

Language Change in Social Media (Instagram)

Hesti Fibriasari¹, Savitri Rahmadany², Isda Pramuniati³, Isli Iriani Pane⁴

{hesti@unimed.ac.id¹, savitriahmadany@gmail.com², isda@unimed.ac.id³,
islipane@unimed.ac.id⁴}

Department of French Education, Faculty of Language and Arts, Universitas Negeri Medan, Indonesia^{1, 3}, English Applied Linguistics, Faculty of Language and Arts, Universitas Negeri Medan, Indonesia², Department of English Education, Faculty of Language and Arts, Universitas Negeri Medan, Indonesia⁴

Abstract. The Indonesian adjective change found in social media (Instagram) was the focus of this study, which aimed to examine the language change in Indonesian. The qualitative method was used in this study. The data were the thirty most frequently used adjectives in social media, particularly Instagram. Instagram was chosen as the data source because the majority of today's young people frequently communicate through Instagram. An observation list of the thirty most used adjectives on Instagram. Several methods of data analysis were used, including: figuring out, noticing, choosing, translating, analyzing, and coming to a conclusion. According to the data that was analyzed, all of the adjectives are evolving into special terms that are distinct from the original words. Furthermore, globalization and human interaction are the root causes of language change. Additionally, it was discovered that some of the words are becoming more English. The process of changing language also includes the use of contractions and abbreviations.

Keywords: Instagram, adjectives, shifting language, and both internal and external factors.

1 Introduction

Language is the medium of exchange. Language is a social fact, like a contract between people. According to Bauer (2007), it is a community, not an individual. A language is a system of standard vocal signs that people use to communicate. The following sections examine each of the important terms in this definition in greater depth. Algeo (2010) defines these terms as system, signs, vocal, conventional, human, and communicate. Saussure (1959) asserts that language is distinct from human speech, which is also referred to as language. Although language is only one component of speech, it is undeniably an essential one. It is both a social product of the ability to speak and a set of necessary conventions that a social body has adopted to allow people to use that ability.

The field of linguistics includes language as well. Human language is the focus of linguistics. The use of human language is only one method by which people communicate with one another or gather information from their surroundings. There are a lot of linguists who have contributed to this larger field. According to Campbell (2002), work in the history of linguistics has also

contributed to the general history of ideas because early developments in linguistics were considered to be part of philosophy, rhetoric, logic, psychology, biology, pedagogy, poetry, and religion. As a result, it is difficult to separate the history of linguistics from intellectual history in general. Language can change and develop because of this.

Phonetics, lexis, syntax, and semantics are just a few of the aspects of language that undergo change as a result of shifting requirements. Language can change slowly on its own. Language can change as a result of patterns of development, social life systems, and level of education, as well as social, cultural, and technological mastery. Internal and external factors influence language change. It is common practice to view language change as a concept and an area of linguistic investigation as distinct from the study of language in general. Language shifts are inevitable. There are a lot of factors that affect the process of changing a language. A system of social life, as well as a level of education, social, cultural, and technical mastery, are all factors that contribute to some of these problems. Others are brought on by moving to a different location.

Society and language are closely linked. Language is a social product that can be used to communicate and interact with one another to its full potential. One is both a member of society and an individual who separates from others in society. Language is used in both personal and social interactions. Language use, phonetics, phonemics, word selection, idiolect, and sentence structure are all unique to each individual. Society is made up of many different dialects. Speakers from different classes, regions, social statuses, and speaking styles contribute to dialect differences.

Language is the medium of exchange. To meet their social needs, humans require a means of communication. Today, a variety of media, including printed and electronic media, are developed to support communication. Newspapers, letters, magazines, and other printed media, for example, provide readers with information. On the other hand, users can view and listen to the information provided by electronic media. Television, radio, radar, telephone, and computers are among them. The way people communicate and interact is influenced by media development. It indicates that communication language has evolved. Today, many social groups, especially those on social media, communicate with one another using specialized terms. Language has changed as a result of the unique terms they used.

Conversations and interactions in society or the community as a whole will result in the formation of a variety of languages and forms of diversity. It is representative of the contexts in which they employ the language. Language differences are based on the person's social status, gender, age, ethnicity, and the kind of social networking they participate in. Styles, the register of the context, and politeness typically cause these variations. In the context of informal speech, the language situation causes variations. Slang is one of the variations that can be found in a wide range of communities. Based on language's role as an arbitrator, the variation in the language is the result of a convention or agreement among language users. In addition, slang makes use of informal expressions and words that are not normally used by the speaker. The majority of people speak with care when they are in formal settings, but in many informal settings, speaking more casually makes a better impression.

In this study, the researchers look at how language changes on Instagram and other social media platforms. The thirty Indonesian adjectives most frequently used on Instagram to demonstrate language change. Based on their own experience, the researchers are interested in conducting

this study because many people today create their own language rather than using the original words to describe things. After that, this phenomenon results in a shift in language.

