

Proximity relationship in Naming Friends' Telephone Numbers: A Socio- onomastic Analysis

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ABSTRAK

Penyebutan nomor telepon teman dapat menggambarkan hubungan pertemanan antara pemilik nomor telepon dengan orang yang menyimpan atau menamai nomor telepon tersebut. Penelitian ini menganalisis bentuk, makna, dan fungsi penyebutan nomor telepon teman berdasarkan keamatan pertemanan tersebut dengan menggunakan kajian sosio-onomastik. Sebanyak 39 data dianalisis dan diklasifikasikan berdasarkan bentuknya. Metode yang digunakan adalah deskriptif kualitatif dan wawancara mendalam dengan informan yang merupakan mahasiswa Magister Hubungan Internasional Universitas Indonesia. Hasil penelitian ini menunjukkan bahwa tiga lapisan pertemanan dapat tercermin dalam penyebutan nomor telepon, yaitu teman dekat, teman biasa, dan kenalan.

Kata kunci: Penamaan, hubungan pertemanan, sosio-onomastik, nomor telepon

ABSTRACT

Naming a friend's phone number can represent a friendship relationship between the owner of the phone number and the person who saves or names the phone number. This study analyzes the form, meaning, and function of naming a friend's phone number based on the closeness of the friendship using a socio-onomastics study. There were 39 data analyzed and classified based on the forms. The method used is qualitative descriptive and in-depth interviews with informants who are students of the Master of International Relations, University of Indonesia. The results of this study show that three layers of friendship can be reflected in the naming of phone numbers, namely close friends, regular friends, and acquaintances.

Keywords: Naming, friendship relationships, socio-onomastics, telephone numbers

A. INTRODUCTION

Telephone numbers are crucial in the era of communication using gadgets. Naming telephone numbers cannot be done carelessly. A person's name is a sign or label that shows an individual's identity and distinguishes it from other people (Widodo et al., 2010). There are various factors behind the naming of telephone numbers, one of which is the relationship between the owner of the telephone number and the person who saves the telephone number.

The relationship between people can affect how they communicate. Leech (1983) said that the farther the distance of social rank (rank rating) between the speaker and the interlocutor, the more polite the speech used will tend to be and vice versa. Furthermore, he also explains that the closer the distance of social rank between the two, the less polite the speech will be, and vice versa. In other words, the level of familiarity of the relationship between the speaker and the interlocutor greatly determines the politeness rating of the speech used in speaking.

The way a person communicates with others is related to how he or she calls the other person, including attaching a nickname. Widodo et al. (2010) said that a person's name can be seen as a social product because a social group may have different characteristics from other social groups based on its culture and traditions. In the era of information technology, giving a name to someone else's telephone number is also inseparable from the influence of culture and tradition adopted by the name giver or the owner of the telephone number.

A student at Gadjah Mada University named her boyfriend's phone number *Mine*. The naming was inseparable from the background of the student and her boyfriend. *Mine* is an English word that means *milikku* in Indonesian. They are male and female students studying English Literature. The close relationship was a factor in naming the phone number. She felt close and owned her boyfriend, so she named her boyfriend's phone number *Mine*. This is different when she named her campus friend's phone number. For example, Rifal Ilmu Komunikasi (Rifal Communication Science). Rifal is her campus friend's real name. Meanwhile, Communication Science is Rifal's major. Rifal is not her close friend, so she added Rifal's major to help her remember him, whose phone number she saved.

From these examples, sociolinguistic factors are determinants in naming. Sociolinguistics, according to Kridalaksana (1984), is a branch of linguistics that studies the relationship and mutual influence between language behavior and social behavior. Furthermore, Hymes (1974) stated that sociolinguistics can refer to the use of linguistic data and analyze it into other sciences related to social life, and vice versa, refer to social data and analyze it into linguistics. In examining the origins of naming, it is necessary to use onomastics studies, which, according to Kridalaksana (1984), are investigations into the origins of forms and proper names, especially people's names and place names. The science of onomastics associated with linguistics is called socio-onomastics, which is defined by Ainiala (2016) as sociolinguistics about names. In its development, socio-onomastics has been considered a systematic perspective in studying the dynamics of names and naming. Walther (in Ainiala & Östman, 2017) said that the term socio-onomastics first appeared in a German publication (*Sozioonomastik*) entitled *Namenforschung heute*. The study of the social origins and use of different variants of names in various situations and contexts, (b) tracing the dynamics between the name-giver, the name-bearer, and the name-user. According to Ainiala (2016), the social, oic, and situational fields in which names are used are things that are taken into account in the socio-onomastics research method.

