

Loanword Adaptation in Indonesian through Podcasts: Semantic and Phonological Perspectives**Najim Sajidah Putri**

English Literature Study Program, English Language and Literature Department, Faculty of Languages and Arts,
Universitas Negeri Surabaya, Indonesia
najim.21078@mhs.unesa.ac.id

Abstrak

Penelitian ini mengkaji perubahan fonologis dan semantis pada kata serapan bahasa Inggris dalam podcast *Nebeng Boy: A New Era* (2024), dengan fokus pada adaptasi bunyi dan makna dalam bahasa Indonesia. Dari 132 data, ditemukan 14 kata mengalami asimilasi, 15 modifikasi struktur silabel, 125 netralisasi, dan tidak ada pelemahan maupun penguatan. Dari segi semantis, 9 kata mengalami penyempitan, 14 perluasan, 4 metafora, 2 metonimi, 2 ameliorasi, dan tidak ditemukan pejorasi. Berdasarkan teori perubahan fonologis oleh Schane (1973), kata serapan mengalami proses- proses seperti asimilasi, modifikasi struktur silabel (epentesis dan elisi), netralisasi, serta pelemahan dan penguatan. Proses ini mencerminkan upaya penyesuaian bunyi agar sesuai dengan sistem fonologis bahasa Indonesia yang lebih sederhana. Dari segi semantis, analisis menggunakan klasifikasi perubahan makna dari Bloomfield (1933), yang mencakup penyempitan, perluasan, metafora, metonimi, ameliorasi, dan pejorasi. Hasilnya menunjukkan bahwa sebagian besar kata mengalami penyempitan dan perluasan makna yang dipengaruhi oleh budaya digital, media sosial, dan konteks informal. Tidak ditemukan adanya pejorasi dalam penggunaan kata-kata tersebut. Penelitian ini menunjukkan bahwa media digital seperti podcast menjadi ruang dinamis untuk perubahan bahasa, di mana kosakata asing tidak hanya diadopsi, tetapi juga diadaptasi secara fonologis dan semantis sesuai dengan kebutuhan komunikasi lokal.

Kata Kunci: kata serapan, perubahan fonologis, perubahan semantis, podcast.

Abstract

This study examines phonological and semantic changes in English loanwords found in the podcast *Nebeng Boy: A New Era* (2024), focusing on how they adapt in Indonesian in terms of sound and meaning. From 132 data, 14 cases of assimilation, 15 syllable structure modifications, 125 neutralizations, and no strengthening or weakening were identified. Semantically, 9 cases of narrowing, 14 broadening, 4 metaphors, 2 metonymies, 2 ameliorations, and no pejoration were found. Drawing on Schane's (1973) framework of phonological change, the loanwords undergo processes such as assimilation, syllable structure modification (epenthesis and elision), neutralization, and weakening/strengthening. These adaptations reflect the phonological adjustments required to fit the simpler Indonesian sound system. Semantically, the analysis follows Bloomfield's (1933) classification of meaning change, including narrowing, broadening, metaphor, metonymy, amelioration, and pejoration. The findings show that most of the loanwords experience narrowing or broadening, influenced by digital culture, social media, and informal usage. No cases of pejoration were identified. This study highlights how digital media, particularly podcasts, serve as dynamic platforms for linguistic change, where foreign vocabulary is not only adopted but also reshaped to meet the local communicative and cultural needs.

Keywords: loanwords, phonological change, semantic change, podcast.

INTRODUCTION

Language is an inherently dynamic system that evolves in response to the changing needs of its speakers and the environment in which it is used. Across time and communities, language reflects not only the structures of communication but also the ideologies, identities, and social structures of its users. In multilingual and multicultural societies, language change is particularly observable through the phenomenon of borrowing, where a language adopts foreign words into its lexicon. Borrowing often occurs due to sustained contact between speakers of different languages—through trade, colonization, education, media, or migration. One of the most frequent and visible forms of borrowing involves loanwords, or

lexical items taken from another language and integrated into the local language system. However, the process is rarely straightforward. These loanwords often undergo systematic phonological and semantic changes to suit the phonetic rules, grammatical structures, and sociocultural expectations of the recipient language. Hence, loanwords not only enrich vocabulary but also serve as markers of cultural contact and linguistic evolution.

