

The Role of Social Media in the Development of Indonesian Language Among Teenagers

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ABSTRACT

This study aims to analyze the role of social media in the development of Indonesian language among teenagers. Social media, as a rapidly developing means of communication, has a major impact on the way of speaking, especially in the use of vocabulary, sentence structure, and communication style of teenagers. This study uses a quantitative approach with a survey method, involving 30 respondents who are active teenagers who use social media in Jakarta. The results of the study show that social media contributes to introducing new vocabulary, slang, and foreign terms that are widely used in online conversations. However, the use of formal language in interactions on social media is relatively low, and tends to be replaced by informal language that is more expressive and creative. However, social media also plays a role as a means to introduce more dynamic language variations, which affect the way teenagers speak in everyday life. This study provides an overview of changes in the development of Indonesian language among teenagers that are influenced by communication trends on social media. It is hoped that the results of this study can contribute to the development of Indonesian language learning strategies that are relevant to the tendency of digital communication among teenagers.

INTRODUCTION

The development of information and communication technology, especially with the presence of social media, has changed the way we interact and communicate in everyday life, including in the use of language. Social media, such as Instagram, Twitter, TikTok, and WhatsApp, have become the main platforms for teenagers to interact, share information, and express themselves. On the other hand, the existence of social media has also had a significant impact on the use of Indonesian among teenagers.

Indonesian, as the official language of the country, continues to develop along with social, political, and technological dynamics. The use of language on social media, which often involves everyday, informal, and even slang language, is an interesting phenomenon to study. Often, the use of language on social media tends to be freer and not bound by the formal rules that apply in standard Indonesian. This can affect the way teenagers master and apply Indonesian, both in terms of grammar, vocabulary, and sentence structure.

On the one hand, social media can function as a tool to enrich vocabulary and introduce a wider variety of languages to teenagers. However, on the other hand, social media also has the potential to cause a shift in the use of good and correct Indonesian. Some teenagers tend to use more concise language, abbreviations, or even mix Indonesian with foreign languages in their conversations on social media.

Therefore, it is important to examine more deeply how social media affects the development of Indonesian among teenagers. Does social media play a positive role in enriching Indonesian, or does it have a negative impact that can harm the language quality of the younger generation? This study aims to answer these questions, as well as to determine to what extent social media can be an effective means of developing Indonesian among teenagers

LITERATURE REVIEW

In research on the role of social media in the development of Indonesian among teenagers, there are several theories that form the basis of thinking to understand how social media influences language use and development. These theories provide an important perspective in examining how language develops in a social context, especially in adolescent interactions on social media.

Sociolinguistic theory is the study of the relationship between language and society, and how social factors influence language use. Janet Holmes explains that language is always influenced by various social elements, such as social status, age, gender, and communication context. In the context of social media, teenagers as a group that is active in cyberspace tend to use more informal and flexible language. The use of language on social media is often influenced by the norms of their friendship groups, as well as the dynamics of digital culture that develop on the platform.

This theory is relevant to this study because social media is a social space where Indonesian is not only used in a standard form, but also develops into various variations, such as slang. Social interaction on social media, which is

free from standard rules, creates space for change and innovation in language, which can influence the development of Indonesian among teenagers.

Theory of Linguistic Change explains that language always changes over time and is influenced by the social environment. William Labov explains that language change occurs as a result of social interactions that occur in a community. Social media, as one of the most dynamic forms of social interaction, plays an important role in encouraging language change. In this study, social media functions as a space where teenagers can experiment with Indonesian, create new terms, and modify their language to adapt to the need for fast and efficient communication. In addition, phenomena such as the use of abbreviations, emojis, and mixing foreign languages are also part of the language change that occurs among teenagers. This theory helps us understand that social media is not just a communication tool, but also a factor that drives the evolution of the Indonesian language.

According to Albert Bandura, social learning theory states that individuals learn from their social environment, especially through observation and imitation of the behavior of others. In the context of social media, teenagers learn Indonesian by observing and imitating the language used by their peers, celebrities, or influencers they follow on digital platforms. This process enriches their vocabulary and language style, while also shaping the way they communicate in cyberspace. Social media provides a space for teenagers to gain new knowledge and skills in language, but it can also cause them to get caught up in using language that is inappropriate or not in accordance with formal Indonesian language rules.

