

ABSTRACT

Subhi Alfian Hamdan. 2026. *“Netizens Expressions of Emotion in Comments on the Threads Social Media Platform Regarding the Launch of the Book Broken Strings By: @Aurelie Moeremans Bigenho”*. Semarang: Undergraduate Thesis, Department of Indonesian Literature, Faculty of Humanities, Diponegoro University. Supervisor: Drs. Suharyo, M.Hum.

Social media comments are a form of digital communication that reflect the feelings and attitudes of their authors. The Threads platform showcases a variety of positive and negative emotional expressions by netizens regarding the launch of Aurelie Moeremans Bigenho's book Broken Strings, which are manifested through specific linguistic features. This study aims to describe the forms of positive and negative emotional expressions and to identify the linguistic features used by netizens in expressing these emotions during the launch of the book Broken Strings. This study employs a descriptive qualitative approach grounded in psycholinguistic theory regarding the relationship between language and emotion according to James M. Wilce and the theory of language and the internet (netspeak) by David Crystal. The research data consists of netizens' comments on posts from the Threads account @aureliemoeremansbigenho related to the book launch. Data was collected through literature review using note-taking, observation, documentation, and classification techniques. Data analysis was conducted using the matching method with the basic technique of sorting specific elements (PUP). The results of the study indicate that positive and negative emotions are expressed through linguistic variations in lexical aspects, sentence structure, and discourse, and are characterized by distinctive features of digital language such as capitalization, word abbreviations, excessive use of punctuation, and emojis. The use of these linguistic features reinforces the representation of emotions and deepens the conveyance of meaning in online interactions.

Keywords: emotional expression, psycholinguistics, netspeak, Threads

INTISARI

Subhi Alfian Hamdan. 2026. “Tuturan Ekspresi Emosi Netizen dalam Komentar Media Sosial *Threads* pada Peluncuran Buku *Broken Strings* Oleh: @Aurelie Moeremans Bigenho”. Semarang: Skripsi Program Studi S-1 Sastra Indonesia, Fakultas Ilmu Budaya, Universitas Diponegoro. Pembimbing: Drs. Suharyo, M.Hum.

Komentar di media sosial merupakan bentuk komunikasi digital yang merefleksikan perasaan dan sikap penuturnya. Platform *Threads* merepresentasikan berbagai ekspresi emosi positif dan negatif netizen pada peluncuran buku *Broken Strings* karya Aurelie Moeremans Bigenho yang direalisasikan melalui ciri kebahasaan tertentu. Penelitian ini bertujuan mendeskripsikan bentuk-bentuk ekspresi emosi positif dan negatif serta mengidentifikasi ciri-ciri kebahasaan yang digunakan netizen dalam mengekspresikan emosi tersebut pada peluncuran buku *Broken Strings*. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan landasan teori psikolinguistik mengenai hubungan bahasa dan emosi menurut James M. Wilce dan teori bahasa dan internet (*netspeak*) oleh David Crystal. Data penelitian berupa komentar netizen pada unggahan akun *Threads* @aureliemoeremansbigenho yang berkaitan dengan peluncuran buku tersebut. Data dikumpulkan melalui metode pustaka dengan teknik catat, simak, dokumentasi dan klasifikasi. Analisis data dilakukan dengan metode padan dengan teknik dasar pilah unsur tertentu (PUP). Hasil penelitian menunjukkan bahwa emosi positif dan negatif direalisasikan melalui variasi bentuk linguistik pada aspek leksikal, bentuk kalimat, wacana, serta ditandai oleh ciri khas bahasa digital seperti kapitalisasi, pemendekan kata, penggunaan tanda baca berlebih, dan emoji. Penggunaan ciri kebahasaan tersebut memperkuat representasi emosi serta memperdalam penyampaian makna dalam interaksi digital netizen di ruang komentar.

Kata kunci: ekspresi Emosi, psikolinguistik, *netspeak*, *Threads*