

The Linguistic Strategies of PUBG Gaming Communities: A Study of Anti-Language

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ABSTRACT

PUBG is widely popular royal battle game that has earned a significant following, particularly in South Asia, including Pakistan. It has been observed that language use in PUBG gaming, represent unique form of communication and identity assertion. Despite linguistic creativity is prevalent in gaming communities but limited research has been conducted on the role of anti-language in constructing sub-cultural identity. This study aims to investigate the role of anti-language within PUBG gaming communities. Using qualitative method, the research analyzes data through the lens of Halliday's Anti-Language Theory and Pragmatics Theory, to examine how players adapt anti-language to meet functional and symbolic needs. Data was collected through recordings of live gameplay sessions and screenshots focusing on recurring linguistic patterns and player interactions. After detailed data analysis findings of the research reveal that anti-language in PUBG is characterized by linguistic features such as slang, abbreviations, hybridization, and code phrases. These linguistic features enhance teamwork, foster social bonding, and signify sub-cultural distinctiveness. Moreover, the study demonstrates bilingual and technological environments, emphasizing its dual role in communication and identity formation.

Keywords: *Anti-language; PUBG gaming communities; Linguistic features; Sub-cultural Identity; Slang; Hybridization; Code phrases; Linguistics*

INTRODUCTION

The rapid growth of online gaming has transformed into a significant cultural phenomenon, creating unique subcultures. PUBG is a widely popular battle game that has earned a significant following, particularly in South Asia, including Pakistan. PUBG enables players to strategize, socialize, and compete in real-time, leading to the emergence of vibrant gaming communities. Within these communities, language plays a pivotal role in both gameplay and the construction of subcultural identity.

Anti-Language: A Linguistic Marker of Subcultures

Anti-language, a concept introduced by Halliday (1978), refers to a specialized form of language created within subcultures to assert group identity and distinguish insiders from outsiders. Rather than being entirely new languages, anti-languages typically consist of new lexical items (nouns, verbs, and adjectives) that are central to the activities of the subculture, while retaining the grammatical rules of the mainstream language (Baker & Ellece, 2011). This linguistic innovation includes unique terminologies, abbreviations, and creative adaptations of existing language forms (Fairclough, 1995). In gaming contexts, anti-language

thrives as participants develop concise and creative expressions tailored to the dynamic pace of the game. Such language enhances interaction and fosters social bonds among group members, making it a defining feature of gaming subcultures (Sharma, 2020).

The Role of Communication in Gaming

What makes online gaming environments unique in their communication is the requirement for real time, context specific interactions. In PUBG, players rely on concise commands, jargon, and hybrid language to navigate high-pressure situations such as combat, position of the enemy or strategy planning (Brown, 2019). The linguistic strategies used help ensure the attainment of functional goals like coordinating movements or alerting teammates, while simultaneously shaping the social dynamics of inclusion and exclusion of mainstream society. For example, terms like “loot”, “revive” and “rush” have become integral to gameplay, allowing players to quickly communicate complex ideas.

PUBG Communities and Sub-cultural Identity

PUBG has become popular game in various regions of South Asia, including Pakistan, fostering diverse communities of gamers that all use language both as a means to interact and as a marker of sub-cultural identity. In these communities, players often mix English with local languages such as Urdu, creating a hybrid linguistic style that reflects their cultural and digital contexts (Ahmed & Khan, 2021). This study examines the use of anti-language in PUBG gaming communities, focusing on its linguistic features, role in sub-cultural identity, and pragmatic functions in communication.

Problem Statement

In recent times, online games like PUBG has emerged as a powerful and unique subculture communities with distinct linguistic practices. Within these communities, players employ various linguistic strategies, including a blend of Urdu and English, alongside specific terminologies and abbreviations. Among these, the rise of anti-language has been particularly notable. Although the use of anti-language in online gaming communities is widespread, research on this topic remains limited, especially in the context of Pakistani gaming communities. Most studies focus on global gaming discourse, leaving a significant gap in understanding the linguistic strategies and the functional aspects of anti-language such as issuing commands, fostering solidarity, and signaling inclusion or exclusion have not been adequately explored. To address this gap, this study aims to investigate the use of anti-language in PUBG communities, focusing on its linguistic features, its role in subcultural identity, and its pragmatic functions in communication.