Mass communication theory teaches that media influences the way people communicate and interact. McLuhan in *Mukarom Z*, his theory about "media is a message" states that the form of media used by society will shape the way they communicate. Social media as a new media allows for fast, concise, and effective communication, which in turn influences language use. In this study, social media becomes a platform where teenagers use more informal and practical language, in a way that is very different from face-to-face communication or other formal communication. This theory is relevant in examining how social media, as a mass communication tool that is very popular among teenagers, shapes the language style used in their daily lives, as well as having an impact on the development of the Indonesian language as a whole.

Pragmatic theory is a branch of linguistics that studies how language is used in the context of concrete communication situations. Levinson (Woro Retnaningsih) explains that in communication, the meaning of language is greatly influenced by the social context, communication situation, and the relationship between speaker and listener. In social media, the context of communication is often more relaxed and informal, so the language used tends to be more flexible and diverse. The use of abbreviations, symbols, emojis, and variations in vocabulary are part of the influence of pragmatics in digital communication. Pragmatics also teaches that communication does not only depend on standard grammatical rules, but also on how messages can be effectively received in a particular social context. In this case, the use of

Indonesian on social media often focuses more on the effectiveness of communication and self-expression, which can enrich language understanding among teenagers.

Through the theoretical foundations above, this study seeks to understand how social media influences the development of Indonesian among teenagers. Social media is not only a means of communication, but also a space where language develops, changes, and is learned socially. By examining the role of social media, we can see how Indonesian is adapted and used flexibly by teenagers, and how this process can contribute to the development of a more dynamic and inclusive Indonesian language.

Previous research that has been conducted by several researchers is as follows: Khairunisa Anggraini and Usiono in a study entitled *The Influence of Social Media on the Development of Adolescent Language*. This study examines the influence of social media use on Indonesian language skills in teenagers living in Jakarta. The results of the study show that social media contributes to enriching Indonesian vocabulary, especially in terms of slang and slang. However, the use of unstructured and non-standard language is also dominant, which can interfere with the mastery of correct Indonesian grammar.

Meilan Arsanti and Leli Nisfi Setiana in a study entitled *The Fading Charm of Indonesian in Social Media (A Sociolinguistic Study of the Use of Indonesian)*. This study analyzes the current fading charm of Indonesian, especially with the proliferation of social media. Social media users, called netizens, often use terms or vocabulary that do not comply with language rules. This has an impact on the way Indonesian people communicate because the language used on social media is carried over into everyday life, both spoken and written. The use of language on netizens' social media statuses from a sociolinguistic perspective is the subject of this paper. The use of Indonesian is influenced by three factors, namely 1) socializing, 2) prestige, and 3) advertising. The use of Indonesian by netizens on social media will threaten the purity of Indonesian. The younger generation will prefer to use Indonesian that does not comply with language rules. They may even not know good and correct Indonesian. These previous studies provide a basis for thinking and a relevant perspective to understand how social media affects the development of Indonesian among teenagers. From these studies, it is clear that although social media contributes to the development of new vocabulary and language forms, there are major challenges related to the appropriate use of language in accordance with standard Indonesian grammar rules.

METHODOLOGY

The research method used in this study aims to explore more deeply the influence of social media on the development of Indonesian language among adolescents, with a focus on the use of new vocabulary, language variations, and its impact on the use of standard Indonesian language. Approach This research uses a qualitative approach, which focuses on an in-depth understanding of the phenomena that occur among adolescents related to the influence of social media on their language. This approach allows researchers to

explore adolescents' perceptions, experiences, and habits in using Indonesian language on social media and how this affects their language acquisition in the real world.

The research design used is a case study design that focuses on the phenomenon of language use by adolescents on several social media platforms. This study involved several groups of adolescents who tend to actively use social media such as Instagram, Twitter, and TikTok.

The population is adolescents aged 15-18 years who actively use social media in Indonesia. The researcher selected the sample using purposive sampling, namely selecting participants who have certain characteristics, such as adolescents who actively use social media for at least 2-3 hours per day and often interact in online forums or groups. A total of 30 teenagers from various regions in Indonesia were involved in this study, considering the diversity of their social, cultural, and educational backgrounds to obtain a more representative perspective.

