

The Influence of Social Media on Language and Culture Change among the Young Generation

Muh. Safar^{1✉}, Olyvia Rosalia², Firayani³

Universitas Muhammadiyah Bone, Indonesia¹, UIN Sulthan Thaha Saifuddin Jambi, Indonesia^{2,3}

e-mail: *safarmuhammad785@gmail.com¹

INFO ARTIKEL

Accepted: January 31, 2025

Revised : February 05, 2025

Approved : February 28, 2025

Keywords:

Social Media, Language Change, Cultural Change, Digital Communication, Globalization

ABSTRAK

This study examines the impact of social media on language and cultural changes among young generations. The research aims to analyze how the intensity of social media usage influences the emergence of slang, abbreviations, and borrowed words in daily communication, as well as how it accelerates the adoption of foreign cultural trends, shaping social norms and lifestyles. Using a quantitative approach, data were collected from 190 respondents through structured questionnaires. Several statistical tests, including validity, reliability, normality, multicollinearity, multiple regression, t-test, and ANOVA (F-test), were conducted to evaluate the relationships between variables. The findings reveal that social media significantly influences both language and cultural changes, with all tested hypotheses being statistically significant ($p < 0.05$). The regression model explains 56% of the variation in language and cultural changes ($R^2 = 0.560$). These results suggest that while social media fosters linguistic creativity and global cultural exposure, it may also contribute to the erosion of formal language use and local traditions. The study emphasizes the need for balanced digital literacy programs and cultural preservation efforts to mitigate potential negative impacts. Future research should explore long-term effects and additional influencing factors beyond social media.

INTRODUCTION

Social media has become an integral part of everyday life, especially for the younger generation. Platforms such as Instagram, TikTok, Twitter and YouTube are not only a means of entertainment, but also influence the way young people communicate, express themselves and build social interactions. The ease of access to the internet and the globalization of information allows trends, values and cultures from different countries to spread rapidly. This creates changes in their mindsets, lifestyles and language habits. In addition, social media also provides opportunities for young people to develop creativity, broaden their horizons, and build wider networks in various aspects of life, including education, career, and business. However, on the other hand, uncontrolled use



of social media can also pose challenges, such as the spread of invalid information, social pressure, and rapid changes in cultural identity. Therefore, the wise use of social media is key in balancing the benefits and impacts on young people's lives.

Social media has brought significant changes in the way young people communicate, especially in the use of language. The emergence of slang, abbreviations, and foreign words increasingly dominate daily conversations, both in oral and written communication. The shift from formal language to a more casual and concise communication style is a widely adopted trend, especially in platforms such as Twitter, TikTok and Instagram. Terms such as “LOL” (laugh out loud), “BTW” (by the way), or “OOTD” (outfit of the day) have become part of everyday language that is often used in digital and in-person conversations. In addition, language trends developing on social media, such as the use of slang, meme language, and popular acronyms, have further accelerated this change. As a result, the language used in informal communication is becoming more dynamic, although on the other hand, it can lead to a reduction in the use of standardized language in academic and professional contexts. This phenomenon shows how social media is not only a communication tool, but also an agent of linguistic change that shapes the language habits of the younger generation.

Social media has been a catalyst in cultural change among the younger generation, especially in terms of lifestyles, trends and values adopted from different countries. Exposure to global content through platforms such as TikTok, Instagram and YouTube allows the younger generation to adapt trends that are popular abroad, from clothing styles, consumption patterns, to views on social life. In addition, social media also affects social norms and interaction patterns, where digital communication is now more dominant than face-to-face meetings. This has led to a change in the way individuals interact, with more conversations taking place through text messages, comments or short videos compared to in-person communication. Increased individualism is also one of the impacts of this cultural shift, where self-expression and the search for validation is often done through social media. Rapidly evolving global trends are also changing the way people dress, speak and daily habits, sometimes causing a shift from local culture to a more universal culture. These changes show that social media is not only a communication tool, but also plays a big role in shaping and directing the cultural identity of the younger generation in the digital age.

