

ABSTRACT

This study examines the use of Jaksel language as a tool to strengthen the identity of the student community in the BOT (Batavia On Telkom) community at Telkom University. Jaksel language, which is characterized by a mixture of Indonesian, English, and local slang, has become a sociolinguistic phenomenon that reflects the linguistic creativity and social identity of urban youth. This study aims to explain how Jaksel language is used by the BOT (Batavia On Telkom) community to strengthen solidarity and affirm group identity in academic contexts outside Jakarta. With an ethnographic approach to communication, the study examined how members of the BOT (Batavia On Telkom) community interact using the Jaksel language in everyday life. BOT (Batavia On Telkom) community wants to create regional identity construction as capital in maintaining cultural root identity to build solidarity in BOT (Batavia on Telkom) community. The results of the study are expected to reveal sociolinguistic mechanisms in the formation of student community identity.

Keywords: Jaksel language, community identity, BOT community, Telkom University, Sociolinguistics