



## The Influence of Social Media on the Development of Slang Among Teenagers: A Case Study on TikTok and Instagram Platforms

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### ABSTRACT

Social media is part of the digital change that colors the world of communication. The increasingly rapid development brings changes in the language structure adopted from online platforms. The TikTok and Instagram applications that are currently often used by teenagers present an informal language style. This informal language is called slang. Slang is often used by teenagers to simplify language and find identity. However, this often leads to hate speech, violence, and even impoliteness in communication. so this study aims to pay special attention to the challenges posed by slang. Politeness as a necessity must not fade among teenagers. This will also affect acts of violence, hatred and other immoral acts. In this study, researchers used quantitative methods. This is useful for determining the influence of the use of slang among teenagers in communicating. Comparison of views from the questions asked will be the results and discussions. The results of this study in the form of TikTok and Instagram allow teenagers to create and spread new slang quickly. Usage tends to adapt words and phrases according to trends and popular content on this platform. Teenagers who use social media intensively are more likely to use slang in everyday communication. The conclusion of this study is that social media, especially TikTok and Instagram, contribute significantly to the development of slang among teenagers.

**Keywords:** Slang Among, Social Media, TikTok

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## **INTRODUCTION**

The digital era of social media has become a transformative force reshaping the way we communicate and interact in cyberspace. Platforms like Facebook, Twitter, Instagram, TikTok, and Snapchat have not only revolutionized the way users share information, but have also redefined the language used. These online platforms have created an environment where traditional communication norms are often sidelined in favor of new forms of expression that prioritize speed, brevity, and informality (Xoliqnazarova & Elmurodov, 2024). Making online platforms as the main tool for social interaction, especially among teenagers, makes social media increasingly develop rapidly. Presenting various features to attract sympathy from its users. The transformation in this communication method is not limited to the speed of interaction but also the delivery of simpler and more creative messages. One of the phenomena resulting from the use of social media is the change in language use among teenagers. The language used in communication on social media is often different from the standard language taught in formal education (Rianto & Juliarta, 2024).

Social Media is a platform that cannot be avoided from today's society. The influence of social media is certainly very changing in fashion, life, and even language use. Many of the languages of today's young people are varied. This is inseparable from the presence of the role of online platforms in everyday life. In the field of sociolinguistics, language is not only seen as a means of communication, but is used as a form of interaction and sharing of momentary experiences among members of society (Siagian, 2024). The popularity of various social media platforms such as Instagram and TikTok has been able to attract the attention of users of various ages, including the current young generation. The existence of this media creates a mixture of various language styles and cultures around it which makes it interesting to study. Slang is a form of casual language that is temporary. Usually used in internal communication to avoid understanding from certain people outside the group. Often slang cannot be understood by individuals outside a particular social circle and this language is also used to foster intimacy and solidarity among group members (Syafaah & Haryanto, 2023).

Slang is part of informal and non-standard language characterized by creativity and the ability to adapt to its environment. Terms such as "btw" (by the way), "kepo" (nosy), and "gws" (get well soon) are now common in online conversations in Indonesia. In addition, this language, slang also indicates a blend of global English with local cultural contexts. The use of slang in Indonesia has the function of conveying an informal impression, humor, and a sense of familiarity in digital communication. However, slang also has challenges such as the potential for misunderstanding among users who are not familiar with the terms or are concerned about linguistic purity in the face of globalization (Hermansyah et al., 2025). Language is so embedded in human life that it becomes a means of communication that allows humans to speak in various ways. People who do not study linguistics will allow the idea that words are a small part of language. In fact, words go through a certain process before becoming words. The influence of social media, both Instagram and TikTok, on slang is quite significant. The

diversity of voices can contribute to vocabulary through social media (Mahardika, 2024).

Based on research conducted (Anggraeni & Robandi, 2023), this study aims to highlight the importance of paying special attention to the impact of slang use among teenagers. In addition, the study also found a lack of politeness in the use of language. Women's language use is considered more polite than men's in using informal language or slang. On the other hand, the use of slang on social media tends to decrease the use of common Indonesian. This is indicated by the emergence of hate speech, intimidation, the use of harsh words, and many other deviations that occur. The use of slang is not entirely wrong, but it also requires proper use with the use of polite language. The emergence of Instagram and TikTok can have an impact on the influence on politeness and efficient communication. Often slang is only used by certain groups or generations. But some generations do not know the meaning of the slang. This often results in differences of opinion and even misunderstandings in communication.

