

The Impact of Social Media on Students' Language and Interaction in the Educational Environment

Rabiyatul Adawiyah

Pendidikan Bahasa dan Sastra Indonesia, FKIP Universitas Nahdlatul Wathan, Mataram.

Email: rabiyatula@gmail.com

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Abstract

This study discusses the impact of social media on student language and interaction in educational environments by reviewing four main focuses: (1) changes in student language due to social media use, (2) the influence of social media on learning outcomes, (3) student character and ethical values in the social media era, and (4) challenges and solutions in optimizing the educational use of social media. This study employs a descriptive-qualitative approach through literature review and/or observation of students' communication behavior in the context of learning and school socialization. The results show that the use of social media encourages a shift in student language towards a more concise, informal language, influenced by popular terms, abbreviations, and mixed languages, which has an impact on language habits in the classroom and in academic assignments. On the other hand, social media can positively contribute to learning outcomes through access to information, alternative learning resources, and collaboration, but it also has the potential to reduce concentration and discipline in learning and increase distraction if not controlled. In terms of character and ethics, social media poses challenges such as a decline in polite language, a tendency to imitate negative content, and an increased risk of cyberbullying, but it can also strengthen creativity, self-confidence, and the ability to express opinions if guided properly. These findings emphasize the need for strategies to strengthen digital literacy, instill communication ethics, and foster cooperation between schools and parents through device usage rules, guidance, and the planned use of social media as a learning tool.

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Corresponding Author:

Rabiyatul Adawiyah

Universitas Nahdlatul Wathan

Email: rabiyatula@gmail.com

1. INTRODUCTION

Social media has become an integral part of everyday life, influencing various aspects of modern life, including education (M. Ardiansyah, 2024). This development reflects how information technology has changed the way people interact, communicate, and learn. Social media not only functions as a tool for networking and sharing information, but has also permeated various sectors, including education, with significant implications for how students learn and interact. This transformation requires a deep understanding of how social media affects the dynamics of education and how educators and other stakeholders can harness its positive potential while mitigating its negative impacts.

Social media has changed the way students interact and learn, providing easy access to information (Tengku Sinar Marwanda, 2025). This ease of access allows students to search for additional learning resources, collaborate with peers on academic projects, and engage in online discussions on topics relevant to the curriculum. However, this ease of access also carries risks related to the validity and accuracy of information found on social media. Therefore, it is important for students to develop strong

information literacy skills so that they can critically evaluate the sources they find and distinguish between reliable and unreliable information. In addition, educators need to guide students in using social media as an effective tool for learning, while remaining mindful of the potential for distraction and other negative impacts.

Social media facilitates easy and efficient interaction, making it an important element in students' daily routines (Nur Syafiah, 2024). The ability to connect with friends, teachers, and educational resources through social media platforms has changed the way students learn and interact. This ease of interaction allows students to collaborate on group projects, share ideas and resources, and receive support from peers and teachers. Additionally, social media provides a platform for online discussions, where students can exchange thoughts on topics relevant to the curriculum and develop critical and analytical thinking skills. Thus, social media has become a valuable tool in modern education, facilitating easier, more efficient, and collaborative interactions between students, teachers, and educational resources.

Platforms such as Google Classroom and WhatsApp have become mainstays in the Home- Based Learning (HBL) method during the pandemic (Nur Syafiah, 2024). When schools around the world were forced to close due to the COVID-19 pandemic, social media platforms and online collaboration tools became essential in ensuring the continuity of learning. Google Classroom provides a centralized platform for managing assignments, announcements, and learning materials, while WhatsApp enables quick and easy communication between teachers, students, and parents. The use of these platforms allows students to stay connected with teachers and peers, access learning materials, and complete academic assignments from home. Thus, social media and online collaboration platforms have played a vital role in maintaining the continuity of education during the pandemic.

The main objective of this discussion is to analyze the influence of social media on communication patterns and social interactions among students (Tengku Sinar Marwanda, 2025). This analysis will cover various aspects, including the frequency and depth of interactions, the types of communication used, and the quality of interpersonal relationships. In addition, this discussion will also highlight various factors that moderate the impact of social media, including individual and social context factors. By understanding how social media affects students' communication and social interaction patterns, educators and other stakeholders can develop more effective strategies to harness the positive potential of social media while mitigating its negative impacts.