Objectives

1. To identify and analyze the linguistic features of anti-language used in PUBG gaming communities.
2. To explore the role of anti-language in shaping subcultural identity among PUBG players.
3. To examine the pragmatic functions of anti-language in communication among PUBG players.

Research Questions

1. What are the linguistic features of anti-language used in PUBG gaming communities?
2. How does anti-language contribute to the subcultural identity of PUBG gamers?
3. What pragmatic functions does anti-language serve in communication among PUBG gamers?

Significance of the study

This study has significance in understanding the linguistic features used by PUBG players, advances the knowledge about how gaming communities drive linguistic innovations and creativity. Additionally, by analyzing the role of anti-language in building subcultural identity the research highlights the dynamics of belonging, inclusivity, and exclusivity in online gaming subcultures. Finally, examining the pragmatic functions of anti-language, such as issuing commands, strategizing, and building solidarity, it contributes to discourse studies by showcasing how language adapts to task-oriented interactions in fast-paced virtual spaces.

LITERATURE REVIEW

This section reviews existing research on anti-language, linguistic strategies in gaming communication, and the role of anti-language in fostering subcultural identity. Finally, it highlights the gaps in the existing research that this study seeks to address.

Anti-language, a term introduced by Halliday, refers to the linguistic innovations created within subcultures to establish identity and distinguish insiders from outsiders (Halliday, 1978). Rather than forming completely different languages, anti-languages modify mainstream language by introducing new lexical items mainly nouns, verbs, and adjectives while retaining the grammatical rules of the dominant language (Baker & Ellece, 2011). These modifications often include unique terminologies, abbreviations, and playful adaptations of existing words to align with the subculture's activities (Fairclough, 1995).

Halliday emphasized that anti-language functions as a social boundary, reinforcing solidarity among members while excluding outsiders (Halliday, 1978). Previous research has examined its use among different groups, including informal groups and online communities, demonstrating its role in promoting social cohesion and countering dominant practices (Ajayi, 2019). This system is very important in modern digital systems such as online games, where dynamic interactions and unique messages are important for group communication (Sharma, 2020). Miswaty et al. (2024) highlighted the emergence of digital dialects within PUBG communities, shaped by regional linguistic habits and repeated in game communication. These dialects serve as identity markers, enabling players to bond and distinguish themselves from outsiders.

The fast-paced nature of online gaming demands concise, efficient, and context-specific linguistic strategies, resulting in the frequent use of abbreviations, jargon, and hybrid language practices (Brown, 2019). Players often rely on abbreviations such as “GG” (good game) and “AFK” (away from keyboard), alongside game-specific jargon like “loot” and “rush” to quickly convey critical information (Sharma, 2020).

In multilingual gaming environments, such as in South Asia, hybrid language approaches (mixing English with regional languages such as Urdu or Hindi) are common, reflecting local and global gaming influences (Raza et al., 2021). These types of mixtures not only promote effective communication but also serve as markers of cultural identity within the gaming community (Ahmed & Khan, 2021). These techniques enhance game communication while creating shared norms and linguistic details among players (Fairclough, 1995).

Regional variations also influence linguistic strategies in PUBG, where players adapt local dialects into their communication. For example, Miswaty et al. (2024) found that hybrid phrases blending English with regional languages like Indonesian or Javanese enrich the game's linguistic landscape while reflecting cultural diversity.

Anti-language plays a critical role in creating and maintaining subcultural identity in PUBG communities. As Halliday (1978) emphasized, anti-language acts as a marker of belonging, allowing players to distinguish themselves from outsiders while fostering in-group solidarity. In gaming, this often involves mastering specific terms, abbreviations, and linguistic creativity, which also serve as markers of expertise and status (Fairclough, 1995).

