

## **SOCIAL MEDIA & ADOLESCENTS: IDENTIFYING THE IMPACT OF SOCIAL MEDIA ON ADOLESCENT LANGUAGE DEVELOPMENT**

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### **Abstract:**

Digital technology is developing very rapidly in the current era of globalization, one of which is seen in the popularity of social media. Teenagers are the most vulnerable subjects to the development of social media. According to a report from the Ministry of Communication and Information, about 79.5% of children and adolescents are internet users, and almost 98% of them have knowledge of the internet. Therefore, the discussion of social media on adolescent language development needs to be a concern for various groups. This research uses the literature study method through searching and analyzing various sources of information, including scientific journals, books, reports, and relevant documents and processing the research language. The development of social media has a significant impact on language development in adolescents. The results show that social media has a profound impact on adolescent language development.

**Keywords:** Digital Technology, Social Media, Teens, Language, Development.

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## INTRODUCTION

In the current era of globalization, digital technology is developing very rapidly. Digital technology refers to the use of computer technology and electronics to process, store, and transmit information digitally. With the rapid development of digital technology, there is a saying that “The world is not as wide as a moringa leaf” should change to “The world is as wide as a moringa leaf” (Saefullah, 2020). Technological advances make it easy for everyone to obtain, interact with, and access information. Information can be easily obtained due to the development of technology and the internet. To connect electronic media with each other, the internet is a communication network that uses certain frequencies to transmit data at the right speed. One of the consequences of the rapid development of globalization and also the internet is the large number of social media that is easily accessible to various groups. Some examples of social media that are loved especially by teenagers are Instagram, Tiktok, and Twitter.

Adolescence is a transitional period between childhood and adulthood, and includes all developments experienced in preparation for entering adulthood (Tolukun, 2020). Adolescence in KBBI, lasts between the ages of 12 to 18 years and goes through a growth process after leaving childhood towards adulthood, but has not yet reached mental maturity. These developmental changes include physical, psychological and psychosocial aspects. Kemkominfo reports that 79.5% of children and adolescents are internet users, and 98 percent know about the internet. The changes that occur in adolescents, especially in culture, which include changes in behavior that are easy to see, such as the way of speaking, communicating, dressing style, and taking cultural identity are very visible (Mulyono, 2021).

The relationship between social media and adolescents is a very significant phenomenon in today's digital culture. According to Cahyono (2015), with the emergence of social media, the norms, culture, and ethics of society have changed. The development of social media has become a very significant phenomenon, especially among teenagers as it provides a platform to interact, share content, and build communities globally. One of the main factors driving its popularity is easy accessibility through mobile devices and increasingly affordable internet. The largest community in Indonesia that

frequently uses social media is teenagers (Felita et al, 2016). Teenagers use social media to express opinions, share moments of daily life, and seek social validation. Social media allows teens to interact, connect and share experiences with others around the world. With features such as comments, likes and shares, social media provides instant social rewards that can affect adolescents' self-perception and self-esteem. Social media companies continue to evolve their platforms with new features, such as stories and live streaming, to maintain user interest, while governments and other organizations have also started to pay attention to its social and psychological impacts by advocating for stricter regulations.

However, while social media can provide benefits in terms of social connectivity and self-expression, there are also associated risks, such as addiction, cyberbullying, and unhealthy comparisons with the lives of others. Teenagers often feel tempted to display an idealized version of themselves on social media, which can create pressure to reach unrealistic standards. While social media offers significant benefits in terms of connectivity and self-expression, it is important to continue to pay attention to and manage its impact on adolescents' overall well-being. Therefore, it is important for adolescents to use social media wisely, understand the risks involved, and develop skills in managing and limiting their use to maintain their mental and emotional well-being.

Based on the above, this article is organized by focusing on the influence of social media on the understanding of social media and adolescent language, the relationship between social media and adolescent language development, the role of social media in adolescent language, and the impact of social media on adolescent language development. This article aims to provide a deeper understanding of how interactions with social media affect adolescents' language use and be able to provide comprehensive information on how social media affects adolescents' language and strengthen the understanding of social media use as well as its impact on adolescents' language development.

## **METHOD**

This study employs a literature review method to collect and analyze information. The literature review is conducted through searching and analyzing various sources, including scholarly journals, books, reports, and relevant documents, while refining the research language (Zed, 2015). This method is

used to gather various theories relevant to the research problem as reference material for discussing the research findings.

The data collection process involves three steps: identifying the research topic, searching for keywords or themes previously determined, and systematically compiling literature by taking notes, quotations, or information for easy retrieval when needed (Darmadi, 2011).

The findings are developed and interpreted comprehensively. The data collection technique focuses on a single method: searching for and analyzing results obtained from journals and articles available on Google Scholar. Through this process, the research gains a comprehensive understanding of the investigated issue, namely: the impact of social media on adolescent development in the context of globalization and the advancement of digital technology.

