

Social Media Impact Analysis on the Use of Indonesian in Class IX of SMP Negeri 35 Medan

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Abstract

Social media has become an integral part of teenagers' lives, including its influence on the use of the Indonesian language. This study aims to analyze the impact of social media usage on language development among ninth-grade students at SMPN 35 Medan. The research employs a quantitative survey approach, involving 23 students as respondents. Data were collected through questionnaires and analyzed descriptively. The findings indicate that most students use social media daily, affecting their language habits. While some students strive to maintain proper Indonesian usage, there is an increasing tendency to use slang and abbreviations in daily communication. Additionally, some students struggle to use standard Indonesian due to the influence of social media. This study concludes that social media significantly impacts students' language habits, both positively and negatively. Therefore, educational strategies are needed to raise awareness among students about the importance of using proper Indonesian in various contexts.

KeyWord: Social Media, Slang, Language Development, Middle School Students, Linguistics

INTRODUCTION

In the current era of globalization, it is undeniable that the presence of social media is increasingly needed in everyday life, but social media has no limitations of space and time with whom they communicate, they communicate wherever and whenever they are and with anyone. Observing the facts that occur in the field, there are several things that are the impact of the use of social media (Nugroho, 2024). So, it is undeniable that social media has an impact on the lives of class IX students of SMPN 35 Medan, who argue that social media is very important in everyday life. With the presence of social media among students, they are addicted to using it. The impact of social media is also quite large, both positive and negative (Ana Rahmawati, 2018).

Junior high school students are an age group that is in a significant stage of language development. They tend to be easily influenced by the language used in their environment, including that from social media (Fadhli et al., 2020). Social media is a new set of communication and collaboration tools that allow for various types of interactions that were previously unavailable to the general public (Arief & Saputra, 2019). Social media such as Facebook, Instagram, TikTok, and

WhatsApp are applications that are often used every day. Through the applications they use, they acquire languages that they absorb as languages used to communicate with their friends (Saputra et al., 2021). Sometimes the language they absorb from social media tends to make them forget how to use real Indonesian (Massie & Nababan, 2021).

The use of social media among adolescents has a major impact, both positive and negative (Marselina et al., 2019). The positive impact of using social media is that they are able to communicate long distance, obtain information quickly, acquire new languages or words, are able to learn independently, and so on (Pentianasari et al., 2022). The negative impact of using social media is that they misuse social media, spread fake news, access pornographic sites, and access online gambling sites. From the use of social media, there are several words that are absorbed and used by students in communicating with their friends such as santuy, gemoy, fyp, sorotan, viral, japri, otw, healing, ok bro, selow, chat, menyala, slebew, random, btw, gpp, ayang dan hoaks (Fauziah & Rahman, 2021).

A. Location and Time of Research

This research was conducted at SMPN 35 MEDAN on March 14, 2025.

B. Research Methods

This study uses a quantitative method with a survey approach. Quantitative research is a type of research that focuses on collecting and analyzing numerical data to test specific hypotheses or research questions (Yanis, 2023). The main objective of the study is to explore the influence of social media use on students' language skills, especially related to the use of good and correct Indonesian, as well as the use of non-standard language or slang that may develop among students (Rahmawati, 2021).

In this study, researchers used a questionnaire to collect data from 23 students who were selected purposely (with a specific purpose), namely students who actively use social media. This technique allows researchers to obtain relevant and in-depth data on how social media affects language use in students' daily lives (Hasman et al., 2023).

C. Data Collection Techniques

In this study, data were collected using a questionnaire to determine the impact of social media use on language use (Permana, 2015). The questionnaire was distributed to 23 students who were selected intentionally (purposive sampling) with the criteria as active social media users (Silvia & Ropida, 2022).

