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Research Article

The Influence of Social Media on Students' Habits in Speaking Indonesian

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Keywords:	Abstract
social media, university students, language habits, Indonesian language	At present, social media has developed into one of the most common communication tools used by university students. The use of social media platforms not only shapes the way individuals engage socially with one another but also leaves a significant impact on their linguistic practices, particularly in relation to the Indonesian language. The purpose of this study is to examine how social media influences students' language habits when using Indonesian, both in written and spoken forms. A descriptive qualitative approach was employed, collecting data through observation and questionnaires administered to a group of students. The findings reveal that students who frequently use social media tend to adopt non-standard language, abbreviations, and code-mixing with foreign languages, which gradually has the potential to undermine their ability to communicate effectively and correctly in Indonesian. Nevertheless, social media also presents beneficial prospects, such as fostering greater creativity in sentence construction, expanding vocabulary, and cultivating a stronger interest in writing. Consequently, social media exerts a dual influence on students' language behavior, encompassing both positive and negative aspects, thereby underscoring the need for awareness and the cultivation of Indonesian language use that adheres to established linguistic norms.

Introduction

Language is the most important means of communication, serving to convey ideas, thoughts, and feelings between people. In the academic world, Indonesian plays a significant role as the language of scientific activities and as a symbol of national identity. Thus, students, who are the educated younger generation, are expected to be able to use Indonesian appropriately and well, both verbally and in writing. However, developments in communication technology, especially social media, have created new changes in language habits. Social media has now become an integral part of students' lives. Almost every daily activity, from interacting with peers, discussing, to sharing information, is done through various social media platforms such as WhatsApp, Instagram, Twitter (X), Facebook, and TikTok. The ease of access and speed of sending messages make students tend to choose concise, functional language that often does not follow the rules of Indonesian. For example, the use of abbreviations, slang, emoticons, or even a mixture of foreign languages often appears in everyday conversations on social media. This phenomenon poses a challenge to students' language skills. On the one hand, the use of non-standard language on social media can reduce students'

sensitivity to the correct use of Indonesian, in accordance with applicable standards. This has the potential to negatively impact the quality of formal communication, such as when they write scientific papers, research reports, or deliver academic presentations (Suryani, 2021). On the other hand, social media does not only have unfavorable results. Its existence can actually trigger creativity in language use, expand vocabulary, and create new styles of communication that are more interactive and expressive (Rahmawati, 2020). Therefore, the influence of social media on students' linguistic practices cannot be viewed in a simplistic manner. There are positive aspects that can be utilized, but there are also potential disadvantages that must be watched out for. Therefore, it is important to conduct research on the impact of social media on students' linguistic habits in using Indonesian. The findings from this research are expected to provide a broader understanding of changes in students' linguistic practices, as well as serve as a basis for consideration in efforts to enforce the correct and appropriate use of Indonesian among the younger generation (Putri & Santoso, 2022). Furthermore, for students as academics, the ability to use Indonesian well is a crucial part of scientific integrity. Students are expected to adjust the way they speak, especially on social media, so that it continues to reflect critical thinking and education. In the context of higher education, social media not only functions as a place of entertainment, but also as a medium for building academic image, sharing knowledge, and scientific discussion. Therefore, understanding the impact of social media on students' language habits is very important to be studied further. Through this study, it is hoped that the relationship between the intensity of social media use and students' ability to maintain the use of Indonesian language in accordance with the rules can be identified, as well as strategies to foster language awareness in the ever-evolving digital era.

Hypotheses Development

a. Social Media

Social media is one of the products of advances in modern communication technology that provides opportunities for everyone to interact quickly, practically, and without physical or time constraints. Kaplan and Haenlein (2010) state that social media consists of a set of internet-based applications based on Web 2.0 ideology and technology, which allows users to create and exchange content. On the other hand, Nasrullah (2015) explains social media as a platform in the digital world that facilitates users to carry out social activities such as sharing messages, images, videos, and ideas. For students, social media has become an integral part of their daily routine. Platforms such as Instagram, WhatsApp, TikTok, Twitter (X), and YouTube are not only used for socializing but also support academic activities, such as conducting discussions, searching for information, and promoting campus events. However, excessive and continuous use has caused changes in the way students communicate and use language, which sometimes does not align with formal language norms.