Research on naming has been conducted previously. Kirk (2021) examined the naming of global talent using socio-onomastics. Names not only reflect identities but are negotiated and resisted through identity work processes. The study found that names can be used by global talent to adapt, negotiate, or even reject the challenges of ongoing mobility demands. So far, naming studies have included three tendencies: naming analysis based on naming from parents, naming themselves, and nicknames given to others.

Adhani, Agnes & Meilasari (2017) examined the comparison of student naming patterns based on religious background, meaning, and character education content. Based on the meaning carried by each name, both Islamic and Catholic names have the meaning of hope, prayer, and gender markers. Finally, the character-building values reflected in these names are (1) believing and being pious to God Almighty and having noble morals, (2) having a global soul, and (3) being creative. Analysis of naming children by parents were also conducted by Aditya et al. (2017), Mahdi Eltaif AL-Kubaisy & Israa (2017), Dicky Irawan (2020), Güzelderen

et al. (2023), Aliffiati et al. (2023). These studies prove that naming children is influenced by the background of parents, religion, ethnicity, and their expectations.

Self-naming analysis was conducted by Hamidah (2019) who studied how children and adults name their Instagram. It turns out that children and adults have different ways of thinking and social interaction circles. Children cannot yet use variations in creating Instagram usernames because of the limited social interactions they have in society, but they use a combination of punctuation or numbers as a form of their creativity. Unlike adults who have many different social circles, their Instagram naming patterns are also diverse. Other researched were conducted by Hämäläinen (2022), Souza & Prado (2021), Al-Saidat et al. (2023). The results of the analysis are that self-naming on social media is greatly influenced by the gender of the social media owner. Another factor that has the most influence is age.

Analysis of nicknames given to others was conducted by Amaral & Timpani (2023). They examined the social names of candidates for elected office in Brazil. The study found that the social names studied were generally forms originally chosen by their proponents for social interaction, reaching the public sphere, which can extend beyond the local scope in which they are located. Other researchs were conducted by Adebileje (2012) and ERMANTO (2018). These studies show that giving nicknames to others is based on the social relationship between the giver and the person being named. Another factor is the cultural behavior of the person being given the nickname.

Different from previous studies, this study will examine the relationship of closeness based on calls reflected in the naming of friends' telephone numbers. The formulation of the research problem is how the form and elements of naming friends' telephone numbers in Indonesia are based on the close relationship between the owner and the keeper of the telephone number. Various layers of friendship can be established with other people, including close friends, regular friends, and acquaintances. This research is a case study on an international relations master's student at the University of Indonesia. The selected participant was a 26-year-old student originally from the island of Sulawesi in Indonesia. He was chosen because he understands more than two languages and has lived in various cities. It made him often come into contact with other cultures. He was a proper sample for the first research on this topic.

The formulation of the research problem is how the form, meaning, and function of naming friends' telephone numbers in Indonesia are based on the relationship of closeness. How someone names a close friend's telephone number will differ from how he or she names the telephone numbers of regular friends and acquaintances. This study is expected to contribute to socio-onomastics studies, especially regarding naming related to the digital era. Technology is one of the causal factors that differentiates naming individuals in the real world from the digital world. The limited number of characters in digital media in naming someone allows for abbreviations.

B. LITERATURE REVIEW

1. Socio-onomastics

In socio-onomastics, names in society are examined. Socio-onomastics can be defined, put briefly, as a sociolinguistic study of names (Ainiala, 2016). Terhi Ainiala explains that, this branch of onomastics examines names in society, focusing particularly on name variation. Names vary according to the social, cultural, and situational fields in which they are used, and

socio-onomastics draws on techniques from sociolinguistics in order to trace and to analyse this phenomenon. Ainiala's chapter offers a state-of-the-art account of the field, and concludes by presenting folk onomastics as a sub-category of socio-onomastics (Hough, 2016). Socio-onomasticians apply methods inherited from sociolinguistics to the analysis of names. They use interviews, focus group discussions or questionnaires as the basis of their analyses, and describe name usage with respect to previously defined social categories (e.g. 'male', 'female', 'young', 'native', 'migrants', etc.) (De Stefani, 2016).

