

**Ni Wayan Prami Wahyudiantari**

Universitas Pendidikan Mandalika

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**Abstract**

*The emergence of technology brings the presence of social media, which has become a platform for long-distance communication for many people today. Through social media, many people with different characteristics can meet, including the characteristics of the language they use. This can be caused by various factors, ranging from geographical differences, gender, to daily habits. Through this research, the researcher aims to find out the language variation in social media. The method used by researchers is the literature review method. The data in this research is previous research as many as 5 relevant articles. The results of the research have shown that language variation in social media is influenced by gender, age, cultural identity, and individual characteristics themselves. The literature reviewed in this study provides insights into language variation in social media.*

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**Corresponding Author:**

Ni Wayan Prami Wahyudiantari

Universitas Pendidikan Mandalika

Email: [niwayanprami@undikma.ac.id](mailto:niwayanprami@undikma.ac.id)

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## 1. INTRODUCTION

The increasing number of internet and social media users shows that in general, Indonesian people are technologically literate. The changing times and the development of science and technology certainly have an impact on various lines of life. Based on data from Statista, in 2020 social media users are still dominated by the younger generation with details of 20.6% men and 14.8% women aged around 25-34 (Ardhana et al., 2021).

The intersection between language and technology is crucial in the innovation of new forms of expression, resulting in the emergence of neologisms such as 'selfie' and 'swag'. Social media platforms have facilitated the rapid incorporation of these new terms into the lexicon. Individuals were able to share descriptions of their actions, situations, and emotions online, thereby starting a trend that quickly gained attention globally. As time goes by, these words or phrases become widely accepted in both verbal and written communications, transcending geographical boundaries (Cantina & Alvarico, 2022).

Language use represents a way of social engagement seen in various contexts. Interaction in society thrives through verbal exchange between its members. In addition, language functions as a medium for expressing personal identity. Through linguistic expression, individuals convey their perspectives, cultural affiliations, educational backgrounds, and even intrinsic traits (Amin, 2020).

This shows that the use of language in society is two closely related elements. As language users, people certainly have differences in terms of age, education and culture. This difference will later lead to differences in understanding of language use. For example, among speakers of older languages, such variations are seen as a form of impoliteness. On the other hand, when parents speak tends to be standard, this is considered very rigid by teenage speakers. These different paradigms regarding language variations will always lead to conflict between young and old language speakers, where in essence each utterance certainly has its own function (Ardhana et al., 2021).

Departing from the description above, the aim of this research is to investigate how linguistic change occurs in social media, with an emphasis on sociolinguistic factors that influence this phenomenon. The development of digital technology, especially social media, has changed many conditions of human communication. Platforms such as Twitter,

Facebook, Instagram and YouTube provide a platform for users to interact, share information and express themselves. Due to this, language is increasingly visible because social media users are free to use language according to their preferences, culture and communication context.

In addition, the social dimension of this phenomenon is also interesting because factors such as gender, age, social class, and race play an important role in language choice in shedding light on how sociocultural identities are expressed in the language used on social media. Previous sociolinguistic research conducted by Ardhana et al. (2021); Cantina and Alvarico (2022) has emphasized the importance of sociolinguistics in understanding linguistic change, and sociolinguistics provides a unique context for in-depth analysis of this phenomenon.

The change in the way we communicate and interact with other people has attracted the attention of researchers in understanding the language of social media. Previous research shows that social media users are more likely to use alternative languages than in verbal or formal communication situations. This reflects a particular linguistic shift in the social media environment, where users are becoming more relaxed, experimental, and sometimes more creative in the language they use. Technology also plays an important role in influencing the language of social media.

Features like emojis, acronyms, and short links allow users to convey messages in a more concise and transparent way. Additionally, algorithms and features such as autofill, and text suggestions can also influence the user’s choice of language, by evaluating wording based on context and the user’s typing history.

Social factors such as gender, age, social class, and ethnicity also influence languages on social media. Research shows that social media users tend to use language consistent with their social identity, both consciously and unconsciously. For example, research shows that women use emojis and more explicit language to express their emotions, while men use more direct and generic language (Cantina & Alvarico, 2022).

Furthermore, age and social class play a role in an individual’s choice of language on social media. Adolescents may be more likely to use profanity or buzzwords in their online interactions, whereas adults prefer more formal and context-dependent language so. Additionally, languages can be influenced by ethnicity, and social media users from different cultures often use language or words specific to their communities. In this literature review, researchers aim to explain the various uses of language in social media from a sociolinguistic perspective.

## 2. METHOD

This research uses the literature review method. In this study, researchers applied two keywords in the search field on Google Scholar, namely "Social Media" "Language Variation". In addition, researchers also set the publication year limitation, which is the last 5 years (2019-2024). After that, researchers obtained 7 relevant articles. However, the researcher eliminated 2 articles because after reading the abstract, the writing of the 2 articles was less relevant. Therefore, in this study, researchers conducted a literature review of 5 relevant articles. The aim is to describe language variation in social media.