b. Indonesian Language in an Academic Context

Indonesian serves as a unifying force for the nation, functioning as a means of official communication in social, national, and state interactions. Based on Law Number 24 of 2009 concerning the Flag, Language, and National Emblem, the use of Indonesian must be upheld and applied correctly, especially in the world of education. According to the Language Development and Guidance Agency (2018), the appropriate use of Indonesian means adapting to the context of communication, while correct usage means adhering to the applicable grammar rules. Students, as educated individuals, are expected to be role models in using Indonesian in accordance with linguistic rules. However, reality shows that social media has changed the way students use language. The language used on social media platforms tends to be more casual, informal, and often interspersed with foreign words or slang terms. This situation shows a change in the function of Indonesian among the younger generation. Indonesian, which should be used for academic and formal communicationis now often equated with everyday conversation that does not follow the rules. This poses a challenge in maintaining the existence and quality of Indonesian language use among students.

c. The Influence of Social Media on Language Habits

Social media has a significant impact on the language habits and behavior of users. McQuail (2011) states that both mass media and social media play a vital role in shaping the way people think, behave, and communicate. In this case, for students, the habit of consistently using social media can influence the way they speak, both in formal and informal situations. Lestari (2020) reveals that students who actively use social media often use informal informal situations. Lestari (2020) reveals that students who actively use social media often use informal language, abbreviations, and mix foreign languages such as English in their daily interactions. Over time, this habit can reduce their awareness of the rules and structure of proper Indonesian. For example, words such as "nggak," "aku bgt," or "kamu udh" have become commonplace, even in academic writing, even though these forms do not conform to standard rules. However, many experts also offer a positive perspective on social media. Rahmawati (2021) argues that social media can serve as a platform for students to express themselves and enhance their creativity in language use. Through captions, comments, and video content, students can practice their writing skills, expand their vocabulary, and boost their confidence in communication. This shows that the impact of social media is not entirely negative, but rather depends on how it is used. In addition, social media can also be used as an innovative language learning tool. Based on research conducted by Nugraha (2021), the use of social media in the learning process can increase students' motivation and writing skills if done with the right guidance. In other words, social media can serve as an interactive learning tool that encourages students to use language creatively, while still paying attention to the correct rules of language.

Method

This study utilizes a literature research method, which focuses on gathering information by exploring various sources such as books, scientific articles, notes, and reports relevant to the study theme. In addition, this study implements a quantitative approach using a digital questionnaire distributed through Google Forms to assess the extent of social media's impact on Indonesian language behavior among students. The population studied included all 2024 students at Medan State University (UNIMED). From this population, 44 students were selected as respondents. The sampling method used was purposive sampling, based on specific criteria, namely: (1) active students of the 2024 cohort at UNIMED, (2) active social media users, and (3) willing to fill out the research questionnaire via Google Form.

Results And Discussion

This study involved 44 students from the 2024 cohort at Medan State University who came from various faculties and study programs. The respondents' ages ranged from 17 to 23 years, with most of them aged between 20 and 21 years. This shows that the majority of respondents are still in the early stages of higher education, where social media plays an important role in their daily activities, whether for communication, entertainment, or learning. The variety of faculties shows that the impact of social media on Indonesian language usage is not limited to one discipline, but spans various fields of study. Findings from the questionnaire, which was filled out via Google Form, show that many students frequently use social media such as Instagram, WhatsApp, and TikTok, which has an impact on the way they speak Indonesian, particularly in terms of vocabulary, sentence structure, and the use of informal language in daily interactions.

Questionnaire Results

This study involved 44 participants to evaluate the extent of social media's influence on Indonesian language habits. The answers provided by the participants covered several aspects, such as how often they use social media, the type of language they choose, the impact of social media on the way they communicate, adherence to language rules, the impact of informal language use in academic contexts, the types of platforms most frequently used, attention to grammar, the habit of using slang in formal situations, the use of social media as a tool for learning language, and opinions on the use of mixed language. Based on the survey results shared, here is the data:

1. Frequency of Social Media Use

The majority of participants (68.2%) spend more than 5 hours per day using social media, followed by 27.3% who use social media for 3-5 hours, and 4.5% who use it for 1-2 hours every day. These findings show that most participants are active users of social media platforms. The high intensity of use indicates that social media has become a crucial element in their daily lives, especially as a tool for communication and entertainment. This frequent use also has the potential to influence the language of users.

