Categorematic and Syncategorematic is evident in the following data:

Data 41.

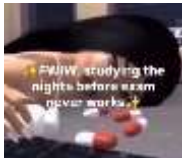


Image 41.

In the data above, the slang words "Stop spending money, **YOLO**" is found. It has the semantic meaning of Categorematic and syncategorematic expressions. YOLO stands for "You Only Live Once." This slang phrase functions directly as a reason and justification without the need for additional words. Other Semantic meanings Categorematic and Syncategorematic Expressions are found in the following data;

No.	The Data	Literal Meaning	Type of Semantic	Data Analysis
42.		GOAT (Greatest Of All Time)	Categorematic and Syncategorematic Expressions	GOAT is in the Categorematic and Syncategorematic Expressions types, because it can stand alone as a meaningful predicate. For example, in the sentence "Messi is the GOAT," this slang directly conveys the meaning of "the best" without requiring additional explanation. It is not included in Denotation and Sense, because its literal meaning is the same as its use. GOAT is indeed intended as an acronym for Greatest of All Time and does not have other layers of connotation that deviate from the literal meaning. In addition, GOAT is

			also not included in Lexical and Structural Meaning, because its understanding does not depend on the position of a particular word or sentence structure.	
43.		BAE (Before Anyone Else)	Categorematic and Syncategoremat ic Expressions	BAE is in the Categorematic and Syncategorematic Expressions type, because it can stand alone as a full noun meaning "beloved person" or "top priority." The word BAE directly functions to replace the object that is considered the most liked or important. It is not included in Denotation and Sense, because there is no difference between literal and connotative meanings; the meaning of the acronym (Before Anyone Else) is in line with its use in everyday communication. It is also not included in Lexical and Structural Meaning, because its meaning does not depend on the sentence structure. Even if written singly, for example just the word "BAE" with a photo of someone, the meaning remains clear: it refers to the person or something that is considered the most important.
44.		BTW(By The Way)	Categorematic and Syncategoremat ic Expressions	BTW is included in the Categorematic and Syncategorematic Expressions type, because it cannot stand alone and only functions as a transition marker or additional information. This slang serves to insert additional comments that may not be directly related to the main topic of the discussion. In other words, BTW functions as a discourse device that connects new ideas or concepts with the previous sentence. This slang does not include Denotation and Sense, because its meaning is literal and directly according to its acronym (by the way) without other connotative nuances. It is also not Lexical and Structural Meaning, because its meaning is not formed by the structure of the main sentence, but is purely present as a pragmatic marker.

45.		IMO (In My Opinion)	Categorematic and Syncategorematic Expressions	IMO is also classified as Categorematic and Syncategorematic Expressions, because it functions to complete a statement by marking that something is only a personal opinion. This slang cannot stand alone, but functions to reduce the weight of the claim by emphasizing that the statement is subjective. IMO is not included in Denotation and Sense, because its meaning is literal and does not change from its original form (in my opinion). It is also not Lexical and Structural Meaning, because it does not depend on syntactic structure to give meaning to its existence only as a pragmatic sign that completes the main sentence.
46.		FWIW (For What Its Worth)	Categorematic and Syncategorematic Expressions	FWIW is in the Categorematic and Syncategorematic Expressions type, because its function is not to convey the core message, but rather to soften or frame the statement. This slang cannot stand alone, but serves to lower the weight of the claim, as if the opinion is just a small addition. This slang does not include Denotation and Sense, because its meaning is literal and directly according to the acronym (for what it's worth) without double connotations. It is also not Lexical and Structural Meaning, because the meaning of FWIW is not formed by sentence construction.
47.		WAYD (What Are You Doing)	Categorematic and Syncategorematic Expressions	"What Are You Doing?" is included in the Categorematic and Syncategorematic Expressions type because the meaning of the question about someone's activities is formed from the interaction of words in a communication pattern, not from a single lexical meaning. It does not include Lexical and Structural Meaning, because its focus is not formal lexical analysis or grammar, and it does not include Denotation and Sense, because this question does not describe a literal

				object or situation, but functions for social communication. Therefore, "What Are You Doing?" confirms the characteristics of Categorematic and Syncategorematic Expressions, where meaning depends on the interaction of words in a conversational context.
48.		WYA (Where You At)	Categorematic and Syncategoremat ic Expressions	"Where You At?" is predominantly included in Categorwmatic and Syncategorematic Expressions, because the question about someone's location arises from the combination of words that form a communication function, not from the meaning of individual words. The question word "where" acts as categorematic, providing the basis for the question, while the phrase "you at" functions as syncategorematic, adjusting the meaning to an informal question commonly used in casual conversation. It does not include Lexical and Structural Meaning, because its structure is informal and does not follow standard grammar, and it does not include Denotation and Sense, because the meaning is not merely descriptive of the location, but is determined by the function of the word in communication.
49.		WBY (What Bout You)	Categorematic and Syncategoremat ic Expressions	The slang expression "What 'Bout You?" is included in the type of Categorematic and Syncategorematic Expressions because the meaning of the question conveyed does not arise from the meaning of a single word, but is formed from the interaction of words that build a certain communication function. It does not include Lexical and Structural Meaning, because the focus is not on the lexical meaning of each word or formal grammatical rules, and it does not include Denotation and Sense, because its meaning is not