The existence of research related to the use of social media on the development of slang among teenagers provides benefits regarding the influence, impact, and also the challenges faced. One of the influences of the use of slang on social media is the diversity of informal languages used in certain groups. Often only used for communication in one group. However, there are challenges that must be faced in the form of inefficient communication between different generations. The use of different languages creates different communication understandings. The existence of English abbreviations and also several other slang languages, are often not understood by people before the generation. With the adoption of other languages, the linguistic order is also damaged and according to him the use of formal language. This also results in politeness in language. Young people often forget about politeness in language between each other, especially also speaking to their elders. Unfortunately, politeness in language is often ignored. The presence of TikTok and Instagram in society can fulfill the thoughts and views of teenagers who are still in school.

On research conducted by (Bahar et al., 2025) with the title *Youth Slang As A Reflection Of Social Identity in Teenage Communities* which aims to identify the types of slang used by teenagers. The results of the study were able to identify 10 words used by teenagers on social media: BFR, tea, cu, pap, salty, kk, btw, fix, yolo, and asap. Where this word is useful for expressing oneself for teenagers and also building social identity. The novelty of this study is the influence of the emergence of slang influenced by social media. This is especially the Instagram and TikTok platforms. The main focus of this study conducted by researchers is the direct impact of the TikTok and Instagram social media platforms on the development of slang among teenagers. An in-depth analysis of how the special features of TikTok and Instagram such as short videos and story sharing features influence the adoption and change of slang. This study also tries to examine the dynamics of social interaction and the spread of language through social media.

This topic was chosen for research because of the progress of platforms, especially TikTok and Instagram, which have become two very popular social media platforms among teenagers. So this study is appropriate to highlight platforms that are

often used by teenagers. In addition, social media has a big impact on the daily lives of teenagers, including in language development (Evangeline, 2023). Slang continues to evolve, and social media plays an important role in its spread. On the other hand, slang is often used to form and express social identity. With the continued development of technology and social media, understanding its influence on language and communication becomes very important. This study will be relevant to current trends in youth communication.

Conducting research related to this topic is expected to provide benefits to readers. Understanding how social media affects language development among adolescents. In addition, it can also contribute new knowledge in the fields of linguistics and communication. Providing insights that can be used by educators and parents to understand the development of language and communication in adolescents. And also assess the social impact of social media use on adolescent communication and interaction. So as to minimize the risk to the manners and politeness of adolescents. On the other hand, researchers also hope that this research can be a consideration for further research. And can be a reference in research or sources related to the same topic.

## **METHOD**

Research is an activity of studying problems carried out based on scientific methods which aims to obtain scientific knowledge of the matter in question (Murjani, 2022). This study uses a quantitative research design. The research design will describe the research flow. A good research design will be able to direct researchers to compile good research steps systematically. In this study, the subjects were teenagers who use Instagram and TikTok. The questions asked were 20 items which were inputted into Google from. The questions are in the form of positive and negative sides of using slang on social media. The data presented is in accordance with each incident experienced by the user. The quantitative method is a way of collecting data in the form of numbers that can be measured. Quantitative research is a procedure that is orderly and systematic and can be presented sequentially from the initial stage of defining the problem to the final stage. According to KBBI, a method is a way used to carry out a job so that it is achieved according to what is desired systematically to make it easier for someone to carry out activities to achieve certain goals.

At this stage of quantitative research procedures will go through a series of systematic steps to collect, analyze and provide an understanding of the data collected. In the research procedure there are also steps taken. The problem formulation step needs to be done to decide what problem will be investigated. When the research topic has been determined, a comprehensive understanding of the research problem is needed and at least the same effort is needed to write a summarized problem statement (Anggito & Setiawan, 2018). The selection of problems is sorted from crucial, profound, and emergency problems that must be solved so that the language provides benefits. At the stage of formulating and limiting the problem, it has been focused on a problem that will be described or mapping what is related to the problem. After the problem has been adequately defined, the research continues by narrowing down certain aspects of the problem.

In addition, this study certainly does not forget the ethics in making questionnaires by using appropriate, good and polite language. This study is important to improve the perspective and use of slang by teenagers on social media when communicating. A study must prioritize ethics. Ethics are a principle, manners and norms that are used as a basis for conducting research. This study was conducted fairly without siding with individuals (Soesana et al., 2023). Researchers will not force their will on research subjects to maintain comfort between the two parties. Data collection in this study uses the help of Google from which aims to facilitate access. In addition, it will also save time in data collection. Google from contains questions related to the influence of social media on slang among teenagers. The data collected is in the form of the percentage of respondents to each question given. The results will later be managed using the SPSS application. The number format is a characteristic in the quantitative method that is useful for showing respondents to the questions asked.