With the rapid development of digital technology, social media provides a platform for adolescents to interact, share content, and build global communities. However, it also poses risks such as addiction and cyberbullying. The prudent use of social media and risk management are crucial to maintaining adolescents' mental and emotional well-being.

The study emphasizes the relationship between social media and adolescent language use, as well as its impact on language development. The aim is to provide deeper insights into how social media influences adolescents' language use and to offer comprehensive information about its effects on language development.

## **FINDINGS AND DISCUSSIONS**

### ***Social Media***

According to Cross (2013), the term “social media” refers to a variety of technologies used to collaborate, share information, and interact through web-based messages. Social media consists of three components: information infrastructure and tools used to produce and distribute content. The media content can be personal messages, news, ideas, and cultural products; and those who produce and consume digital content are individuals, organizations, and companies (Parks, 2012).

Social media, according to Van Dijk in Nasrullah (2019), is a media platform that focuses on user existence and helps to participate in activities and collaborate. Therefore, social media can be considered as an online medium (facilitator) that builds social relationships and strengthens relationships

between users. Social media (Social Networks) are online media where people can easily participate, vary, and create content. This type of online media includes blogs, social networks or social networks, wikis, forums, and virtual worlds (Putri et al., 2016). Wikis, blogs, and social networks are probably the most widely used types of social by people around the world.

It can be concluded that social media is a media platform used to combine the existence of people who access it into a collaboration that functions as a forum for communication and cooperation. Social media can accommodate its users to strengthen relationships between each other and open actualization space for its users to create and work in the formation of content on the social network.

According to Gani (2020) the most widely used social media are as follows:

1. Facebook

We're all familiar with Facebook, the social networking platform that has become an integral part of our digital lives. With millions of users around the world, Facebook has become one of the primary means for people to interact, share information, and expand their social networks. In Indonesia, enthusiasm for Facebook is very high. Not only as a place to meet and communicate with friends and family, but also as a platform to promote businesses and expand market reach. Data shows that around 65 million Indonesians actively use Facebook, an impressive number that shows how important this platform is in people's daily lives. In fact, the number of Facebook users in Indonesia exceeds the total Indonesian internet users according to APJII survey. This indicates the strong penetration of Facebook in Indonesia's digital society. Globally, Indonesia even ranks third as the country with the highest number of Facebook users in the world, an achievement that reinforces its position as one of the largest markets for the platform. As such, Facebook is not only a tool for communication, but also a social phenomenon that reflects its important role in shaping patterns of interaction and online activity in Indonesia and around the world.

2. Twitter

Twitter is a very popular microblogging platform at the moment, especially among celebrities and prominent figures. Many of them prefer Twitter to other social media platforms, which has caused

Twitter's popularity to increase significantly. In Indonesia, Twitter is highly favored, and most tweets come from there even though Indonesia is not the country with the most Twitter users.

3. LinkedIn

The social networking platform aimed at professionals has also received a warm welcome in Indonesia. The platform's user growth in the country is the third fastest in the world, behind only Turkey and Colombia. Currently, the number of LinkedIn users from Indonesia has reached 2 million.

4. Friendster

Although Friendster has lost its activity as a social media platform, its popularity in Indonesia in the past created quite a sensation. In fact, the number of users from Indonesia during its heyday exceeded that of Friendster's home country. Although Friendster is no longer active, its legacy remains memorable in Indonesia, reflecting the impact it once had in the world of social networking in the country.

5. Path

Path's CEO and founder, Dave Morin, revealed that Indonesia is one of the countries with the most active Path users outside of English. According to him, the high user activity in Indonesia is a belief that his efforts to strengthen specialized services in the country will yield significant benefits. Currently, the number of Path users in Indonesia reaches 4 million, confirming its position as a social media platform of interest to Indonesians. However, there are still many other social media platforms used by Indonesians.

### ***The Relationship between Social Media Use and Adolescent Language Development***

Adolescence is the time when individuals move from childhood to adulthood. During this period there are changes that occur very quickly and sometimes unconsciously, these changes affect the hormonal, physical, psychological, and social conditions in adolescents. Zakiah Darajat 1990 (in Gani, 2020) says that adolescence is a transitional period between childhood and adulthood, which is at the age of 12-22 years. During this period, children experience a period of growth and development both physically and psychologically. At this time, individuals are not children either in terms of

body shape or the way they think or act, but individuals are also not mature adults.

