



Development and Impact of the Use of Slang on Instagram Social Media on Teenagers and Society: Case Study of Indonesian in the Digital Era

Renda Sandi Saputra^{1*}, Yasir Salih²

¹*Computer Engineering, University of Informatics and Business, Bandung, Indonesia*

²*Department of Mathematics, Faculty of Education, Red Sea University, Sudan*

**Corresponding author email: rendasandi8888@gmail.com*

Abstract

The use of slang in Instagram social media among teenagers has become a significant phenomenon. This article investigates the factors that influence the use of slang and its impact on adolescents. The results of the study show that the development of the times, the influence of the internet and electronic media have contributed to the spread of slang. The impact of using slang includes expression of positive identity and more intimate communication, but also includes the potential for decreased interest in good and correct Indonesian, ambiguity in official vocabulary, and negative use. In this digital era, it is important to understand the consequences of using slang on social media and how education and awareness about proper language can help young people overcome this challenge.

Keywords: Slang, Social Media, Instagram, Youth, Factors, Impact.

1. Introduction

Language is a very vital aspect in human life. It does not only function as a means of communication, but also reflects the cultural, scientific and technological developments of a society. Language is a living entity, always changing and developing with the changing times (Wijana, 2012). This change is unavoidable, because language is an asset that cannot be separated from human life and interaction. In this era of globalization and rapid technological development, the use of language has expanded into cyberspace, especially through social media platforms such as Facebook, WhatsApp and Instagram. This brings significant changes to the structure of the Indonesian language, which some consider to damage or change the essence of the language itself (Trimastuti, 2017; Budiasa et al., 2021; Manns, 2010).

Along with the times, the younger generation, especially teenagers, are increasingly active in social media. This phenomenon has created many new varieties of language that are often referred to as "slang." This is not only limited to film, book or song titles, but also penetrates into captions and posts on social media. The ironic view is that people are starting to lose pride in using the national language. Slang or Alay is becoming increasingly popular, and one even feels prestigious if one is able to master it well (Nurhayati, 2016; Mar, 2016; Hoogervorst, 2014).

In this context, language is not only a means of communication, but also has multiple positions, functions and roles in the cultural structure. Language is not only the root of culture, but also a cultural product that supports thought, as well as the growth and development of science and technology. Globalization and rapid technological advances have created significant changes in the way people, especially youth, interact. The use of language in social media has given birth to various new languages, such as slang (Lutviana and Mafulah 2021; Sarbunan, 2020).

Unfortunately, society, including teenagers, seems to be starting to lose their sense of pride in using the national language. Slang or alay language increasingly dominates various media, including film titles, books, songs, and captions on social media. For some individuals, the ability to use slang is something to be proud of. However, this phenomenon also raises concerns about a language crisis among the public, even among university students.

This article will explore language changes in social and cultural contexts, particularly the influence of slang among adolescents. We will reveal how slang gives rise to new terms which often have different meanings from standard Indonesian (Bowden 2015). Apart from that, we will also highlight how the use of slang is increasingly pushing standard Indonesian to the margins, creating a situation that can be described as a change from standard language to non-standard language. Through this discussion, we can better understand the impact of language change on Indonesian culture and identity in this digital era.

2. Research methods

The research method used in this research is descriptive research with a qualitative approach. This study aims to describe the use of slang on social media Instagram among adolescents. In qualitative research, researchers attempt to provide an in-depth picture of the phenomenon being studied by collecting data in the form of data excerpts that will be used to present research reports. The object of research in this case is data found on Instagram, including stories, posts, captions and comments that contain slang terms. This data was obtained through observation by researchers. This research involves Instagram users who use slang in interacting on the platform.

The data sources in this research are subjects or informants who have an understanding of slang and actively use this language on Instagram social media. Researchers are the key instrument in collecting data, and the tools used are gadgets (electronic devices) as a means of communication to observe the phenomenon of slang use. The data collection technique used in this research includes non-participant observation, which means the researcher is not actively involved in the activities of the people being observed. Researchers observed and recorded data that emerged from the use of slang on Instagram. In addition, researchers also used screen capture techniques to document the status and comments of informants.

Data analysis in this research does not use numbers or statistics, but focuses on data in the form of written words and observed behavior related to the use of slang. The data analysis stage is the core of scientific activities in this research, where researchers will explore the meaning, patterns and context of the use of slang on Instagram. By using this research method, it is hoped that researchers can provide a deeper understanding of the use of slang on Instagram social media, as well as the social and cultural impacts that may arise as a result of this phenomenon. This research will make an important contribution to understanding changes in language use in the digital age and social media.

3. Discussion of Research Results

The results of this study reveal several forms of the use of slang in Instagram social media among adolescents. Several concrete examples have been presented to further understand this phenomenon. First, research shows that the use of slang involves tenses, abbreviations, and even a mixture of foreign languages. For example, the word "lazy" which is short for "lazy to move" is used to express a situation when someone feels lazy about doing activities. The abbreviation "kuy" which is a play on "yuk" is used to invite someone to do something.

