

Cognitive Semantics of Social Media Themed Proverbs in Generation Z Interactions

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ABSTRACT

Proverbs are an important aspect of language and culture that are used to describe meanings, experiences and values that are common across cultures. This article explores social media-themed proverbs that reflect Generation Z's interactions in daily life. This generation, growing up in the age of technology, views life through the lens of social media, and the proverbs expressed reflect their views on popularity, transient life, and the reality behind the online filter. By delving into proverbs such as "Not Big on Social Media, Not Small on Heart" and "Tweet a Million Words, Act a Million Meanings", this article aims to illustrate the complexity of Generation Z's interactions with social media and their awareness of responsibility and positive values in the digital world. From the analysis that has been obtained, it can be said that social media-themed proverbs are interpreted as Generation Z's behavior towards the use of social media at this time. Generation Z is virtual and superficial, relationship-related, and has short-term goals to communicate and interact in social media.

KEYWORDS

Cognitive Semantic; proverbs; social media; Generation Z

INTRODUCTION

After 1995, people in Generation Z were born (Cilliers, 2017, pp. 189-190). "They were born in the 1990s and raised in the 2000s during the most profound changes of this century, existing in a world with the web, internet, smart phones, laptops, freely available networks, and digital media" (Singh, Dangmei, 2016, page 2). The use of social media as a main platform for interaction, experience sharing, and forming social bonds was invented by Generation Z. The dynamics and patterns of interpersonal interactions, particularly when it comes to language, are significantly altered by this phenomenon. Information, technology, and communication that improve human well-being contribute to this delay (Shareef et al., 2021). Social media is used to counteract the negative effects of the common life as a hiburan or double dwelling (dunia maya) (Reis & Ashmore, 2022).

However, despite the ease of access and convenience provided by social media, there are a number of challenges and dilemmas faced by Generation Z in understanding and navigating their social interactions and interactions with others in the world. Fewer people in the Z generation are using pribahasa to express themselves. Accordingly, the extent of language use is limited to various social media platforms such as Whats Up, Reels, Instagram, Facebook, and online forums, among others.

Lakoff (1992) is one of the pioneers of semantic cognitive analysis. Ia has developed the conceptual metafora theory, which serves as the foundation for this investigation. (Lakoff and Jhonson, 2023): a Lakoff employee who developed the conceptual metafora theory. She has also developed the theory of skema citra, which explains how metafora are used to understand the world. Analysis of Meta-Formal According to Lakoff (1992), conceptual metafora For example, "waktu adalah uang" is used to understand that time is a

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