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LANGUAGE CHANGE ON SOCIAL MEDIA

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Abstract
Language change is the permanent alteration of a language's features and usage over time, affecting various aspects such as sound, vocabulary, meaning, and syntax. This research explores language change in the context of social media, specifically focusing on YouTube podcasts. The main goal is to understand how certain parts of speech, like pronouns, verbs, and adjectives, transform into specialized terms unique to the social media environment. The study aims to answer the question: "How do words evolve into special terms in the context of social media use, particularly in YouTube podcasts?". To comprehensively understand this linguistic phenomenon, a descriptive qualitative approach will analyze data from the dynamic realm of social media, focusing on YouTube, particularly YouTube podcasts. The sample set includes content like "Volix Media - EPISODE PENUH SENSOR SAKING BANYAK "RUMPI"NYA | VINIAR : Talk Show." Insights from relevant website articles will also contribute to the analysis. Forty one words from YouTube podcasts were selected and translated into English. The findings suggest language changes evolve with time and societal shifts. Older times featured distinctive words or abbreviations limited to specific communities, whereas today, global trends and social developments contribute to new language variations and the emergence of new terms through language mixing

Keywords— Language Change, Social Media, Youtube

Introduction

Language is the most important medium used by humans in communication. As a communication system, language continues to evolve along with the development of human knowledge. Therefore, language can also be considered a living and dynamic communication system, due to its constantly changing nature. Language can always adapt to changes in society, culture, and technology, not only being influenced by itself but also influencing the surrounding community.

Language change is a natural phenomenon that continuously occurs over time. Language change encompasses various aspects, including grammar, vocabulary, pronunciation, and word meanings (Supriyadi, 2020). According to Wardhaugh (2015), the traditional view of language change can be examined in terms of major changes in the language and the structures that result from them. Language change can be influenced by various factors, such as cross-cultural interactions, technological innovations, social changes, and shifts in societal values. Globalization, for example, has accelerated the exchange of cultures and affected how people communicate. With the introduction of new words, adaptations in grammar, and shifts in word meanings, language continues to develop to reflect the dynamics of everyday life.

Moreover, the changing and evolving generations also contribute to the phenomenon of language change. Each age group has its language style and unique phrases, creating variations

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in meanings and expressions, even in the written form of everyday speech. The development of information and communication technology also plays a significant role in changing the way we communicate, whether through text messages, social media, or instant messaging applications.

In sociolinguistic studies, language change explores how language evolves, influenced by social, cultural, and contextual factors. It delves into the intricacies of linguistic variations and the impact of diverse social groups. Language can change on its own gradually. Language change can happen anytime, anywhere, and by anyone, especially in this new era where society can express itself through social media. Almost everyone is familiar with and uses social media platforms such as the internet. Media can be used for business, obtaining information, playing games, sending emails, or browsing websites, among other things. According to Lewis (2010), social media is an interactive digital platform that facilitates the exchange of information, ideas, and multimedia content among users online. It includes various websites and applications that allow users to create personal profiles, share thoughts, photos, and videos, and participate in various forms of virtual communication such as comments, likes, and sharing (Kotler and Keller, 2016)

More than just a means of communication, social media also serves as a hub for forming social networks, influencing public opinion, and creating cultural trends. Social media users can quickly respond to current events, create global discussions, and accelerate the spread of information. Thus, social media is not only a reflection of language change but also an active agent in shaping and disseminating the evolution of language in society more quickly and openly (Natsir, 2020). However, language change can also generate pros and cons. Some may view it as a natural revolution reflecting dynamic life, while others may worry that it could blur traditional values or create communication gaps between generations.

This research aims to analyze language changes that occur in the Indonesian language. This study focuses on changes in every word in the Indonesian language found on social media (YouTube), specifically through podcasts as its platform. The researchers are interested in conducting this study based on the existing phenomenon showing that many people nowadays do not use the original words to refer to something; instead, they create their new language. This phenomenon leads to what is referred to as language change. Based on the research problem above, this study analyzes how language change occurs in each word, transforming them into specific terms that are different and new. Accordingly, to achieve this goal the researcher formulates, "How do words evolve into special terms in the context of social media use, particularly in YouTube podcasts?". Ultimately, this research is expected to contribute to sociolinguistic studies, especially in the field of language change. It is also hoped to serve as a reference for other researchers interested in this field.