## 3. RESULT

There are 5 previous studies chosen by the researcher to review, which are as follows:

No	Author	Title	Result
1	Ardhana et al. (2021)	Use of Language Variations on Twitter	The results of this study are in accordance with the research objectives, namely 1) the form of

No	Author	Title	Result
		Social Media: A Sociolinguistic Study	language variation consists of five forms: words, phrases, clauses, sentences, and new forms; 2) the function of language variation: a) to attract the attention of speech partners; b) to establish relationships, c) to praise and mock, d) to show the feelings of the speaker, e) as a tool to ask speech partners to do something, f) to show familiarity, g) to summarise speech, h) to refine speech, i) to increase vocabulary, j) to show the differences in the language used by Twitter users, k) as a referent; and 3) the background of language variation is caused by two factors. First, internal factors in the form of phonological and morphological processes. Second, external factors in the form of informal speech situations, differences in the age of Twitter users, differences in the purpose of speech, and differences in education and occupation levels.
2	Cantina and Alvarico (2022)	Gender and Language Variation on the Comments of Viral Youtube Videos	Both men and women use abbreviations to convey their thoughts quickly, thereby speeding up typing messages. Women are more familiar with positive and negative emojis than men. The language used by YouTube users in their online comments can vary based on individual preferences, with social class, social network, gender, ethnicity, and age identified as the main factors influencing language use.
3	Pasa and Mahyuni (2023)	Language Variations: A New Trend of Language Use Among Teenagers in Social Media	These findings indicate a shift in language use among teenagers, which is mainly caused by the rapid progress of communication technology. The evolution in their communication methods serves as a reflection of their identity, highlighting their active engagement as members of a community of practice.

No	Author	Title	Result
4	(Lucy & Bamman, 2021)	Characterizing English Variation across Social Media Communities with BERT	These findings suggest that communities that have very unique language patterns tend to be medium-sized. Additionally, these communities have a dedicated user base that exhibits high levels of engagement, actively participating in a powerful and interconnected network of interactions.
5	(Al-Khasawneh, 2023)	Impact of Social Media Language Use on Language Variation and Change: A Study of Twitter Discourse	The relationship between language diversity and user demographics highlights the influence of societal dynamics. Gender-specific linguistic conventions and preferences are evident, indicating the existence of gender-specific language trends. The different linguistic variations observed in different age groups and geographical regions underscore the sociocultural influences that shape language use.

**Discussions**

Language variation on social media is a complex and interesting phenomenon to study, because it reflects various aspects of social interaction, cultural identity, and technological developments. Through research conducted by a number of researchers, we can understand more deeply how language varies in the context of social media, as well as what factors influence it.

Research conducted by Ardhana et al. (2021) highlight several forms of language variation in the Twitter context. They identified five forms of language variation, namely words, phrases, clauses, sentences and new forms. These language variations have various functions, ranging from attracting the attention of the interlocutor, establishing a relationship, to conveying the speaker's feelings. Ardhana et al. (2021) also revealed that variations in language background can be caused by internal factors, such as phonological and morphological processes, as well as external factors, such as informal conversation situations, age differences, conversation goals, and education and employment levels.

Additionally, Cantina and Alvarico's (2022) research highlights language variations in the context of viral video comments on YouTube, focusing on gender differences. They found that both men and women used abbreviations to convey messages quickly, but women tended to be more familiar with positive and negative emojis. Factors such as social class, social network, gender, ethnicity and age also play a role in determining language variations in online comments on these platforms.

Pasa and Mahyuni (2023) add a new dimension to the understanding of language variation on social media, by highlighting changes in language use by teenagers. They found that advances in communication technology have influenced the way adolescents communicate, reflecting their identities as members of communities of practice. This shows that language variations on social media are not only influenced by individual factors, but also by technological and cultural changes.

Furthermore, Lucy & Bamman's (2021) research provides insight into how language variation is reflected in online communities. They found that communities with unique language patterns tend to be medium-sized and have a dedicated user base. This shows that language variation does not only occur at the individual level, but also at the community level, reflecting how complex social dynamics are.

Finally, Al-Khasawneh's (2023) research highlights the impact of language use on social media on language variation and language change more broadly. They found that language diversity on social media was influenced by demographic factors, such as gender, age, and geographic region. This shows that language variations on social media are not only the result of social interactions, but are also influenced by wider social structures.

#### 4. CONCLUSION

From the literature review, it can be concluded that language variation on social media is a complex phenomenon and is influenced by various factors, ranging from individual characteristics to broader socio-cultural dynamics. These studies provide a deeper understanding of how language varies in social media contexts, as well as the implications for cultural identity, social interactions, and necessary technological developments. Therefore, further research is still needed to better understand this phenomenon and its impact on society.

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