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Smart Money: How Jargons Work as Persuasion Technique in Cryptocurrency Ecosystem

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Abstract:

Cryptocurrency's hegemony as revolutionary breakthrough for the future financial transaction system prompts an examination of the role of jargon in persuasive techniques on social media platform X. The study aims to explore linguistics form of crypto jargon and recognize how jargon functions in persuasive techniques related to cryptocurrency on platform X. Focusing data on posts from crypto influencer @saylor and crypto exchange @binance, this study identifies 10 types of cryptocurrency jargon, highlighting the dominance of compounding. A new category, Visual Jargon is introduced, emphasizing visual elements like icons and logos, supported by GIF, image, and emoticon features on platform X. The study demonstrates the effectiveness of jargon in fostering group identity within the cryptocurrency ecosystem, as evidenced by survey results indicating over 90% agreement on its positive function as a symbol of membership and prestige. The hashtag feature on platform X facilitates connections among crypto enthusiasts. Semantically, connotative meaning of crypto jargon enables precise communication, reinforcing concept of identification within persuasive techniques. Grammatically, it introduces specific structures that accurately simplify communication. It aligns with the positive function of jargon in improving language efficiency, in accordance with the posting guidelines on platform X which are limited to only 280 characters. However, audience comments indicate potential lack of understandings among those outside crypto community.

Keywords: Jargon; Persuasion; Cryptocurrency; Platform X; Linguistics

1. INTRODUCTION

In the rapidly evolving digital era, we often hear about the innovation of smart money, commonly known as cryptocurrency, (Zohuri et al., 2022). It has become a virtual investment asset based on blockchain technology and protected by cryptography that is believed to be a revolutionary breakthrough for the future financial transaction system (Amsyar et al., 2020). Interestingly, the viral news in society often focuses on the negative side of crypto, particularly

regarding losses and fraud cases. Indeed, cryptocurrency carries high risks if investors lack sufficient knowledge or are driven by FOMO (Fear of Missing Out) when buying these assets. In addition, cases of fraud, hacking, and money laundering are dark sides that need to be cautious of. Nevertheless, the market capitalization of crypto continues to increase year by year (Wątopek et al., 2021). The total market cap of cryptocurrencies worldwide reached \$1.8 trillion in 2024. The rapid growth of the crypto market is undoubtedly influenced by the persuasion and influence exerted by crypto influencers. They often use social media as a platform for promotion. Let's say, Michael Saylor, the founder of MicroStrategy and the largest holder of Bitcoin in the world, owning approximately 140,000 BTC. He utilizes platform X (Twitter) to educate and promote cryptocurrency to the audience or his followers. But the challenge is that many new terminologies, neologisms, and jargon will be used in this communication because crypto technology is still in the development phase.

In the cryptocurrency ecosystem, the use of jargon in the complex and cutting-edge field of technological economics presents challenges in the implementation of new persuasion techniques to influence the audience. Yule (2006) states that jargon is a special technical vocabulary related to a particular field of work or interest, (Park, 2008). Jargon refers to a collection of words or phrases used by specific groups, such as professionals or community members with specialized knowledge in a particular field or industry. The use of specific jargon can give the impression of a related connection, authority, and high knowledge of the subject to the audience, (TeStrake, 2001). This impression is then utilized in persuasion techniques, often enticing the audience without considering the risks involved, such as investment invitations in crypto. In the culture of crypto-related economic technology, the audience is more often persuaded by the profit and high innovation benefits rather than the anticipation of losses incurred, (Mikhaylov, 2020). In such situations, the selection of various jargon terms becomes common. However, influencers must also interpret meanings in a more understandable way for a broader audience and explain complex jargon concepts in crypto technology in a simplified manner. For example, a crypto influencer mention, "Bitcoin is digital gold". The influencer attempts to simplify the term of "bitcoin" by equating its value with "gold," both being valuable investment assets that are resistant to inflation due to their limited supply. Furthermore, the adjective "digital" is used to emphasize the modern and sophisticated function of bitcoin.