Literature Review

Language change in sociolinguistics is a complex process influenced by various social and linguistic factors. Research in sociolinguistics has demonstrated that language variation and change are closely tied to social meanings within a community (Clark, 2018). The interplay between linguistic and social factors is pivotal in shaping language variability and driving instances of language change (Al-Wer et al., 2020). Scholars emphasize the significance of considering the sociocultural context and historical background when investigating language change (Degaetano-Ortlieb et al., 2021). Historical sociolinguistics offers valuable insights into understanding language evolution over time and the impact of social factors on linguistic developments (Auer et al., 2015).

Variationist sociolinguistics, a subfield focusing on language variation and change, underscores the systematic nature of language evolution (Levon, 2012). This approach explores how language change occurs over time and how speakers adjust their language use in response to sociocultural influences (Rodríguez-Ordóñez et al., 2022). Studies have also explored the influence of language attitudes on language change, highlighting attitudes as catalysts for sound changes and community identity (COOPER & Fishman, 1974). Additionally, research indicates that language contact and sociolinguistic experiences can impact language control processes and language dominance in bilingual individuals (Wu & Struys, 2021).

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Moreover, scholars have investigated the effects of globalization on language change, stressing the importance of broadening research scope beyond isolated speech communities to comprehend the complexities of language dynamics in a globalized world (Gao, 2017). The examination of vernacularization processes, which contrast linguistic standardization, provides insights into evolving language norms within communities (Coupland, 2016). Sociolinguistic inquiries have also illuminated the influence of language policies, ideologies, and multilingual practices on language change within diverse sociocultural contexts (Geeslin, 2002).

Research Method

The aim of this research is to analyze language changes in a conversational video found on social media, specifically YouTube. Therefore, this study is conducted qualitatively. Qualitative research is a general term referring to several strategic studies with specific characteristics. The collected data are soft, filled with descriptions of people, places, and conversations, making them not easily manageable by statistical procedures (Bogdan, 1992). The researcher employs a qualitative descriptive method to uncover language changes and observe the shifts that occur.

The research data are sourced from the YouTube social media platform, particularly from a podcast by the account "Volix Media - EPISODE PENUH SENSOR SAKING BANYAK "RUMPI"NYA | VINIAR: Talk Show", serving as the primary data source. This choice is made because the current younger generation tends to extensively use YouTube. The data of this study were the most common words found in social media. This study identifies ongoing changes by comparing the speech of younger and older individuals. The identification process involves recognizing individuals whose way of speaking aligns more with the speech patterns of younger people, indicating that they are early adopters of the changes. In this era, individuals tend to create their own words for communication. They do not use original words to refer to something, but people in their community still understand what they mean. This phenomenon then leads to what is known as language change.

Results and Discussion

There are words on Youtube podcasts that are observed and chosen. The forty words then were translated into English. A several words used as the data of this study can be seen in the following table

Table 2: The Thirty-Eight Words

Words (Indonesia)	Words (English)	Language Change
Bercerita	Chit- Chat (v)	Rumpi (v)
Tuli	Deaf (Adj)	Budeg (Adj)
Tekan	Tap (v)	Teken (v)
Intuisi	Intuition (N)	God Instinct (N)
Tak dianggap	Ignored (v)	Kacang (v)
Dijalani saja	Just live it up (v)	Let it flow (v)
Dibiarkan saja	Let it go (v)	Let it go (v)
Seperti	Like (Adj)	Kea (Adj)
Hei	Hey (N)	Wei (N)