D. Data Analysis Techniques

After the data was collected through a questionnaire filled out by 23 students, the data will be analyzed using descriptive analysis techniques. Quantitative data obtained from closed questions will be analyzed by calculating frequencies and percentages to describe general patterns, such as how often respondents use certain terms or language styles influenced by social media (Jayanti & Subyantoro, 2019). Furthermore, qualitative data will also be analyzed using thematic analysis to identify themes or patterns in students' answers regarding the impact of social media on their language. The results of this analysis will be presented in tabular form (Intan Dinata & Pratama, 2022).

RESULTS AND DISCUSSION

Data Presentation

Table 1. Results of the Social Media Impact Questionnaire on the Use of Indonesian in Class IX of SMPN 35 Medan

Statement	Strongly agree	Agree	Neutral	Don't agree	Strongly Disagree	Positive Percentage (%)
I use social media frequently every day.	14	6	3	0	0	86,96%
Social media influences the way I communicate with peers.	4	11	5	2	1	65,22%
I often use slang or non-standard language when communicating on social media.	2	5	11	5	0	30,43%
I use abbreviations more often when writing messages on social media than writing full words.	6	8	6	3	0	60,87%
I feel like the use of slang on social media affects the way I speak in everyday life.	4	6	5	5	3	43,48%
I feel more comfortable using mixed languages (Indonesian and foreign	3	2	11	7	0	21,74%

languages) when communicating on social media.						
I still try to use good and correct Indonesian when writing on social media.	5	11	6	1	0	69,57%
I have difficulty using formal Indonesian because I am used to social media language.	0	6	14	2	1	26,09%
I agree that social media can threaten the preservation of good and correct Indonesian.	3	9	6	3	2	52,17%
I agree that social media can also be a good medium to improve the use of good and correct Indonesian.	6	7	8	2	0	56,52%



Figure 1. Documentation of filling out the questionnaire for class IX students at SMPN 35 Medan

DISCUSSION

Social media has become an inseparable part of students' daily lives, especially in terms of communication and social interaction. Based on the results of the questionnaire that has been analyzed, the majority of students (86.96%) admitted to frequently using social media every day. This shows that social media plays an important role in their lives, both as a means of communication, entertainment, and a source of information. This high intensity of use certainly has an impact on students' language habits, both in writing and in everyday conversation. One of the most significant influences of social media is on the way students communicate with peers. As many as 65.22% of students stated that social media affects their communication style (Putri et al., 2024). This can be seen from their

tendency to use more casual words, abbreviations, or even slang when interacting in cyberspace. This impact can be positive if used appropriately, but it can also lead to a decrease in the quality of standard language use if not properly controlled (Sampoerna et al., 2022).

Interestingly, although social media is often associated with the use of informal language, only 30.43% of students admitted to often using slang or informal language when communicating on social media. This shows that most students still maintain good language use, at least in certain interactions. However, this number still shows the influence of social media in the spread of slang among teenagers. In addition to the use of slang, another habit that emerges is the use of abbreviations in writing messages on social media. As many as 60.87% of students use abbreviations more often than writing full words. This shows that efficiency in digital communication is a priority for most students. This phenomenon is influenced by the culture of fast communication on social media, where users tend to save time and effort in typing messages (Ilahin, 2022).

The impact of this habit is also seen in everyday communication. Around 43.48% of students feel that the use of slang on social media affects the way they speak in everyday life. This means that the language used in the digital world is not only limited to online platforms, but is also carried over into direct conversations. This can be a challenge in maintaining the use of good and correct

Indonesian in academic and formal environments. In addition, there is also a tendency for students to use mixed languages, namely combining Indonesian with foreign languages in their communication (Kusumandaru & Rahmawati, 2022). However, only 21.74% of students feel more comfortable using mixed languages on social media. This shows that the majority of students continue to use Indonesian in their digital interactions, although some foreign terms may have begun to be integrated into their conversations (Asdiniah & Lestari, 2021).

On the other hand, awareness of the importance of using good and correct Indonesian is still quite high. As many as 69.57% of students stated that they still try to use good Indonesian when writing on social media. This shows that despite being exposed to slang and abbreviations, many students still have the linguistic awareness to maintain language that is in accordance with the rules. However, it is undeniable that some students have difficulty using standard Indonesian. As many as 26.09% of students admitted to having difficulty writing in standard language because they are used to using social media language. This shows that although the impact is not too big, social media still has the potential to influence students' ability to use language that is in accordance with academic standards (Kadeni, 2018).