In the Indonesian context, English has become one of the most influential donor languages, especially in urban discourse and digital communication. As the global lingua franca, English has made its way into daily conversations, advertisements, education, entertainment, and social media. This exposure is not merely lexical but ideological, as the

use of English often carries associations with modernity, prestige, or global connectedness. Yet, when English words enter Indonesian, they are frequently modified phonologically to align with the native sound inventory, and their meanings are often reinterpreted to match local usage and context. For example, English words that contain consonant clusters, unfamiliar diphthongs, or stress patterns may be adapted through epenthesis or neutralization. Similarly, meanings may broaden, narrow, or shift metaphorically. These adaptations are not random but reflect deeper phonological rules and semantic negotiations within the language community. Studying these processes provides valuable insight into how languages change in real-time and how communities integrate foreign elements while preserving linguistic coherence.

Despite a growing body of literature on loanword adaptation, many previous studies have been limited in scope—focusing either solely on phonological or semantic changes, or relying on formal data such as written texts, dictionaries, or structured academic speech. For instance, Diani and Azwandi (2021) investigated phonological processes in English and Indonesian using a descriptive method, identifying patterns such as assimilation and metathesis. Their study, however, drew from dictionary data rather than natural spoken interaction. Similarly, Prihandani and Subiyanto (2021) adopted Schane's (1973) framework to explore phonological changes in French-derived English words but did not account for the dynamic nature of informal speech. In contrast, Rani (2022) offered a semantic analysis of English loanwords in *The Jakarta Post* using Bloomfield's (1933) taxonomy of meaning change, such as narrowing, metaphor, and pejoration. Yet, her data was confined to written journalistic texts. While all three studies contributed meaningfully to the understanding of language change, they were limited by their focus on static, written sources and did not fully explore how loanwords function in spontaneous spoken discourse, especially within the context of contemporary digital platforms.

This study fills that gap by focusing on both phonological and semantic changes of English loanwords used in *Nebeng Boy: A New Era*, a YouTube podcast hosted by Boy William. This podcast offers a distinctive linguistic environment, as it features natural, unscripted conversations between the host and his guests—who range from celebrities and musicians to influencers and public figures. In this informal setting, language is used fluidly, blending Indonesian with English, and often revealing spontaneous patterns of code-switching, pronunciation adjustment, and creative meaning-making. Unlike formal interviews or scripted media, the podcast provides a real-time record of how loanwords are used, adapted, and understood by speakers in social interaction.

For this reason, *Nebeng Boy: A New Era* is not only a rich source of data for linguistic research but also a valuable representation of how young, urban Indonesians navigate bilingual discourse in digital spaces.

To systematically investigate this phenomenon, the following research questions are posed: (1) What English loanwords are used in the podcast *Nebeng Boy: A New Era*? (2) What phonological changes do these loanwords undergo when adapted into Indonesian speech? and (3) To what extent do these loanwords experience semantic change in the Indonesian context? The objectives of the study are thus to identify the English loanwords employed in the podcast, to analyze the types of phonological adaptation they undergo using Schane's (1973) framework, and to examine their semantic shifts using Bloomfield's (1933) classification. The phonological analysis focuses on processes such as assimilation, epenthesis, elision, neutralization, and weakening/strengthening—key mechanisms that enable foreign sounds to be accommodated within the Indonesian phonological system. The semantic analysis, on the other hand, investigates shifts in meaning including broadening, narrowing, metaphor, metonymy, amelioration, and pejoration—changes that often reflect social usage, speaker intention, and cultural reinterpretation.

The scope of this study is restricted to episodes of *Nebeng Boy: A New Era* published in 2024, focusing on spontaneous utterances by the host and his guests that contain English loanwords. As the analysis centers on a single media platform and a specific group of speakers, the findings are not intended to be generalized to the broader Indonesian population. Rather, the study offers a qualitative, context-specific insight into the phenomenon of language change within digital, youth-oriented, bilingual media. It acknowledges that the selected sample may reflect certain social demographics—urban, digitally literate, often celebrity figures—and that the patterns observed may not apply equally to other settings such as rural speech or formal discourse. Nonetheless, the study provides a valuable case study of how English continues to influence and transform Indonesian in informal, high-exposure contexts.