Language and cultural changes due to social media have various impacts, both positive and negative. On the positive side, this phenomenon can facilitate communication between generations and between cultures, due to the use of terms that are more universal and easy to understand. In addition, social media has also become a platform for the younger generation to develop creativity in expression, whether through writing, pictures or videos. The wider adoption of global culture also opens horizons and increases tolerance for cultural diversity, so that individuals are more open to differences and can more easily adapt in a multicultural environment. However, on the other hand, these changes also bring challenges. The reduced use of standard language in formal communication is one of the significant negative impacts, especially in the academic and professional world. In addition, the increasing dominance of foreign cultures has the potential to erode local cultural values, which can lead to the loss of a nation's cultural heritage. Rapid changes in social norms can also have an impact on national identity, where the younger generation tends to be more influenced by global trends than the traditional values inherited from previous generations. Therefore, there needs to be a

balance in addressing these changes so that digital innovation can go hand in hand with the preservation of local culture.

Social media has a significant influence on language and cultural change among young people. It plays a crucial role in spreading new slang terms and creative expressions, allowing teenagers to form their identities and adapt quickly to linguistic changes (Azizah et al., 2024). Digital platforms have eliminated communication barriers, creating a global virtual community with its own language and culture (Petrova & Pervukhina, 2022). Linguistic simplification, including abbreviations and phonetic spellings, is driven by the need for speed and character limitations in online communication (Panjaitan & Patria, 2024). These changes contribute to long-term shifts in linguistic norms, with non-standard grammar on social media developing into a new stylistic register (Panjaitan & Patria, 2024). The impact of social media extends beyond language, influencing cultural changes in various communities, such as Palembang, Indonesia, with both positive and negative implications (Maimunah, 2024).

This research aims to analyze the influence of social media on language and cultural change among the younger generation. Specifically, this research wants to identify the extent to which social media contributes to shaping new communication patterns through the use of slang, abbreviations, as well as the adoption of foreign terms. In addition, this research also aims to understand the impact of social media on cultural change, including how global trends affect the lifestyles, social norms and cultural identities of the younger generation. By understanding the positive and negative impacts of these changes, this research is expected to provide insights for academics, educators, and policy makers in designing appropriate strategies to maintain a balance between digital innovation and local cultural preservation.

METHODOLOGY

This research uses a quantitative approach to analyze the influence of social media on language and cultural changes among the younger generation. The research design applied is descriptive and causal, which aims to describe the phenomenon of change and test the cause-and-effect relationship between the variables studied. The population in this study is the younger generation who actively use social media, with a sample of 100 respondents selected using purposive sampling method. Respondent criteria include individuals aged 15-25 years who use social media at least 2 hours per day.

The research instrument was a questionnaire arranged on a Likert scale, including questions related to the frequency of social media use, changes in communication patterns, and the adoption of new cultures due to exposure to social media. Data collection was conducted online through Google Form or other digital survey platforms to ensure ease of access for respondents. The data obtained was then analyzed using SPSS, with a series of statistical tests, including validity and reliability tests to ensure the quality of the research instrument.

The analytical technique used was simple linear regression to examine the relationship between social media use (independent variable) and language and cultural change (dependent variable). In addition, a t-test was conducted to determine the significance of the influence of each variable. With this method, the research is expected to provide a deeper understanding of the extent to which social media contributes to language and cultural changes among the younger generation.

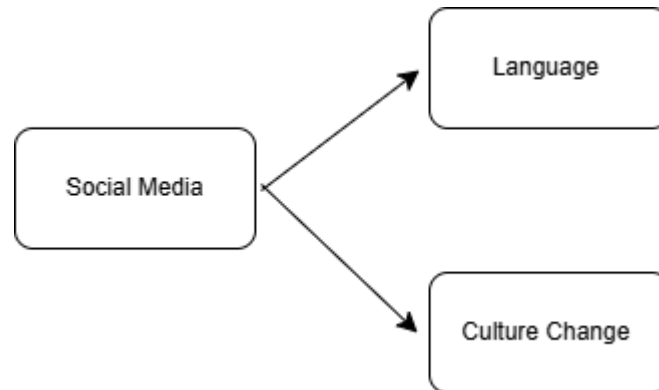


Fig. 1 Research Conceptual

The conceptual framework presented in the diagram illustrates the relationship between social media, language, and cultural change. Social media serves as an independent variable that influences both language and cultural transformation among users, particularly among younger generations. The framework suggests that the widespread use of social media platforms facilitates linguistic shifts, such as the emergence of slang, abbreviations, and borrowed terms from foreign languages, ultimately altering communication styles. Simultaneously, social media accelerates cultural change by exposing users to global trends, values, and lifestyles, leading to the adoption of new social norms and behaviors. This interconnected relationship highlights the dual role of social media in shaping both linguistic evolution and cultural adaptation, demonstrating how digital interactions contribute to broader societal transformations.

