EVALUATION THE USE OF LANGUAGE ON SOCIAL MEDIA IN THE YOUNGER GENERATION

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Abstrak: Artikel ini bertujuan untuk mengetahui penggunaan bahasa di kalangan generasi muda di media sosial. Penelitian ini dilatar belakangi untuk mengetahui dampak positif dan negatif media sosial terhadap generasi muda. Selain itu, bagaimana generasi muda memahami bahasa di media sosial dan juga hubungan antara media sosial dan semantik. Metode kualitatif yang digunakan dalam penelitian ini adalah dengan teknik wawancara dan dokumentasi. Wawancara dilakukan secara online dan offline untuk mendapatkan informasi dari peserta. Hasil penelitian menunjukkan bahwa media sosial mempunyai banyak dampak positif, yaitu dapat memperoleh informasi dengan cepat dan mudah, dapat berkomunikasi dengan keluarga atau teman dari jarak jauh, dapat membantu promosi bisnis, dapat memperluas pengetahuan dengan memanfaatkan manfaat. fitur dan dapat menjalin pertemanan dari negara lain. Selain itu, media sosial juga memberikan beberapa dampak negatif, antara lain membuat generasi muda semakin malas, menyebarkan berita bohong, dijadikan platform situs ilegal, semakin maraknya perundungan dan lain sebagainya.
Kata Kunci: Bahasa, Media Sosial, Generasi Yang Lebih Muda

Abstract:
This article aims to determine the use of language among the younger generation on social media. The background of this research is to clinch social media's positive and negative impacts on the younger generation. Apart from that, how does the more youthful generation understand the language on social media and also the relationship between social media and semantics. The qualitative method used in this research is by means of interview and documentation techniques. Interviews were conducted online and offline to obtain information from participants. The research results show that social media has many positive impacts, namely being able to get information quickly and easily, being able to communicate with family or friends from a distance, being able to help promote business, being able to broaden your knowledge by using useful features and being able to make friends from other countries. Apart from that, social media also has several negative impacts, including making the younger generation increasingly lazy, spreading fake news, being used as a platform for illegal sites, increasing bullying and so on.
Keywords: Language, Social Media, Younger Generation

INTRODUCTION

Language is one of the ways humans communicate or express opinions, which is effective and often used by many people. Language is also part of the culture, and in this increasingly complex era, the presence of technology in the form of social media is used as a means of daily life, making it easier for us to communicate with each other (Nugrahani & M.Hum, 2019). Therefore, technological developments in the digital era make it easier for us to share near and long distances. We, as users, must be skilled in using this tool, especially in using language to communicate. The role of language in communication is vital because language is a person's attempt to express intentions or goals; besides that, language functions as a tool for social integration and adaptation. Sometimes, on social media, there are high or foreign languages; we need to understand it by looking closely at it first, through documentation uploaded to their social media stories, whether in the form of photos or videos, then we can understand the meaning of the description of each report uploaded to them. When someone interacts socially, they choose the language they use based on their situation and conditions, influencing their behaviour, attitudes and speech behaviour (Administrator, 2018). These social things can be applied to oneself and society. From these explanations, language plays a very important role in communication. Several factors may influence language changes; therefore, evaluating is the right thing to do to determine what affects language in contact.

Social media technology is a tool everyone commonly uses or even owns, and many media can function as sources of information (Kholifah & Sabardila, 2020). With social media, people can communicate by expressing themselves when they carry out an activity on social media, of course, using language that can function as a means of communication. Communication is conveying messages to communicants via social media to create an effect (Alfarisi, 2023). Nurul Huda University students think that social media can have a good impact because much information is shared through social media, and even learning media can be accessed more easily. Many things have been linked to social media. In everyday life, one is a tool for creating learning media to complete college assignments and using social media to share important information and find the latest information—the rest I use for entertainment. Use social media as best as possible.

In this increasingly developing era, young generation teenagers sometimes need to realize the importance of using social media, good grammar, and correct language writing in communication. Most teenagers think that the language they use to communicate is incredible, and over time, this language development can also impact the language they usually use, such as Sleng (Gunawan, 2023). Then there are several negative impacts, one of which is fraud related to the many hoaxes where someone sometimes uses good language but does not use it for good things. From the explanations above, we can conclude that when we are active on social media, we should use language that is easy to understand so that excessive misunderstandings do not arise—the right thing to do to determine what affects language in contact.