The study further delves into the multifaceted functions of jargon within the cryptocurrency context, drawing upon Lutz and Wallraff's (2001) theory, (TeStrake, 2001). Jargon in this domain serves positive roles by symbolizing membership, enhancing communication efficiency, ensuring clarity among community members, maintaining language precision and accuracy, and bestowing prestige upon both the speaker and the subject matter. However, the research also acknowledges the potential negative functions of jargon, particularly when used inappropriately. These negative aspects include employing jargon as a tool for impressing rather than expressing, intimidating ordinary audiences, and strategically shifting or avoiding responsibilities, (Martin, 2022). Understanding these dynamics is crucial for comprehending

the nuanced impact of jargon in the cryptocurrency ecosystem. Therefore, a profound understanding of the functions of jargon in the context of cryptocurrency is believed to strengthen the concept of identification for individuals or groups with persuasive messages, creating a sense of shared values or experiences, and building relationships that support message acceptance.

The concept of identification in persuasion focuses on creating a bond between the speaker and the audience through shared values, interests, identity, or experiences, (Peng et al., 2023). By creating a sense of identification, the speaker can build emotional connections, gain trust and acceptance from the audience towards the persuasive message conveyed. According to Burke's theory, the concept of identification is an extension of traditional rhetorical theory, (Day, 1960). He argues that persuasion can only be achieved through identification, (Boukes & LaMarre, 2021). The essence of the concept of identification lies in merging interests: "A and their colleague B are not identical. However, when their interests are connected, A is identified with B. Or A can identify themselves with B even when their interests are not connected, assuming that they are. For example, a crypto influencer may post a tweet to their followers on social media, saying, "I used to be a waiter, and I always set aside a portion of my salary for staking Ethereum". The influencer attempts to position their past experience as not being wealthy and subsequently succeeding in becoming a millionaire through staking strategies, which involves buying Ethereum and storing it in a digital wallet that supports the proof-of-stake validation system to earn passive income. The term "Staking and Ethereum" is chosen to give the impression that the influencer has extensive value, experience and symbol with the hope of captivating and intriguing the audience.

From the previous research, there has been no study examining the function of jargon for persuasive techniques on platform X, particularly within the cryptocurrency ecosystem. The implementation of jargon serves as a variation of language to summarize complex technical terms, (Belda-medina, 2016). This is likely useful for post since X abridged post guidance limits only 280 characters. Additionally, jargon can be used as hashtags, a X feature that allows users to easily follow topics of interest, (Michele Zappavigna, 2012). This function aligns with the purpose of jargon and persuasion, which is to build intense relationships within a community based on specific interests or industries. Even not only textual forms, but the GIF, image, and emoticon elements found in feature X can also be used by users to represent crypto jargon. In short, the research problems that arise are, firstly, how does the linguistic form of cryptocurrency jargon manifest in the persuasion techniques used by crypto influencers on X based on Yule's approach. Secondly, how does jargon function in persuasive techniques related to cryptocurrency on platform X. The expected impact of this research is to formulate new persuasion techniques when faced with new terminology in the field of technology-related economics. For the audience, this study is expected to recognize patterns of persuasive technique using jargon in the cryptocurrency ecosystem, leading to increased awareness and knowledge in making investment decisions.

2. LITERATURE REVIEW

2.1 Linguistics Form of Jargons

Jargon refers to specialized language or terminology used by a particular group or community. It often consists of technical terms, abbreviations, or expressions that are not easily understood by people outside that specific group. As a form of communication, jargons have unique linguistic features based on word formation process, (George Yule, 2010). Using the theory of word formation by Yule (2010), jargon can be classified and investigated by the following:

2.1.1 Compounding

This involves combining two or more complete words to create a new word. For example, "toothbrush" is formed by combining "tooth" and "brush."

2.1.2 Blending

In blending, parts of two words are combined to create a new word. For example, "brunch" comes from "breakfast" and "lunch."

2.1.3 Clipping

Clipping involves shortening a longer word to create a shorter form. For example, "photo" comes from "photograph."