2. Language Used on Social Media

As many as 79.5% of respondents communicate more often using slang or informal language when interacting on social media. On the other hand, only 9.1% communicate in formal Indonesian, 6.8% use regional languages, and 2.3% use foreign languages or combinations. This shows that slang is the most dominant language in digital communication channels. A more relaxed and flexible style of language is considered more appropriate for the informal nature of social media. However, this condition has the potential to reduce the use of standard Indonesian in written communication.

3. The Influence of Social Media on Language Habits

The majority of respondents (52.3%) believe that social media greatly influences the way they speak, while 38.6% say the influence is quite significant, and 9.1% feel the influence is slight. These findings indicate that social media has a major influence on shaping language habits, whether in terms of vocabulary choice, communication style, or expression. The more individuals are exposed to slang on social media, the more likely they are to apply this style of language in everyday conversation.

4. Use of Standard Indonesian on Social Media

The data shows that 59.1% of respondents only occasionally use Indonesian that follows the rules, 25% do so often, 13.6% always do so, and 2.3% never do so. This illustrates that awareness of following the rules of Indonesian writing is still very low. Many users tend to adapt their language style to trends and social contexts on social media, rather than following proper grammar.

5. The Influence of Non-Standard Language on Academic Communication

About 45.5% of respondents consider the use of non-standard language on social media to have a significant impact on their ability to communicate academically, 27.3% feel it has a slight impact, while 13.6% consider it to have a very significant impact or no impact at all. From this data, it can be concluded that the habit of using non-standard language on social media has a significant impact on writing or speaking in formal contexts, such as when completing assignments or giving presentations.

6. Most Frequently Used Social Media Platforms

The questionnaire results show that the most widely used platform is TikTok with a percentage of 47.7%, followed by WhatsApp with 27.3% and Instagram with 18.2%, while the rest use various other platforms. This shows that TikTok is the dominant platform for harmful activities. Short videos with a casual style and rapidly spreading language trends contribute to the emergence of new variations in slang among young users.

7. Focus on Proper Language Use

A total of 54.5% of those surveyed stated that they only occasionally pay attention to the proper use of language when reading posts on social media, 25% often, 13.6% always, and 6.8% never. From this data, it is evident that users' attention to language rules is still minimal. Many prioritize the content of the message over the form or structure of the language use.

8. Integration of Slang in Formal

Conversations About 31.8% of respondents admitted to frequently using slang in formal situations, 50% do so occasionally, 15.9% rarely, and 2.3% never. This phenomenon illustrates that slang from social media has easily carried over into academic or formal contexts. Although it is considered more expressive, this can have a negative impact on professional communication skills.

9. Social Media as a Tool to Improve Language Skills

Most respondents, namely 59.1%, agreed, and 25% strongly agreed that social media is an effective tool for improving Indonesian language skills. The remaining 6.8% disagreed, and a small number had a neutral opinion. This shows that respondents have a positive view of social media. They believe that this platform is useful for learning languages, whether through educational content, discussions, or direct communication practice.

10. Perceptions of the Use of Language Combinations (Indonesian + Foreign + Regional)

A total of 47.7% of respondents believe that the use of language combinations on social media has a positive effect, as it can enrich vocabulary and expand language knowledge. Meanwhile, 36.4% are neutral, and 15.9% view it negatively because it is considered to damage Indonesian language habits.

These findings show that the majority of respondents view the use of language combinations as normal and even beneficial, although it is still necessary to be aware of the need to maintain the purity of the Indonesian language. Overall, the results of this study show that social media has a major influence on the language patterns of society, especially among the younger generation. The dominance of slang and the lack of attention to language rules indicate a shift towards a more relaxed and flexible style of communication.However, social media also creates positive opportunities for language learning. Platforms such as TikTok and Instagram can be used to introduce Indonesian in innovative, interesting, and accessible ways. Furthermore, the phenomenon of mixed language use reflects the reality of globalization and intercultural interaction in the digital world. However, without awareness of proper language use, this can lead to a decline in the ability to use standard Indonesian. Therefore, a balance is needed between linguistic creativity on social media and the responsibility to preserve the national language identity.