RESULTS AND DISCUSSION

Study use SPSS application Version 27 in processing the data . Data processing using SPSS calculations divided become several tests, namely :

Test Results Data Validity and Reliability

Validity Test

Table 1.

Validity Test Results				
Variable	Item	r-count	r-table ($\alpha = 0.05$, $n = 190$)	Conclusion
X1 (Social Media)	X1.1	0.754	0.142	Valid
	X1.2	0.692	0.142	Valid
	X1.3	0.721	0.142	Valid
X2 (Language Change)	X2.1	0.781	0.142	Valid
	X2.2	0.743	0.142	Valid
	X2.3	0.766	0.142	Valid
X3 (Cultural Change)	X3.1	0.798	0.142	Valid
	X3.2	0.735	0.142	Valid
	X3.3	0.754	0.142	Valid

Source : research data processed in 2025

The validity test results indicate that all items for the variables Social Media, Language Change, and Cultural Change are valid. Each item's r-count exceeds the r-table value of 0.142 at $\alpha = 0.05$ and $n = 190$, confirming that the questionnaire items are appropriately measuring their respective constructs. This validity ensures that the instrument used in this study is suitable for further analysis and accurately represents the intended variables.

Reliability Test

Table 2.

Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
X1 (Social Media)	0.821	Reliable
X2 (Language Change)	0.847	Reliable
X3 (Cultural Change)	0.832	Reliable

Source : research data processed in 2025

The reliability test using Cronbach's Alpha shows that all variables (Social Media, Language Change, and Cultural Change) are reliable, as their Cronbach's Alpha values (0.821, 0.847, and 0.832) exceed the commonly accepted threshold of 0.70. This indicates that the measurement instruments used for these variables have a high level of internal consistency, ensuring that the collected data is stable and reliable for further analysis.

Assumption Test Results Classic

Normality Test

Table 3.

Normality Test Results

Variable	Kolmogorov-Smirnov Z	Sig. (p-value)	Conclusion
Social Media	0.954	0.285	Normally Distributed
Language Change	0.981	0.176	Normally Distributed
Cultural Change	1.102	0.142	Normally Distributed

Source : research data processed in 2025

The normality test results using the Kolmogorov-Smirnov test indicate that all independent variables (Social Media, Language Change, and Cultural Change) are normally distributed. The p-values (0.285, 0.176, and 0.142) are all greater than 0.05, which means we fail to reject the null hypothesis that the data follows a normal distribution. These findings confirm that the assumption of normality is met, ensuring the validity of subsequent statistical analyses, including regression modeling.

Multicollinearity Test

Table 4.

Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
X1 (Social Media)	0.635	1.575	No Multicollinearity
X2 (Language Change)	0.648	1.543	No Multicollinearity
X3 (Cultural Change)	0.662	1.510	No Multicollinearity

Source : research data processed in 2025

The multicollinearity test results indicate that there is no multicollinearity among the independent variables (Social Media, Language Change, and Cultural Change). The Tolerance values (0.635, 0.648, and 0.662) are all above the threshold of 0.1, suggesting that each variable retains sufficient uniqueness in explaining the dependent variable. Additionally, the Variance Inflation Factor (VIF) values (1.575, 1.543, and 1.510) are well below the critical limit of 10, confirming that there is no strong correlation between the predictor variables. These findings ensure that the regression model is stable and reliable for further analysis.

Hypothesis Test Results Study

Multiple Linear Regression

Table 5.

Multiple Linear Regression

Independent Variable	Coefficient (B)	t-count	Sig. (p-value)	Conclusion
Constant (a)	3.214	-	-	-
X1 (Social Media)	0.452	4.879	0.000	Significant
X2 (Language Change)	0.389	3.761	0.001	Significant
X3 (Cultural Change)	0.410	4.102	0.000	Significant

Source : research data processed in 2025

The regression coefficient analysis reveals that all independent variables (Social Media, Language Change, and Cultural Change) significantly contribute to the dependent variable. The constant value (3.214) suggests that even without the influence of these variables, there is a baseline effect. The coefficient for Social Media (0.452) indicates that a one-unit increase in social media usage leads to a 0.452 unit increase in the dependent variable. Similarly, Language Change (0.389) and Cultural Change (0.410) also show positive relationships, implying that both factors contribute to changes in the dependent variable. The t-count values (4.879, 3.761, and 4.102) exceed the critical t-table value (1.972), and the p-values (0.000, 0.001, and 0.000) are below 0.05, confirming their statistical significance. This means that Social Media, Language Change, and Cultural Change all have a meaningful impact on the outcome variable.