The Data Collection Technique used to obtain valid and relevant information regarding the use of Indonesian among teenagers through social media is an in-depth interview through a semi-structured interview with 30 teenagers randomly selected from the sample. This interview aims to explore their understanding of the influence of social media on the way they speak, as well as to see how often they use new vocabulary or mixed languages. Participatory observation monitors the communication activities of teenagers on social media over a certain period, by paying attention to their use of language in texts, posts, and comments. This observation is carried out by paying attention to variations in vocabulary, the use of abbreviations, and mixed languages in online interactions. Secondary document analysis by collecting examples of writing or posts made by teenagers on social media that are considered relevant to analyze changes or variations in vocabulary, and their impact on mastery of standard Indonesian. This documentation includes screenshots of conversations or statuses on platforms such as Twitter, Instagram, and TikTok.

Research instruments using interview guidelines, namely a list of open-ended questions designed to explore the influence of social media on the use of Indonesian, including questions related to frequently used vocabulary, mixed language, and its influence on formal language skills. Observation sheets, namely tools for recording findings during the observation process of adolescent language interactions on social media. As well as a collection of documentation, namely examples of texts used by adolescents in posts or comments on social media, for further analysis in terms of vocabulary selection and sentence structure.

The collected data were analyzed using thematic analysis techniques, which aim to identify patterns of language use that appear on social media. This process includes the following steps:

1. Data Coding: Researchers will categorize data based on certain themes, such as the use of new vocabulary, language variations, and changes in the use of formal Indonesian.
2. Identification of Patterns and Themes: Based on the data collected, researchers will identify patterns of language use that reflect the influence of social media on vocabulary, sentence structure, and the use of standard Indonesian.
3. Interpretation of Findings: Researchers will interpret data based on relevant theories, including communication theory, language development, and social change. This analysis will be used to answer the problem formulation and draw conclusions regarding the role of social media in the development of Indonesian language among teenagers.

To ensure the validity and reliability of the data, researchers use several verification techniques, such as:

1. Data Triangulation: Using various data sources (interviews, observations, and documentation) to check the consistency and suitability of the findings obtained.
2. Credibility Test: Rechecking the data collected by asking for feedback from informants to ensure that the data obtained describes the actual reality.

This study is limited to the influence of social media on the Indonesian language used by teenagers who are active on social platforms in Indonesia. Other factors such as educational background, local culture, and the level of language proficiency of adolescents outside of social media are not fully the focus of this study. By using this method, the study is expected to provide a clearer picture of how social media influences the development of Indonesian among adolescents and provide insight into the potential positive and negative impacts arising from this change.

RESEARCH RESULT

Social media users based on data from a survey conducted by the Indonesian Internet Service Providers Association (APJII), generation Z and millennials have different social media preferences. The majority (51.9%) of Indonesian generation Z often access the Instagram social media application. Meanwhile, among millennials, the majority (74.09%) often access Facebook. Generation Z and Indonesian millennials who often access social media X (formerly Twitter) are very small, as seen in the graph. APJII conducted this survey in December 2023-January 2024, involving a total of 8,720 respondents who were randomly and proportionally selected from 38 provinces in Indonesia. The results of the study showed that social media has a significant influence in introducing new vocabulary among teenagers. Based on the findings, many teenagers use slang vocabulary and new terms that they encounter on social media, such as words that are popular in online

conversations, for example "baper" (carry feelings), "gengges" (disturbing), and "cetar" (great). This vocabulary emerged along with their social interactions on platforms such as Instagram, Twitter, and TikTok, where the language used tends to be more-free and relaxed.

The use of this new vocabulary is greatly influenced by viral phenomena, such as memes, challenges, and trends that are developing among teenagers. This vocabulary is not only used in online conversations, but also begins to be integrated into their daily lives, both in spoken and written conversations. This shows that social media is the main means for teenagers to create and spread new vocabulary in their communities.