2.1.4 Acronym

An acronym is formed by taking the initial letters or parts of a series of words and pronouncing them as a single word. For example, "NASA" (National Aeronautics and Space Administration).

2.1.5 Backformation

This process involves the creation of a new word by removing an affix (prefix or suffix) from an existing word. For example, "edit" was back formed from "editor."

2.1.6 Conversion

Conversion occurs when a word changes its grammatical category without any change in form. For example, "to text" (verb) became "a text" (noun).

2.1.7 Derivation

This involves adding affixes (prefixes or suffixes) to an existing word to create a new word with a different meaning or grammatical category. For example, "happiness" is derived from "happy."

2.1.8 Borrowing

One method of word formation that uses elements from other languages to generate new terms is borrowing, (Id & Bullock, 2020).

2.1.9 Coinage

Coinage is one of the word formation processes to create new words by inventing entirely new words, (Karlygash, 2023).

2.2 Function of Jargons

According to Allan and Burridge (2006), jargons have two functions. First of all, jargon serves as a technical language for effective communication. The intent or purpose of jargon in this context is to make communication with other people of the same community more effective or simple. The second purpose is to promote intra-group solidarity. People feel more united by having the same understanding of the established jargons, (Shulman et al., 2020).

Lutz and Wallraff (2001) state that there are positive and negative functions of jargon, (TeStrake, 2001). The positive functions are to symbolize membership, to add communication efficiency and clarity between the members, to provide quality and accuracy of the language, and to give prestige for the speaker and the subject matter. The usage of jargon differentiates the community members from the others because only the members of the community fully understand the meaning of jargons used within it. Jargons also improve the communication between community members because jargons contain a lot of information and knowledge within a context that can be expressed in a much shorter and simpler way, (Mahesh Jayaweera, 2023).

Meanwhile, the negative functions happen when jargons are used in an inappropriate context. The inappropriate context being it is used to communicate with people outside of the community. The negative functions are using jargon as tools to impress instead of express, to intimidate ordinary audiences, and to shift or avoid responsibility. In this context, people use jargon with conscience of how it might impact ordinary audiences. They might use jargon to seem more exclusive due to their choice of words and make the ordinary audiences feel inferior to the speakers, (Fang et al., 2023). In certain circumstances, they might use jargon to hide their faults from the ordinary audiences as the ordinary audiences may not have the same knowledge and how the community works, (Masemola, 2021).

2.3 Persuasion and The Concept of Identification

In the context of Burke, identification refers to the process in which individuals or groups create or recognize similarities, equality, or affiliation with others, ideas, or values, (Day, 1960). This creates bonds or relationships that allow persuasion to occur more effectively. These are the following identification concepts:

2.3.1 Shared Values

Identification often occurs through shared values. If individuals feel that they share common values, goals, or beliefs, they are more likely to identify with others who also hold those values.

2.3.2 Shared Experiences

Individuals can identify with others through shared experiences. If two people or groups have similar experiences, they may feel closer to each other and are more likely to accept or understand persuasive messages, (Baldi, 2020).

2.3.3 Symbolic Similarity

Identification can also emerge through the use of shared symbols or language. The use of words, terms, or symbols recognized by a particular group can reinforce a sense of identity and similarity.

2.4 Features of Social Media Platform X

X, formerly known as Twitter, allows users to publish messages of no more than 280 characters, thereby encouraging concise and impactful communication. This character limit promotes the expression of thoughts and ideas in a succinct manner, fostering a platform for quick and engaging interactions. According to Zappavigna (2012), links to micromedia, small-scale multimedia, and shorter aliases of lengthier URLs may also be included in a post in order to save characters in the limited text space, (Michele Zappavigna, 2012). X (Twitter) also provides a search engine to make it possible for the users to do interpersonal search, meaning to utilize technology to look for people of similar beliefs.