Youth is a costly and priceless national asset. Youth is a milestone in a country's progress and development because, with the young generation, it is easier for a country to change. The younger generation has a muscular physique, new knowledge, strong innovation abilities, and high creativity (Panggeso, 2021). The younger generation is often involved in the progress of a country. In Indonesia, the role of the young age in a country and life is no longer in doubt. As the Youth Pledge proves, this has happened since Indonesia struggled for independence. According to (Wayan et al., 2023) stated that this generation is very close to the digital world because they use digital social media as their personal space to access, obtain, and share various information they encounter online. Progress over time and literacy must be balanced. Especially for the younger or the digital generation, the digital era must be a channel for them to realize the importance of in-depth knowledge. Comprehensive and strict production process. According to (Apriyanto, 2022) Language must be improved to move towards a knowledgeable, critical-thinking, rational society, including reading levels and critical thinking when using technology.

RESEARCH METHODS

According to (Subadi & Kraemer, 2019), research methods are generally divided into two types: quantitative and qualitative. The differences between these two research methods are:

1.   These two methods differ in data collection and processing and the conceptual problem.

2. The quantitative research method looks more at aspects of the existing material, the impacts of problems, and factors that can influence the emergence of problems, which are a combination of variables. In contrast, qualitative research methods are seen from existing non-material aspects, examining meaning for holistic things.

3. In reality, quantitative research methods have distinctive characteristics, which are objective, positivistic, hypothetical deductive, surface behaviour and particularistic. In contrast, qualitative research methods have characteristics that are more subjective, phenomenological, inductive, inner behaviour and holistic.

According to (Subadi & Kraemer, 2019), discussing qualitative research refers to discussing the philosophical perspectives of the research and the realities of the research topic in social science research habits about the study of disciplines, including education and religious studies. Also, it includes those that discuss the methods used in doing so. Qualitative research methods have several application concepts that must be applied in the research to be conducted. Study books (Dwiyanto, 2021) There are 13 points for using qualitative research methods, including (1) reasons for using qualitative research, (2) preparing a flexible plan, (3) establishing a framework, (4) breaking down each part, (5) planning for effectiveness, (6) Present the various analyzes required in the study, (7) document the plan, (8) explain the procedure, (9) do not predict the results, (10) quantify correctly, (11) plan entry and exit, (12) redirect carefully (13) Mention opinions.

Technique Collecting the data

The author uses interview and documentation techniques for data collection in this qualitative research. According to (Sugiono, 2020), interviews are a technique used to obtain information about a problem that must be researched through asking questions to participants. Interviews were conducted with ten informants from the younger generation in the surrounding environment. Where five sources were interviewed directly, and five people were interviewed online. In this research, the author asked the sources 12 questions. Meanwhile, according to (Sudaryono, 2019) documentation is a way of obtaining data directly from the research site,

including books, documentaries, and relevant research data. In this case, the author uses documentation in the form of recordings and writings from interviews with respondents.

RESULTS AND DISCUSSION

Results

The figure below show about the result of the research.

Figure 1.

The table below shows about the results of the research

Table 1. The Result of the research by offline interview

No	Nama	How to understand the language in social media	Semantic relationships and social media	Negative impact for you when using media social	Positive impact for you when using media social	Methods have you used to implement social media in daily life
1	Participant 1	By looking closely at them first, through the documentation uploaded to their social media stories, whether in the form of photos or videos, we	Semantic relationships in social media refer to meaningful connections between various elements,	Many people abuse social media, such as online prostitution.	We can receive and share information. We can make lots of friends through social media	I have created learning media to complete college assignments, and I use social media to share important information

		can understand the meaning of the description of each story uploaded.	such as users, posts, and interactions			and find the latest news; the rest I use for entertainment.
2	Participant 2	We can find out first what the words on social media mean when we don't yet understand.	Users build semantic relationships with content through likes, comments, and shares, creating a network of interactions that reflects preferences and interests.	can make people lazy	The positive impact is that we can use social media to communicate with families who are far away and as a tool to find information.	Including searching for information, creating learning media
3	Participant 3	In the current digital era, many people use language that is difficult to understand; of course, we need to find out the meaning first to avoid making mistakes in our judgments.	Semantic relationships are evident in the use of hashtags, connecting related content and topics across posts and users.	Social media can have the side effect of making us lazy	Can be postponed and can be free to find references	To do college assignments

4	Participant 4	I searched first on other social media to understand the importance of each word	The relationship between followers and those they follow contributes to the semantic structure of social media, shaping content consumption and user experience.	Maybe when the words are out of context and contain a little things that are not good	We can ask or give advice to friends in a group	To find entertainment and lectures
5	Participant 5	Of course, as the current generation, I will try to understand all the uploads shared by my friends, especially if they are my peers, even though their words sometimes don't connect with what they aim for; this causes people to respond in kind. They differ in interpreting the comments they make, but so far, I can still	Platforms often leverage semantic relationships to suggest friends or connections based on mutual friends, interests, or common affinities.	Still, excessive use of social media can have bad impacts on us, one of which is playing games for too long; watching TikTok makes us lazier, which results in dependency and is not good for our health.	The benefits I get from social media are that when I use it well and wisely, I can promote my products. It even helps me to complete my college assignments	Communicate with my distant relatives, and I can also run a business through social media, and I am free to express myself to the general public

understand
little by little.