The significance of this research lies in its dual theoretical and practical contributions. Theoretically, it builds upon the work of Schane (1973) and Bloomfield (1933), offering an integrated analysis that connects phonological mechanisms with semantic transformations. By combining two dimensions of linguistic change in one corpus, the study highlights the interconnected nature of sound and meaning in language adaptation. Practically, the findings may assist students, educators, and content

creators in understanding the mechanisms of borrowing and adaptation. For students of linguistics, especially those focusing on sociolinguistics or phonology, the study offers real-world data that illustrates how theoretical concepts manifest in actual speech. For educators, the research may provide authentic examples that enhance teaching materials on language change and contact. For digital content creators and cultural observers, the findings may offer a lens through which to understand how global language flows are reinterpreted in local media. Ultimately, the research underscores the importance of studying language in its lived, mediated, and socially embedded forms.

To guide the analysis, this study addresses the following research questions:

1. What are the English loanwords used in the Podcast *Nebeng Boy: A New Era*?
2. What phonological change of English loanwords occurs in Indonesian?
3. How do semantic change of English loanwords occur in Indonesian?

METHOD

This study adopts a qualitative descriptive approach to investigate the adaptation of English loanwords in the podcast *Nebeng Boy: A New Era* (2024). A qualitative method was considered most appropriate because it allows for detailed exploration of spoken discourse, where language contact and borrowing occur spontaneously in interactional contexts. The podcast was selected as the data source due to its conversational style and its high frequency of English lexical items embedded in Indonesian speech. All episodes released in 2024 were transcribed, and from these transcriptions, 132 English loanwords were identified and documented along with their surrounding contexts. This process directly addressed the first research question, namely to identify what English loanwords are used in the podcast.

The subsequent stages of analysis were designed to answer the second and third research questions, which concern the phonological and semantic changes affecting these loanwords. Phonological adaptation was examined using Schane's (1973) theory of phonological change, focusing on four central processes: assimilation, syllable structure modification (including epenthesis, elision, and metathesis), neutralization, and weakening or strengthening. The pronunciation of each loanword was compared to its canonical English form, based on Cambridge and Oxford dictionary transcriptions, in order to determine how the forms were reshaped to align with Indonesian phonotactic constraints. In parallel, semantic change was analyzed according to Bloomfield's (1933) framework, which classifies meaning shifts into narrowing, broadening, metaphor, metonymy,

amelioration, and pejoration. Each loanword was examined in its discursive context to capture both literal meaning retention and figurative recontextualization. By combining these two dimensions, the study not only provides an inventory of English loanwords in the podcast but also demonstrates how they are systematically restructured phonologically and reinterpreted semantically within Indonesian discourse.

RESULTS AND DISCUSSIONS

The identification of English loanwords used in *Nebeng Boy: A New Era* (2024) reveals a wide range of terms that have been integrated into spontaneous Indonesian conversations between the host and the guests. These loanwords span various lexical categories, including technology (e.g., update, subscribe), entertainment (e.g., shooting, comedy), lifestyle (e.g., diet, fashion), and professional or academic contexts (e.g., project, manager). Their presence underscores the pervasive influence of English as a global language, particularly in informal and media-driven communication such as podcasts. Each loanword was examined for both phonological and semantic adaptation into Indonesian. The list of these borrowings, including their original English phonetic forms and their realized pronunciations in Indonesian, serves as the foundation for the analyses discussed in the following sections. These terms were drawn from naturally occurring conversations throughout the 2024 podcast episodes, making them a reliable reflection of how English vocabulary is assimilated into contemporary Indonesian spoken discourse.

PHONOLOGICAL CHANGE IN LOANWORDS

The analysis of English loanwords found in the podcast *Nebeng Boy: A New Era* reveals multiple instances of phonological change that occur when these loanwords are integrated into Indonesian. Following Schane's (1973) framework, the observed changes fall into four primary types: assimilation, syllable structure modification (including epenthesis and elision), neutralization, and weakening/strengthening. Each process reflects the linguistic adaptations required to fit the borrowed terms into the phonological system of Indonesian, which differs significantly from English in terms of allowable syllable structures, vowel inventories, and stress patterns.

1. ASSIMILATION

Assimilation is one of the most common phonological processes occurring in the adaptation of English loanwords into Indonesian. Two types of assimilation were identified: voicing assimilation and manner assimilation, while place assimilation was notably absent. This pattern suggests that Indonesian phonology tends to preserve the place of articulation while modifying

other features to fit native phonological constraints.