				merely descriptive or literal to an object or situation, but is obtained from the function of the word in the context of informal conversation. Thus, "What 'Bout You?" shows the typical characteristics of Categorematic and Syncategorematic Expressions, where effective meaning arises from the functional relationship between words.
50.		NBD (Not Big Deal)	Categorematic and Syncategorematic Expressions	"Not a Big Deal" is included in the Categorematic and Syncategorematic Expressions type, because the meaning that states something is not important is formed through the interaction of words and negation functions. The word "not" acts as a syncategorematic, which negates the meaning of the phrase "big deal" as categorematic, so that the whole phrase conveys a casual message that something does not need to be exaggerated. This does not include Lexical and Structural Meaning, because it does not emphasize lexical analysis or standard structure, and does not include Denotation and Sense, because its meaning is not descriptive or literal to an object, but is obtained through the function of words in informal communication.

1.1.2 The dominant of semantic meaning in slang words.

To determine the dominant semantic meaning in this study, the researcher used the following formula: $P = \frac{f}{n} \times 100\%$

Based on the analysis, the dominant meanings found in this study are:

A. Denotation and Sense = 28%

B. Lexical and Structural Meaning = 52%

c. Categorical and Syncategorematic = 20%

The description of the dominant semantic meanings found in this study is described in the following table:

Table 1.1.2 dominant of semantic meaning in slang words 1

No.	Types of Semantic	Frequency	Percentage
1.	Denotation and Sense	14	28%
2.	Lexical and Structural Meaning	26	52%
3.	Categorematic and Syncategorematic	10	20%

2.2 Discussions

1. Denotation and Sense

Slang expressions such as *SUS* (“suspicious”), *LMAO* (“laughing my ass off”), or *NPC* (“non-playable character”) show a clear shift from literal to figurative meaning. For instance, while *NPC* literally refers to game characters, in digital culture it has become a label for individuals perceived as uncreative or monotonous. This transformation illustrates how slang evolves semantically: the denotative meaning (literal) becomes enriched with connotative meaning (sense) through cultural usage. This finding supports Fikri & Lestari (2023), who argued that slang in Instagram memes often functions through irony and exaggeration. Although their focus was not strictly semantic, the present research strengthens their claim by showing that figurative interpretations (sense) dominate meme communication. Thus, the results are relevant, since both highlight slang’s role in constructing layered meanings that go beyond dictionary definitions.

2. Lexical and Structural Meaning

Slang terms such as *ILY* (“I love you”), *IMY* (“I miss you”), *GG* (“good game”), and *IDGAF* (“I don’t give a fuck”) require sentence context or conversational structure to fully convey meaning. For example, *GG* does not simply mean “good game,” but is contextually used to close interactions, mark success, or even sarcasm. Similarly, *ILY* and *IMY* are emotionally loaded phrases that only become meaningful in relation to social interaction. This result is in line with Anugrah, Fajry & Azis (2021), who identified that slang in Instagram memes serves pragmatic and relational functions such as entertainment, advice, and criticism. Although the present study applies semantic analysis, the overlap lies in demonstrating that slang is embedded in conversational and structural contexts. Hence, the findings are relevant, because they complement previous research by offering a more systematic categorization of slang meaning within communicative structures.

3. Categorematic and Syncategorematic Expressions

Certain slang terms such as *YOLO* (“you only live once”), *GOAT* (“greatest of all time”), and *BAE* (“before anyone else”) can stand alone as complete expressions, conveying strong meaning without requiring additional syntactic support. For example, calling someone “the GOAT” immediately conveys the highest praise, without needing sentence expansion. This category highlights how slang operates as symbolic shorthand within meme culture, condensing complex social judgments into compact acronyms. This aspect differs somewhat from Rezeki & Sagala (2019), who focused on structural types of slang such as acronyms, cutting, and flippancy. While their classification emphasizes form, the present study emphasizes semantic interpretation. Therefore, the findings are only partially relevant: both studies acknowledge slang’s dominance in digital youth culture, but the point of divergence lies in methodology—form-based analysis versus meaning-based analysis.

4. Research Implications

These findings affirm that slang in memes is not merely a variation of informal language but rather a complex construction of meaning. With the combination of literal, structural, and pragmatic meanings, slang plays a crucial role in digital communication. Pinterest, as a visual-based platform, allows slang to be used more flexibly compared to other platforms such as TikTok or Instagram. This enriches semantic studies and fills a research gap since semantic analysis of slang in Pinterest memes has rarely been conducted.

5. Conclusion

1. Slang words found in Pinterest memes can be categorized into three semantic meanings according to Kearns (2011): Denotation and Sense, Lexical and Structural Meaning, and Categorematic and Syncategorematic Expressions.

2. Among these categories, the Lexical and Structural Meaning is the most dominant. This indicates that most slang words in Pinterest memes require sentence context or conversational structure to be fully understood.
3. The findings highlight that slang in memes is not merely informal vocabulary, but functions as a multifunctional linguistic tool that conveys humor, identity, emotion, and cultural expression in digital communication.
4. Compared with previous studies, these findings are mostly relevant. They enrich prior research by focusing on semantic interpretation, which is less explored in meme studies, especially on platforms like Pinterest.

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