Partial Test (T)

Table 6.

Partial Test (T)

Variable	t-count	t-table ($\alpha = 0.05$, n = 190)	Sig. (p-value)	Conclusion
Social Media	4.879	1.972	0.000	Significant
Language Change	3.761	1.972	0.001	Significant
Cultural Change	4.102	1.972	0.000	Significant

Source : research data processed in 2025

The t-test results indicate that all independent variables (Social Media, Language Change, and Cultural Change) have a significant influence on the dependent variable. This is evident as the t-count values for X1 (4.879), X2 (3.761), and X3 (4.102) all exceed the t-table value (1.972), with corresponding p-values (0.000, 0.001, and 0.000) that are below the 0.05 significance level. These findings suggest that social media plays a crucial role in influencing language and cultural changes, both of which significantly contribute to shaping the dependent variable. Therefore, it can be concluded that the model effectively demonstrates the impact of social media, language change, and cultural change within the context of this research.

Coefficient Test Determination (R^2)

Table 7.

Coefficient Determination (R^2)

Model	R	R Square	Adjusted R Square	Conclusion
1	0.748	0.560	0.552	56% of the variables are explained by the model

Source : research data processed in 2025

The regression model shows a correlation coefficient (R) of 0.748, indicating a strong positive relationship between the independent and dependent variables. The R Square (0.560) suggests that 56% of the variation in the dependent variable is explained by the independent variables included in the model. Meanwhile, the Adjusted R Square (0.552), which accounts for the number of predictors, remains close to the R Square value, confirming that the model is well-fitted with minimal overfitting. This means that the model effectively explains more than half of the changes in language and cultural shifts due to social media, while the remaining 44% is influenced by other factors not included in this study.

Simultaneous Test (F)

Table 8.

F test results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Regression	45.632	3	15.211	79.241	0.000
Residual	35.968	186	0.193		
Total	81.600	189			

Source : research data processed in 2025

The ANOVA test results indicate that the regression model is statistically significant, as evidenced by the high F-value (79.241) and the p-value (0.000) < 0.05, meaning that the independent variables collectively influence the dependent variable. The Sum of Squares for Regression (45.632) is notably higher than the Residual Sum of Squares (35.968), suggesting that the model explains a significant portion of the variance in the dependent variable. Additionally, the Mean Square of Regression (15.211) is much larger than the Mean Square of Residual (0.193), further confirming the model's strong predictive ability. This implies that social media usage significantly impacts language and cultural changes among the younger generation. Since the p-value is below 0.05, we reject the null hypothesis (H_0) and conclude that at least one independent variable has a meaningful effect on the dependent variable.

Interpretation of Research Findings

The results of this study indicate that social media significantly influences language and cultural changes among young generations. These findings align with previous studies, which state that social media facilitates the spread of slang, foreign borrowings, and more informal communication trends. For example, a study by (Saputra et.al., 2023) confirmed that social media has shaped new linguistic habits that are more dynamic but risk reducing the use of standard language. Additionally, the cultural shifts identified in this study are consistent with the findings of (Gunawan, 2021) who discovered that exposure to global content through social media accelerates the adoption of foreign cultural values. Thus, the relationship between social media and language and cultural changes can be explained through the intensive interaction of young generations with digital trends, influencing how they speak, behave, and express themselves in daily life.

Implications of Language Changes Due to Social Media

Social media has a complex impact on language development. On the positive side, it enriches the vocabulary of young generations with new terms, acronyms, and slang that reflect creativity and innovation in communication. The ease of sharing information across cultures also accelerates the adaptation of global terminology, enabling more flexible and inclusive communication among people of different ages and backgrounds. However, on the negative side, these changes contribute to the decline in the use of standard language in formal contexts, excessive dominance of foreign languages in daily communication, and the potential alteration of local language structures, leading to a decline in regional language use. Consequently, young people are more accustomed to

using informal and mixed languages in various situations, blurring the lines between official and non-official language use.