Voicing assimilation refers to the process by which a consonant becomes voiced or voiceless to match the voicing of adjacent sounds or to comply with the phonological inventory of the borrowing language. Several instances were found where English voiced fricatives were replaced by their voiceless counterparts due to the absence of voiced fricatives in Indonesian. For example, the English word *favorite* /'feɪ.vər.ɪt/ is adapted into *favorit* /fa.vo.rit/, with /v/ replaced by /f/. Likewise, *music* /'mjuː.zɪk/ becomes *musik* /mu.sik/, where the voiced fricative /z/ is replaced with the voiceless /s/. These changes reflect the tendency in Indonesian to favor voiceless obstruents, especially in word-final positions. This observation aligns with Schane's (1973) theory, which explains that obstruents tend to undergo devoicing in environments dominated by voiceless segments to facilitate smoother articulation.

In addition to voicing, manner assimilation was also identified, involving a change in how a consonant is produced. English affricates such as /dʒ/ and fricatives like /ʃ/, which are relatively uncommon in Indonesian, are often replaced by simpler and more familiar sounds. For instance, *manager* /'mæn.ɪ.dʒər/ is realized as *manajer* /ma.na.jer/, where the affricate /dʒ/ is simplified to the glide /j/. Similarly, *shooting* /'ʃuː.tɪŋ/ is adapted as *syuting* /syu.ting/, where the palatal fricative /ʃ/ becomes /s/. These adaptations are consistent with Schane's (1973) view that assimilation occurs when adjacent or complex sounds influence each other to maintain phonotactic harmony. The simplification of affricates into glides or fricatives indicates that Indonesian speakers favor ease of articulation by selecting more accessible phonetic forms.

Place assimilation was not observed. For example, the word *contact* /'kɒn.tækt/ becomes *kontak* /kon.tak/, but the place of articulation of the consonant /k/ remains unchanged. This suggests that Indonesian phonology maintains place features even when other features like voicing and manner shift. The stability of place of articulation reflects a broader pattern in Indonesian loanword adaptation, where phonological changes focus on simplifying production without altering core articulatory positions. These findings are supported by Mohamad et al. (2021), who emphasize that assimilation in Indonesian loanwords primarily involves voicing and manner rather than place. According to their study, the Indonesian phonological system tends to adapt foreign sounds by simplifying them based on ease of articulation while preserving recognizable features that help maintain word identity.

2. SYLLABLE STRUCTURE

Syllable structure modification plays a central role in the phonological adaptation of English loanwords into Indonesian. Given that Indonesian generally follows a simple consonant-vowel (CV) syllable structure and strongly prefers open syllables, loanwords from English, where complex consonant clusters and closed syllables are permitted, undergo significant phonological adjustments. These modifications primarily involve two processes: epenthesis (vowel insertion) and elision (segment deletion). Notably, no instances of metathesis were identified in the data, indicating a tendency in Indonesian phonology to maintain the original segmental order of borrowed words.

Epenthesis is frequently observed as a strategy to simplify complex consonant clusters and break up closed syllables. For instance, the word *block* /blɒk/ is adapted as *blokir* /blo.kir/, where the addition of a final syllable creates a more acceptable open-syllable structure. Similarly, *comment* /'kɑː.mənt/ becomes *komentar* /ko.men.tar/, with inserted vowels allowing the word to fit Indonesian phonotactic constraints. *Collaboration* /kə.læb.ə'reɪ.ʃən/ is adapted as *kolaborasi* /ko.la.bo.ra.si/, illustrating how multiple vowels are inserted to restructure the entire word into a fully acceptable CV pattern. This pattern supports Schane's (1973) explanation that vowel insertion occurs when a language's phonological system lacks the structures needed to accommodate certain foreign syllables, prompting the insertion of additional segments to preserve phonotactic harmony. Furthermore, *creator* /kri.eɪ.tər/ becomes *kreator* /kre.a.tor/, with the diphthong /eɪ/ separated into two distinct syllables. This restructuring ensures that each syllable conforms to Indonesian's basic CV template.

Elision was also consistently present, particularly in the simplification of word-final consonant clusters and unstressed vowels. For example, *comment* /'kɑː.mənt/ is shortened to *komen* /ko.men/, with the final /t/ dropped. *Telephone* /'tel.ə.foun/ becomes *telepon* /te.le.pon/ by deleting the schwa /ə/, a vowel sound that is not native to the Indonesian inventory. In *sketch* /sketʃ/, the adaptation *sketsa* /sket.sa/ involves both elision and epenthesis: the complex consonant /tʃ/ is simplified with the insertion of the vowel /a/. This compound adjustment indicates the flexibility and practicality of Indonesian speakers in employing multiple phonological strategies simultaneously.

