

# The Influence of Social Media on Language Change in Indonesia: A Sociolinguistic Perspective

**Ramlah Rassi<sup>1</sup>, Malini Ismail<sup>2</sup>**

<sup>1</sup>Department of Linguistic, Universitas Syiah Kuala, Indonesia

<sup>2</sup>Faculty of Art, Universiti Malaysia Perlis, Malaysia

*Corresponding author: ramlahrassi88@gmail.com*

The rapid growth of social media platforms has led to significant linguistic changes in contemporary Indonesian communication. This paper examines the influence of social media on language evolution in Indonesia, focusing on lexical innovation, syntactic shifts, and discourse practices. By analyzing digital conversations, memes, and trending hashtags, this study highlights how internet culture contributes to linguistic dynamism in the Indonesian context. The findings suggest that social media fosters language change by accelerating the diffusion of neologisms, informal registers, and multimodal communication, ultimately reshaping linguistic norms in digital and offline spaces.

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## 1. Introduction

Language is a dynamic entity, constantly evolving in response to social, technological, and cultural shifts. With the advent of social media, platforms such as Twitter, Instagram, and TikTok have become influential spaces for language innovation in Indonesia. This paper explores the role of social media in shaping contemporary linguistic practices, focusing on the emergence of new words, syntactic alterations, and discourse strategies in Indonesian digital communication.

This study draws from sociolinguistic theories of language change, including Labov's variationist approach and Milroy's social network theory, with a focus on their application to the Indonesian linguistic landscape. These frameworks help explain how digital communities contribute to the diffusion of linguistic features and the adoption of novel expressions. Additionally, the concept of Computer-Mediated Communication (CMC) is considered to understand the impact of online interactions on Indonesian language use.

**Table 1.** Southeast Asia [1]

| Country   | Population |
|-----------|------------|
| Indonesia |            |

|           |  |
|-----------|--|
| Malaysia  |  |
| Thailand  |  |
| Vietnam   |  |
| Singapura |  |

2. Result and Discussion

This research employs a qualitative and corpus-based approach to analyze linguistic trends on social media in Indonesia. Data is collected from popular Indonesian social media posts, viral hashtags, and user-generated content. A discourse analysis method is applied to examine how language is used in digital contexts, with particular attention to lexical innovation, abbreviation patterns, and syntactic simplifications in Bahasa Indonesia and regional languages.

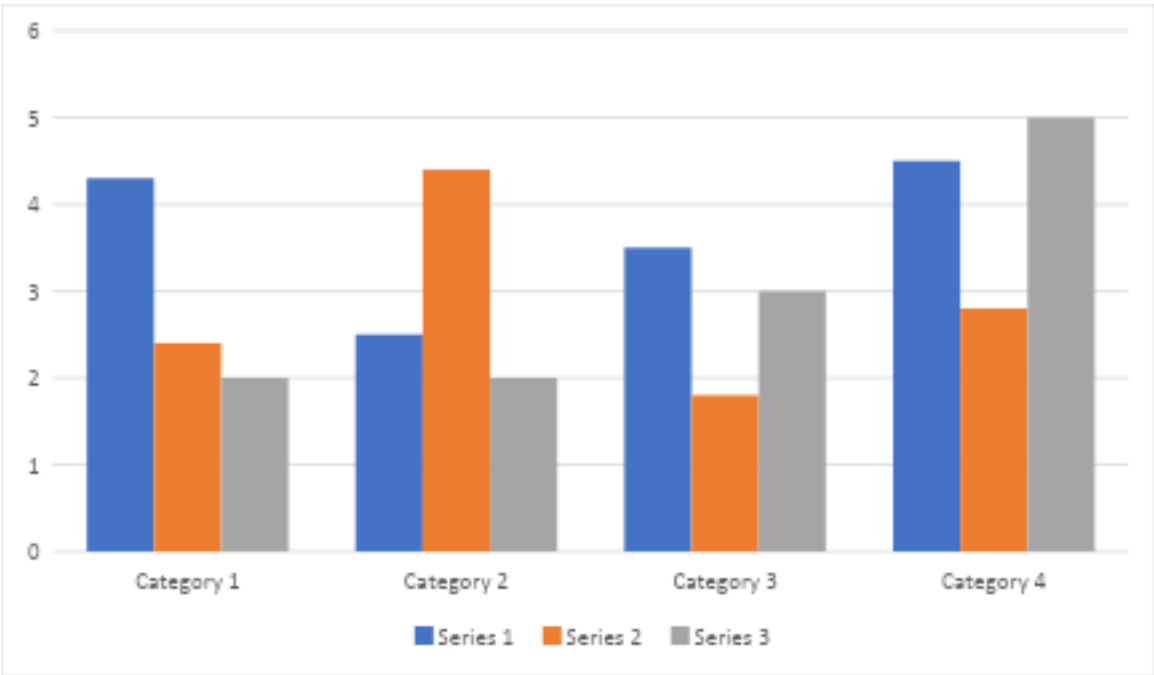


Figure 1. The graph

3. Conclusion

Data analytics is transforming drone applications in Indonesia, offering new opportunities for efficiency, safety, and decision-making across multiple industries. While challenges such as regulatory constraints, technological limitations, and security risks persist, strategic investments in AI, infrastructure, and policy frameworks can unlock the full potential of data-driven drone operations.

Moving forward, collaboration between the public and private sectors will be crucial in driving innovation and ensuring the sustainable growth of drone technology in Indonesia.

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