2. Sociolinguistics

Sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interact, change and change one another within a speech community (Fishman, 1972). Speaker identity is one of the things considered in sociolinguistics. According to Chaer, Abdul & Agustina (2010) the social identities of the speaker are, among other things, known from the question of what and who the speaker is and how his/her relationship is with the interlocutor. Thus, the speaker's identity can be family members, close friends, superiors or subordinates at work, and others. The speaker's identity can influence the choice of speaking codes.

C. METHOD

This study uses a qualitative descriptive method because it focuses on data in the form of sentences or words related to the object being studied. Qualitative research is a research work mechanism that uses non-numeric data in the form of descriptive descriptions of words or sentences that are arranged carefully and systematically (Ibrahim, 2015). Qualitative descriptive research is research that aims to describe data systematically, factually, and accurately from the facts of the state of the data being studied (Nazir, 1999).

This research is a case study on an international relations master's student at the University of Indonesia. The note-taking techniques and in-depth interviews with informants were used to collect the data. Data collection used in this study was by conducting interviews and recording information from informants. Data in the form of telephone numbers are material objects obtained with direct consent from the informant. There were 39 data analyzed and classified based on the forms. Through in-depth interviews, this study explores the reasons behind choosing a particular telephone number, the meaning contained therein, and how the number affects the identity and social interactions of individuals. This study describes the form of naming, elements, and social factors underlying the naming of friends' telephone numbers to see how the relationship closeness between the informant and the telephone number owners.

D. FINDINGS AND DISCUSSION

1. The Meaning of Telephone Number Names

The data found is grouped based on its form: one word, one phrase, and one word + one phrase.

Table 1. The meaning, friendship relationship, and word class of one-word names

	Meaning	Friendship Relationship	Word Classes
JJJ	<p>According to the participant, the owner of the telephone number was an unknown person he knew from an online application, so he named it as he pleased.</p> <p>There is no close relationship between the participant and the phone number owner, so the participant named it <i>JJJ</i>. The name <i>JJJ</i> was given randomly to differentiate it from a close friend or an acquaintance.</p>	An acquaintance	Noun
PM	<p>It is an abbreviation of the actual name of the owner of the phone number, namely Puang Masri. The participant was confused about naming the number of the owner of the telephone number because the person had many phone numbers. Puang Masri is a participant's close friend, so just by writing the initials PM, the participant already understands that PM is one of his close friends.</p>	A close friend	Noun
Sensei	<p>Japanese language teacher when the participant was in high school. The source only had one Japanese language teacher at that time, so he thought it was enough to name the number Sensei. Japanese language teacher is the social background of the owner of the telephone number.</p>	An acquaintance	Noun
Alba	<p>It is the nickname of the owner of the telephone number. His real name is Alibaba. However, the participant has known the telephone number owner since they were in high school. The close relationship between the participant and the telephone number owner made the participant feel that it was sufficient to give a name with just</p>	A close friend	Noun

one word which was the nickname
of the telephone number owner.

Table 2. The meaning, friendship relationship, and word class of one phrase names

	Meaning	Friendship Relationship	Word Classes
Adimo Cantik	<p>Adimo: Nickname of the owner of the telephone number.</p> <p>Cantik: Added <i>cantik</i> (beautiful) because according to the participant, the owner of the telephone number always wants to be considered beautiful. In fact, the owner of the telephone number is a man. The close relationship between the participant and the telephone number owner makes the participant aware of the character that is attached to the telephone number owner.</p>	A close friend	Adjective phrase
Hoodie Best	<p>Hoodie: The telephone number owner likes to wear a hoodie (a jacket without a zipper).</p> <p>Best: The participant added this information because according to him, the owner of the telephone number is a good person who easily feels bad about rejecting other people's requests.</p> <p>Best has the lexical meaning of the highest quality, or being the most suitable, pleasing, or effective type of thing or person. The unfamiliar relationship between the participant and the telephone number owner made the participant add adjectives when naming the telephone number.</p>	An acquaintance	Adjective phrase
Kiwan Lord	<p>Kiwan: Nickname of the owner of the phone number.</p> <p>Lord: Has the meaning of someone who is honored, has power. The participant added the description lord because according to him the owner of the phone number always wants to be treated like a king.</p>	A close friend	Noun phrase

The close relationship between the participant and the telephone number owner made the participant add the unique character of the owner of the telephone number in naming the telephone number.

