

## Netnography Study: Netspeak Analysis on The FWB Community on X Platform

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### Abstract

The development of digital technology, particularly the dominance of the internet, has driven advances in communication. Digital interactions have promoted the growth of cyberculture, marked by the emergence of virtual communities that can be accessed by the public through various social media platforms. One of the most active virtual communities is the Fans Windah Basudara community on platform X. This community engages in highly active interactions through the use of netspeak. However, misunderstandings by outsiders regarding the use of netspeak in virtual community interactions are unavoidable. This research aims to explain the continuity of interaction in the Fans Windah Basudara community that uses Netspeak and takes place on platform X in the period of January - March 2025. The netnography method is used to understand the culture contained in the virtual community based on the perspective of the community itself. The results of the study show that the interaction that takes place in the Fans Windah Basudara community is to express emotions, exchange information, evaluate live streaming, and to strengthen the closeness of members by using Netspeak in the form of slang and emoticons in their uploads which characteristic of the community and make its members feel familiar and part of the Fans Windah Basudara community.

**Keywords:** Community, Social Interaction, Netspeak

### INTRODUCTION

The development of digital technology has brought significant changes in various aspects of people's lives, including how they communicate. The internet simplifies and accelerates communication and encourages digital interactions (Anwar & Agus, 2017). Internet-based communication culture is known as cyberculture, which is a culture that emerges from people's activities in the digital space (Bakry et al., 2022). The development of cyberculture in Indonesia is marked by the emergence of virtual communities as a place for

individuals to interact without the constraints of time or space (Kaya et al., 2017). Virtual communities are formed around various motivations, such as shared hobbies, professional affiliations, business interests, and other specific interests, with the primary goal of exchanging information (Nurhaliza & Fauziah, 2020).

According to data from Line and the Ministry of Communication and Information, as reported by Wartakota (2022), as of 2021, there were approximately 395,000 virtual communities in Indonesia spread across social media platforms such as Instagram, Facebook, and X. These communities play a crucial role in disseminating information and building social networks. In addition, virtual communities are also growing rapidly in the digital entertainment sector, particularly among online game enthusiasts and gaming content creators. Game streamers and content creators on platforms such as YouTube and Twitch have successfully attracted audiences and developed highly engaged fan communities (Mamanua, 2024).

One example of a virtual community is the Fans Windah Basudara (FWB) community on platform X. Established on November 16, 2024, by the account @nocontextwindah, this community was created to connect fans of gaming YouTuber Windah Basudara. As of January 2025, the community had over 24.000 members who actively interacted by sharing information related to live streaming schedules and circulating video clips from Windah Basudara's YouTube channel. This uniqueness of this community lies in its use of Netspeak. This internet language includes text, emoticons, memes, and "Windah language" slang inspired by Windah Basudara's communication style during live streaming (Bakry et al., 2022). Netspeak has become a shared community identity, reinforcing members' sense of belonging.

However, the use of Netspeak within this community may lead to misunderstandings among individuals outside the group. The use of "Bahasa Windah" beyond internal member interactions often leads to misinterpretations and negative responses (Yasa et al., 2023). This phenomenon is academically significant, as it demonstrates how internet language is used in social interactions within digital spaces. Previous studies, such as Rahayu and Sukendro's (2024) study on communication in the Discord community and Rahmayani and Any's (2021) study on the use of memes by the ARMY fandom on Twitter, indicate that informal and symbolic language is a key factor of sustained communication in virtual communities.

Based on this context, this study focuses on interactions within the Fans Windah Basudara (FWB) community on platform X, focusing on how Netspeak is used in interactions between members. Therefore, this study is guided by the research question: How are interactions enacted within the FWB community through the use of Netspeak? This study is limited to observations of FWB community posts on platform X from January to March 2025, when members' activity was at its highest. The purpose of this study is to explain the

nature of interactions within the FWB community that frequently uses Netspeak.

## **THEORETICAL FRAMEWORK**

### **Virtual Community**

A virtual community refers to an association created by a number of people who join together to interact over a period of time, fostering a shared sense of belonging and interpersonal relationships in cyberspace (Rheingold, 1993, as cited in Leimeister & Balaji, 2015).

In its ongoing existence, a virtual community consists of social interaction done by group of people to meet their needs, shared goals such as interests, information exchange, or services that benefit the community, and policies consisting of collectively accepted rules, norms, and implicit assumptions that guide and regulate social interactions in the community (Preece, 2000, as cited in Leimeister & Balaji, 2015).

### **Fandom's Netspeak**

The continued growth of digital technology has influenced the continuity of communication, including communication within fandoms. These groups are formed by fans who admire and consume pop culture, artists or individuals, sports, and other areas of interest (Kanozia & Ganghariya, 2021).

The existence of CMC (Computer Mediated Communication) facilitates interaction among fandom members through social media using text-based messages, icons, and symbolic language whose meanings are collectively interpreted by the members themselves (Indriani & Kusuma, 2022).

In virtual communities such as fandoms, interaction often relies on Netspeak. Crystal (2001) coined the term "Netspeak," also known as Internet Slang, ChatSpeak, and Cyberslang, a concept that has been in use for several years. Netspeak is a language with characteristics inherent to the internet, including combinations of abbreviations, acronyms, emoticons, and other modifications to words and sentences. The effectiveness of Netspeak depends on the shared understanding of these forms between message senders and receivers (Pateno et al., 2022).

### **Social Interactions**

According to Oliver and Meredith (2010) (in Diswantika, 2019), social interaction is a key to all social life. Therefore, communal life would be impossible without social interaction. Social interaction plays a fundamental

role in building social relationships between individuals, individuals and groups, and between groups.