This discussion also aims to explore the impact of social media on the character building of elementary school students (Siti Hajar Nasyiroh, 2025). Character building is an important aspect of character education, which aims to develop strong moral and ethical values in students. Social media can have a significant impact on the moral development of students, both positive and negative. Therefore, it is important to understand how social media affects students' behavior, attitudes, and values, as well as how educators and parents can guide students in using social media responsibly and with good morals.

In addition, this discussion will also examine the impact of social media on violations of student character values (Ahmadi Ahmadi, 2024). Character values such as honesty, responsibility, and respect are important foundations for students' social and emotional development. Social media can be a platform for unethical behavior, such as cyberbullying, spreading fake news, and hate speech, which can damage students' character values. Therefore, it is important to understand how social media affects student behavior and how educators and parents can help students develop the skills to identify and reject unethical behavior on social media.

Based on the above description, the research question in this study is:

1. How does the use of social media affect students' language skills?
2. How does social media influence student learning outcomes?
3. How do students' character values and ethics change in the era of social media?
4. What are the challenges and solutions in optimizing the use of social media?

2. METHOD

This study uses a descriptive qualitative approach to describe the impact of social media on changes in student language, learning outcomes, and character and ethics in interactions in the educational environment (Creswell & Poth, 2024).

Data collection techniques included observation, semi-structured interviews, and documentation (Sugiyono, 2023).

Data analysis was conducted through coding and theme grouping, then the findings were interpreted (Saldaña, 2021; Braun & Clarke, 2021).

3. RESULTS AND DISCUSSION

a. Changes in Student Language Due to Social Media Use The Use of Slang and Prokem Language on Social Media

The language of communication on social media tends to use slang or non-standard language used by social media users (Saly Kurnia Octaviani, 2025). This phenomenon reflects how social media has created a space for more informal and creative language expression. Slang is often characterized by the use of abbreviations, acronyms, and slang terms that are popular among teenagers. The use of prokem language on social media can influence how students communicate in other contexts, including at school and in face-to-face interactions. Therefore, it is important for educators to understand how prokem language affects students' language development and how they can guide students in using appropriate language in various contexts.

The use of slang on social media has a significant impact on students' understanding of Indonesian (J. Bahasa, 2025). Slang, which is often characterized by the use of non-standard words or phrases, can affect students' ability to understand and use Indonesian properly and correctly. Excessive use of slang on social media can make it difficult for students to distinguish between formal and informal language, and can reduce their ability to write and speak in standard Indonesian. Therefore, it is important for educators to pay special attention to the development of students' Indonesian language skills, especially in the context of social media use.

Although they use slang more often, students still adjust their language in formal contexts at school. This shows that students have the ability to distinguish between different language registers and use language that is appropriate for different contexts. However, this ability does not always develop automatically, and students may need guidance and support from educators to develop this skill. Educators can help students understand the differences between formal and informal language, as well as provide opportunities for students to practice using the appropriate language in various situations. Thus, students can develop flexible and adaptive language skills, enabling them to communicate effectively in various contexts.

b. The Influence of Social Media Language on Grammar and Vocabulary

The use of social media can lead to a decline in grammar comprehension and the mixing of formal and informal language. The use of abbreviations, acronyms, and informal language on social media can affect students' ability to understand and use correct grammar in formal contexts. In addition, exposure to different language registers on social media can cause students to mix formal and informal language in their writing and conversations. Therefore, it is important for educators to pay special attention to developing students' grammar skills and helping them understand the differences between formal and informal language.

Social media can influence students' formal writing style (Henny Noviany, 2024). Exposure to different writing styles on social media can affect how students write in formal contexts. For example, students may tend to use shorter, simpler sentences or more informal language in their formal writing. In addition, social media can also influence students' ability to construct logical and coherent arguments in their writing. Therefore, it is important for educators to provide constructive feedback to students about their writing style and help them develop the skills to write effectively in various contexts.

