

Analysis Of Language Variation In Generation Z Social Media Texts With Sociolinguistic Studies

Sonia Agatha¹, Agus Iryana²

¹Department of Indonesian Language Education, Faculty of Teacher Training and Education, Banten-Indonesia

²Department of Indonesian Language Education, Faculty of Teacher Training and Education, Banten-Indonesia

email correspondence: 222210078@untirta.ac.id¹, agus.iryana@untirta.ac.id²

ABSTRAK

This research aims to analyze language variation in generation z social media texts. The study of language structure changes in social media texts uses qualitative research methods in the form of written text data. The data is then studied with a sociolinguistic approach. The development of technology in the current era results in rapid changes in language on social media due to trends, memes or new words that appear and then disappear. Keeping up with these changes can be a challenging task in research. Social media is not limited to one platform. Language and communication structures can vary significantly across different social media platforms such as Facebook, Twitter, Instagram, TikTok and others. The results show that the variety of written language in social media is included in the variety of language.

Keywords: *Language Variation; Social Media; Sociolinguistics.*

INTRODUCTION

In the ever-evolving digital age, social media has become an indispensable part of everyday life. As a global interaction platform, social media not only facilitates communication, but also creates a space for sharing ideas, experiences and emotions. Amidst the sea of information, social media texts become the main medium that reflects the diversity of languages, styles and trends.

In the digital age and information openness, social media has become a very diverse communication vehicle. Not only as a means of interaction, but also as a platform for self-expression. What is striking in social media texts is the variety of languages used. Language in social media not only reflects a variety of cultures, but also illustrates the trends, styles and identities of its users.

In the digital age and the rich diversity of cultures around the world, language becomes a mirror of people's identity and expression. Language variation, as a phenomenon involving differences in grammar, vocabulary, and communication style, gives color and nuance to human communication. As far as the eye can see, every corner of the world has unique language variations, reflecting history, values and social change. This introduction will dive into the complexities of language variation, highlighting its important role in enriching human interaction and building bridges between cultures.

Language variation is a difference in the way people speak that occurs due to various factors such as geographical location, social group, or situational context. It includes differences in the words used when speaking. Language variation is a natural phenomenon and can change over time. The existence of language variation reflects the flexibility and diversity of language as a complex communication tool. By understanding language variation, we will understand the complexity and diversity of language and how language is used in various cultural and social contexts.

Language variation is a term formed due to differences in a language that arise due to differences in a language due to differences in social class, economy, background, education, profession, ideology, religion (Markamah, 2001: 220).

Language variations are differences that arise due to the basic aspects of language, namely its form and meaning which show a difference, either a small difference or a big difference that exists between one expression and another (Nababaan, 1993: 13).

It can be concluded that language variation is not singular, but consists of a number of languages. Language variation refers to differences in language use that occur among different social, geographical, or cultural groups. It can include differences in diction, syntax, phonology, and vocabulary, as well as include variations in accent or dialect. Language variation reflects the richness and complexity of language as a living and evolving means of communication. In linguistic analysis, understanding language variation is important for understanding the dynamics and context in which language is used. Language variation reflects the uniqueness and richness of people's ways of communicating.

Social media has become a major platform for digital communication, and the language used there is constantly changing. This study allows researchers and readers to explore how these changes are occurring, illustrating the dynamics of language adapting rapidly to technology and social trends. Social media is creating a new culture of communication, with the influence of emojis, abbreviations, slang, and other unique formats. This research can help readers to understand how technology and popular culture affect our everyday language.

Social media is an important tool in communication, including in professional contexts. Changes in language can affect the quality and effectiveness of communication in various contexts. Changes in language structures on social media often reflect changes in social and cultural values. Readers can examine how these changes reflect identity, social awareness or changing norms in society.

Social media such as Instagram, Facebook, Twitter and TikTok are communication media that are being widely used by teenagers. The emergence of a language called millennial shows the dynamic development of the times. Social media texts refer to messages or writings shared on social media platforms such as Facebook, Twitter, Instagram, or other platforms. The characteristics of social media texts involve a casual language style, the use of abbreviations, emojis, and direct interaction with readers through comments or responses. Media as a communication channel serves to convey messages and news that have special meaning for readers. Social media can be used as a medium to convey and various daily activities.

The problem formulations in this study are: 1) What is the language variety in generation Z social media texts? 2) How is the form of language variety in generation Z social media texts?

This research aims to describe the form of language variety in social media such as Instagram, Twitter, Tiktok and Facebook during a span of one week. This research analyzes the impact of language variation in social media texts on Generation Z's communication and social interaction. This can include the way language variation affects the understanding and interpretation of social media texts as well as interactions between Generation Z members on these platforms. The research is conducted qualitatively with data in the form of written texts. The data was studied using a sociolinguistic approach to see the language variety used by the writer.

This research provides a deeper understanding of how Generation Z uses language in social media, as well as how social and cultural factors influence their language variation. The results of this study can provide valuable insights into digital communication trends and the role of language in Generation Z's online culture, as well as discuss the implications of the findings of this study, such as how understanding the language variation of social media text language can be used for the improvement of Generation Z's digital literacy or in the context of education.