These findings align with Mohamad et al. (2021), who emphasize that Indonesian speakers use epenthesis and elision to make complex foreign words conform to their native phonotactics. Arsala et al. (2022) also observed that segment deletion, especially of unstressed syllables or final

consonants, is a common adaptation method. The absence of metathesis further supports the view that Indonesian phonology favors linearity and structural stability. As Schane (1973) notes, metathesis is generally avoided unless necessitated by phonotactic violations.

3. NEUTRALIZATION

From this study, it was found that neutralization is one of the most prevalent phonological processes observed in the adaptation of English loanwords into Indonesian. The data show that both vowel and consonant neutralization frequently occur as a strategy to adjust foreign phonemes that do not exist in the Indonesian sound system. These findings support Schane's (1973) theory that languages often neutralize contrasts that are phonemically irrelevant or absent in the borrowing language to maintain phonotactic conformity. Neutralization emerged as the most pervasive phonological process in the adaptation of English loanwords into Indonesian. In phonological theory, neutralization refers to the elimination of a phonemic contrast in a particular linguistic environment, often due to the borrowing language's limited phonemic inventory (Schane, 1973). In the case of Indonesian, neutralization plays a critical role in simplifying the phonetic realization of English phonemes that either do not exist in Indonesian or are not phonologically distinctive within the language. Two dominant forms of neutralization were identified in the dataset: vowel neutralization and consonant neutralization. Both processes reflect the structural adjustments required to accommodate English phonemes into the five-vowel and relatively simple consonant inventory of the Indonesian phonological system.

English contains a wide array of vowel qualities, including distinctions between tense and lax vowels, diphthongs, and reduced vowels such as the schwa /ə/. These contrasts are largely absent in Indonesian, which employs a stable five-vowel system: /a/, /i/, /u/, /e/, and /o/. As a result, borrowed English vowels are often neutralized into one of these five core vowels based on perceived phonetic similarity and articulatory ease. For example, the English vowel /æ/—as found in *acting* /'æk.tɪŋ/ or *camera* /'kæm.rə/—is consistently rendered as /a/ in Indonesian, resulting in *akting* and *kamera*. This reflects a direct substitution based on articulatory proximity, as /æ/ does not exist in Indonesian. Similarly, the vowel /ɪ/ in *music* /'mjuː.zɪk/ and *digital* /'dɪdʒ.ɪ.təl/ is realized as /i/, yielding *musik* and *digital*, thereby preserving phonetic closeness while complying with native vowel inventory constraints. Diphthongs are also subject to neutralization. English diphthongs like /eɪ/, /aɪ/, and /əʊ/ are typically restructured into simple monophthongs or split into two syllables in Indonesian. For example, the diphthong /eɪ/ in *creator*

/kri.eɪ.tə/ is broken into /e.a/ in *kreator*, reflecting an effort to maintain clarity while adhering to syllable-based segmentation. Likewise, the schwa /ə/ is either deleted or replaced with /e/ or /a/, depending on its position, as seen in *camera* → *kamera* and *telephone* → *telepon*. These alterations allow Indonesian speakers to render foreign words using familiar vocalic patterns. The extensive application of vowel neutralization reveals a pattern of strategic simplification. It is not merely a random or inconsistent substitution but follows predictable pathways determined by the closest phonemic equivalents in Indonesian. Mohamad et al. (2021) underscore this systematic nature, explaining that vowel substitution is guided by a strong preference for articulatory economy and structural regularity within the borrowing language's phonotactics.