In terms of the impact on the preservation of the Indonesian language, as many as 52.17% of students agreed that social media can be a threat to the use of good and correct Indonesian. This indicates a concern that the culture of speaking on social media can erode the use of standard language, especially if there is no control or education regarding the importance of maintaining good language. However, on the other hand, as many as 56.52% of students also agreed that social media can be a good means to improve the use of good and correct Indonesian. This shows that social media can actually be used as an educational tool that supports language learning, as long as it is used in the right way (Nofatin et al., 2019).

From these results, it can be concluded that social media does have a significant

influence on students' communication patterns. Although most students still try to use good and correct language, there are still habits such as the use of abbreviations and slang that can affect the quality of Indonesian language use as a whole. On the one hand, social media can be a threat to the sustainability of the Indonesian language, especially if students use more non-standard language in their daily lives. However, on the other hand, this platform can also be an effective educational tool if directed properly. The use of social media to disseminate educational content about good Indonesian language can be a solution to overcome this problem.

As an anticipatory measure, there needs to be encouragement from schools and parents to increase students' awareness of the importance of using good and correct language, both in oral and written communication. Teachers can integrate Indonesian language learning with the use of social media so that students better understand how to use appropriate language in various situations (Sudiana, 2022).

In addition, students also need to be given an understanding that the language they use on social media can affect their language habits in everyday life. Therefore, they must be wiser in choosing the words and language styles used so that they remain in accordance with applicable language norms (Agustini et al., 2022).

With good awareness and education, social media can be a tool that supports the development of the Indonesian language, not destroy it. Therefore, it is important for all parties to work together to create a healthy digital environment, where the Indonesian language is still used properly and correctly, without eliminating creativity in communication.

CONCLUSION

From the results of our research, it can be concluded that:

- a. The Influence of Social Media on Students' Language Development. The use of social media has a significant influence on the language development of grade IX students at SMPN 35 Medan. Social media has become the main

medium for daily communication, which causes students to absorb and use various new terms that are often non-standard.

- b. The positive impact of social media provides easy access to information, broadens language insight, helps students learn independently, and improves communication skills. The use of social media also brings negative influences such as addiction, the spread of false information, exposure to inappropriate content, and increased use of non-standard language or slang that can threaten the preservation of correct Indonesian.
- c. Strategies for Using Good and Correct Indonesian Some strategies that can be applied to help students continue to use good and correct Indonesian despite being influenced by social media language include increasing students' awareness of the importance of using formal Indonesian in formal situations and also encouraging the use of good Indonesian in learning at school, including in communication on social media. As well as increasing the role of teachers in guiding students to understand the difference between formal and slang language so that they can use it contextually.

SUGGESTION

Based on the results of research on the influence of social media use on the language development of class IX students at SMPN 35 Medan, there are several suggestions that can be given.

1. First, for students, it is suggested to be wiser in using social media and not excessive in absorbing slang that can have an impact on decreasing the ability to speak good and correct Indonesian. Students are also expected to be able to get used to using language that is appropriate to the situation and context of communication, especially in formal environments such as at school.
2. Second, for teachers and schools, it is important to improve learning about the use of standard Indonesian language and

in accordance with correct rules. Teachers are expected to be more proactive in guiding students to maintain the sustainability of the Indonesian language, including in their activities on social media. Holding socialization or seminars on the impact of social media language on language skills can be one strategy to increase student awareness.

3. Third, for parents, it is expected to play an active role in supervising and guiding their children in the use of social media, especially in terms of language use. Providing examples of good and correct use of Indonesian at home can help students to better understand the importance of speaking and writing well.
4. Finally, for further researchers, it is recommended to conduct further research with a wider scope, involving more samples from various levels of education, and exploring other aspects of media influence.

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