Then, research also found that slang can produce words or phrases that do not comply with correct Indonesian language rules. Examples are the word "cekola" which is supposed to be "school" and the word "duluu" which is a variation of "used to be." These phoneme and spelling changes create variations in the language used by teens on social media. Additionally, the use of slang also involves abbreviations such as "gw" which comes from "gua," which means "I or I." This abbreviation replaces the phonemes /g/ and /w/. The word "emg" is an abbreviation of "emang" which means "indeed," which replaces the phonemes /e/, /m/, and /g/. The word "lo," which is a slang term for "you," is also widely used by teenagers in communication.

The impact of using slang on Instagram social media among teenagers is that there are variations in the language used. Slang reflects a more relaxed and familiar way of communication among teenagers, but in some cases, it can produce language forms that do not conform to correct Indonesian language rules. Therefore, it is important to understand that slang is part of the natural development of language and reflects changes in the way we communicate in this digital era. In this way, this research provides a better understanding of the use of slang on the social media Instagram among teenagers, and how this phenomenon influences their language structure and communication.

3.1. The Impact of Using Slang on Instagram Social Media among Teenagers

The use of slang on the social media Instagram among teenagers has both positive and negative impacts:

3.1.1. Positive Impact

- 1) Supporting Economic Problems, instagram can be used as a platform to promote products or services, which can help teenagers in their economic problems. Through creative content and promotions, teens can grow their businesses or generate additional income.
- 2) Social Media, instagram is an effective tool for interacting and socializing with friends and online communities. Teens can share their experiences, interests and activities with others, expanding their social networks.
- 3) Learning Tool, instagram can also be used as a learning tool. Teens can follow accounts that provide educational or inspirational content, thereby increasing their knowledge on various topics.

3.1.2. Negative impac

- 1) Reduction of Interest in Good and Correct Indonesian, the use of slang which is more popular on social media can reduce the interest of the younger generation to learn and use good and correct Indonesian. Slang terms are often considered more popular and relevant.

- 2) The Effect of Confusion on Good and Correct Indonesian Vocabulary, the use of slang can cause confusion on good and correct Indonesian vocabulary. This could threaten the position of Indonesian as the country's official language.
- 3) Potential for Abuse and Provocation, slang on social media can also be used to insult or provoke other people. Some slang words or phrases can be used with negative intentions, which can lead to online conflict.

In addition, the use of slang can be difficult for people who are not familiar with these terms, making the message conveyed not understood by the recipient. Usually communicating using slang can also make someone forget or have difficulty using good and correct Indonesian. It is important to remember that the use of slang is a natural phenomenon in language development, but it needs to be controlled so as not to impair formal communication skills and respect for prevailing social norms. Education and awareness about using appropriate language in appropriate contexts can help youth understand the difference between slang and formal language.

4. Conclusion

The use of slang in Instagram social media continues to grow rapidly, not only among teenagers, but also extends to various levels of society. Slang attracts attention with its uniqueness, cuteness, and charm, which makes many people curious and eventually adopt the use of the language. The use of slang includes a variety of forms, including words, abbreviations, and mixtures of foreign languages. This phenomenon has positive and negative impacts. In its positive aspect, slang allows the expression of identity and enables more intimate communication between teenagers. Apart from that, Instagram social media can be used as a means to support economic issues, socializing and learning.

However, the negative impact of using slang also appears. It can be seen that there is a decrease in the interest of the younger generation to learn and use good and correct Indonesian. The official Indonesian vocabulary becomes ambiguous, and slang can threaten the position of Indonesian as the state language. What's more, slang can be misused to berate or provoke others, creating conflicts online. The increasing use of slang is a serious signal against the Indonesian language, and needs to be considered as a potential threat to the language skills of the younger generation. Education and awareness about using the right language in the right context is very important to maintain the richness of the Indonesian language in this digital era.

References

- Bowden, J. (2015). Towards a history, and an understanding of Indonesian slang. *Nusa*, 58, 9-24.
- Budiasa, I. G., Savitri, P. W., Shanti, A. S., & Dewi, S. (2021). Slang language in Indonesian social media. *Lingual: Journal of Language and Culture*, 11(1), 30.
- Hoogervorst, T. G. (2014). Youth culture and urban pride: The sociolinguistics of East Javanese slang. *Wacana*, 15(1), 104-131.
- Lutviana, R., & Mafulah, S. (2021). The use of slang words in online learning context of EFL class. *EnJourMe (English Journal of Merdeka): Culture, Language, and Teaching of English*, 6(1), 55-62.
- Manns, H. (2010). Indonesian slang in Internet chatting. *Studies in slang and slogans*, 71-99.
- Mar, N. A. (2016). The Impact of Slang in the Using of Indonesian Language for Young Generation. *Langkawi: Journal of The Association for Arabic and English*, 2(2), 219-232.
- Nurhayati, D. A. W. (2016). Word formation processes and a technique in understanding waria slang Tulungagung. *Efl Journal*, 1(1), 59-87.
- Sarbunan, T. (2020). The Viral of Anjay Word: Indonesia Slang (Literature Study of Slang). *Journal: OSF*, 1, 14.
- Trimastuti, W. (2017). Analyze slang words used on social media. *Journal of Dimensions of Education and Learning*, 5(2), 64-68.
- Wijana, IDPPW (2012). The use of English in Indonesian youth slang. *Humanities*, 24(3), 315-323.