

# WORDPRENEUR, WHY NOT?

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**Abstract.** Language is the stuff that has been around since ancient times and still continued to be used until recently. We live in the era that very closely with the development of technology. As the technology of the education sector, agriculture, politics, and even the economy. All these developments, is inseparable from the function of language as a tool to deliver the message. Everyone in this world is using language to communicate, such as praise, ask news, trade, vent emotions, even insulting. All depends on how the words are used. Words are the most powerful weapons that can move someone's heart to do something or not do something. In the era of globalization, the use of the words already many foster motivation for readers or listeners. On advertising slogans on the street, on a column caption in social media, not even a little looking for quotes from famous people to motivate themselves. Sometimes people get confused in creating just the right words to caption in social media or even in a branding effort that will be traveled. Thus, people who are capable of creating words into more meaningful is urgently needed in this era. Wordpreneur is the solution. Become a wordpreneur it means to be part of the economic development in the field of creative. In addition to moving in the field of art, people who are good at stringing words also contribute to economic development in the country.

**Keywords:** Words, the era of globalization, wordpreneur

## I. INTRODUCTION

\*“You fat!”

“Ew! You’re gross! What have you done to your face?”

“Wow, five people liked.”

“You look stupid. Stop. You’re not going anywhere.”

“Ten likes, nice.”

Welcome to the world of some of us had almost everyday. Things that are often found in the comments section in the social media page. And these words often come from the person that hiding behind a fake account. Although the person who said it doesn’t really know about the person that he was talking about. If this behaviour and those language is unacceptable in real life, why is it so normal online?

## II. BASIC THEORY

Language expresses and evokes ideas, thoughts, and also feelings. Crystal (2005, pg. 228) said, “Expressive language in literature, music, and the performing arts has the power to inspire and entertain.” Therefore, stop underestimating the power of language. Everyday since we were born to this world, we met with the language. How our parents treat us, how do we cry when we feel hungry, all of that is a language.

The reason why i choose language as my major is because language has a power to make people change his mind. With the right words can change the world. Our first president, Soekarno had a bombastic words that made so many people are amazed. One of his quote that motivates me is *give me 1000 parents so They will pull Semeru mountain until the roots. But if you give me 10 teenagers, so They will shake the world.* From this quotes, we can know properly about the power that the teenagers have. But, what can we do if the people who commented bad things at social media is the teenager? Where the teenagers that will shake the world gone? What kind of teenagers that Sukarno said in his

words? Are we not part of teenagers that he mean? You already know the answer.

## III. DISCUSSION

Every day we communicate with others. Each day we also had the chance to do good. Our prophet, Muhammad said that we have to speak good or remain silent. These words show that there is nothing better than silence than say things that will hurt people. Each person has a different capacity in dealing with every case that comes to theirself. Indonesia’s netizen often mentions the words "*jangan baper*" which means don't get carried away by feelings. But we can't set other people’s feelings, but things we can manage are the words that will come out of our mouths.

There are times where words can no longer describe what is felt. There is the role of language to speak through the body. When we are not capable of expressing anger, disappointment, and sadness through words, languages do its job by making us cry to show things that we feel. This is one of the things that made me fall in love with the language. With language, everything in this world can take a place. Even in exact sciences, such as mathematics, they’re using language. The number is also a language.

We live in the digital generation, with easy and quick information can be widely dispersed. If we are not able to filter out things that are obtained, then destruction will attack us. Many hoax news, hoax, pornography, and propaganda spread in the internet. Improvement of human resources in the process of information is certainly very important. So, it isn’t wise if you create a shortcut to solve the problem with blocking things that considered as bad influential in some people. It is not easy to change a person's character, but with the right words and behavior, all things will be harmoniously intertwined.

Social media does offer many interesting things in life, such as fame and fortune. Many people become social media activists because the revenue generated is indeed seductive.

People who love to eat, make a channel on the Youtube platform, and share reviews about the food he eats. People who like make-up make reviews and spread it on the internet. A lot of people who will be pressing the likes and dislikes on video. This thing does require sufficient mental strength to face the bad comments on the internet.