Students are more familiar with foreign vocabulary than Indonesian vocabulary due to the influence of social media (Ines Tasya Jadidah, 2023). Exposure to foreign language content on social

media can cause students to be more familiar with foreign language vocabulary than Indonesian vocabulary. This can affect students' ability to understand and use Indonesian properly and correctly, and can reduce their ability to communicate effectively in Indonesian. Therefore, it is important for educators to pay special attention to developing students' Indonesian vocabulary and helping them understand the importance of using Indonesian properly and correctly in various contexts.

c. Impact on Formal and Informal Language Skills

Social media can enhance creativity in language use and the ability to create variety in communication. Social media platforms provide a space for students to experiment with language and develop their own communication style. Creative and innovative language use on social media can help students develop critical and analytical thinking skills, as well as improve their ability to communicate effectively in various contexts. In addition, social media can also motivate students to learn languages and improve their language skills.

The use of slang on social media has little effect on students' communication ethics at school. Although students may use slang on social media, they tend to maintain good communication ethics at school. This shows that students have the ability to distinguish between different language registers and use language that is appropriate to different contexts. However, it is important for educators to continue to provide guidance and support to students in developing good communication ethics skills, especially in the context of social media use.

Students still maintain polite language in social communication with their peers and older people. This shows that students have a good understanding of the importance of maintaining politeness in communication, both online and offline.

However, it is important for educators and parents to continue to set a good example in communication and help students develop the skills to communicate effectively and politely in various situations. In this way, students can become effective and responsible communicators who are able to build positive relationships with others.

2. The Influence of Social Media on Student Learning Behavior

a. Distractions and Lack of Focus in Learning

Students become less focused on their studies because they are distracted by social media. Notifications, updates, and other interesting content on social media can divert students' attention from their academic tasks. This can lead to decreased productivity, difficulty concentrating, and a decline in the quality of their work. In addition, excessive use of social media can also cause mental fatigue and stress, which can further reduce students' ability to focus on learning. Therefore, it is important for students to develop effective time management strategies and to limit their use of social media during school hours.

Social media can make it difficult to complete assigned tasks. When students are distracted by social media, they may find it difficult to complete their academic tasks on time. This can lead to delays, stress, and lower grades. In addition, excessive use of social media can also reduce the time available for students to study and prepare for exams. Therefore, it is important for students to prioritize their academic tasks and avoid social media distractions while they are studying or doing assignments.

Students are falling behind in their studies and spending more time playing with their cell phones than opening their books. Social media addiction can cause students to neglect their academic responsibilities and spend more time playing with their cell phones than studying. This can lead to a decline in academic performance, a lack of understanding of the subject matter, and a decline in interest in learning. Therefore, it is important for parents and educators to monitor students' use of social media and to provide the support and guidance they need to develop healthy study habits.

b. Utilizing Social Media as an Educational Tool

Social media can be used as a useful educational tool if done with the right methods. Social media platforms can be used for various educational purposes, such as sharing learning materials, collaborating on academic projects, and engaging in online discussions. In addition, social media

can also be used to provide feedback to students, monitor their progress, and provide additional support when needed. By using social media effectively, educators can create a more interactive, engaging, and personalized learning environment.

Social media can improve English speaking skills, especially in terms of pronunciation, vocabulary, and confidence. Social media platforms provide various opportunities for students to practice speaking English in an interactive and engaging way. For example, students can participate in online discussions, create video presentations, or record podcasts in English. In addition, social media also allows students to connect with native English speakers from around the world, who can provide valuable feedback and support. By utilizing social media as a tool for language learning, students can improve their speaking skills, expand their vocabulary, and increase their confidence in communicating in English.

Social media platforms can contribute to language development (Mitrulescu, 2024). Social media provides access to a variety of language resources, such as articles, videos, and podcasts, which can help students improve their reading, writing, and listening skills. In addition, social media also provides opportunities for students to interact with native speakers of the language, which can help them improve their speaking skills and understanding of different cultures. By utilizing social media as a tool for language learning, students can expand their language knowledge, improve their communication skills, and develop a deeper understanding of the world.

c. Impact on Motivation and Learning Achievement

Online gaming addiction can cause students' motivation to learn to decline (Ade Yustina Wardani, 2024). When students become addicted to online games, they may lose interest in learning and neglect their academic responsibilities. This can lead to a decline in academic performance, a lack of understanding of subject matter, and a decrease in interest in learning. In addition, online gaming addiction can also cause physical and mental health problems, such as eye strain, headaches, sleep disorders, and depression. Therefore, it is important for parents and educators to monitor students' use of online games and to provide the support and guidance they need to develop healthy gaming habits.