In addition to vowels, many English consonants—especially fricatives and affricates that do not exist in Indonesian—are routinely replaced with simpler, native alternatives. These replacements are not examples of weakening or strengthening in the articulatory sense but are better classified as neutralization, where distinctions between voicing, manner, or place are eliminated in favor of phonemes that are part of the Indonesian sound system. For instance, the voiced fricative /v/ in *favorite* or *viral* is replaced with /f/, its voiceless counterpart, resulting in *favorit* and *viral*. This substitution reflects a neutralization of the voicing distinction, as voiced fricatives are generally absent from standard Indonesian. Similarly, /ʒ/ in *vision* becomes /s/, and /dʒ/ in *manager* becomes /j/, which are closer in articulatory properties and more familiar to Indonesian speakers. The palatal fricative /ʃ/, as found in *shooting*, is also adapted as /s/ in *syuting*, simplifying the articulation without significantly altering the word's recognizability. These examples demonstrate that consonant neutralization functions not just as a means of phonetic substitution, but also as a phonological strategy to integrate non-native sounds into a phonological system that lacks certain contrasts. Schane (1973) notes that such processes are especially common when languages with richer phoneme inventories are the sources of borrowed words, and the borrowing languages exhibit a tendency to favor clarity, economy, and articulatory ease over exact replication of foreign forms. These patterns support Schane's (1973) assertion that unfamiliar sounds are typically replaced with the closest native alternatives. This process is not only phonologically efficient but also aids in maintaining the semantic transparency of the borrowed terms. The findings are also in line with Arsala et al. (2022), who highlight the consistent replacement of voiced fricatives and affricates with voiceless or simpler Indonesian sounds to ease articulation.

4. WEAKENING & STRENGTHENING

From this study, it was found that weakening (lenition) and strengthening (fortition) are not productive phonological processes in the adaptation of English loanwords into Indonesian. After analyzing all English loanwords used in the podcast *Nebeng Boy: A New Era* (2024), there were no observable cases in which a phoneme underwent a systematic shift in articulatory strength or sonority, as would be expected in genuine instances of fortition or lenition (see Schane, 1973). At first glance, some examples such as *manager* /'mænɪdʒər/ → *manajer* /ma.na.jer/ and *vision* /'vɪʒ.ən/ → *visi* /vi.si/ may appear to involve weakening, where complex consonants such as /dʒ/ and /ʒ/ are replaced with simpler ones (/j/ and /s/, respectively). However, upon closer analysis, these changes are more accurately categorized as consonant neutralization, not weakening. They represent the replacement of foreign phonemes with their closest available equivalents in Indonesian rather than a reduction in articulatory effort over time.

This interpretation is supported by Schane's (1973) theory, which explains that lenition and fortition are typically observed in historical phonological change across generations, rather than in synchronic borrowing processes. In loanword adaptation, especially in the Indonesian context, speakers tend to prioritize phonotactic compatibility and phonemic availability rather than systematically altering articulatory force. Thus, there is no evidence from this dataset that the borrowed words have undergone articulatory strengthening (e.g., glide to stop) or weakening (e.g., stop to fricative or deletion) beyond what is explainable through neutralization. The absence of weakening or strengthening as a category in this study is also consistent with the nature of Indonesian phonology, which favors categorical substitutions over gradient articulatory shifts. Unlike languages that exhibit fortition or lenition across word positions or in connected speech (e.g., intervocalic weakening), Indonesian loanword adaptation typically involves direct substitution or segment omission to simplify pronunciation. As a result, the process is more structural than articulatory in nature.

These findings are further supported by Mohamad et al. (2021), who emphasize that Indonesian phonological adaptation is guided by structural simplification, particularly through processes such as syllable restructuring and neutralization, rather than by altering the articulatory force of individual sounds. Therefore, the lack of fortition and lenition in the dataset strengthens the argument that these processes do not play a major role in contemporary Indonesian loanword phonology. In conclusion, the adaptation of English loanwords into Indonesian does not rely on weakening or

strengthening, but instead utilizes more efficient strategies like consonant neutralization and syllable structure modification. This absence underscores the tendency of Indonesian to resolve phonological incongruities not through articulatory adjustments, but through substitution and structural simplification, making foreign words more easily pronounceable within the native phonological framework.

SEMANTIC CHANGE IN LOANWORDS

The use of loanwords does not merely involve adopting foreign vocabulary, but often includes semantic change, where meanings are adapted to suit the cultural and communicative needs of the receiving language. In Indonesian, English loanwords have become increasingly embedded in everyday speech, particularly in informal and media contexts such as podcasts. This section explores the semantic changes of English loanwords as used in the podcast *Nebeng Boy: A New Era* (2024). Based on the analysis of selected episodes, numerous English loanwords were identified and examined to determine whether their meanings had shifted from their original English usage. The findings indicate that a significant portion of these loanwords underwent semantic modification after being integrated into the Indonesian lexicon. These modified loanwords reflect various types of semantic change, which include narrowing, broadening, metaphor, metonymy, amelioration, and pejoration—following the classifications proposed by Bloomfield (1933).