Sahrul Sugih	<p>Sahrul: Nickname of the owner of the telephone number.</p> <p>Sugih: Is a Javanese word that in Indonesian means rich. The owner of the telephone number is a Javanese person. The participant said Sahrul is rich because he likes to buy food for his friends. Javanese and rich are the social backgrounds of the owner of the telephone number.</p> <p>The close relationship between the participant and the owner of the telephone number made the participant add the unique character of the telephone number owner in naming the telephone number.</p>	A close friend	Adjective phrase
Yong Thailand	<p>Yong: Nickname of the phone number owner.</p> <p>Thailand: Country of origin of the telephone owner. He is a college friend of the source and they met at the University of Indonesia. The social background is he is a Thai person.</p> <p>The close relationship between the participant and the telephone number owner made the participant named the telephone number with the nickname of the owner.</p>	A close friend	Noun phrase
Gilang Danone	<p>Gilang: Nickname of the phone number owner.</p> <p>Danone: Name of the company where the phone number owner works. The social background is that the owner of the telephone number is working in Danone.</p> <p>The participant was not close enough with the owner of the telephone number, so he added the name of the Company that owns the telephone number in naming the telephone number. The goal is to make it easier for the participant to find the telephone number on</p>	An acquaintance	Noun phrase

Afni Medan	<p>his mobile telephone.</p> <p>Afni: Nickname of the phone number owner.</p> <p>Medan: City of origin of the telephone number owner. It is her social background. The participant and the telephone number owner met during a competition when they were still in high school.</p> <p>The participant and the telephone number owner have a casual friend relationship. The participant added the word “Medan” which is the city where the telephone number owner lives to make it easier for him to recognize the phone number.</p>	A regular friend	Noun phrase
Amirul Polisi	<p>Amirul: Nickname of the owner of the telephone number.</p> <p>Police: Occupation of the owner of the phone number. The social background is the owner of the telephone number works as a policeman.</p> <p>The participant and the telephone number owner are regular friends, so the participant feels the need to add information about the occupation of the telephone number owner in naming the telephone number.</p>	A regular friend	Noun phrase
Adam Photografi	<p>Adam: Nickname of the phone number owner.</p> <p>Photography: The owner of the telephone number’s job is related to the world of photography. The participant knows the telephone number owner from the social media Facebook.</p> <p>The participant and the telephone number owner are regular friends, so the participant feels the need to add information about the occupation of the telephone number owner in naming the telephone number.</p>	A regular friend	Noun phrase
Ajeng Biduan	<p>Ajeng: Nickname of the owner of the telephone number.</p> <p>Biduan: Occupation of the owner of the telephone number. It means singer.</p> <p><i>Biduan</i> in the Indonesian social context is often associated with dangdut singers whose job is to entertain the audience, especially</p>	A close friend	Noun phrase

Akmal Pelayaran	<p>male audiences. Calling someone else a singer is unethical unless we have a close relationship with that person.</p> <p>The participant and the telephone number owner have a close relationship, so he added the word <i>Biduan</i> in naming Ajeng's telephone number.</p> <p>Akmal: Nickname of the telephone number owner.</p> <p>Pelayaran: Occupation of the telephone number owner. It means sailor.</p>	A regular friend	Noun phrase
Aldi Vokalis	<p>The participant and the telephone number owner are regular friends, so he felt the need to add information on the job of the telephone number owner in naming the telephone number. The goal is to make it easier for participants to recognize and distinguish the telephone number from other telephone numbers.</p> <p>Aldi: Nickname of the telephone number owner.</p> <p>Vokalis: Occupation of the telephone number owner. The participant met the telephone number owner through his friend. It means vocalist.</p>	An acquaintance	Noun phrase
Anwar Syahrini	<p>The participant and the telephone number owner are not close friends, so the participant added the owner's job description in naming the telephone number. The goal was to make it easier for participants to recognize and distinguish the telephone number from other telephone numbers.</p> <p>Anwar: Nickname of the owner of the telephone number.</p> <p>Syahrini: According to the participant, the owner of the telephone number is a man who wants to be like Syahrini.</p> <p>Syahrini is a popular female singer in Indonesia. She is known for her beauty and cute character. The participant and the telephone number owner are close friends, so he added the character attached to the telephone owner in naming the telephone number.</p>	A close friend	Noun phrase