Lastly, it is anticipated that this study will identify, investigate, and explain the adjectives that are evolving into distinct terms on social media platforms like Instagram. It is also anticipated to serve as a resource for other researchers interested in this subject.

2 Method

This qualitative study was carried out. The umbrella term "qualitative" refers to a number of research methods that share certain characteristics. Bogdan (1992), the data that were collected were referred to as "soft." These data are full of descriptions of people, places, and conversations and are difficult for statistical methods to interpret.

The source of the data was Instagram, specifically the thirty most frequently used adjectives. Instagram was selected as the data source because younger generations typically communicate via Instagram. In addition, they frequently use their own words to communicate. People in their community still comprehend what they mean, despite the fact that they do not use the original words to refer to things. A change in language is the result of this phenomenon. The data were gathered through observation and documentation of the thirty most frequently used Instagram adjectives selected from an observation list. The thirty adjectives were then translated into English by the researchers to complete the documentation. Instagram used to see language change as a phenomenon. The researchers used the following methods to analyze the data:

1. Determining the data and the data source
2. Observing the most common adjectives found on Instagram
3. Choosing the thirty adjectives as the data
4. Translating the adjectives into English
5. Analyzing the language change
6. Drawing conclusion

These data analysis steps were adapted from Miles and Huberman's data analysis methods, which included the following: data reduction, data presentation (or display), and drawing/verifying conclusions from the data.

3 Results and Discussion

3.1 What adjectives are changing in social media (Instagram)?

The researchers began their process by gathering the data. The thirty adjectives on Instagram were chosen by the researchers after being observed. After that, English was used to translate the thirty words. The researchers looked at each word to see how the language changed.

The following table displays the thirty adjectives that were utilized as the study's data:

Table 2. Adjectives

No.	Indonesian	English	Language Change
1.	<i>Palsu</i>	Faked	<i>Hoax</i>
2.	<i>Tua</i>	Old	<i>Bangkotan</i>
3.	<i>Keren</i>	Cool	<i>Dope</i>
4.	<i>Sadis</i>	Sadistic	<i>Afgan</i>
5.	<i>Jujur</i>	Honest	<i>TBH</i>
6.	<i>Berlebihan</i>	Exaggerated	<i>Lebay</i>
7.	<i>Norak</i>	Tacky	<i>Alay</i>
8.	<i>Enak</i>	Delicious	<i>Ajib</i>
9.	<i>Luar Biasa</i>	Extraordinary	<i>Badai</i>
10.	<i>Keras Kepala</i>	Stubborn	<i>Baget</i>
11.	<i>Sensitif/Bawa Perasaan</i>	Sensitive	<i>Baper</i>
12.	<i>Jelek</i>	Ugly	<i>Bapuk</i>
13.	<i>Aneh</i>	Weird	<i>Absurd</i>
14.	<i>Acuh</i>	Indifferent	<i>Damat</i>
15.	<i>Jelas/Benar</i>	Clear / True	<i>Danta</i>
16.	<i>Tidak Jelas</i>	Not clear	<i>Gaje</i>
17.	<i>Sangat Umum</i>	Very common	<i>Mainstream</i>
18.	<i>Menggemaskan</i>	Adorable	<i>Unyu</i>
19.	<i>Santai</i>	Relaxed	<i>Selow/Woles</i>
20.	<i>Keras</i>	Hard	<i>Kerad</i>
21.	<i>Bodoh</i>	Stupid	<i>Bedon/Dodol</i>
22.	<i>Tidak Sopan</i>	Impolite	<i>Keos/Songodh</i>
23.	<i>Sok Tahu</i>	Knowledgeably	<i>Sotoy</i>
24.	<i>Praktis</i>	Practical	<i>Gaway</i>
25.	<i>Adil</i>	Fair	<i>Cengli</i>
26.	<i>Tidak Lucu</i>	Not funny	<i>Garing</i>
27.	<i>Sombong</i>	Arrogant	<i>Jutek</i>
28.	<i>Centil</i>	Coquettish	<i>Menel</i>
29.	<i>Jahat</i>	Evil	<i>Barbar</i>
30.	<i>Membosankan</i>	Boring	<i>Bete</i>

All of the adjectives are evolving into special terms that differ from the original words, as shown in Table 2.

3.2 Why are the adjectives changing into special terms?

Language change is nothing new. Historical linguistics has traditionally focused on how languages change rather than why they change in one way or another. Several statements refer to changes in language. 1) Languages evolve. It is impossible for a language to remain unchanged. There may be significant internal and external factors that influence the rate of change. For example, English has changed a lot since Old English. Other languages, like Icelandic and Finnish, have not changed much over time. 2) Language change occurs frequently. Even if these cannot be predicted, language change patterns can be recognized as regularities (Raymond, 2003). As a result, we can conclude that language change is not a new phenomenon.