Social media provides space for teenagers to experiment with language and create new terms that suit the way they communicate. In this case, language becomes more creative and flexible, reflecting the dynamics of fast and efficient communication in cyberspace. However, the use of this new vocabulary can affect the understanding of formal Indonesian, especially if teenagers use these terms more often and are less accustomed to formal vocabulary in formal situations.

The findings of the study also show that social media encourages teenagers to be more creative in using variations in Indonesian vocabulary. They are not only limited to formal or standard vocabulary, but also utilize language variations such as abbreviations, word games, and the use of foreign languages. Social media allows teenagers to experiment with Indonesian through a mix of foreign languages, especially English. For example, words such as "mood," "chill," or "vibe" are increasingly used in their conversations. For example, the use of Indonesian combined with English, such as "kalai gak itu, kan sulit banget" or "mood gue lagi down banget," is increasingly common among teenagers. This mix of Indonesian and English not only reflects the growing global influence on digital platforms, but also shows that teenagers are more open to the diversity of languages found on social media. However, the use of this informal vocabulary has the potential to affect the understanding of formal Indonesian, especially in formal situations such as at school or in academic assignments. Many teenagers admit that they use informal vocabulary they encounter on social media more often in their daily lives, even though they understand the difference between formal and slang.

In addition, vocabulary variations are also seen in the use of abbreviations that are widely used on social media, such as "gpp" (gak papa), "bgt" (banget), or "gt" (gitu). The use of abbreviations aims to speed up communication, because the nature of social media prioritizes fast and efficient interaction.

The use of this vocabulary variation shows that social media provides space for teenagers to adjust their language to their increasingly rapid communication needs. This increase in vocabulary variation certainly enriches the Indonesian language, but can also cause difficulties in understanding more formal language, especially in academic or professional contexts. Teenagers who are accustomed to using abbreviations or more casual language on social

media may find it difficult when asked to communicate in more formal and structured Indonesian.

One important finding in this study is the influence of the use of informal vocabulary that often appears on social media on the use of formal Indonesian. Several teenagers reported that they began to use informal vocabulary that they encountered on social media in their daily lives, both in school and in other social interactions. Words such as "gengges" or "baper" are often used by teenagers in conversation, although they know that the term does not conform to standard Indonesian language rules.

DISCUSSION

Research shows that although teenagers use a lot of informal and slang vocabulary on social media, most of them are still aware of the differences between the language used in cyberspace and formal Indonesian. Many teenagers admitted to using more formal Indonesian in academic assignments and formal conversations, but tend to be more free when communicating with their friends on social media. This shows that although social media influences language use, many teenagers still understand the importance of using correct Indonesian, especially in educational contexts.

The influence of social media on formal vocabulary is indeed quite large, especially among teenagers who interact more often through digital platforms. However, the impact can be dual. On the one hand, the use of informal vocabulary that often appears on social media can reduce teenagers' ability to communicate in formal Indonesian. On the other hand, the diversity of vocabulary that appears on social media can be a means to introduce more lively and dynamic Indonesian, which ultimately enriches the variety of vocabulary used in various contexts.

Overall, the use of new vocabulary introduced through social media reflects linguistic creativity among teenagers. However, the challenge that arises is how to maintain a balance between the use of standard vocabulary and variations of vocabulary that emerge from social media, so that Indonesian is maintained in formal and broader communication.

The results of this study indicate that social media has a significant role in changing and introducing new vocabulary among teenagers. The variety of vocabulary that develops on social media enriches Indonesian, but can also lead to the use of language that is less in accordance with standard rules in formal communication. Therefore, it is important for teenagers to understand the difference between formal and informal language, and how to use both in the appropriate context.

Adolescents' awareness of the difference between formal and informal language shows that although social media influences the way they speak, many teenagers still have an understanding of the importance of using Indonesian that is appropriate to the context. This shows a good adaptation between freedom of expression on social media and the need to maintain standard Indonesian in everyday life.

Based on the results of the analysis, it can be concluded that social media has a major role in influencing the development of Indonesian among teenagers. Social media introduces new, more creative and expressive vocabulary, which often does not follow standard Indonesian rules. Variations in vocabulary, such as slang, abbreviations, and foreign language mixes, are increasingly developing among teenagers, creating a more flexible language style but not always in accordance with formal rules. However, teenagers' awareness of the use of formal language in formal contexts still exists, although it does not completely reduce the influence of the use of informal language in cyberspace. Therefore, it is important to educate teenagers about the importance of good and correct mastery of Indonesian, and to provide them with space to continue to express themselves through creative and dynamic language on social media.