The following are the results of research that has been done before, including research conducted by Satriya Prayudi and Wahidah in 2020 entitled

"Language Variety in Twitter Social Media" (Satriya and Wahidah, 2020). This research tends to examine the language of the community to see the development of language due to interpersonal interaction. The data of this study was taken from a speech from the author of one of the users of Twitter. This research uses non-interactive techniques. In the noninteractive technique, the data source is in the form of objects or humans who do not know when they are being observed or studied. Non-interactive data collection techniques by intensively understanding the structure of slang and taking active notes with the content analysis method. An important aspect of content analysis is how the results of the analysis can be applied to anyone.

Then the research conducted by Tasya Nanda Chintia in 2020 entitled "Language Variations in the Use of Instagram Social Media by High School Students and Their Implications in Learning Indonesian Language and Literature" (Chintia, 2020). This study describes the language variations used in social media are relaxed and casual. The implication in learning Indonesian language and literature in high school is that students can apply narrative essay writing material, one example is writing short stories. Students can determine the topic of discussion in the short story they make, know for whom the short story is made, and the purpose of the short story. Thus, word selection can be adjusted to the variety of language used based on the theme of the short story to be made.

Based on the comparison of the two previous studies, the researchers concluded that the relevant previous studies have similarities in using descriptive qualitative research methods. Then, the difference is in the object of study, as well as the novelty of the data that researchers find.

RESEARCH METHODS

A research method usually contains information about the type and approach of research, data and data sources, data collection techniques, data collection instruments, data collection procedures, and data analysis methods. The research method is basically a natural way to get data with specific purposes and uses (Sugiyono, 2016: 2).

According to Sugiyono (2016: 9) descriptive qualitative method is a research method based on the philosophy of postpositivism which is used to research natural object conditions (as opposed to experiments) where researchers use key instruments from data collection techniques carried out by triangulation (combined).

According to Moleong (2014: 4) qualitative research is a procedure in research that produces descriptive data in the form of written or spoken words from the behavior of people who can be observed.

This research will use a qualitative descriptive approach to provide an in-depth understanding of language variation in social media texts. Qualitative analysis allows researchers to explore the context and significance of language variation in online interactions.

The researcher will conduct data collection using non-interactive techniques. In this noninteractive data collection technique, neither objects nor humans know that they are being observed or studied. The data in this study is in the form of written text on the social media pages Twitter, Instagram, Facebook, and Tiktok during a span of one week. The data is then studied with a sociolinguistic approach.

The research data consists of 15 pieces of speech from speakers on social media. From the data, a qualitative descriptive analysis of the collected social media texts will be carried out, identifying language variations in aspects of grammar, vocabulary, and communication style, and noting emerging trends. The collected data will be divided into categories based on the language variations found, and an analytical framework will be established to facilitate the categorization process.

RESULTS AND DISCUSSION

Result

Language variation in social media texts is heavily influenced by the cultural and social context of the users. For example, user groups from certain regions tend to use language that reflects their cultural identity. The short and fast style of communication in social media has given room for more creative language variations. The use of abbreviations, emoticons and short phrases have become tools to convey messages efficiently.

Language variation in social media texts reflects the dynamics of rapid language change. Trends in words or phrases can develop and spread quickly through online interactions. Language variation also reflects users' attempts to express their identity and personality more freely. Social media becomes a stage where this variation can be actualized.

In communicating through social media, users often write and use language as it is pronounced. The spoken and written varieties of Indonesian are very different. The spoken variety includes grammatical functions such as subject, predicate, and object, while the written variety must be clearer and more complete than the written variety.

The findings in this study include graphical changes, code-mixing, onomatopoeia, and zeroization.

Table 1. Findings Data

No	Date	Upload Sentence	Social Media	The Findings
1.	2024-20-06	Simple <i>but</i> not easy	Instagram	1. zeroization
2.	2024-21-06	Need an <i>honest review</i> of a place to eat that is <i>currently popular</i>	Twitter	1. code-mixing
3.	2024-21-06	<i>Not</i> all houses are friendly	Tiktok	1. zeroization
4.	2024-23-06	<i>Stop</i> cheering on me	Instagram	1. code-mixing
5.	2024-24-06	Every night always <i>overthinking</i>	Tiktok	1. code-mixing
6.	2024-24-06	Meet <i>tiap weekend</i>	Tiktok	1. zeroization 2. code-mixing
7.	2024-24-06	Pain <i>caused</i> by falling down the stairs	Tiktok	1. zeroization
8.	2024-25-06	<i>Don't</i> get your hopes up, you're just optional.	Tiktok	1. zeroization
9.	2024-26-06	<i>Haha hihi</i> during the day, crying at night	Tiktik	1.onomatopoeia
10.	2024-26-06	This blackmores vitamin is good for endurance. <i>Worth to buy</i>	Twitter	1. code-mixing
11.	2024-26-06	Simple but you've <i>never</i> felt it	Twitter	1. zeroization
12.	2024-27-06	<i>Don't be</i> sad if he suddenly leaves, your prestige is as high as the sky.	Twitter	1. zeroization 2. graphical changes
13.	2024-28-06	I've been traveling in Manado, it turns out that Manado's Christmas <i>vibes</i> are like abroad, <i>except</i> there's no snow.	Twitter	1. code-mixing 2. zeroization
14.	2024-29-06	Me: I <i>can't</i> live without you? Also me: <i>hahahha</i> you can't.	Twitter	1. zeroization 2.onomatopoeia
15.	2024-30-06	<i>A life update</i> from a high school friend	Twitter	1. code-mixing