Fandy Violin	<p>Aldi: Nickname of the telephone number owner.</p> <p>Vokalis: Occupation of the telephone number owner. The participant met the telephone number owner through his friend. It means vocalist.</p> <p>The participant and the telephone number owner are not close friends, so the participant added the owner's job description when naming the phone number. The goal was to make it easier for participants to recognize and distinguish the telephone number from other telephone numbers.</p>	An acquaintance	Noun phrase
Iqbal Kurir	<p>Aldi: Nickname of the telephone number owner.</p> <p>Vokalis: Occupation of the telephone number owner. The participant met the telephone number owner through his friend. It means vocalist.</p> <p>The participant and the telephone number owner are regular friends, so the participant added the owner's job description when naming the phone number. The goal was to make it easier for participants to recognize and distinguish the telephone number from other telephone numbers.</p>	A regular friend	Noun phrase
Kang Cilok	<p>Aldi: Nickname of the phone number owner.</p> <p>Vokalis: Occupation of the telephone number owner. The participant met the telephone number owner through his friend. It means vocalist.</p> <p>The participant and the telephone number owner are regular friends, so the participant added the owner's job description when naming the telephone number. The goal was to make it easier for participants to recognize and distinguish the telephone number from other telephone numbers.</p>	A regular friend	Noun phrase
Kak Mario	<p>Kak: A greeting in Indonesian for older men or women.</p> <p>Mario: Nickname for the owner of a telephone number.</p> <p>The participant and the telephone number owner are not close friends. They had only met once.</p>	An acquaintance	Noun phrase

Mami Elu	<p>The participant also did not know the job of the telephone number owner, so he only named the telephone number with a greeting followed by the owner's nickname.</p> <p>Mami: A greeting to refer to mother. According to the participant, the owner of the telephone number is a man who has a motherly soul.</p> <p>Elu: Nickname for the owner of the phone number.</p> <p>In the Indonesian social context, the word Mami can be used to call a middle-aged woman who is close to us likes to socialize, and is friendly.</p> <p>The participant and the telephone number owner are close friends, so the participant named the telephone number with the word <i>Mami</i> followed by the nickname of the telephone number owner.</p>	A close friend	Noun phrase
Peyek Jogja	<p>Peyek: Name of food made from flour and crispy like crackers.</p> <p>Jogja: Name of a region.</p> <p>The participant likes to buy <i>peyek</i> from the telephone number owner who sells <i>peyek</i> in Jogja.</p> <p>The participant and the telephone number owner are not close friends, so the participant felt the need to provide information related to the telephone number owner in naming the telephone number.</p>	An acquaintance	Noun phrase
Tombi Jijir	<p>Tombi: It is the Sulawesi language that means necklace.</p> <p>Jijir: It is the Sulawesi language that means lined up.</p> <p>According to the participant, the owner of the telephone number is a person who has many problems lined up like a necklace.</p> <p>The participant and the telephone number owner are close friends so the participant did not name the telephone number with the real name of the telephone number owner.</p>	A close friend	Noun phrase
Yuliana Kristianto	<p>Yuliana: First name of the phone number owner.</p> <p>Kristianto: The last name was given by the participant. Actually,</p>	A close friend	Noun phrase

the last name of the phone number owner is Kristianti. However, because the participant was annoyed that the telephone number owner had many numbers, he changed the last name slightly.

The participant and the telephone number owner are close friends, so the participant only named the telephone number with the nickname of the owner. In addition, even if the last name of the owner is changed by one letter, participants will not be confused.

Aaron Peru

Aaron: Nickname of the telephone number owner.

A regular friend

Noun phrase

Peru: The country origin of the telephone number owner. The participant got acquainted with the phone number owner through the OmeTV application.