In PUBG, anti-language manifests through specialized jargon, abbreviations, and hybrid phrases that players use for tactical coordination and social bonding. For example, terms like “zone” (danger area) or “rush” (aggressive attack) are central to gameplay and reflect the shared experiences of the community (Sharma, 2020). However, while global gaming discourse has been studied extensively, the role of anti-language in fostering sub-cultural identity within PUBG's regional communities, such as those in South Asia, remains under-explored (Ahmed & Khan, 2021).

Despite growing research on gaming linguistics, studies have explored linguistic creativity, hybrid language practices, and digital dialects (Miswaty et al., 2024; Sharma, 2020), but none have explicitly framed these phenomena within the concept of anti-language. Miswaty et al. (2024), for example, analyzed regional variations and digital dialects in PUBG but did not directly connect their findings to Halliday's framework. Similarly, while Ahmed & Khan (2021) highlighted hybrid language practices in South Asian gaming, they did not address the sub-cultural significance of such linguistic innovations.

The current study addresses these gaps by explicitly exploring anti-language in PUBG communities. It examines its linguistic features, pragmatic functions, and role in fostering sub-cultural identity, particularly within the culturally specific context of Pakistani gaming communities.

METHODOLOGY

Research Design

The study will employ qualitative research design to explore the linguistic features, sub-cultural identity and pragmatic function of the anti-language in PUBG gaming communities. A qualitative research is

suitable because it emphasizes understanding the context, meaning and purpose of language use in specific culture.

Data Collection

Data Collection Sources

1. Screenshots of Textual Chats: A set of collected screenshots, showcasing short messages during PUBG matches, will serve as a foundational dataset.
2. Voice Chat Transcriptions: Voice chat data is collected by recording in-game conversations among PUBG players during active matches. Transcription of these voice recordings serve as verbal data for analysis of real time spoken anti language and its use in specific context.

Sampling

The purposive sampling technique is used for this study. In purposive sampling technique the participants are selected on the basis of characteristics they possess (Campbell et al., 2020). This ensures that the dataset is rich in anti-language instances. Matches involving experienced players who are more likely to use established anti-language are focused.

Sample size

1. Voice chat recordings from 5-8 gaming sessions are transcribed for analysis.
2. Some screenshots of short messages are collected from PUBG game.

Theoretical perspective

This study is guided by two interrelated theoretical frameworks: Halliday's Anti-language Theory and Pragmatics Theory. These frameworks provide the foundation for understanding the linguistic features, cultural identity, and pragmatic functions of anti-language in PUBG gaming communities.

Anti-Language Theory, introduced by Michael Alexander Kirkwood Halliday (1978), he argues that subcultures develop unique linguistic forms to establish group identity and create a sense of exclusivity. This theory is relevant to the study as it explains the creation of special vocabulary, abbreviations, and jargon used by PUBG players to communicate efficiently and mark their sub-cultural identity. The focus is on identifying the linguistic structures of anti-language in PUBG and understanding how these features function to foster sub-cultural identity.

Pragmatics Theory, introduced by (Austin, 1962; Searle, 1969) emphasizes the contextual use of language and its functions in communication. Theory guides the analysis of how anti-language achieves communicative goals like coordination, social bonding, and emotional expression in various gaming scenarios.

DATA ANALYSIS

This section analyzes the collected data, including in game communication from PUBG voice chat transcriptions and screenshots of short messages. This study is guided by Halliday's Anti-Language Theory and Pragmatics Theory as frameworks. The findings focus on linguistics features, subcultural identity and pragmatic functions of anti-language within PUBG communities. Therefore, analysis section is divided into three sections.

Analysis 1: Anti-Language and Its Linguistic Features

Halliday's Anti-Language Theory (1978) describes anti-language as a creative linguistic system. The anti-language in most cases modifies the structures of the mainstream language with new lexicons, abbreviations, slang, jargon, hybridization, and code phrases that have been modified to serve the needs of the subculture. This framework provides a lens to identify and analyze specialized language used by PUBG players in the data.

Slang and Jargon

Definition: Slang refers to informal and often innovative expressions that are specific to a group or subculture, while jargon denotes specialized technical terms related to a particular activity or profession (Crystal, 2008).