Language shifts are inevitable. There are a lot of factors that affect the process of changing a language. Because of the adaptation of development, pattern change, and system of society life, such as level of education, social, cultural, and technological mastery, the adjectives in this context are evolving into distinct terms. Language is just one of many aspects that are affected by globalization. As can be seen from the table above, some of the words are being translated into another language, for examples: *palsu* → hoax, *jujur* → TBH (to be honest), *aneh* → absurd, *sangat umum* → mainstream, and *santai* → slow, which are English.

Society and language are closely linked. Language is a social product that can be used to communicate and interact with one another to its full potential. One is both a member of society and an individual who is distinct from others in society. Language is used in both personal and social interactions. Language use, phonetics, phonemics, word selection, idiolect, and sentence structure are all unique to each individual. Society is made up of many different dialects. Speakers from different classes, regions, social statuses, and speaking styles contribute to dialect differences.

It is possible to draw the conclusion that interactions between people lead to word changes. A new term cannot exist if humans alone do not contribute to its spread to others. Additionally, today's social media platforms facilitate language exchange and translation.

3.3 How are the adjectives changing into special terms?

Phonetics, lexis, syntax, and semantics are just a few of the aspects of language that undergo change as a result of shifting requirements. According to the table above, language changes, particularly "lexis changes," occur. Thirty new words become thirty new special terms. Moreover, some of the words are changing into another language that is English (*palsu* → hoax, *jujur* → TBH (to be honest), *aneh* → absurd, *sangat umum* → mainstream, and *santai* → slow). Abbreviation and contractions also occurs in the process of change, for examples: TBH (to be honest), *baper* (*bawa perasaan*), and *gaje* (*gak jelas*). Additionally, this phenomenon demonstrates the culture of contemporary society; where they frequently use contractions or abbreviations. People today have a tendency to move quickly, which ultimately influences language usage.

4 Conclusion

According to the findings of this study, all of the adjectives are evolving into distinct terms that differ from the original words. Language change is inevitable. There are a lot of factors that affect the process of changing a language. Globalization is one of the factors, which has an impact on many things, including language. Furthermore, human interaction is a major factor in language change. A new term cannot exist if humans alone do not contribute to its spread to others.

The primary "lexis" change in the language occurs. The English spelling of some of the words is changing. Change also results in contractions and abbreviations. Additionally, this phenomenon demonstrates the culture of contemporary society; where they think it's important to move quickly, which eventually affects how they speak. As long as we don't forget our

language, it's fine to speak English and a good thing. However, it would be preferable if we used more Indonesian in our daily interactions. On occasion, we are able to communicate in English.

If we all contribute to the transmission of that language, we also change it. We can choose which languages are transferable and which are not. Therefore, so that we don't just blindly follow the trend, we advise doing some critical thinking before using certain language, especially on social media.

References

- [1] Algeo, J.: *The Origins and Development of English Language*. USA: Wadsworth (2010)
- [2] Bauer, L.: *The Linguistic students' handbook*. Edinburgh: Edinburgh University Press (2007)
- [3] Bogdan: *Qualitative Research for Education*. California: Pearson A & B (1992)
- [4] Cann, A. J., Dimitriou, K & Hooley. T.: *Social media: A Guide for Researchers*. Research Information Network, Web (2011)
- [5] Campbell, L.: *The History of Linguistics*. Blackwell Publishing Online (2002)
- [6] Hickey, R.: *Motives for language change*. Cambridge: University Press (2003)
- [7] Kenstowicz, M. and Charles K.: *Generative phonology. Description and theory*. New York: Academic Press (1979)
- [8] Nevalainen, T.: *Language Change Database: A new online research*. ICAME Journal, Volume 40, 2016, DOI: 10.1515/icame-2016-0006 (2016)
- [9] Page, R, et al.: *Researching Language and social media: A Student Guide*. Routledge. Digital (2014)
- [10] Payne, J., Huddleston, R., & Pullum, G. K.: *The distribution and category status of adjectives and adverbs*. *Word Structure*, 3(1), 31-81 (2010)
- [11] Pustet, R.: *Adjectives*. Encyclopedia Elsevier (2006)
- [12] Quirk, R., Greenbaum, S., Leech, G., & Svartvik, J. A.: *Comprehensive Grammar of the English Language*. New York: Longman (1985)
- [13] Rejeki, T.I., Sagala, R.W.: *Semantic Analysis of Slang in Social Media of Millennial Generation*. *Jurnal Kredo*, Vol.3 No.1. ISSN 2598-3202 (2019)
- [14] Saussure, F. D.: *Course in general Linguistics*. New York: Philosophical Library (1959)