The participant and the telephone number owner are regular friends. Because they met online, the participant named the telephone number by adding the name of the country of the owner.

Cika Bidan

Cika: Nickname of the phone number owner.

A regular friend

Noun phrase

Bidan: Occupation of the phone number owner. It means midwife. The participant and the telephone number owner are regular friends, so the participant felt the need to provide information about the occupation of the telephone number owner in naming the telephone number.

Table 3. The meaning, friendship relationship, and word class of one word + one phrase names

	Meaning	Friendship Relationship	World Classes
Evi Bunga Matahari	Evi: Nickname of the telephone number owner. Bunga Matahari: It means sunflower. The participant feels that the telephone number owner is like a sunflower that is always cheerful and bright. The telephone	A close friend	Noun + noun phrase

number owner is a woman, so the participant feels that this flower is like the person's character.

The participant and the telephone number owner are close friends, so the participant named the telephone number with the nickname of the owner and the character attached to the owner of the telephone number. Sunflower is not the telephone number owner's real name.

Indra
Tetangga
Rempong

Indra: Nickname of the owner of the telephone number.

Tetangga Rempong: The owner of the phone number is the participant's neighbor. He is a person who likes to ask about the participant's opinion. He also often informs the participant about the current location when he travels. Tetangga means neighbor. Rempong means complicated.

A close friend

Noun + adjective
phrase

The participant and the telephone number owner are close friends, so the participant named the telephone number with the nickname of the owner and the character attached to the telephone number owner.

Niko Kosan
Kembaran

Niko: Nickname of the owner of the phone number.

Kosan Kembaran: The owner of the telephone number lives in a boarding house with his friend. According to the participant, the owner of the telephone number and his roommate are always noisy until late at night. The two are like twins. The participant named the owner of the telephone number *Kosan*

Kembaran which means Twin Boarding House.

A regular friend

Noun + noun phrase

Aliah Panitia
Polman

Aliah: Nickname of the phone number owner.

Panitia Polman: Panitia means committee, and Polman is an acronym of Polewali Mandar. Polewali Mandar is the regency in West Sulawesi.

An acquaintance

Noun + noun phrase

Andi Satpol PP	<p>The participant and the telephone number owner are not close friends, so the participant felt the need to provide information about the occupation of the owner in naming the telephone number. An acquaintance</p> <p>Andi: Nickname of the telephone number owner.</p> <p>Satpol PP: Occupation of the telephone number owner.</p>	A regular friend	Noun + noun phrase
Ancu Supir Makassar	<p>The participant and the telephone number owner are regular friends, so the participant felt the need to provide information about the occupation of the owner in naming the telephone number.</p> <p>Ancu: Nickname of the telephone number owner.</p> <p>Supir Makassar: Supir or Sopir means driver, and Makassar is the city di Sulawesi. The owner of the telephone number is a driver who always drives for the participant whenever he travels from Makassar to Polewali Mandar.</p>	A regular friend	Noun + noun phrase
Arika Koordinator Bus	<p>The participant and the telephone number owner are regular friends, so the participant felt the need to provide information about the occupation of the owner in naming the telephone number.</p> <p>Arika: Nickname of the phone number owner.</p> <p>Koordinator Bus: Koordinator means Coordinator. The owner of the phone number was the bus coordinator during the LPDP scholarship activities in Jakarta.</p> <p>The participant did not name her number a conductor because he thought the owner of the phone number was not a conductor like on public passenger buses.</p>	An acquaintance	Noun + noun phrase
Ical Temannya Ita	<p>The participant and the telephone number owner are not close friends, so the participant felt the need to provide information about the occupation of the owner of the telephone number in naming the telephone number.</p> <p>Ical: Nickname of the phone number owner.</p> <p>Temannya Ita: It means Ita's Friend. The telephone number</p>	A regular friend	Noun + noun phrase