The transcripts of the game reveals terms like "OP" (overpowered), "Chicken dinner" (victory), "loot," (refers to items, weapons, armor, or resources that players collect during gameplay to enhance their performance, progress, or survival) and "camper" (a player who hides and ambushes others) are examples of specialized slang. These words reflect the modification of mainstream language to suit gaming contexts, reinforcing the subculture's distinctiveness.

Halliday (1978) posits that anti-languages modify mainstream language by introducing new lexical items central to subcultural activities, as seen in PUBG gameplay

Abbreviations

Definition: Abbreviations involve shortened forms of words or phrases to save time and enhance communication efficiency, especially in fast-paced settings (Bussmann, 2006). The transcript of PUBG game frequently use of shortened forms like "GG" (Good Game), "AKM" (a weapon name), and "4x scope" illustrate how abbreviations enable concise communication, crucial in high-pressure situations.

Example: A transcript shows, "Loot the M416 and GG fast." This combines tactical instruction with a sportsmanship phrase. Additionally, PUBG incorporates a range of pre-set short phrases as part of its in-game communication system, such as "Form up on me!", "Fall back to the safe zone!", and "Enemies ahead!". These messages as shown in screenshot of PUBG game (see figure 1) represent abbreviations and game specific jargons and slangs. They serve as quick directives that players can use during the game without extensive typing.

According to Halliday's anti-language theory, such linguistic innovations serve to reinforce group identity and fulfill the functional demands of the subculture. By employing concise expressions and pre-set phrases, players navigate the game effectively while simultaneously strengthening their affiliation within the gaming community.

Hybridization

Definition: Hybridization is the blending of elements from two or more languages to create context-specific expressions (Kachru, 1983).

For Examples: Phrases from transcriptions of game like "Oye banda crate ke peeche prone hai" (A guy is prone behind the crate) and "Loot secure karo phir zone push karein" (Secure loot, then push the zone). This seamless integration of English with local languages reflects the bilingual or multilingual nature of the PUBG subculture in Pakistan.

Such hybridization aligns with Halliday's assertion that anti-languages evolve based on the cultural and linguistic contexts of their speakers, demonstrating how regional adaptations emerge to suit the specific communication needs of player.

Code Phrases

Definition: Code phrases are context-specific expressions with meanings understood only by members of a particular subculture or group (Trudgill, 2000).

Tactical code phrases in transcription of PUBG players voice chat like "Rush karein?" (Shall we rush?) and "Bridge camp karte hain" (Let's camp the bridge) demonstrate their functionality in PUBG communication. These code phrases are only understood by members of particular subculture. These phrases are context-dependent, fulfilling the communicative demands of PUBG's dynamic gameplay. These align with Halliday's idea of anti-language as a functional adaptation within specific subcultures.

Table 1: Linguistic Features of Anti-Language

| Feature | Example | Source | Significance |
|---------------|-------------------------------|------------|---|
| Slang/Jargon | "OP," "Chicken dinner" | Voice Chat | Reflects insider knowledge and strengthens subcultural norms. |
| | "Camper" | | Critiques gameplay behavior, enforcing community standards. |
| Abbreviations | "GG," "AFK," "4x scope" | Figure 1 | Enables efficient communication during fast-paced gameplay. |
| Hybridization | "Bridge ke neeche banda hai!" | Voice Chat | Combines English and regional languages for contextual clarity. |
| | "Zone push karein!" | Voice Chat | Adapts language to fit bilingual contexts and tactical needs. |
| Code Phrases | "Fall back to the safe zone!" | Figure 1 | Encodes strategic directives to enhance ingame coordination. |
| | "Bridge camp karte hain." | Voice Chat | Provides quick tactical instructions, reducing ambiguity. |

Analysis 2: Subcultural Identity Formation

Halliday (1978) posits that anti-language fosters subcultural identity by distinguishing insiders from outsiders, creating solidarity among group members. The data reflects these identity-building functions in the PUBG community.