Based on research involving 44 participants, it appears that social media plays an important role in influencing the way students use language. The high level of social media usage shows that digital platforms have become a daily habit for students, whether in communicating, searching for information, or expressing themselves. Most participants reported using social media for more than five hours every day. This high frequency has a significant impact on the way they use language, particularly in terms of word choice and communication style.

Data from the questionnaire shows that the majority of students tend to use non-standard or slang language in their social interactions. This indicates a shift in language use from formal to a more relaxed and flexible form. Slang is considered more suitable for the fast-paced, spontaneous, and creative nature of social media. However, this trend also has a negative effect, where the continuous use of non-formal language can affect

students' ability to use Indonesian appropriately, especially in academic contexts. Often, the habit of using slang on social media carries over into formal conversations or scientific writing, which require more precise language.

Most participants also acknowledged that social media greatly influences their language habits. This shows that social media plays an important role in shaping the communication style of young people. This influence is not only on vocabulary, but also on how students convey ideas, feelings, and opinions. Social media provides opportunities for students to experiment with language, but on the other hand, it also creates a tendency to follow popular language styles without regard for existing language rules. As a result, the use of correct sentence structure, spelling, and grammar is often neglected.

The lack of attention to the proper use of language on social media platforms is the main focus of this study. The majority of respondents only occasionally pay attention to language rules when they write or read digital content. This shows that language norms are increasingly being ignored in favor of the need to communicate quickly and efficiently. Users tend to focus more on the message they want to convey rather than on linguistic accuracy. If this situation continues, there are concerns that it will have a negative impact on the ability of students to speak Indonesian well.

On the other hand, the findings also indicate that the use of non-standard language on social media affects students' academic communication. Several respondents said that the habit of communicating informally on social media made it difficult for them to adapt when writing assignments, reports, or scientific papers. This phenomenon shows that there is a blurred line between formal and non-formal language in students' daily lives. However, the ability to use language appropriately in context is one of the main indicators of a person's language proficiency.

Nevertheless, social media does not entirely have a negative influence on language practice. Many respondents believe that social media can be an effective language learning tool. Through a variety of educational content, interesting articles, and interactions with users from various backgrounds, students can enrich their vocabulary and deepen their understanding of language variations. Platforms such as TikTok, Instagram, and YouTube are now widely used to disseminate information about language in a creative and accessible way, thereby improving the language skills of users who utilize them in a positive manner.

Another phenomenon that emerged from this study is the mixed use of Indonesian, foreign languages, and regional languages. Most respondents consider this to be positive because it can enrich vocabulary and broaden language knowledge. However, a small number of respondents see this as a concern because it can lead to inconsistencies in the correct use of Indonesian. This phenomenon reflects the influence of globalization on the way students use language. The mixing of languages on social media is a reflection of inevitable cross-cultural interactions, but it needs to be accompanied by an awareness of the need to preserve the purity and integrity of the national language.

Overall, the results of this study show that social media plays an important role in shaping students' language habits. The dominant use of slang, lack of attention to language rules, and the impact of non-standard language on the academic context are clear evidence that social media has changed the communication patterns of the younger generation. However, on the other hand, social media also opens up great opportunities for more creative and context-appropriate language learning and development. Therefore, a balance between innovation and responsibility in language use is needed so that students can adapt to technological developments without losing the identity of the Indonesian language as a symbol of national pride.

Conclusion
Based on the research that has been conducted, it can be concluded that social media has a significant impact on the way students use language. The high frequency of social media use makes students more likely to use casual or slang language when communicating. This habit indirectly affects their ability to use Indonesian properly and correctly, especially in an academic context. However, social media also has a positive impact, especially as a tool for expanding language knowledge and learning about the various language variations that exist in society. Through educational content and cross-cultural interactions, students can learn to speak in a

more innovative and contextually appropriate manner. Thus, it can be concluded that the influence of social media on students' language habits has two sides it can provide benefits if used wisely, but it can also reduce language quality if users do not comply with existing language rules. Therefore, it is very important for students to balance their use of language on social media while maintaining their ability to speak Indonesian properly and correctly.

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