The searchability on X enables the users to engage in ambient affiliation, meaning that the users haven't personally interacted and they might not interact again because they aren't likely to know each other, (Zappavigna, 2011). Keywords of the target of evaluation are explicitly displayed within clauses in the posts. The markups can be imbued into a hashtag, a typographic method for indicating a tweet's subject. Hashtagging renders the post more searchable. This is possible because users may not include the explicit keyword in the body of text, but attach the keyword as a hashtag within the post. The existence of the hashtag makes it easier to search for and more likely to be followed by those who have subscribed to this tag, (Marina Kati, 2003).

Platform X allows the use of emoticons, also known as emojis, across its platform. Emoticons or emojis are small graphical representations used to convey emotions, reactions, or add context to messages in a fun and visual way. These reaction emojis are specific and appear when you hover over the like button on a tweet. As of my last update, the available reactions included options like laughing, sad, heart, and shocked faces. X also supports the posting and viewing of GIFs (Graphics Interchange Format) and images. Users can attach GIFs and images to their tweets to share visual content with their followers, (Oparaugo et al., 2020).

3. METHODS

This research adopts a qualitative approach with content analysis of persuasive posts or tweets on social media platform X that utilize cryptocurrency jargon. Data source will be collected from @saylor as the famous crypto influencer account and @binance as the biggest crypto exchange account on platform X. The data consists of posts and comments containing crypto

jargon in both textual and visual forms. The technique of analysis from Spradley (2016) was applied in this study, comprising four phases: domain, taxonomy, componential, and finding cultural themes, (Spradley, 1980). Firstly, in the domain analysis, Yule's jargon theory (2010) was applied to identify the linguistic forms of crypto jargon in influencer's persuasion posts. The jargons were classified and investigated morphologically, semantically, grammatically according to word formation and meanings, aiming to answer the first research question, such as abbreviations, clippings, acronyms, affixation, back formation, borrowing, coinage, words, and phrases. Then, the identification of the meaning of jargon was conducted by investigating technical meaning instead of lexical meaning. Second, the taxonomy method was used to categorize various types of cryptocurrency jargon based on specific criteria. Jargon was classified according to Lutz and Wallraf (2001) about positive and negative function of jargon and persuasion techniques based on Burke's theory, focussing on identification process such as shared value, shared experience, and symbolic similarity, (Peng et al., 2023). Third, the subsequent step was componential analysis. The findings from the domain and taxonomy analyses were presented in a table to indicate their relationships. The research would analyse how does jargon function in persuasive techniques related to cryptocurrency on platform X based on the audience's responses in the comment section and survey of respondents. The dominance of certain jargon forms would also be inferred to understand the technical reasons for using jargon related to posting guidelines and features on X. Lastly, the research would identify cultural themes. In this phase, it is expected to form a deep understanding of how crypto jargons are used to persuade the audience in the field of digital economy.


4. FINDING AND DISCUSSION

4.1 Crypto Jargons

In this research, the researcher found 66 jargons which were used by crypto influencer @saylor and crypto exchange @binance in platform X. The outcomes of the data collection were detailed and deliberated upon as follows.

Table: 1 Linguistics Form of Cryptocurrency Jargons

Linguistics Form	Amount	Crypto Jargons
Compounding	16	Blockchain, Cryptocurrency, Smart Contract, Private Key, Double Spending, Hard Fork, White Paper, Atomic Swap, Timestamp, Gas Fee, Cross-Chain, On-Chain, Distributed Ledger, Stablecoin, Cryptographic, Bear Market
Blending	4	Altcoin, Dapp, Tokenomics, DeFi
Clipping	1	Rekt
Acronym	12	ICO, DAO, FOMO, FUD, NFT, ETF, CBDC, PoS, PoW, P2P, ERC-20, 2FA

Backformation	1	Mine
Conversion	5	Sharding, Staking, Liquidity, Minting, Scaling
Derivation	2	Exchange, Decentralized
Borrowing	13	Mining, Wallet, Consensus, Node, Address, Gas, Fork, Whale, Pump, Dump, Burn, Satoshi, Bridge
Coinage	6	Bitcoin, Hash, Nonce, Ethereum, Doge, Pepe
Visual	6	
Total	66	