Group Belonging

PUBG players used Phrases in voice chat transcription like "GG boys," "Chicken confirmed," and "Team OP tha" reflect collective celebration and solidarity. Such linguistic markers emphasize shared norms and foster a sense of unity within a subculture. the predefined messages in Figure 1, such as "Form up on me!" and "Fall back to the safe zone!" foster team alignment and unity.

Halliday (1978) explains that such linguistic markers and predefined messages distinguish members from outsiders and create a sense of belonging. These linguistic markers align with Halliday's observation that anti-language serves as a social glue within subcultures.

Recognition of Expertise

Players often employ anti-language as a way of expressing agreement and complimenting individual accomplishments that solidify the hierarchies within the subculture. Phrases like "Tum log ke sniper shots OP hain" or "Spray control OP" in the voice chat transcripts are examples of the awareness of proficiency and skill. Predefined messages like "Enemies ahead!" and "I got supplies" (Figure.1) further facilitate role-specific communication, allowing players to demonstrate their tactical awareness and proficiency. These linguistic choices affirm group values and recognize individual expertise, further solidifying subcultural identity

In-Group vs. Out-Group Dynamics

According to Halliday (1978), Anti-language establishes clear boundaries between ingroup members and outsiders through evaluative terms and expressions. Terms like "camper" (pejorative for ambushers) and "noob" (novice) in transcripts of voice chat establish boundaries within the subculture, differentiating insiders from less experienced players. Similarly, Predefined messages in Figure 1, such as "Stay low!" or "Help!" are understood by all members and reinforce the exclusivity of the in-group by relying on a shared vocabulary. This supports Halliday's idea that anti-language acts as a boundary-setting mechanism, reinforcing exclusivity.

Table 2: Subcultural Identity through Anti-Language

| Aspect | Example | Source | Significance |
|------------------------|----------------------|------------|--|
| Group Belonging | "GG boys!" | Voice Chat | Celebrates success and fosters a sense of unity. |
| | "Chicken confirmed!" | Voice Chat | Reinforces shared in-group norms for celebrating victories |
| | "Form up on me!" | Figure 1 | Encourages strategic alignment |

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| | | | and teamwork. |
| Recognition of Expertise | "Spray control OP!" | Voice Chat | Highlights individual skill, reinforcing hierarchies. |
| | "Enemies ahead!" | Figure 1 | Showcases situational awareness and tactical skill. |
| In-Group vs. Out Group | "Noob spotted!" | Voice Chat | Marks outsiders, reinforcing in group exclusivity. |
| | "Camper ke chakkar mein game gaya!" | Voice Chat | Critiques unwanted behaviors, maintaining group norms. |
| | "Stay low!" | Figure 1 | Demonstrates reliance on shared vocabulary for cohesion. |