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Semesta mendukung	Universe Support (N)	Mestakung (Adj)
Monyet	Monkey (N)	Nyet (Pro)
Sangat	very (Adj)	Bet/ Banget (Adj)
Sah	Justified (Adj)	Ketok palu (v)
Budak Cinta	Love slave (v)	Bucin (Adj)
Muak	Disgusted (Adj)	Enek (Adj)
Anjing	Dog (N)	anying (Pro)
Sudut Pandang	Point of View (v)	POV (v)
Sendiri	Single (Adj)	Single (Adj)
Indonesia	Indonesia (N)	Wakanda (Pro)
Ingin Tahu	Wants to know (v)	Kepo (v)
Uang	Money (N)	Cuan (N)
Menyebalkan	Annoying (Adj)	Resek (Adj)
Tuan Penguasa	Lord Ruler (N)	King of rebound (Pro)
Pencari ketenaran	Fame Seeker (v)	Clout Chaser (Pro)
Sadar	Conscious (v)	Melek (v)
Jatuh	Fall (v)	Nyemplung (v)
Mencari Tahu	Figuring out (v)	Kulik (v)
Menyatakan Cinta	Confessing love	Nembak (v)
Meninggalkan	Leaving	Ghosting (v)
Berkumpul	Hangout (v)	Nongkrong (v)
Pemilik Rindu	Longing owner (N)	Pemdu (N)
Membuka rahasia	Spill (v)	Spill The Tea (v)
Dedy Corbuzier	Dedy Corbuzier (N)	Close The Door (Pro)
Naura	Naura (N)	Nepo Baby (Pro)
Sahabat	Best Friend (Pro)	Bestie (Pro)
Trauma	Traumatic (Adj)	Trust Issue (Adj)

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Tante Girang	Sugar Mommy (Pro)	Sugar Mommy (Pro)
Dilakukan sendiri	Do It Yourself (v)	DIY (v)
Generasi Z	Generation - Z (N)	Gen-Z (pro)

Table 1. shows the series of words in Indonesian alongside their English translations, representing various aspects of language change. This comparison suggests a dynamic interplay between cultural, societal, and linguistic evolution. Here's an analysis of key aspects and themes:

Adoption of Slang and Informal Expressions

Many entries reflect the informalization of language, where slang terms ("Bucin" for "Love slave," "anying" for "Dog") and colloquial phrases ("Let it flow," "Spill The Tea") become part of everyday speech. This change often arises from subcultures, internet culture, and youth language, indicating a shift towards more casual communication. The adoption of slang and informal expressions, resulting in the informalization of language, occurs due to several interconnected factors. The rise of the internet, social media, and messaging apps has significantly influenced language change. These platforms favor brief, impactful communication, which often leads to the creation and spread of slang and informal expressions. (Ling & Lai, 2016). The need for concise and expressive language in digital communications encourages innovation and the adoption of non-standard forms. In addition, young people often drive linguistic innovation, using language as a tool for identity formation and social belonging. Slang and informal expressions can serve as markers of group identity, distinguishing the in-group from the mainstream or older generations. This process is a natural part of how language evolves with each generation, reflecting their unique experiences and worldviews. Moreover, the virality of content on social media platforms can rapidly popularize new terms and phrases. Once a slang term is adopted by influencers or becomes associated with popular memes, its usage can spread quickly, becoming part of everyday language among wide audiences.

Influence of Technology and Globalization

Terms like "Wakanda," "Dedy Corbuzier," and "Naura" point to the influence of global pop culture and media, including movies, celebrities, and the internet, on local languages. This highlights how global and local cultures intermingle, leading to the incorporation of foreign elements into the vernacular. The emergence of terms such as "Wakanda," "Dedy Corbuzier," and "Naura" within local language usage exemplifies the profound impact of technology and globalization on linguistic practices. This phenomenon underscores the way global pop culture, propelled by the internet, movies, and celebrity influence, seamlessly integrates into local vernaculars, blurring the lines between global and local cultural identities. In addition, the integration of foreign elements into local languages can be viewed as a reflection of the interconnectedness of cultures in the contemporary world (Flores et al., 2020). Such linguistic borrowing not only enriches the local language with new expressions and references but also reflects the interconnectedness of contemporary societies. The widespread accessibility of digital media platforms allows for an unprecedented exchange of cultural and linguistic elements, facilitating a dynamic interplay between global trends and local traditions. This integration signifies a broader cultural shift, where local languages evolve and adapt, embracing global influences while maintaining their unique character, thus illustrating the complex, multifaceted nature of language change in the age of globalization.