The jargon was categorized and analyzed morphologically, semantically and grammatically, considering word formation processes and meanings to address the first and second research questions. These processes included compounding, blending, clipping, acronym, backformation, conversion, derivation, borrowing, coinage. To examine the linguistic form of jargon, the researcher applied theories from Yule (2010). The researchers also discovered a new category called visual jargon. The identification of jargon meanings focused on technical interpretations rather than lexical meanings. The meanings were sourced from various way such as crypto website, interviews with crypto enthusiast, and dictionaries.

Throughout the study, the researcher identified 66 jargon terms used by crypto influencer and crypto exchange in their official account of X platform. The breakdown revealed that compounding was the most prevalent, accounting for 24% of the data, followed by blending (6%), clipping (2%), acronym (18%), backformation (2%), conversion (7%), derivation (3%), borrowing (20%), coinage (9%), and visual (9%).

4.1.1 Compounding

As it proposed by Yule, compounding involves the amalgamation of two or more complete words to formulate a new word with a distinct meaning. In this word formation, the combination creates a term that represents a singular, independent concept. A pertinent example of compounding is observed in the term “Altcoin,” which emerges from the fusion of the words “Alternative” and “Coin.” This newly formed word encapsulates a unique meaning, representing alternative forms of cryptocurrency, distinctly illustrating the creative potential and adaptability of language through the process of compounding.

4.1.2 Clipping

Yule proposed that this linguistic process characterized by the shortening of a longer word to create a more concise form. In the data 40, “Rekt” exemplifies the application of clipping. Derived from the word “wrecked” which denotes something damaged beyond repair or destroyed, “Rekt” has evolved into a prevalent term within cryptocurrency trading, it serves as a colloquial expression signifying substantial financial losses, providing a succinct and

expressive way to convey the idea of a significant investment setback. This exemplifies how language adapts and evolves, showcasing the efficiency of clipping in creating impactful and concise expressions within various linguistic domains.

4.1.3 Acronym

Yule defined acronym as word formation process that involves taking the initial letters or parts of a series of words and pronouncing them as a single word. This linguistic phenomenon condenses expressions into shorter, more convenient forms while retaining their intended meaning. The data 23, "FOMO," serves as a prime illustration of the acronym process. Derived from the phrase "Fear of Missing Out," FOMO encapsulates the apprehension or unease one feels about potentially missing out on a particular experience or opportunity. This acronym has found widespread use, especially in the context of decision-making, where individuals might be driven by a fear of missing out on crypto market without conducting thorough research or risk analysis. This showcases how acronyms play a crucial role in linguistic efficiency and the creation of concise, communicative expressions.

4.1.4 Conversion

Yule explained that conversion occurs when a word changes its grammatical category without any change in form. "Sharding" is a verb derived from the noun "shard." In the context of cryptocurrency technology, the term "sharding" refers to a technique used to enhance the scalability of the blockchain network by dividing data into small parts called "shards". In the process of jargon conversion, the term may be adapted into a verb (action word), such as "sharding," which describes the action or process of dividing data.

4.1.5 Backformation

In the Yule's theory of backformation, there is a change in a word that was previously considered as a basic form. For example, from the word "miner," the word "mine" emerges by removing affixes (prefix or suffix). In the context of cryptocurrency, this process creates the term "mine" to refer to the activity of mining or creating cryptocurrency units through complex mathematical calculations.

4.1.6 Coinage

Yule argued that coinage is a word-formation process characterized by the creation of entirely new words. This inventive method involves coining words that did not exist previously, often to denote emerging concepts, technologies, or entities. The 35th data, "Ethereum," exemplifies this coinage process. Ethereum is open-source blockchain platform that enables the execution of smart contracts and decentralized applications. By crafting a new term to represent this innovative digital currency, the process of coinage facilitates linguistic adaptability to the evolving landscape of technological advancements. The coinage mechanism serves as a linguistic tool for expressing and encapsulating the essence of emerging phenomena, offering a prime example in the realm of cryptocurrency with the creation of Ethereum.