Discussion

Based on the findings and results of the analysis of the language varieties used by teenagers in social media uploads on Instagram, Twitter, TikTok, it shows that there are aspects of code mixing, graphical changes, zeroization, and onomatopoeia.

Code mixing or mixing code refers to the use of more than one language. Code mixing can occur at various levels, ranging from the use of certain functions or modules in different languages to more complex integration of large parts of the code in several different languages. The code-mixing in this case is the use of two languages in the written text, namely Indonesian and English.

According to Chaer (2010:115), code-mixing is a speech event of clauses or phrases consisting of mixed clauses and mixed phrases, and each clause or phrase no longer stands alone.

According to Suwandi (2010: 87) code mix is a variety of language that uses two or more languages. Code mixing occurs because speakers insert elements of other languages into the language used. Code mixing also occurs because of language limitations that cause speakers to express expressions using other languages.

According to Rohmadi (2010: 9) code mix is the use of two or more languages by inserting elements of one language into another language, which makes other language elements no longer alone. This is also expressed by Ulfiana (2014: 97) who states that code mixing is the use of two or more languages by inserting elements of one language into elements of another language which aims to expand the language style.

Code-mixing is seen in the following excerpt:

“Need an *honest review* of a place to eat that is *currently popular*”

The speech uses foreign languages such as "honest review" which means an honest assessment of something. And the word "hits" means contemporary. So the meaning of the speech is that the speaker needs confidence in the honest assessment of the current dining place so that he can go there without regret.

Graphic changes in language variation include changes in written representations, symbols, or text layout that characterize a particular language variety. These graphical changes can be an integral part of a language's linguistic identity and reflect the cultural and historical differences that surround it.

The graphic change can be seen in the following upload:

"Don't be sad if he suddenly leaves, your prestige is as high as the sky."

Sound changes can be seen in the word /kalo/ where the phoneme /au/ is changed to the phoneme /o/. According to Muslich (2008:123), zeroization is the process of eliminating phonemic sounds caused by saving pronunciation. According to Verhaar (2010:85) language speakers try to "save" energy, when using language. Speakers often shorten their speech.

Zeroization is seen in the following upload:

Simple /but/ is not easy. The word but is an affterent zeroization, which removes the prefix letter /te/, which should be written but. People are used to pronouncing the word /but/ instead of /but/.

Onomatopoeia is a word or series of words designed to imitate or express the sound of certain objects, actions, or natural phenomena. In linguistics, onomatopoeia is used to imitate sounds from various sources, such as animals, tools, or natural events. Onomatopoeia is often used in language to give more color or nuance to the writing and give the reader a richer sensory experience.

According to Chaer (2012) onomatopoeia is an imitation of sounds that express the impression or sound of an object, situation and action. Onomatopoeia is formed from the sound of living things, the sound of inanimate objects or the surrounding environment. Meanwhile, according to Mizuno (2014), onomatopoeia is found from characters that represent society in movies, radio, and television conversations. Through these media, Japanese people often hear and use onomatopoeia in their daily lives.

Onomatopoeia is seen in the following speech:

"Haha hihi during the day, crying at night."

The word "haha hihi" describes a person who is laughing. It can be concluded that the meaning of the utterance is laughing during the day but crying at night.

CONCLUSIONS

The language variety in social media texts is very diverse and is reflected in various aspects. Based on the results of the above research, it can be concluded that the language variety of generation z social media texts uses casual, informal, and sometimes non-formal language. Social media users often adopt popular language styles, such as sharing trending quotes or phrases. Creativity in grammar is sometimes reflected through unconventional writing, simple sentence formation, or the use of unique language styles. Language variety can appear in interactions and comments between users. This includes diverse response styles, casual talk, or the use of memes and images to communicate.

Language variety in social media texts reflects the dynamics of online communities and plays an important role in understanding today's digital culture.

A suggestion in following up on language variation in current generation social media texts is to know and understand who the target audience is, whether it is a close friend or a more formal audience. When talking to close friends, informal language variations may be more suitable, but when communicating with a more professional audience, consider using more formal language. Also make sure that the language variations used do not include stereotypes or condescension towards certain groups.

Avoid using language that could be misunderstood or harmful. Utilize creativity in language variations to express yourself, but ensure that it remains positive and acceptable to the reader. Always understand the trends and norms in social media. This helps you stay relevant and connected to the online community. It is important to remember that context, politeness and consideration for the audience are crucial in the use of language variety in social media texts.

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