Table 2. The Result of the research by online interview

No	Nama	How to understand the language in social media	Semantic relationships and social media	Negative impact for you when using media social	Positive impact for you when using media social	Methods have you used to implement social media in daily life
1	Participant 1	Sometimes, I search using Google; sometimes, I ask my friends who understand better.	Semantic relationships extend to influencers building connections with their audiences, influencing trends, and shaping the semantic landscape of social media platforms.	It is difficult to distinguish between what is a hoax and what is not because there is too much information. Communication is easier, but those who are far away become close, and those who are close	Accessing information quickly, communication easier without distance barriers, and playing games can meet and have friends from various countries.	I often watch cooking videos, so I sometimes follow the recipes for my cooking; I also sometimes watch fashion, so sometimes I follow them too.

No	Participant					
				become far away, addicted to games to the point of losing track of time.		
2	Participant 2	Understand the context of the conversation and use a slang dictionary to help understand abbreviations, puns and terms that are popular on social media.	Social media algorithms leverage semantic relationships to recommend content to users, thereby increasing personalization and engagement	Can spread hoax information, hate speech, and cyberbullying	Able to make college assignments easier	To communicate with other people, to get information, for entertainment, for education, and business.
3	Parcitipant 3	Following the currently popular language will make it easier for us to communicate, but only take the positive values. Just know the negative ones and do not follow them.	Users express emotions through reactions and comments, forming semantic connections that reflect sentiments associated with specific content.	Fraud and criminal acts are increasingly widespread; there are lots of indecent posts, infidelity is everywhere, etc.	It makes it easier for us to communicate with relatives who are far away, get information quickly, shop without coming directly to the shopping place, more easily promote the products we sell, etc.	Always maintain ethics, don't immediately trust people you don't know, and don't post random content.
4	Participant 4	Being wise in responding to social media language is a good idea.	Semantic relationships emerge when users engage with trending topics,	Irresponsible individuals often spread hoaxes.	Social media provides more information about the latest news; there are more opportunities	To find entertainment and information

			creating a dynamic network of interconnected content with a common theme.		for learning and new experiences.	
5	Participant 5	usually by goggling the meaning of the word	Social media platforms can build semantic relationships based on geographic proximity, fostering local connections and community engagement.	contains a lot of hate speech	can help us in many ways, such as education, social etc	To look for the latest news, learning, and cooking recipes

Discussion

Based on the data that researchers found above, in Table 1.2. Researchers found that today's young people are greatly influenced by the development of mass media in their personal lives and work world. This is due to its ease of use when used at any time. However, the impact of its use was also found, for example, the increasing spread of new languages created through social media. That can lead to errors in understanding when communicating with people who do not use social media because not everyone is capable and able to use it; for example, parents who no longer care about social media because they only use it to do important things, such as using WhatsApp to exchange news or work matters. That differs from how young people use it, where all social media is used daily, and they cannot be separated from social media. As a result of the increasing reach of language on social media, there are many young people whose pronunciation in communication seems impolite, and the language used does not comply with linguistic requirements.

Apart from this, in table 1.2. Positive impacts were also found, for example, the ease of accessing and sharing vital information, such as using WhatsApp or Facebook to communicate between friends and distant relatives. Then, use the Google application to access information quickly and easily. Social media can also be used as a product promotion tool that all groups can access.

The table above shows that digital literacy has positive and negative impacts on the use of language meaning. Several participants said that digital literacy had a good impact on the use of language meaning. All participants said digital literacy could be used in everyday life significantly to help with difficulties in their fields of interest

CONCLUSION

Language is one of the tools used when communicating and is one part of culture. In an increasingly advanced era, social media has emerged, which is used as a means of daily life to communicate near and long distances. We, as users, must be able to use it well.

Nurul Huda University students think that social media can have a good impact because a lot of information can be shared via social media; even learning media can be accessed more

efficiently, and we can create new learning media. Completing college assignments becomes more accessible, and using social media for various important information and looking for technical information, the presence of social media can be entertaining.

Use social media as best as possible in this increasingly developing era. The younger generation has a vital role in using social media by using good grammar and writing correct language in communication. Regarding the many hoaxes where someone sometimes uses good language but does not use it for good things, this is one of the negative impacts of social media. Of course, when being creative on social media, we should use language that is easy to understand so that excessive misunderstandings do not arise.

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