4.1.7 Borrowing

According to Yule (2010), borrowing is a method of word formation that involves adopting elements from other languages to create new terms. The term "mining" in the context of cryptocurrency falls under this category of word formation, which involves adopting elements from other languages to create new terms. In the realm of cryptocurrency, "mining" borrows its usage from the general concept of extracting valuable resources from the earth. In cryptocurrency, particularly in blockchain technology, mining refers to the process where powerful computers solve complex mathematical problems to validate and add new transactions to the blockchain. Miners are rewarded with newly created cryptocurrency coins, such as Bitcoin, for their computational efforts. The term "mining" in the crypto world essentially signifies the decentralized process of securing and verifying transactions through computational power.

4.1.8 Derivation

According to Yule, derivation entails the addition of affixes—either prefixes or suffixes—to an existing word, resulting in the creation of a new word with altered meaning or grammatical category. This concept is exemplified in the 20th data, "exchange," within the cryptocurrency context. Several morphology resources fall under derivation, particularly through the application of the prefix "ex-." In the realm of cryptocurrency, the term "exchange" takes on a nuanced significance, denoting platforms where users can buy, sell, or trade digital assets. The addition of the prefix "ex-" transforms the base word, emphasizing the movement or transition of assets, and showcases how derivation contributes to the development of specialized terminologies within the cryptocurrency domain.

4.1.9 Blending

In line with Yule's concept of blending, the term "DeFi" in the realm of cryptocurrency is a result of combining parts from the words "Decentralize" and "Finance." This linguistic process of blending allows for the creation of a succinct and easily communicable term to encapsulate the broader concept of decentralized finance. In cryptocurrency, decentralized finance (DeFi) refers to a financial system built on blockchain technology that aims to recreate and improve upon traditional financial systems, removing the need for intermediaries such as banks. DeFi platforms utilize smart contracts to enable various financial services, including lending, borrowing, trading, and more, in a decentralized and often permissionless manner. The term "DeFi" exemplifies the efficiency of language formation in capturing complex ideas within the crypto space by blending key components to create a concise and recognizable term for the decentralized finance ecosystem.

4.1.10 Visual

The visual jargon of Bitcoin symbolized by the letter "B" refers to the logo or symbol commonly used to represent the cryptocurrency. The Bitcoin logo consists of the letter "B" in orange with two vertical lines in the middle. This symbol has become a widely recognized icon closely associated with Bitcoin worldwide. The use of this visual jargon facilitates the

recognition and identification of Bitcoin in various contexts, such as trading platforms, websites, and crypto-related promotional materials.

4.2 Functions of Crypto Jargon in Persuasion Technique

According to Lutz and Wallraf (2001), the usage of jargon has several functions depending on where the jargon is used. Positive functions are shown when it is used within the community of which the jargon is established. On the other hand, negative functions are shown when it is used with people who are not part of the community. However, the implementation of this theory has changed overtime. With this research, a survey is conducted with the samples of people from both within the crypto community and outside of the community. In this survey, sample data in the form of posts or conversations on social media platform X that use jargon related to the crypto context is provided. Respondents are then asked to respond to questions regarding the function of this jargon.

The respondents who are part of the crypto community generally agree to the positive function of jargons used within the community. 72.7% of them agree that the usage of jargon symbolizes membership. 90.9% of the respondents agree that the usage of jargon increases the communication efficiency and clarity between the members. 81.8% of them agree that the usage of jargon provides quality and accuracy of the language. 90.9% of them also agree that the usage of jargon gives prestige for them and the subject matter. Additionally, all of the respondents agree that it is easier to look for information surrounding crypto on X when jargon is used in their posts.