According to Santrock (2007), that language development in adolescents shows as follows:

1. Adolescents experience increased mastery in using complex words (Fischer & Lazerson, 1984, in Santrock), adolescents can analyze the function of a word in a sentence better than children.
2. Teenagers better understand satire (using irony, ridicule, or jokes) and metaphor (comparison of meaning between two different things).
3. Increased ability of adolescents to understand complex literature.
4. Adolescents use dialects, which are language styles that have unique vocabulary, grammar, or pronunciation, when they speak in sentences (Berko Gleason, 2005, in Santrock, 2007).

As quoted from Santrock, adolescents speak a variety of languages that have unique vocabulary, grammar, or pronunciation. The uniqueness of the language used has certain variations, where these variations can appear in the factories of the social background of the community, geographical location, age education, and so on (Sartini, 2012). Meanwhile, according to Putri (2016, in Octorina, 2018) the use and placement of varied language is also due to adolescence which is a period of development of all things so that at this time adolescents become unstable and easily influenced by the environment.

With the advancement of technology, where everyone communicates through social media, so that changes in grammar can be spread quickly. Then the changes become normal in language and are followed by other social media users. Then another language or new language emerges, and other users follow suit. Thus, the position of language changes. Teenagers have their own language in expressing themselves. The use and normalization of slang is a bad influence, because this also has an impact on the position of the Indonesian language. Increased use and familiarity with communication through language changes made by teenagers today, making Indonesian begin to be replaced or tucked away (Arsanti, 2020).

Slang or the language often used by teenagers, according to Mulyana (in Sari 2015), is defined as a collection of words or terms that have unique, strange, or even contradictory meanings commonly used by people from certain subcultures. They can also be referred to as a group of people who have behaviors and beliefs that are different from their original culture. According to

the Center for Language and Literature (in Hilaliyah, 2010), prokem language is also commonly referred to as coded language, which is a language used and favored by certain teenagers and is growing rapidly among teenagers today.

The phenomenon of slang use occurs due to changes or modifications not only in Indonesian, but also in other languages. Slang does not occur due to language modification, but can also come from the language used by many people. According to Nurhasanah (in Swandy, 2017), slang does not have a clear stylistic structure because it is a development or modification of various languages, including Indonesian. According to Sarwono (2004), slang is typical of teenagers (words are changed in such a way that they are only understood by a few people) and can be understood by almost all teenagers in countries reached by mass media. However, these terms develop, change and evolve almost daily. It can be concluded that slang that is often used by teenagers is a series of words or terms that have unique word order and sometimes contradict the rules understood by certain subcultures. Slang is the result of modification of various languages that are often used by many people, does not have a fixed stylistic structure, and has characteristics that can be understood by teenagers through trends that are currently happening.

According to Arsanti and Setiana (2020), there are several factors that influence the use of slang on social media, including:

1. Social Factors

It starts with a post that uses slang, then it is also responded to with slang, so that the language is increasingly used and considered normal in one circle.

2. Prestige Factors

The use of social media is familiar and inseparable from prestige and image. Social media users are required to always be aware and follow existing developments. Including the use of slang, social media users use slang because of prestige so as not to be considered old-fashioned.

3. Advertising Factors

In order to attract the audience, slang is often included in advertising products and so on. Not different from the previous reason, the use of slang in advertisements is to attract the attention of the audience, and advertisements are not considered outdated.

### ***The Role of Social Media in Adolescent Language Development***

Indeed, social media has a big role in the advancement of communication in the current era. According to Gani (2020), social media has effective access for all users, not limited to each group, which allows communication interactions to be widely reached. According to Gani (2020), the advantages of social media that are superior to conventional media are as follows:

1. Building a Relationships

Social media gives us many opportunities to connect and interact with customers. Traditional media only communicates one-way, making it difficult to get direct feedback, ideas, and testing.

2. Global Outreach

Conventional media is very expensive and time-consuming, but social media allows one to communicate information anywhere and anytime. They also allow one to customize their content for every segment of society and deliver messages to more people.

The convenience presented by social media triggers every classification of society to become users of social media. One of them is teenagers. Social media for teenagers has changed from a private place to a public place. Young people experience a cultural shift. Teenagers use social media accounts to share impersonal and personal activities to create their self-identity (Zakirah, 2020).

Social media has become an integral aspect in the actualization of today's teenagers. The unlimited space for movement and a place to interact with users has become one of the reasons why many social media users are dominated by teenagers. Today, social media has become a part that plays an important role in the developmental aspects of an individual, especially adolescents.

Aspects of development influenced by social media include character, social, intellectual and language. The diversity of the characters of each user and the ease of communication trigger changes in the use of language used by adolescents. According to Tamsiruddin & Juanda (2023) in their research stated that the role of social media in adolescent language development is dominated by their ability in language acquisition. The aspects of language that are influenced are as follows:

1. Language Comprehension: The ability to understand speech.
2. Language Production: The ability to produce utterances.
3. Language Acquisition: The ability to acquire language.