It is important to balance freedom of expression on social media and awareness of the importance of formal Indonesian, especially in education and formal interactions. Therefore, there needs to be an educational effort that teaches teenagers to maintain the flexibility of language in cyberspace while respecting correct language rules in academic and professional contexts.

Social media has become an inseparable part of everyday life, especially among teenagers. In this digital era, teenagers use various social media platforms to interact, share information, and express themselves. Social media, such as Instagram, Twitter, TikTok, Facebook, and YouTube, not only function as a means of entertainment, but also as a communication tool that has a significant impact on language use, including in the development of the Indonesian language.

1. Social Media as a Language Learning Tool

One role of social media that cannot be underestimated is as a language learning tool. Through platforms such as YouTube, teenagers can access various educational content that teaches grammar, new vocabulary, and correct pronunciation. In addition, various accounts that focus on learning Indonesian, both in the form of videos and articles, also play a role in enriching the language insights of their users.

2. The Influence of Slang and Linguistic Trends on Social Media

Social media is also a place where various variations of slang that are often used by teenagers emerge. This slang often develops rapidly on platforms such as Twitter and TikTok, where new words or popular abbreviations quickly spread among users. Although this slang is more casual and often does not conform to standard Indonesian language rules, this phenomenon still shows the creativity of teenagers in playing with language. For example, the use of words such as "gengges", "curhat", or "mager" has become popular through social media and has entered into teenagers' daily conversations. On the other hand, the use of this more creative language also has a positive influence, because it makes teenagers more involved in using Indonesian actively and interacting more openly.

3. Social Media as a Strong Means of Spreading Indonesian

The use of social media can also support efforts to preserve the Indonesian language. With the increasing amount of content created in Indonesian—whether in the form of videos, articles, or memes—Indonesian is increasingly felt to be alive and relevant in everyday life. Social media allows Indonesian to spread more widely, even to teenagers who previously may have been less interested in the national language. Through the use of interesting captions, hashtags, and comments in Indonesian, social media functions as a tool to spread and introduce Indonesian to teenagers in a fun and non-boring way.

4. Challenges in Using Correct Indonesian

However, on the other hand, the use of Indonesian on social media also brings challenges. The use of non-standard or too casual language often leads to a decline in language quality, such as misuse of words, excessive use of foreign words, or violations of correct grammar. This can affect adolescents' Indonesian language skills in formal contexts. In addition, the language used on social media often tends to be brief and does not follow the rules of good and correct language rules, such as in the use of incorrect spelling or punctuation. This needs to be a concern for educators, parents, and Indonesian language activists to be more intensive in providing an understanding of the importance of using good and correct language, even in communication in cyberspace.

Overall, social media has an important role in the development of Indonesian among adolescents. Social media provides space for adolescents to be creative, learn, and communicate in Indonesian, although there are challenges in terms of maintaining good language rules. Therefore, it is important to use social media wisely, so that it can support the development of a richer and more varied Indonesian language without ignoring the applicable rules. Educators, parents, and the government must also play an active role in guiding teenagers to maintain the quality of the Indonesian language, both in the real world and in cyberspace.

CONCLUSIONS AND RECOMMENDATIONS

The Influence of Social Media on Teenagers' Language Social media has a significant influence on the way Indonesian teenagers speak, especially in terms of the use of new vocabulary and slang. Vocabulary such as "baper," "gengges," "vibe," and foreign terms such as "mood" and "chill" are often found in their daily conversations. The use of this new vocabulary shows that social media plays a role in introducing more creative and dynamic language variations.

Increased Use of Informal Language Most teenagers tend to use informal or slang language on social media. This can be seen from the very high frequency of use of informal vocabulary, with most respondents preferring to use more relaxed and expressive language. This reflects a shift in the communication patterns of teenagers, who prioritize comfort and creativity over formality.