For instance, the data 57 from @binance post on X, *“Welcoming all ForeverCR7: The GOAT NFT holders! Congratulation, we’re making history with one of the largest digital collections in sport”*. Jargon of NFT (Non-Fungible Token) is used rather than terminology of digital asset that represents ownership. The acronym increases efficiency, accuracy, and prestige. Moreover, it can symbolize crypto membership as a holder of digital collections. In the concept of identification, the subject “we” show an affiliation between the crypto influencer (Binance Exchange) and the audience (GOAT NFT holders). This creates bonds or relationships that allow persuasion to occur more effectively through shared values, experiences, and symbolic similarities.

On the other hand, there are three points of jargon functions that show outside of the community: using jargon as tools to impress others instead of to express themselves, to intimidate ordinary audiences, and to shift or avoid responsibility. 71.8% of the survey respondents who are not a part of the crypto community agree that the usage of jargon does impress them. However, only 9.1% of the respondents agree that the usage of jargon intimidates them and only 12.7% of them agree that jargon is used to shift or avoid responsibility to others. The usage of jargon in posts about crypto also does not attract many people to invest in crypto. This indicates that respondents from outside the crypto community are quite impressed and not overly intimidated or negatively affected.

As an example, the data 34 from @saylor post, *"Bitcoin is the layer one blockchain and the dominant monetary network"*. The use of jargon like 'layer one blockchain' might be confusing for those less familiar with such vocabulary outside the cryptocurrency ecosystem. In this context, the negative function could be intimidated or lack of understanding from audiences unfamiliar with the jargon. In the context of the identification process, the use of the jargon can be a hindrance. Identification typically occurs when there is a similarity in understanding, values, or symbolism between the speaker and the audience. The use of jargon unrecognized by the audience can impede this identification process because the audience may struggle to relate to the conveyed message. If the audience cannot identify themselves with the use of such jargon, the persuasive process is likely to be less effective. Therefore, the use of jargon needs to be adjusted to the audience's understanding and background to ensure that the identification process remains intact.

In addition to conducting surveys on respondents, this research also analyzes the function of jargon in the persuasion technique through comments from audiences on influencer accounts containing crypto jargon. Several indications of response types were found. First, the audience appears interested or agrees, as indicated by expressive expressions, suggesting that the audience understands the discussed topic. For example, data 14 from @saylor's post, *"The halving is next bull run and building wealth"*. A comment from @StrobFX *"Very nice, just buy more"* indicates that the audience understands the jargon, as evidenced by the meaning alignment that the halving is a period when the bitcoin supply decreases from the market, causing the price to rise, also known as Bullrun. The response "very nice" shows the audience's impression, and they want to buy more bitcoin before the price rises. Second, the audience provides views of disagreement. For example, in the data 62 from @binance's post, *"The Ethereum Merge is complete. Proof of stake is live"*. One comment from @Kroknet mention, *"Proof of Work is true crypto, truly decentralized."* According to the commenter, the Proof of Stake system is considered more centralized, which contradicts the principle of crypto being more decentralized with the Proof of Work system. Although they disagree, it can be interpreted that the audience has knowledge and experience with that jargon.

Third, the audience gives responses indicating misunderstanding. In data 22, a post by @saylor stating, "Bitcoin mining is the cleanest industry in the world," then commented on by the account @underneath10, *"What raw materials are used to make Bitcoin mining?"* Mining in cryptocurrency is the process of using computational power to verify transactions and build new blocks on the Bitcoin network. The audience's comment has a different meaning, understanding mining as the extraction process using raw materials like in industrial mining, not computerization. Fourth, audience comments indicate a lack of understanding. In data 83 a post by @Binance stating, "Update USDT market to combined stablecoin market," then getting a reply from the user @kakarot13, *"Please give more information about Stablecoin"*. This response shows the audience's lack of understanding of jargon "Stablecoin".