Social interactions are characterised by the involvement of more than one individual, the use of certain symbols in the interaction process, and the presence of specific goals, whether shared or individual (Mussa & Situmorang, 2024).

Kozinets (2020) states that online social interactions on social media can be as complex and diverse as those that occur in face-to-face interactions. Online interactions also require an understanding of additional codes and norms, abbreviations, emoticons, and other technical skills for exchanging emotional information.

### **Social Media X**

Social media can be defined as a networked digital platform that allows individuals or groups to establish relationships, exchange information with other users, and as a collection of publicly accessible resources that facilitate content sharing and user connectivity through internet-based applications. Within these platforms, dialogue and conversation become an essential component of social media (Abeza et al., 2021).

One of the social media platforms that still exists and is used worldwide is X (formerly Twitter), which functions as a space for communication and entertainment. Within this platform, user interactions are text-based and frequently use Netspeak, such as abbreviations and emoticons. The emergence of new terms and the combination of multiple languages is a common practice in X's conversations (Puspitasari, 2024).

### **METHODOLOGY**

This research uses a qualitative netnography research method to examine and explain interactions within the Fans Windah Basudara community on platform X from the community's perspective. Netnography is an online research approach that has a specific set of procedures and protocols. This method is used to explore and construct an understanding of the internet, its influence on culture, and the impact of culture on the internet. Netnography integrates various methods within a single approach, focusing on the study of online environments such as forums, chats, audiovisuals, mobile communities, and social networking sites (Kozinets, 2010).

In this research, the data collection techniques used were participant observation and documentation of members' posts that contain Netspeak. The observations were conducted from January to March 2025 and consisted of three stages: investigation, which involved selecting relevant data for analysis; interaction, which focused on gaining an in-depth understanding from the

participants' perspectives by observing and engaging in conversations; and immersion, which involved producing immersion notes and deeply engaging with the research context. The collected data were analysed using thematic analysis techniques to identify recurring themes in the use of Netspeak, thereby explaining interactions within the Fans Windah Basudara community.

## **RESULTS AND DISCUSSION**

The development of increasingly complex networks and information technologies has contributed to the emergence of cyberculture, which operates within cyberspace. Cyberculture enables individuals to interact in virtual environments through text, symbols, and images without spatial or temporal constraints. The Windah Basudara Fans (FWB) community on platform X exemplifies cyberculture, as members engage in sustained virtual interactions and exchange feedback through text- and symbol-based communication.

The analysis shows that interactions within the FWB community utilise Netspeak, such as slang, abbreviations, and emoticons. Four interaction themes were identified in the study: first, emotional expression, where members create posts to convey their existence by expressing their emotions; second, information exchange. FWB community members fulfil each other's information needs by searching for and providing information related to live streams hosted by their favourite streamer, Windah Basudara. Third, live stream evaluation, which is conducted after members obtain information related to the live stream. This evaluation was conducted by assessing Windah Basudara's gameplay during the live stream and the games played each time Windah Basudara streamed. Fourth, strengthening closeness between members through friend requests by following account X and requesting that other members share their meme collections for personal use.

Interactions within the FWB community fall into the focused social interaction category, occurring through commenting on members' posts. These include comments on posts related to members' emotional expressions, validating their feelings, comments regarding Windah Basudara's live stream schedule when a member posts asking if Windah Basudara will be live streaming that day, and comments about Windah Basudara memes when a member posts searching for Windah Basudara memes. Interactions also fall into the routine impersonal category, where members reshare horror game live stream evaluation posts to show their shared shock during the scene, and posts expressing emotions to demonstrate that they share the same emotions as the post creator. Furthermore, interactions also fall into the category of unfocused interactions, such as liking other members' posts in the community, such as when a member likes a live stream evaluation post praising how great the live stream was. Members who like the post indicate their agreement with the live review. This non-commercial, open-to-all community has several types

of members: newbies, who read posts without interacting; minglers, who post only occasionally; devotees, who actively post without forming deep bonds with other members; and insiders, who frequently post and develop deep bonds with community members.

FWB community members incorporate Netspeak into every interaction. Netspeak frequently used by FWB community members in their interactions includes slang known as "Bahasa Windah," emoticons, and abbreviations, which are special symbols with specific meanings agreed upon and understood only by members. The use of Netspeak in interactions is a hallmark of the FWB community and contributes to a sense of familiarity and acceptance within the community. The slang used in member interactions includes greetings to deepen relationships, self-expression and emotional expression, and the exchange of information. In addition to slang, members also use emoticons to enhance their emotions and expressions.

## **CONCLUSION**

Based on netnographic research conducted on the FWB community on platform X from January to March 2025, it was found that interactions within this community were divided into four main themes: emotional expression, information exchange, live streaming evaluation, and strengthening closeness. These interactions took the form of focused social interactions, such as commenting, routine impersonal interactions, such as reposting posts, and unfocused interactions, such as liking posts. Netspeak frequently used by FWB community members includes slang and emoticons, symbols with specific, shared meanings that serve to express themselves, reinforce emotions, clarify the meaning of interactions, and create a sense of intimacy and a unique community identity. The FWB community itself is an open, non-commercial community that survives thanks to the enthusiasm of its online members, with four membership types: newbie, mingler, devotee, and insider.

This research focuses on the FWB community on platform X. It is expected to serve as a reference for further research examining other communities on various social media platforms using additional methods, such as interviews and the use of secondary data, as well as exploring other aspects, such as communication patterns and the meaning of Netspeak within a community. In practice, the use of Netspeak will be more effective if all parties understand its meaning and can adapt their language to the person they are speaking to to avoid misunderstandings. Given the diversity of languages and the ever-evolving patterns of interaction on the internet, it is understandable that online media users often encounter written forms that do not conform to standard Indonesian language rules.

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