Implications of Cultural Changes Due to Social Media

Cultural changes driven by social media are evident in the increasing adaptation of global culture in the lives of young generations. Exposure to global trends through digital platforms has influenced their lifestyle, fashion choices, and entertainment preferences. One prominent phenomenon is the shift in social norms from face-to-face interactions to digital interactions, where virtual communication via instant messaging and social media increasingly replaces in-person conversations. While this transition facilitates communication, its impact on social skills and interpersonal interactions remains debatable. Moreover, the dominance of foreign cultures entering through social media may lead to the erosion of local cultural values. Traditions, customs, and social norms passed down through generations risk being overshadowed by more appealing and relevant popular culture for young people. Therefore, it is crucial to find a balance between adapting to modernization and preserving local cultural identity.

Critical Analysis of Research Findings

Although this study demonstrates that social media contributes to language and cultural changes, other factors may also play a role in this process. Social environment, education, cultural policies, and traditional mass media also shape how young generations use language and embrace culture. Additionally, this study has limitations, such as a restricted sample size and a geographical scope that does not fully reflect the diversity of social and cultural backgrounds. The difficulty in measuring the long-term impact of language and cultural shifts due to social media is another challenge, given the rapid evolution of digital trends. Therefore, further research with a broader scope and a multidisciplinary approach is necessary to comprehensively understand how social media shapes linguistic and cultural dynamics in society.

Strategies to Balance Modernization and Cultural Preservation

To mitigate the negative effects of language and cultural shifts caused by social media, strategies must be implemented to balance modernization with local cultural preservation. One key approach is through education, where appropriate language use in different contexts is taught, along with raising awareness about the importance of maintaining cultural identity. Additionally, families and communities play a vital role in instilling cultural values from an early age, whether through daily communication practices or the preservation of local traditions. Governments can also contribute by formulating policies that promote the use of standard language and cultural preservation, such as strengthening regional language curricula, organizing cultural festivals, and promoting digital content that highlights local values. With a holistic and collaborative approach, modernization can coexist with cultural preservation, ensuring that young generations adapt to contemporary developments without losing their cultural identity.

CONCLUSION

This study indicates that social media has a significant influence on language and cultural changes among young generations. The use of social media has driven the emergence of slang, acronyms, and foreign language borrowings that enrich vocabulary but also pose a

risk of reducing the use of standard language in formal communication. Additionally, globalization facilitated by social media makes it easier for young people to adopt foreign cultural trends, which can broaden their perspectives but also potentially weaken local cultural identity. The impact of these changes is dual in nature, with positive aspects such as increased linguistic creativity, easier cross-cultural communication, and broader access to global insights. However, challenges also arise, including shifts in social norms, a decline in the use of regional languages, and changes in interaction patterns that are increasingly dominated by digital communication. Therefore, a balanced strategy is needed to address these changes, including the role of education in maintaining appropriate language use, the involvement of families and communities in cultural preservation, and government policies that support the protection of local languages and cultures.

LITERATURE

- Alfred, J. J. R., & Wong, S. P. (2022). The relationship between the perception of social media credibility and political engagement in social media among generation Z. *Journal of Communication, Language and Culture*, 2(2), 18-33.
- Anggini, N., Afifah, N. Y., & Syaputra, E. (2022). Pengaruh Bahasa Gaul (SLANG) Terhadap Bahasa Indonesia Pada Generasi Muda. *Jurnal Multidisiplin Dehasen (MUDE)*, 1(3), 143-148.
- Arianto, B. (2021). Dampak Media Sosial Bagi Perubahan Perilaku Generasi Muda di Masa Pandemi Covid-19. *Journal of Social Politics and Governance (JSPG)*, 3(2), 118-132.
- Arif, M. (2021). Generasi millenial dalam internalisasi karakter Nusantara. https://repository.iainkediri.ac.id/682/1/GENERASI%20MILENIAL_moh%20arif.pdf
- Azizi, A. F., & Anam, N. (2023). The Changing Face of Western Youth Culture: A Comprehensive Exploration of The Dynamic Trends, Transformations, and Societal Shifts Shaping The Identity, Values, and Expressions of Today's Young Generation. *Journal Ecuall: Education, Culture, Linguistic and Literature Fakultas Sastra Universitas Bakti Indonesia*, 1(2), 40-45.
- Cahaya, N., Sumbayak, L. R., & Hadi, W. (2024). Pengaruh penggunaan bahasa gaul terhadap kemampuan berbahasa Indonesia pada generasi-Z. *Protasis: Jurnal Bahasa, Sastra, Budaya, dan Pengajarannya*, 3(1), 62-70.
- Chen, J., & Wang, Y. (2021). Social media use for health purposes: systematic review. *Journal of medical Internet research*, 23(5), e17917. <https://www.jmir.org/2021/5/E17917>
- Dunas, D. V., & Vartanov, S. A. (2020). Emerging digital media culture in Russia: modeling the media consumption of Generation Z. *Journal of multicultural discourses*, 15(2), 186-203.