4.3 Crypto Jargons and The Features on Platform X

The features on social media platform X are highly suitable for the usage of varied language like jargon, as they facilitate efficient communication within the crypto community and enabling users to convey complex ideas, (Willoughby et al., 2020). The following are some findings regarding several features of platform X that support the use of crypto jargon:

4.3.1 Guidelines for 280 characters Post

The character limitation of only 280 words pushes users to prefer using shorter terms on platform X post. Jargon serves as an appropriate alternative to represent lengthy and complex definitions. For instance, acronym-type jargon, such as the terminology DAO which stands for "Decentralized Autonomous Organization" or ETF (Exchange Traded Fund), transforms these terms from three words into just three letters. Persuasion techniques are more effective with efficient characters as they evoke curiosity in the audience and enhance credibility for influencers. Thus, the use of jargon within the limited characters on platform X offers an opportunity to deliver a concise yet powerful message, captivating attention, and influencing the audience.

4.3.2 Hashtag

Furthermore, the hashtag feature on platform X serves as keywords that help make content more visible to users interested in specific topics or categories. Users can search or click on hashtags to view all content using that tag. Hence, the use of jargon is crucial in persuasion techniques as it can identify topics related to the desired field. It also helps individuals feel connected to communities with similar knowledge. For instance, using hashtags with jargon such as #blockchain, #ethereum, #altcoin, various statuses, or conversations containing similar keywords will easily be found and collected within the cryptocurrency domain.

4.3.3 GIF, image, emoticon

GIF, image, and emoticon features on platform X can represent specific terms or jargon. For instance, in the context of crypto, users often use a rocket emoticon to represent the "pump" jargon, indicating that the crypto price is or will go up. Images can also depict jargon, such as the "B", representing the logo for the term Bitcoin. The GIF or animated image format is exemplified by a visualization of a "bull running", representing the "Bullrun" jargon, signifying a period in the crypto market characterized by a significant upward price trend. This format enhances persuasion techniques more creatively by communicating jargon concepts in a visual form. This feature is also what the author formulated as visual jargon. Visual jargon involves the use of visual elements or images that have specific meanings and are recognized by a particular community, creating emotional and cognitive bonds with the audience to strengthen persuasive power.

6. CONCLUSION

From the data analysis conducted 10 types of jargon related to the cryptocurrency context were identified. The compounding type appeared most dominant, accounting for 16 out of 66 data, followed by borrowing and acronym. Interestingly, this research discovered a new category of

jargon not mentioned in Yule's theory. The researcher formulated what is called Visual Jargon. Visual Jargon refers to the use of visual elements or images that have specific meanings and are recognized by a particular group or community. Examples of Visual Jargon could include icons, logos, or images specifically related to terminology within a domain. For example, in the cryptocurrency context, the visualization of the letter "B" representing Bitcoin or the "Green Frog" of a meme often used to represent Pepe Coin. Social media platform X supports the use of Visual Jargon by providing features such as GIF, image, and emoticon. This format amplifies persuasive technique with a more imaginative approach, conveying jargon concepts through visual representation.

The use of jargon in persuasion techniques related to cryptocurrency on social media platform X is highly applicable. Morphologically, the creation of distinctive new words can represent identity within a community, especially in the ecosystem of the latest technological innovation like cryptocurrency. This concept aligns with the positive function of jargon and concept of identification as a symbol of membership or symbolic similarity, as evidenced by survey results showing a percentage above 90%. The hashtag feature on platform X also facilitates connecting the network of crypto enthusiasts through keywords in the form of crypto jargon. Semantically, crypto jargon imparts connotative meanings to words or phrases different from their general usage, allowing for more precise communication among crypto community members. This model is in line with the function of jargon to enhance prestige and accuracy, reinforcing persuasion techniques and the concept of identification to shared value and shared experience. Grammatically, crypto jargon can introduce specific grammatical structures or modifications to standard grammar, simplifying internal communication within the crypto community in information exchange. Therefore, this structure is suitable for the positive function of jargon in enhancing language efficiency, while providing the best options in language variation when creating posts on platform X, which is only limited to 280 characters. Finally, despite the high percentage of positive jargon functions in persuasive techniques on platform X, some replies in the comments section of influencer posts indicate that the use of jargon sometimes leads to misunderstandings and lack of understanding from audiences outside the crypto ecosystem.

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