Among these types, narrowing and broadening appear to be the most prominent, highlighting the influence of local usage patterns and cultural factors on the meaning of borrowed terms. Narrowing occurs when a loanword adopts a more specific or limited meaning in the borrowing language compared to its broader sense in the source language. For instance, the English term *artist*, which may refer to painters, sculptors, or performers, is typically narrowed in Indonesian to refer only to celebrities in television or entertainment. This change reflects how Indonesian speakers contextualize the term within familiar domains, particularly in the media industry. In contrast, broadening involves the expansion of a word's original meaning to cover new, locally relevant contexts. An example of this can be seen in the word *trauma*, which originally denotes medical or psychological injury in English, but is often used in Indonesian to describe general emotional discomfort or unpleasant experiences. Likewise, *platform*, initially associated with physical or technological structures, has evolved to encompass digital spaces and social media in Indonesian. These examples illustrate how loanwords are reinterpreted to address new communicative functions and technological shifts.

Other semantic processes observed include metaphor and metonymy, which demonstrate more creative reinterpretations. For example, viral, originally referring to the rapid spread of a biological virus, has acquired a metaphorical meaning related to the swift online dissemination of content. Similarly, the term konten (from “content”) is sometimes used metonymically to refer to the creator of the content rather than the material itself. These shifts suggest a dynamic interplay between the structure of the borrowing language and the evolving social context in which the terms are used. Interestingly, the analysis did not reveal any clear cases of pejoration, or semantic deterioration, in which borrowed words take on more negative connotations. Instead, English loanwords in this context are often associated with modernity, prestige, or relevance, indicating that borrowing serves not only a linguistic function but also a symbolic one. The findings show that semantic change is an integral part of the borrowing process, shaping how foreign vocabulary is redefined to align with the social realities and communicative needs of Indonesian speakers in digital media.

1. Narrowing

Semantic narrowing refers to the process by which a word with a broad or general meaning in the source language adopts a more specific or restricted meaning in the borrowing language. In the data from *Nebeng Boy: A New Era*, several English loanwords underwent narrowing when integrated into Indonesian usage. These words, once used broadly in English, became semantically limited due to cultural, contextual, or usage-specific adaptations in Indonesian. The narrowing typically reflects cultural reinterpretation or selective functional use in Indonesian society. These include artist becoming artis (television/film celebrity), comment to komen (limited to social media context), block to blokir (limited to digital media blocking), clip to klip (limited to music videos), and shooting to syuting (media/video recording context). Other examples include stress, flop, chemistry, and narcissist, all of which have shifted to narrower, often media-related uses in Indonesian. These examples illustrate how borrowed words are often recontextualized to meet the communicative needs of the Indonesian-speaking population, focusing on the most relevant or frequent usage domains. The semantic narrowing tends to reflect the dominant domains of exposure, such as entertainment, social media, and daily informal communication.

2. Broadening

Semantic broadening occurs when a word extends its range of meaning beyond its original scope. In the context of English loanwords in *Nebeng Boy: A New Era*, broadening often happens as Indonesian speakers apply the

borrowed word in new contexts, especially within informal, digital, and pop culture domains. Fourteen loanwords in this study demonstrate semantic broadening, where the borrowed term takes on additional or more general meanings than its English counterpart. For example, gen (from genetic unit to generational identity), model (from prototype to style/type), trauma (from clinical injury to general emotional discomfort), and platform (from base structure to digital app) all illustrate this type of shift. Additional examples include sketch, mode, talent, phase, percent, contact, content, gang, and sexy, which now operate in more general or expanded meanings in Indonesian usage. These examples indicate that semantic broadening is often tied to technological shifts, pop culture, and media influence, allowing Indonesian speakers to stretch the functional range of a loanword. In contrast to narrowing, broadening reflects lexical flexibility, enabling the word to adapt to more diverse contexts without losing core associations.

3. Metaphorical

Metaphorical semantic change occurs when a word's meaning shifts based on analogy or resemblance to a different domain. In the context of English loanwords in *Nebeng Boy: A New Era*, several words have been metaphorically extended in meaning, often taking on symbolic or abstract senses within Indonesian informal speech. Four loanwords in the dataset fall under this category: viral, chemistry, name, and toxic. These metaphorical shifts reflect the increasing role of figurative language in everyday Indonesian, especially under the influence of digital culture and media discourse. For instance, viral now refers to rapidly spreading online content (rather than a biological virus), while chemistry metaphorically signifies emotional connection between people. Name represents public recognition or fame, and toxic has shifted from poisonous substance to harmful person or environment. These metaphorical changes reflect a broader pattern of conceptual adaptation driven by digital culture and media exposure.