Social media can improve student learning outcomes through collaborative learning (Waleed Mugahed Al-Rahmi, 2014). Social media platforms provide various tools for collaborative learning, such as discussion forums, study groups, and document sharing tools. By using these tools, students can collaborate on academic projects, share ideas and resources, and provide each other with feedback. Collaborative learning can increase students' motivation to learn, improve their understanding of the subject matter, and develop their social and communication skills. Therefore, educators should encourage students to use social media as a tool for collaborative learning.

Good study habits have a significant influence on student achievement (Riyyatul Hamdiyah, 2024). Students who have good study habits tend to achieve higher academic performance. Good study habits include effective time management, good organization, and the ability to focus on academic tasks. In addition, good study habits also include the ability to seek help when needed, to learn from mistakes, and to continuously strive to improve oneself. Therefore, it is important for students to develop good study habits and to continuously strive to improve themselves.

3. Character Values

Character Values and Ethics of Students in the Social Media Era

a. Shifts in Cultural Values, Ethics, and Norms

The emergence of social media has caused a shift in educational behavior patterns, including existing cultures, ethics, and norms. Social media has changed the way students interact, communicate, and learn, which in turn affects the cultural values, ethics, and norms they adhere to. For example, social media can promote values of individualism, consumerism, and popularity, which may conflict with traditional values such as collectivism, simplicity, and humility. In addition, social media can also influence students' ethics, such as how they treat others online, how they share information, and how they use social media for unethical

purposes. Therefore, it is important for educators and parents to understand how social media affects students' cultural values, ethics, and norms, and to provide the guidance and support they need to develop positive and constructive values.

Students are less concerned about the environment and talk more about viral topics on social media than about learning. When students focus too much on social media, they may lose interest in important environmental and social issues. This can lead to a lack of concern for the environment, a lack of participation in social activities, and a lack of interest in learning about issues relevant to the world around them. In addition, students may be more interested in discussing viral topics on social media than engaging in meaningful discussions about important topics. Therefore, it is important for educators and parents to encourage students to engage in social and environmental activities and to help them develop an interest in learning about issues relevant to the world around them. Social media can damage children's cell phones during conversations with friends or teachers, or they may ignore character values and behavior. Inappropriate content, cyberbullying, and exposure to unethical behavior on social media can damage children's character values and behavior. For example, exposure to content that contains violence, sexuality, or discrimination can affect the way children view the world and justify inappropriate behavior. In addition, cyberbullying can cause children to feel insecure, anxious, and depressed, which can affect their academic performance and social development. Therefore, it is important for parents and educators to monitor children's use of social media and to provide the guidance and support they need to develop positive character values and behaviors.

b. Negative Impact on Morals and Manners

The negative impact of social media includes a decline in speaking etiquette and disrespectful attitudes toward teachers and parents. The use of rude language, derogatory comments, and unethical behavior on social media can affect the way students interact with others in the real world. For example, students may tend to use harsh or rude language toward teachers and parents, or they may be less respectful of other people's opinions and feelings. In addition, social media can also promote a culture of cyberbullying, where students attack and belittle each other online. Therefore, it is important for educators and parents to teach students about speaking ethics and polite behavior, both online and offline.

Uncontrolled cell phone use can make social interactions between peers, teachers, and parents less polite (Ramang, 2023). When students are too focused on their cell phones, they may not pay attention to the people around them and may not respect their opinions and feelings. For example, students may use requests or instructions from their parents. This can lead to tense and less harmonious relationships between students, friends, teachers, and parents. Therefore, it is important for parents and educators to establish clear rules about cell phone use and to encourage students to respect others in their social interactions.