Evolution of Social and Cultural Concepts

Some translations hint at changing social attitudes and cultural concepts, such as "Sugar Mommy" and "Generation - Z." These terms reflect evolving social structures, gender roles, and generational identities, showcasing how language adapts to new societal norms and concepts. The inclusion of terms like "Sugar Mommy" and "Generation - Z" within linguistic discourse highlights the evolving nature of social structures, gender roles, and generational identities.

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Language, in its adaptability, mirrors these societal shifts, encapsulating the changing attitudes and concepts that define contemporary culture. "Sugar Mommy," for example, challenges traditional gender roles and economic dynamics in relationships, reflecting a broader societal acknowledgment of diverse romantic and financial arrangements. Similarly, the term "Generation - Z" categorizes a distinct demographic cohort, characterized by unique values, digital nativity, and social priorities, differentiating them from previous generations. These linguistic adaptations are indicative of a society in flux, where language serves not only as a medium of communication but also as a living archive of cultural evolution (Jin & Yoon, 2014). Through the lens of these terms, we can observe how language continuously evolves to accommodate and express new societal norms, concepts, and identities, illustrating the intricate relationship between language and the social and cultural milieu it operates within.

Emotional Expressiveness

The list shows a trend towards expressive and vivid language, with terms like "Traumatic," "Disgusted," and "Annoying" indicating a broadening of vocabulary to convey emotions and opinions more explicitly. This could suggest an increasing openness in society about discussing feelings and personal experiences. The expansion of vocabulary to include terms such as "Traumatic," "Disgusted," and "Annoying" points to a linguistic trend favoring emotional expressiveness. This evolution in language use signifies a cultural shift towards greater openness and validation of personal feelings and experiences. As society becomes more accepting of emotional vulnerability and psychological complexity, the language evolves to provide the tools necessary for individuals to articulate their internal states with precision and nuance. This linguistic trend not only enriches communication by allowing for more explicit expression of emotions and opinions but also reflects broader societal changes in the understanding and acceptance of mental health and emotional well-being. By broadening the lexicon to include a wider range of emotional states, language adapts to meet the evolving needs of its speakers, facilitating deeper connections and understanding among individuals. This linguistic evolution underscores the importance of language as a living archive of cultural evolution, capturing the changing values and attitudes towards emotional well-being and personal authenticity (Kamalipour & Zaroudi, 2014; Abduh & Rosmaladewi, 2019)

Technological and Economic References

Words like "Cuan" (Money) and "Clout Chaser" reflect the growing influence of economic and social media dynamics on language. These terms encapsulate the contemporary emphasis on wealth, social media presence, and the pursuit of fame, indicating how economic and technological shifts impact linguistic expressions. The integration of terms such as "Cuan" (Money) and "Clout Chaser" into everyday language reflects the significant impact of economic and technological advancements on linguistic expressions. These terms embody the contemporary societal focus on financial success and the prominence of social media as a platform for achieving recognition and fame. The word "Cuan," highlighting the universal pursuit of wealth, and "Clout Chaser," describing individuals who seek fame through social media, illustrate how language evolves in response to changes in economic behaviors and the digital landscape. This linguistic trend underscores the growing importance of social media dynamics in shaping cultural values and aspirations, where success is increasingly measured by online visibility and influence. The emergence of such terms in everyday discourse signifies a cultural shift towards valuing economic gain and social media status, reflecting the profound influence of technological and economic transformations on the way we communicate and understand success in the modern world. The language we use reflects and reinforces societal norms and values, shaping our understanding of achievement and fulfillment (Cuskley, 2019).

Conclusion

The analysis of language change offers insightful perspectives on how language serves as a living document of societal evolution, adapting to and reflecting the complexities of contemporary life. It underscores the fluid nature of language, shaped by an interplay of

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cultural, societal, and technological forces, and highlights the role of language in mirroring and shaping human experience in a rapidly changing world. In light of the insights gleaned from the current study on language change, several avenues for further research emerge. One potential direction involves a deeper examination of the he comparative analysis of language evolution across different cultures and languages. By examining how various linguistic communities respond to similar global influences, researchers can uncover patterns of resistance, adaptation, and innovation in language use, offering a more nuanced understanding of the global-local interplay in linguistic practices.

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