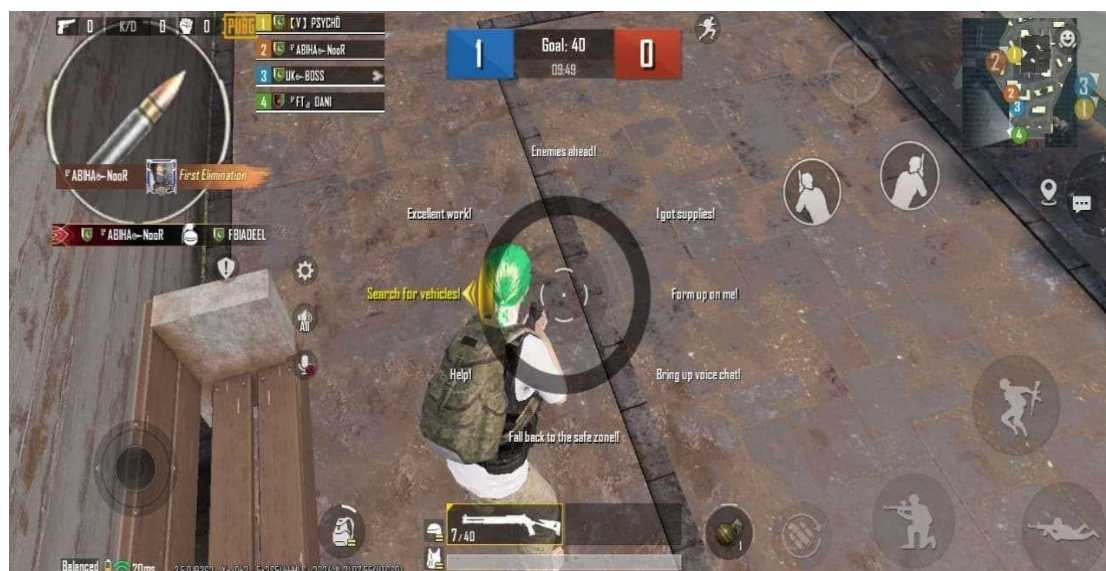


Figure 1: In-game communication options in PUBG, illustrating predefined short messages used for effective coordination.

Analysis 3: Pragmatic Functions of Anti-Language

Pragmatics Theory explains how language functions in specific contexts to achieve communicative goals. The pragmatic functions of anti-language in PUBG are multifaceted, focusing primarily on effective communication, strategic planning, and emotional expression during gameplay. Both Figure 1 and the voice chat transcription illustrate these functions in real-time.

Strategic Coordination

Anti-language acts as a unifying factor by enabling efficient team coordination, which strengthens the subcultural identity of players. Phrases like "Push the crate before they thirdparty us" and "Secure the loot; let's hold this spot for the next zone" from the transcription not only aid strategy but also reinforce a shared tactical mindset among players. Similarly, predefined messages like "Form up on me!" or "Fall back to the safe zone!" (Figure 1) further create collective language understood across the PUBG community, integrating members into shared culture of strategic play.

Efficient Warning Signals

The short messages depicted in Figure 1, such as "Enemies ahead!" or "I got supplies," reflect a shared understanding of situational demands, creating a sense of belonging within the subculture. Similarly, in the transcription, warnings like "chatt py Sniper hay low raho" demonstrate how anti-language is not only functional but also symbolic of group membership. Such phrases enhance cohesion by fostering a sense of collective alertness and shared responsibility.

Expressing Emotions and Building Solidarity

Anti-language also serves an expressive function, which helps players connect on an emotional level. Emotional states are evident in phrases like: "Nade spam kar diya unhone!" (They spammed grenades!) shows the frustration of player. "Knock diya ek ko!" (Knocked one down!) shows the excitement of the player. These align with the expressive function of language described by Pragmatics Theory, conveying feelings during intense gameplay. These interactions build camaraderie and strengthen social ties within the PUBG community, further solidifying their subcultural identity.

Table 3: Pragmatic Functions of Anti-Language

| Function | Example | Source | Significance |
|------------------------|------------------------------------|------------|--|
| Strategic Coordination | "Form up on me!" | Figure 1 | Directs team alignment and facilitates coordinated action. |
| | "Push from the right; I'll cover!" | Voice Chat | Ensures precise tactical movement for team success. |

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|----------------------|------------------------------------|------------|--|
| Efficient Warnings | "Enemies ahead!" | Figure 1 | Alerts teammates of nearby threats, preventing surprise attacks. |
| | "Sniper on the rooftop, stay low!" | Voice Chat | Provides critical situational awareness in combat scenarios. |
| Emotional Expression | "Knock diya ek ko!" | Voice Chat | Conveys excitement and personal accomplishment during gameplay. |
| | "Bhai, grenade spam kar diya!" | Voice Chat | Expresses frustration, reflecting emotional dynamics. |

FINDINGS AND DISCUSSIONS

Discussion and Interpretation of Findings

This section of the paper interprets the findings of the study in light of the theoretical frameworks guiding the research: Halliday's Anti-Language Theory and Pragmatics Theory. It explores how the linguistic features, subcultural identity, and pragmatic functions of antilanguage manifest within PUBG gaming communities, highlighting their broader significance and implications.

Linguistic Features of Anti-Language: Anti-language in PUBG exhibits creativity and adaptability, fulfilling both functional and symbolic roles. Halliday (1978) identifies linguistic innovation as a tool for subcultural identity, evident in features like slang, abbreviations, hybridization, and code phrases.