Some students imitate inappropriate language and behavior from the content they see on TikTok (Afriana Difa, 2025). Social media platforms such as TikTok often feature inappropriate content, such as foul language, unethical behavior, and harmful stereotypes. Students exposed to this content may be inclined to imitate the language and behavior they see, which can affect their behavior at school and at home. For example, students may use harsh or rude language towards friends or teachers, or they may adopt condescending or discriminatory attitudes towards others. Therefore, it is important for parents and educators to monitor the content students view on social media and to provide them with the guidance and support they need to develop positive character values and behaviors.

c. The Importance of Character Education and Digital Literacy

Character education needs to be included in the curriculum to address the negative impacts of social media. Character education can help students develop strong moral and ethical values, which can help them make the right decisions about how to use social media responsibly and with good morals. Character education can also help students develop important social and emotional skills, such as empathy, respect, and the ability to resolve conflicts peacefully. Thus,

character education can be a valuable tool for addressing the negative impacts of social media and for helping students develop positive values and behaviors. Digital literacy education is necessary to minimize the negative impact of social media on students. Digital literacy is the ability to use digital technology effectively and responsibly. This includes the ability to search, evaluate, and use information online, as well as the ability to communicate, collaborate, and create digitally. In addition, digital literacy also includes an understanding of digital ethics, online safety, and privacy. By developing strong digital literacy skills, students can make informed decisions about how to use social media safely, responsibly, and ethically.

It is necessary to provide balanced guidance on the use of social media in order to support healthy social development for children and adolescents (Maay, 2024). This guidance should include information about the benefits and risks of social media, as well as strategies for using social media wisely and responsibly. In addition, this guidance should also include discussions about digital ethics, online safety, and privacy. By providing balanced guidance, parents and educators can help children and adolescents develop the skills and knowledge they need to use social media in a positive and constructive manner.

4. Challenges and Solutions in Optimizing Social Media Use

a. Overcoming Distractions and Social Media Addiction

Monitoring students' social media use and establishing clear rules can help reduce distractions and social media addiction. Advising children about the effects of online gaming addiction can help them understand the risks and benefits of online gaming and how to use it responsibly. In addition, thoroughly supervising the use of TikTok to ensure healthy and positive use in supporting the character building of elementary school students in the era of technology 4.0 can help reduce the risk of exposure to inappropriate or harmful content.

b. Minimizing Negative Impacts on Mental Health and Ethics

Character education needs to be included in the curriculum to address the negative impacts of social media, helping students develop strong moral and ethical values. Digital literacy education is necessary to minimize the negative impacts of social media on students, equipping them with the skills to use social media wisely and responsibly. In addition, providing balanced guidance on social media use to support healthy social development for children and adolescents can help them understand the risks and benefits of social media and how to use it positively.

c. Effective Learning Strategies in the Digital Age

Effective learning strategies are needed to improve Indonesian language comprehension in the digital age, helping students develop strong language skills that are relevant to the needs of the times. Teachers must develop strategies to leverage the benefits of social media and mitigate its challenges, helping students use social media as an effective learning tool. The integration of social media should complement traditional learning methods, ensuring alignment with curriculum objectives and educational standards, helping students achieve optimal learning outcomes.

4. CONCLUSIONS

Social media has a dual impact on the social interactions of children and adolescents, providing them with opportunities to connect with others and learn about the world around them, but also posing risks to mental health and ethics. Social media can influence students' communication patterns, social interactions, and character development, which can have positive or negative effects depending on how they use it. The impact of social media on violations of students' character values is more often seen as negative, highlighting the importance of proper supervision and education in this digital age.

Integrating social media into the curriculum can help students use social media as an effective learning tool. Encouraging teacher-led online learning communities can help students connect with their peers and teachers in a safe and supportive environment. In addition, promoting digital literacy for responsible use can help students use social media wisely and avoid harmful behavior.

5. ADVICE

Future research needs to holistically understand the impact of social media on students' communication and social interaction patterns, helping us develop effective strategies to leverage the benefits of social media and mitigate its risks. Further studies are needed to provide a meaningful procedural system for social media integration, helping us integrate social media into education in an effective and responsible manner. Future research could examine other forms of technology- assisted language learning beyond social media, helping us understand how technology.

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