### ***The Impact of Social Media on Adolescent Language Development***

Social media is one aspect that cannot be separated from a teenager. The development of social media today has a significant impact on the development of language ethics in adolescents. In social media, everyone can freely comment and channel their opinions, thus allowing teenagers to communicate freely and without time constraints, providing broad access to express opinions and engage in online interactions (Zuhdaniati, 2023). It cannot be denied that social media greatly affects a person's life.

With social media, a small person can become a great person, or vice versa. Social media has become an addiction for teenagers, so they cannot stop using it (Putri, 2016). This is in line with Duffett's opinion that uncontrolled use of social media and lack of supervision can cause teenagers to behave inappropriately and violate grammar (Zuhdaniati, 2023). For teenagers in using social media there are no spelling and grammar rules that must be used. The absence of these rules makes it increasingly difficult for teenagers to distinguish between communicating and speaking on social networking sites and in the real world.

Social media is beneficial for the advancement of science and technology, such as facilitating communication, finding and accessing information, developing relationships, and adding friends. On the other hand, social media also has negative effects on society and children. Teenagers like the change in attitude that occurs after they are addicted to social networking, they become lazy because they are too absorbed in social networking and forget their academic responsibilities. Since most users of social networking sites are adolescents at school age, the influence of social networking sites may be greater for them. It quickly becomes a habit to visit and interact passively on social networking sites. As a result, users in this case may lose track of time because they are so engrossed in their cyber activities that they forget their responsibilities as students (Mulyono, 2021).

One of the impacts of social media is the change in language use and message delivery. Adolescents tend to use more informal, brief and sometimes distorted language due to the use of abbreviations, emoticons and popular phrases commonly used in social media platforms. This can affect their ability to communicate formally in contexts such as academic or professional. In addition, social media also expands adolescents' vocabulary by introducing them to new words, slang terms and popular phrases that may not be taught in formal contexts. This can also lead to inappropriate or less appropriate language

use in certain situations. In addition, social media also affects adolescents' language structure, such as the use of inappropriate grammar or the loss of the habit of writing correctly due to the habit of typing quickly without paying attention to grammatical errors. The influence of social media on adolescent language development can be significant. Here are some of the main impacts of social media on adolescent language development:

1. Vocabulary Update

Social media is a major source for introducing new words into everyday language. It is often the case that teenagers pick up new words, phrases or abbreviations that quickly spread. For example, terms like “*selfie*”, “*hashtag*” or “*meme*” may not have been very common before they appeared on social media.

2. Use of Abbreviations and Slang Language.

Language characteristics on social media tend to be brief and informal. Teenagers often use abbreviations or slang language that is faster and less formal in their online communication. On social media platforms, teens tend to use abbreviations or slang to express themselves quickly and concisely. For example, the abbreviation “OMG” (Oh my God) or slang such as “gue” (saya) in Indonesian or “LOL” (laugh out loud) in English.

3. Sentence Structure Change

Due to character limitations in social media posts such as Twitter or Instagram, teenagers tend to shorten their sentences and change their sentence structure to fit the limitations of these platforms. This can affect the way teens write elsewhere, including at school or in learning.

4. Changes in Spelling and Punctuation

Social media often allows the use of ungrammatical spelling or grammatically incorrect punctuation. This can affect the understanding and use of correct grammar among teenagers.

5. Changes in Language Style.

Social media provides a platform for teens to express themselves in unique ways. This can give rise to distinctive language styles among certain groups of teens or even among the generation as a whole.

6. Influence of Foreign Languages

Social media also provides greater access to outside cultures through content shared by users from different countries. This can lead to the

use of words or phrases in foreign languages being adopted in teenagers' everyday language.

#### 7. Communication Skills

While social media is often criticized for causing a lack of direct communication skills, it can also help teens in perfecting their writing and speaking skills. They often practice writing in different formats and communicating their ideas effectively through these platforms.

Proper education on the correct and critical use of language on social media is essential to help teens develop healthy and effective language skills. While social media can enrich teenagers' language with new vocabulary and facilitate communication in a relaxed environment, it is also important to be mindful of its impact on proper language use and effective communication skills in different contexts.

### **CONCLUSION AND RECOMMENDATION**

Social media is a media platform used to combine the existence of people who access it into a collaboration that functions as a forum for communication and cooperation. Social media has a big role in the advancement of communication in the current era. Teenagers today usually use slang, which is modifying language with unique vocabulary, grammar, or pronunciation in communication, especially when through social media. The impact caused by social media is very significant on the development of adolescent language, where there are no spelling rules and the use of grammar in communication so that the knowledge and use of good and correct Indonesian language fades. It is important to remember that the impact of social media on adolescent language development can vary depending on how individuals use it and their social environment. Therefore, it is important for adolescents to understand its impact wisely and use these platforms responsibly and critically in sorting out the information they receive.

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