Slang and Jargon: Terms like "OP" (overpowered) and "Chicken dinner" signify insider knowledge and foster exclusivity and group solidarity.

Abbreviations: Frequent use of "GG" (Good Game) and "4x scope" reflects the need for efficiency, aligning with Halliday's view of functional language adaptation.

Hybridization: Blending English with regional languages, such as "Bridge ke neeche banda hai" (A guy is under the bridge), showcases the bilingual nature of PUBG's subculture and its localized linguistic innovation.

Pre-set short messages (e.g., Figure 1) further integrate technology-driven tools, enhancing interaction and adapting to gameplay's dynamic demands.

Subcultural Identity Formation: Anti-language in PUBG constructs and reinforces subcultural identity by fostering group cohesion, recognizing expertise, and defining boundaries.

Group Belonging: Common phrases like "GG boys" and "Chicken confirmed!" highlight shared celebrations, fostering a strong sense of community.

Recognition of Expertise: Acknowledgements like "Spray control OP!" and "Tum log ke sniper shots OP hain!" emphasize individual skill, reinforcing roles and group values. **In-Group vs. Out-Group Dynamics:** Terms such as "noob" and "camper" distinguish insiders from outsiders, preserving community norms.

Predefined messages in (Figure 1) provide a shared vocabulary that integrates all players into the subculture, aligning with Halliday's view of language as a social and symbolic tool.

Pragmatic Functions of Anti-Language: Pragmatics Theory explains how anti-language adapts to context-specific needs, emphasizing its dual functional and expressive roles in gameplay. Anti-language serves practical functions in PUBG, enabling players to communicate effectively, bond socially, and express emotions. Strategic Coordination: Commands like "Form up on me!" or "Push from the right side!" (Figure 1) direct tactical actions and ensure teamwork. Efficient Warning Signals: Alerts such as "Enemies ahead!" and "Sniper on the rooftop, stay low!" provide situational awareness to avoid errors. Social Bonding: Friendly expressions like "GG guys, well played!" and humor, e.g., "Dekho mera damage OP hai, tum sab zero!", foster camaraderie. Emotional Expression: Phrases like "Knock diya ek ko!" or "Bhai, grenade spam kar diya!" convey excitement or frustration, enhancing team dynamics.

IMPLICATIONS OF FINDINGS

The findings of this study provide significant implications for understanding antilanguage as a linguistic phenomenon and its broader relevance in digital and subcultural contexts. The study expands on Halliday's Anti-Language Theory by demonstrating how antilanguage evolves in virtual subcultures like PUBG. While Halliday primarily discussed antilanguage in marginalized or physical communities, this research highlights its emergence in digital spaces, adapting to the dynamic demands of online interaction and cultural diversity.

The inclusion of hybridization (e.g., blending English with regional languages like Urdu or Hindi) exemplifies how anti-language reflects the multilingual and multicultural nature of contemporary subcultures.

The study underscores how anti-language is not merely symbolic but also serves pragmatic purposes. By fulfilling functions like strategic coordination, emotional expression, and social bonding, anti-language in PUBG demonstrates the intersection of symbolic identity and functional communication, enriching the application of Pragmatics Theory.

LIMITATIONS AND FUTURE DIRECTIONS

The present study current provides valuable insights into PUBG's anti-language, it is limited by its focus on a single gaming community. Future research could explore antilanguage of overall gaming community. Future studies could also explore comparative analyses across different games or delve deeper into the cultural variations of anti-language within diverse linguistic regions.

CONCLUSION

This study investigated the linguistic features, subcultural identity, and pragmatic functions of anti-language within PUBG gaming communities, guided by Halliday's Anti language Theory and Pragmatics Theory. The findings reveal that anti-language in PUBG is a dynamic system characterized by slang, abbreviations, hybridization, and code phrases, which facilitate efficient communication and reflect subcultural identity. Players use antilanguage to construct shared identities, recognize expertise, and maintain group norms while excluding outsiders. The study underscores the significance of anti-language in digital subcultures, highlighting its dual role in communication and identity formation.

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