Ipang Adeknnya Indah	<p>owner is Ita's friend. Ita is the participant's close friend. The participant and the telephone number owner are regular friends, so the participant added information related to the owner to make it easier for him to remember and distinguish the telephone number from other telephone numbers.</p> <p>Ipang: Nickname of the telephone number owner. Adeknnya Indah: It means Indah's young brother. The phone number owner is Indah's young brother. Indah is the participant's close friend.</p>	A regular friend	Noun + noun phrase
Admin Sok Hits	<p>The participant and the telephone number owner are regular friends, so the participant added information related to the owner to make it easier for him to remember and distinguish the telephone number from other telephone numbers.</p> <p>Admin: Occupation of the telephone number owner. He is the admin of the social media that provides regional information in Polewali Mandar. Sok Hits: It means pretend to be a hit. The participant thought the owner of the telephone number is someone who acts like a popular person, even though the number of followers on his social media is not many.</p>	A regular friend	Noun + adjective phrase
Pita Temannya Pute	<p>The phrase sok hits has a tendency a negative meaning. The participant and the telephone number owner are regular friends, so the participant added information related to the owner of the phone number to make it easier for him to remember and distinguish the telephone number from other telephone numbers.</p> <p>Pita: Nickname of the telephone number owner. Temannya Pute: It means Pute's friend. The telephone number owner is Pute's friend. Pute is the participant's close friend. The participant and the telephone number owner are regular friends,</p>	A regular friend	Noun + noun phrase

	so the participant added information related to the owner to make it easier for him to remember and distinguish the telephone number from other telephone numbers.		
Nita PK 220	Nita: Nickname of the telephone number owner. PK 220: PK is an acronym of Persiapan Keberangkatan. It is an event for the awardee of LPDP scholarships. Meanwhile, 220 is the number of the PK. The participant and the telephone number owner were in the same PK. The participant and the telephone number owner are regular friends, so the participant added information related to the owner to make it easier for him to remember and distinguish the telephone number from other telephone numbers.	A regular friend	Noun + noun phrase

2. Naming Phone Numbers of Friends Based on Closeness

a. Close Friends

A close friend, according to the Cambridge Dictionary, is someone that you have a strong connection with and like a lot. Based on the data in the tables that were described, giving a telephone number can show the relationship of close friends. The data that constitutes close friends are *PM*, *Alba*, *Adimo Cantik*, *Kiwan Lord*, *Sahrul Sugih*, *Yong Thailand*, *Ajeng Biduan*, *Anwar Syahrini*, *Mami Elu*, *Tombi Jijir*, *Yuliana Kristianto*, *Evi Bunga Matahari*, and *Indra Tetangga Rempong*.

If the name consists of only one word, the word is the nickname of the telephone number owner. The participant did not add any other information in naming their close friends' telephone numbers. This is because he often contacts them so it is not difficult to find their close friends' telephone numbers on his gadgets. If a name consists of one phrase, the phrases commonly used are noun phrases and adjective phrases. For noun phrases, the participant named the telephone numbers with a nickname of the owners followed by their place of origin and a greeting followed by a nickname of the owners. The examples based on data are *Yong Thailand* and *Mami Elu*. However, this rarely happened. For adjective phrases, the first word is the nickname of the owner of the telephone number, and the second word is the character or nature attached to the owner of the telephone number. The examples based on data are *Adimo Cantik*, *Kiwan Lord*, *Sahrul Sugih*, *Ajeng Biduan*, and *Anwar Syahrini*.

In this category, there is a personal name. This is because participants consider the owners of telephone numbers as their close friends. The social background used in naming telephone numbers is the unique character attached to the owner of the telephone number.

b. Regular Friends

Regular friends are friends who have communicated several times but are not close friends. Based on the data in the table that has been described, a telephone number can show the relationship of regular friends. The data that are regular friends are *Afni Medan*, *Amirul Polisi*, *Adam Photography*, *Akmal Pelayaran*, *Iqbal Kurir*, *Kang Cilok*, *Aaron Peru*, *Cika Bidan*, *Niko Kosan Kembaran*, *Andi Satpol PP*, *Ancu Supir Makassar*, *Ical Temannya Ita*, *Ipang Adeknya Indah*, *Admin Sok Hits*, *Pita Temannya Pute*, and *Nita PK 220*. Naming telephone numbers belonging to regular friends is dominated by one phrase and one word + one phrase.

If the name of a telephone number consists of noun phrase, then the first word is the nickname of the telephone number owner, and the second word is the profession or city/country of origin of the telephone owner. If the phone number name consists of one word + one phrase, then the first word is the nickname of the telephone number owner, and the following phrase is the job description, origin, and other general information related to the telephone number owner. That is why the majority of phrases used are noun phrases.