*"Get rid of belly fat, using this one weird trick"*

*"Sassy housewife want to meet you, with just one click!"*

*"CONGRATULATION! You are a winner!"*

*"Wow, I hit 10 million followers on Youtube with this method!"*

*"10 children is in jail! Number 6 will amaze you!"*

*"Don't click this if you don't want to get 5 million dollars in a week!"*

Most of those words above is comes from a movie called "Ralph Breaks the Internet." And of course, the words are often found in social media, such as on pages that contain advertising content. The words in the ad must be able to captivate his readers in a matter of seconds. Unfortunately, it is not rare that the advertisements that lead to scams, hoaxes, even worse towards the virus. As reported by on the page BangkaPos.com, Sakti (2018, pg. 2) said, "... [dailysocial.id](http://dailysocial.id) research results that 44% of society Indonesia can't detect hoaxes." This shows that there is still a lack of ability of examining the information received. Even from the results of the survey Program for the International Student just my Assesment (PISA) 2015 which puts Indonesian's student ranked -62 of the total 72 countries surveyed from the literacy level. Until this line, which the teenagers that Soekarno means?

Increase the motivation for reading and writing are important in preserving the literacy at school and in everyday life. Reading is a receptive activities that will have an impact on the ability of others, such as speaking and writing. By reading, the words will be developed. In fact we can communicate with people from diverse cultures.

Indonesia now has a fairly important role in the development of many things in Asia. Therefore, learning a second language became one of the things that has urgency is high enough in this era of globalization. Ghazali (2013, pg. 142) said, "second language learning requires learners to use strategy-strategy for learning consciously, the willingness to practice, and learners need to have a strong desire to communicate, as well as learners need to have a positive attitude towards the target language." This means that the second language learning involves not only external factors, such as a teacher or other assistance. But it also involves the internal factors, such as the motivation and willingness of self.

The language that spread in Asia, besides English, of course is Mandarin. This is none other than due to the large number of people using those languages and spread across Asia. Language became an important means of communication, so the message conveyed, can be well understood by both parties. Perrine in Hassan and Jabbar (2018, pg. 18) said, "the directive function of language is used to induce certain actions or reactions." This means that the language will be performed every day because every day we do action and accept the reaction. Even if our action is silent, his name remains action.

In this era of globalization, with the unity of the countries in Asia, can produce many opportunities to establish international relations. Both in terms of trade, politics, cultural exchanges and education. It also makes us have to be able to improve the competences of ourself. Don't just be an employee, but also capable of creating jobs. Then, how language learning can be creating jobs?

Trade, news coverage, campaign, even the introduction of culture need words that are able to captivate the user services or consumer. In the trade of goods, e.g. "T-shirts for sale" will be different in effect with "Cheap T-shirts, definitely fit you!" This indicates that the diction in trade is very important. In addition to persuasive, words must be easy to remember. One example is the tagline which is often pronounced by Youtuber who has the most followers in Southeast Asia, he is Atta Halilintar. The tagline often sounded even by the not part of followers though.

*"AHSIAAAP!"*

I am not one part of Atta's subscriber on Youtube, but that word is everywhere in social media, as well as in the real world. Almost all of the people hypnotized and imprinted in their memories, constantly buzzing in their ears, so the words out of their mouth. First I did not know who started these words. This is the power of words which prompted me to find out who made the word "AHSIAAAP!" being viral in Indonesia. Of course with Atta's fame, many producers would come to him and asked for his services to promote their brand. Certainly, the promotion of a particular brand with the number of the subscribers that is not a little, will make higher price to deal with.

It's just one of the language's benefit to financially. On Twitter platform, an influencer, named Zarry Hendrik already started his business into Wordpreneur. He provides services to make caption for Instagram, create messages, make brand tagline, and other matters related to the use of words. Many people ask for his services to get their loved one's heart, through the words that 'purchased' from Zarry Hendrik. If he can do that, so can you!

#### IV. CONCLUSION

Wordpreneur can be a sufficient guarantee, if we made in earnest. Imagine if one caption appreciated of 100,000 rupiah, would be 1 million rupiah for 10 caption. Even some customers will give more. Wordpreneur will be the distribution of the languages is useful. Rather than just speak badly of other people in the comments field, better looking for the right words to criticize the people that can build the better to the future.

This can be done with a lot of reading, so the vocabulary becomes widely owned. Many people who have ideas to make life better, but not a lot of people has a willing to get started. Thus, start from yourself. From the things you like, so that the struggle that you are going through will feels good. Use the language as good as possible. Because without the language, we are no longer become who we are. Let's change the world for the better with words. Because spoken words create the worlds.

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