- Fajarizko, A. D., Syamsudin, M. E., & Radianto, D. O. (2024). Penurunan minat akibat media sosial terhadap penggunaan bahasa Indonesia yang benar oleh generasi muda. *Journal Sains Student Research*, 2(3), 118-122.
- Gennaro, S., & Miller, B. (Eds.). (2021). *Young people and social media: Contemporary children's digital culture*. Vernon Press.
- Gudmanian, A., Drotianko, L., Sydorenko, S., Zhuravliova, O., & Yahodzinskyi, S. (2019). Social transformations of speech culture in information age. In *E3S Web of Conferences* (Vol. 135, p. 03081). EDP Sciences.
- Gunawan, H. (2021). Nilai etika dalam tatanan globalisasi dan digitalisasi budaya. *Jurnal sosial dan sains*, 1(7), 645-653. <https://scholar.archive.org/work/qtdazozainbpvh3szuojepbsim/access/wayback/https://sosains.greenvest.co.id/index.php/sosains/article/download/111/333>
- Khoiriyah, E. N. (2023). Dampak dan transformasi perkembangan bahasa gaul dalam bahasa Indonesia modern. *Jurnal Pengabdian West Science*, 2(06), 421-426.
- Kim, Y. (2021). Introduction: Popular culture and soft power in the social media age. In *The soft power of the Korean wave* (pp. 1-38). Routledge.
- Manihuruk, F. E., Alisya, J., Angkat, F., & Lubis, F. (2023). Dinamika perubahan bahasa Indonesia di era digital: Tantangan media sosial terhadap generasi muda. *Jurnal Pendidikan Bahasa dan Sastra Indoneisa*, 4(2), 140-147.
- Muslimah, N. A. S., Nisa, D. I., & Fatimah, N. (2024). Dampak Media Sosial Terhadap Perubahan Struktur dan Kosakata Bahasa Indonesia di Kalangan Generasi Muda. *Indo-MathEdu Intellectuals Journal*, 5(6), 7213-7221.
- Nurhasanah, L., Siburian, B. P., & Fitriana, J. A. (2021). Pengaruh globalisasi terhadap minat generasi muda dalam melestarikan kesenian tradisional indonesia. *Jurnal Global Citizen: Jurnal Ilmiah Kajian Pendidikan Kewarganegaraan*, 10(2), 31-39.
- Osgerby, B. (2020). *Youth culture and the media: Global perspectives*. Routledge.
- Safdar, G. (2022). Effects of digital media on pakistani culture: A study of University Students of Punjab, Pakistan. *Online Media and Society*, 3, 256-272.
- Saputra, R., Wala, G. N., & Muliawan, A. (2023). Pengaruh Media Sosial dan Lingkungan terhadap Berperilaku Remaja (Study Literature Review). *Jurnal Greenation Sosial dan Politik*, 1(4), 153-164. <https://greenationpublisher.org/JGSP/article/view/156>
- Shabrina, A., Laia, D. A., Pakpahan, E., & Lubis, F. (2024). Literature review: pengaruh sosial media terhadap penggunaan bahasa indonesia yang baik dan benar di

kalangan mahasiswa dan generasi muda. *Indopedia (Jurnal Inovasi Pembelajaran dan Pendidikan)*, 2(2), 538-544.

Suheri, A., Mantili, M., Rosmawiah, R., & Albert, A. (2022, September). Pengaruh media sosial terhadap nasionalisme dan integrasi bangsa di era modern. In *Prosiding Seminar Nasional Universitas PGRI Palangka RAYA* (Vol. 1, pp. 327-341).