In this category, there is no personal naming because the participant does not have a deep relationship with the telephone number owner. The job which is the social background of the telephone number owner is used by the participant to make it easier for him to distinguish the telephone numbers he saves on his gadget.

c. Acquaintances

Acquaintances are individuals who are known only from a brief encounter and are not frequently seen afterward. The data in this study are *JJJ*, *Sensei*, *Hoodie Best*, *Gilang Danone*, *Aldi Vokalis*, *Fandy Violin*, *Kak Mario*, *Peyek Jogja*, *Aliah Panitia Polman*, and *Arika Koordinator Bus*. The data is dominated by two words. The one-word data are *JJJ* and *Sensei*, and the one-word + one phrase data are *Aliah Panitia Polman* and *Arika Koordinator Bus*.

The participant named *JJJ* because he didn't think the number was important for him. He named *Sensei* because he only had one Japanese teacher, so he did not provide other information. Meanwhile, if the naming is one phrase and one word + one phrase, the first word is the nickname or greeting of the telephone number owner, followed by the second word or a phrase containing information about the place of work, job, or general information about the telephone number owner. The examples based on data are *Hoodie Best*, *Gilang Danone*, *Aldi Vokalis*, *Fandy Violin*, *Kak Mario*, *Peyek Jogja*, *Aliah Panitia Polman*, and *Arika Koordinator Bus*.

3. Variety of Naming of Friend's Phone Numbers

Based on the findings that have been described, closeness is one of the factors that greatly influence the naming of friends' phone numbers. Closeness affects how speakers talk to their conversation partners, including how they give nicknames. Joos (1967) divides language variations into five types of styles, namely frozen, formal, consultative, casual, and intimate. This study found that proximity influences how these varieties are used in naming telephone numbers.

As stated by Ainiala (2016), socio-onomastics uses sociolinguistic theory. The choice of language used by participants in naming their friends' phone numbers is influenced by several backgrounds: the language they understand and the social background of the owner of the phone number, such as the person's origin and occupation. In addition, close relationships influence the choice of language variety for giving nicknames or determining greetings.

In the current technological era, naming a telephone number is a form of giving a nickname. The variety of naming friends' telephone numbers includes various business or consultative, casual, and intimate varieties. Business or consultative variety according to Chaer, Abdul & Agustina (2010) is a language variation that is commonly used in casual conversations at school or is the most operational language variety. Naming a friend's phone number that is classified as acquaintances uses business or consultative variety, such as *Sensi*, *Kak Mario*, and *Aliah Panitia Polman*. Casual variety is a language variation that is used in informal situations. Naming a friend's phone number that is classified as regular friends uses casual language variety, such as *Niko Kosan Kembaran*, *Ical Temannya Ita*, and *Ipang Adeknya Indah*. Intimate language variety is a language variation that is commonly used by speakers who have a close relationship. Naming a friend's phone number that is classified as close friends use an intimate language variety, such as *Adimo Cantik*, *Kiwan Lord*, and *Sahrul Sugih*.

D. CONCLUSION

Naming friends' telephone numbers is influenced by the level of closeness. Several layers of friendship can be reflected in the way we name their telephone numbers. Close friends, casual friends, and acquaintances have different naming patterns. In Indonesia, close friends' telephone numbers tend to be named with one or two words, regular friends mostly with two words, and acquaintances we have only met once with more than one word. If a close friend's telephone number is named with two words, the first is usually a nickname, and the second is the character or unique nature of the owner of the telephone number. Meanwhile, naming regular friends' and acquaintances' telephone numbers usually consist of the nickname of the owner of the telephone number and job description, place of origin, and other information related to the owner of the telephone number.

This research can be useful for Sociolinguistics by revealing how language variation influences the choice of naming friends' telephone numbers. Naming telephone numbers can also reveal a person's social identity. In digital culture, this research helps us understand how digital culture shapes the way we interact and communicate. Research on naming telephone numbers can provide insights into long-term social and cultural changes. This research is expected to be a precursor to similar studies in the future. Future research is expected to examine in more detail the social background that influences the naming of telephone numbers, such as educational background, religion, and others.

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