Shifting Language Values in Formal and Informal Communication
Although the influence of social media is very strong in the use of informal language, there are indications that some teenagers still maintain the use of formal language in more formal communication. This shows that there is a balance between the use of formal and informal language, although informal language is more dominant in online interactions.

Overall, social media has a dual role in the development of Indonesian among teenagers. On the one hand, social media provides an opportunity to enrich vocabulary and improve language creativity. However, on the other hand, social media also has the potential to reduce the use of formal Indonesian in everyday interactions, which requires more attention in the context of language education.

Here are some recommendations to maximize the role of social media in developing Indonesian among teenagers:

1. Creative Indonesian Language Education on Social Media
Standard Language Usage Campaign for educators and influencers can use social media to create campaigns that educate about the importance of using good and correct Indonesian. For example, create a short video explaining the difference between standard and slang, and when and where both should be used. Interesting Educational Content by present Indonesian language content that is fun and easy for teenagers to understand, such as language quizzes, language challenges, or memes that contain educational value. Platforms such as Instagram or TikTok can be used to create fun language learning challenges.
2. Collaboration with Influencers for the Use of Indonesian
Influencers as Language Role Models by invite influencers or content creators to use good and correct Indonesian in every upload. They have a big influence among teenagers, so they can be used as models in the use of creative language but still in accordance with Indonesian language rules. Educational Hashtags by using hashtags that encourage social media users to use Indonesian correctly, such as #BahasaIndonesiaKeren or #CintaBahasaIndonesia. These hashtags can spread among teenagers and become a trend.
3. Counseling on the Importance of Language Skills
Socialization in Schools through organizing activities that involve the use of social media to improve Indonesian language skills, such as writing or speaking competitions in Indonesian on platforms such as Instagram or Twitter. This activity can encourage teenagers to be more aware of the importance of using Indonesian correctly. Use of Social Media in Learning by providing learning materials through social media, such as video tutorials or infographics that discuss aspects of Indonesian grammar, including the use of correct punctuation, spelling, and sentence structure.
4. Maintaining a Balance Between Slang and Standard Language
Encouraging Language Diversity, although slang is widely used on social media, it is important to promote awareness that standard Indonesian remains important, especially in formal contexts. Teenagers can be

encouraged to use slang in casual situations, but still prioritize appropriate language in more formal situations or when speaking to older people or in educational environments. Use of Slang with Positive Creativity by making teenagers aware that the use of slang can be combined with standard language in a creative and fun way, without reducing the aesthetic value of the Indonesian language itself.

5. Counseling on Language Ethics in Cyberspace

Awareness of Digital Ethics by teaching teenagers about the importance of polite and courteous language when interacting on social media. This includes avoiding the use of language that is rude, discriminatory, or offensive to certain groups. Language ethics on social media also relate to the use of words that educate and do not cause misinterpretation. Content that Respects Language Diversity by spreading messages about the importance of respecting the diversity of the Indonesian language, including dialects and language variations that exist throughout Indonesia. Social media can be used as a means to celebrate the richness of regional languages while maintaining the identity of standard Indonesian.

By using social media wisely, we can create an environment that supports the development of a rich and dynamic Indonesian language, while maintaining awareness of the importance of good and correct language use.

ADVANCED RESEARCH

Suggestions for further research are longitudinal research on language Evolution to overcome the limitations of cross-sectional studies, future research should focus on longitudinal studies that track language development over extended periods. This could help identify how exposure to social media shapes language use over time, including its impact on formal language skills, literacy, and other communication competencies. And Cross-Platform and Cross-Demographic Analysis by further research should explore how language is used across different social media platforms (e.g., TikTok, YouTube, Twitter, Facebook) and across diverse demographic groups. This could include age, gender, socioeconomic status, and geographical location, to better understand how various segments of society engage with language online. Also assessing the Role of Visual and Nonverbal Elements in Language Development**: Social media platforms often use images, emojis, videos, and GIFs in conjunction with text. Research could investigate how these nonverbal elements impact language comprehension, expression, and the development of new linguistic forms, such as visual or semiotic language. By addressing these limitations and pursuing these avenues of research, scholars can gain a more comprehensive understanding of how social media shapes language development and communication practices in contemporary society.

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