4. Metonymic

Metonymic change involves a shift in meaning based on association or proximity between concepts rather than resemblance. In other words, a word's meaning changes because it becomes associated with something closely related to its original sense. Within the *Nebeng Boy: A New Era* podcast data, two English loanwords experienced metonymic change in Indonesian: content and collaboration. Content now refers not only to the media itself but also to its creator, especially in phrases like konten kreator. Collaboration has similarly evolved from a process to its result—referring to collaborative projects or outcomes. These examples illustrate how functional and cultural associations reshape the application of loanwords.

5. Amelioration

Amelioration is a type of semantic change in which a word's meaning shifts from a negative or neutral connotation to a more positive one. In the Indonesian adaptation of English loanwords, this process often reflects a cultural reinterpretation where previously undesirable or serious meanings are softened, normalized, or even celebrated in everyday language. Two loanwords from the podcast data exhibit amelioration: *narcissist* becomes *narsis* (used casually for vanity), and *gimmick* becomes *gimik* (now seen as a creative promotional idea rather than deception). These findings align with literature suggesting cultural reinterpretation often leads to shifts in emotional value, allowing borrowed terms to carry more socially acceptable meanings.

6. Pejoration

Pejoration refers to the semantic process where a word's meaning becomes more negative over time. In this type of change, a neutral or even positive term may acquire a disparaging, insulting, or less favorable connotation in the borrowing language. However, based on the dataset from the *Nebeng Boy: A New Era* podcast, no English loanwords were found to have undergone pejoration in the analyzed dialogue. The absence of pejoration may suggest that borrowed English terms in this particular speech context are more often used to enhance expression, signal modernity, or align with digital and pop culture. Rather than devaluing the original meaning, Indonesian speakers in the podcast tend to adopt and adapt English words in ways that retain or elevate their social acceptability.

In conclusion, the semantic changes involving narrowing, broadening, metaphor, metonymy, and amelioration observed in this study illustrate how English loanwords are recontextualized in Indonesian to suit new cultural, functional, and social domains. These shifts are not random but shaped by media discourse, technological change, and communicative needs. Meanwhile, the absence of pejoration in the dataset highlights a tendency to adapt foreign vocabulary in empowering or practical ways. This supports the broader notion that Indonesian adopts and integrates English loanwords not only for lexical enrichment but also to reflect and participate in globalized cultural practices.

CONCLUSION

This study examined the adaptation of English loanwords in the podcast *Nebeng Boy: A New Era* (2024), focusing on their phonological and semantic changes in Indonesian. The loanwords identified from the transcripts were not simply borrowed but systematically reshaped to fit Indonesian linguistic norms. Phonologically, they

underwent processes described by Schane (1973), including assimilation, syllable structure modification (epenthesis and elision), neutralization, and weakening or strengthening, with neutralization and syllable restructuring proving most dominant as unfamiliar sounds were adjusted to Indonesian's simpler phoneme inventory and open-syllable preference. Semantically, analyzed through Bloomfield's (1933) framework, many words showed narrowing and broadening, while metaphorical and metonymic extensions highlighted creative recontextualization influenced by digital culture and informal speech. Some terms also underwent amelioration, whereas no pejoration was observed, indicating that these borrowings carry more expressive and positive value than negative connotations. Overall, the findings suggest that podcasts serve as dynamic spaces of linguistic change, where global vocabulary is localized, naturalized, and imbued with new cultural relevance, reflecting both the structural adaptability of Indonesian and its socio-cultural responsiveness to contemporary communication practices.

SUGGESTIONS

Future research is encouraged to expand the scope of analysis by incorporating a broader range of spoken media, such as talk shows, vlogs, or live-streaming platforms, to examine whether similar phonological and semantic patterns occur across different digital genres. Additionally, a comparative study between different age groups, regions, or sociolects could provide deeper insight into how English loanwords are adapted differently depending on the speaker's background. Since this study is limited to one podcast and a specific year, longitudinal analysis could also reveal how the meaning and pronunciation of borrowed words evolve over time. Furthermore, integrating sociolinguistic variables such as speaker intent, audience reception, or code-switching behavior would enrich the understanding of language contact phenomena in contemporary Indonesian discourse.

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