## **RESULTS AND DISCUSSION**

The use of slang words used on social media provides important insights into the dynamic nature of contemporary language use. The use of slang on social media platforms is widespread across ages. Language is the identity of a nation that functions as a tool to communicate and interact with others. In addition, it also conveys ideas and opinions, and builds social relationships. Slang is a variety of Indonesian used in everyday social interactions to make conversations warmer and more intimate. Slang has been around since the 16th century, initially used by certain groups to distinguish themselves from outsiders and prevent others from understanding the conversation being conducted (Indra, 2024). Social media has become an inseparable component of contemporary communication. It revolutionizes the dynamics of interpersonal interaction and information exchange. In addition, the dynamic and ever-changing slang language on social media further complicates the challenge of maintaining effective global communication. The emergence of new trends and fashions that will allow changes in language style is feared to fade formal language. In addition, it will also cause a moral and ethical crisis among teenagers if used in the wrong way. The use of slang does seem simpler, but for some groups it is impolite. The use of inappropriate language when communicating with different generations or ages will affect a person's ethics (Kupaysinovna, 2024).

Language Slang is generally used as a means of communication among teenagers at a certain time. Slang is a special type of "familiar" or group speech. In addition, slang is also a type of jargon that is characterized by its rejection of formal rules. The forms of word formation processes used in slang by the millennial generation are blend, acronym, lpan, words, clipping, and extreme internal change (Panuntun & Hayati, 2022). Utilizing the TikTok social media platform makes teenagers' behavior imitate the trends seen on the platform. Often too lazy to study and usually give up when faced with challenging material at school. On the contrary, teenagers use social media for entertainment. This will be a growth factor for someone, especially children in their speaking style. Therefore, parents must be able to understand the impact of using the

TikTok application so that children's growth and development are created by having good language characteristics (Shokhrukh, 2024).

Paired Samples T-Test

		statistics	df	p
V1	V2	3.73	19.0	0.001

Note.  $H_a \mu_{\text{Measure 1}} - \mu_{\text{Measure 2}} \neq 0$

In above are the results of the Paired Samples T-Test of 20 questions to 20 respondents related to the topic discussed. 10 questions are in support and 10 questions are in opposition to the influence of social media among teenagers. The results of the Paired Samples T-Test show that there is a significant difference between the two sets of data being compared. V1 is the total results of respondents from questions that support changes from social media. V2 is the total results of respondents from questions that are in opposition to changes from social media. The T-Test test statistic of 3.73 shows how far the difference is between the two samples. Df = 19, which indicates the total number of observation pairs minus one (N-1). In this case, it means that there are 20 observation pairs. The p-value = 0.001, which is very small, indicates that the observed differences are very unlikely to occur by chance.

The significant influence of social media TikTok and Instagram on the development of slang among teenagers. TikTok and Instagram allow teenagers to interact with peers from all over the world, which accelerates the spread and adoption of new slang. In addition, teenagers also often create and use slang to express their identity and build a solid community. Teenagers can also become content and influencers and popular trends on these platforms greatly influence slang with new terms that are going viral (Inayah et al., 2024). The features of various social media such as hashtags, emojis and comments will provide facilities for the spread of slang among teenagers. On the other hand, social media will allow teenagers to be creative and develop unique and distinctive slang. Social media that provides great opportunities to interact with external and global users, especially Instagram and TikTok, will expand the vocabulary of slang among teenagers. Intensive use of social media will increase the spread of slang. Teenagers who actively interact will spread and adopt slang faster. Today's teenagers are able to adapt quickly to language changes that occur on social media, creating a more relaxed and flexible communication style (Ramadan, 2024; Solihah, 2024).

Language is the ability possessed by humans to interact and socialize with other humans using signs, such as words or movements. Gorys Keraf stated that language is a means of communication between members of society as a symbol of sound produced by the human speech senses (Anggini et al., 2022). Language used to express and convey meaning to other people that is understood by both the speaker and the listener (Sudadi, 2021). Language becomes the identity of a nation, functions as a means of communication and interaction that gives other people the possibility to express ideas and opinions, and build social relationships. The dynamic and ever-evolving nature of language shows the importance of language in social life (Indra, 2024).

Language is the main communication tool used by humans to interact with each other. Language is used to convey information and opinions or to show identity. Language is very close to society. Sociolinguistics is a section that discusses the relationship between language and society. Language development is usually based on the needs, current conditions, and desires of its speakers (Budiasa et al., 2021). Hand gestures and body language have been used as a means of communication long before language was invented. The primary function of language is to convey messages. Initially, simple online communication tools such as email and MSN were developed to facilitate communication worldwide. However, with the advancement of technology, online platforms have been innovated with hundreds of unique features. The rapid growth of online social media has been accompanied by the emergence of cyber slang, which is used to describe shortcuts, word choices, or even the number of characters used by the writer at one time. The speed of change has made slang an integral part of everyday life (Ricaforte, 2022).

The teenage generation is the generation that brings about language change. This is often done to strengthen generational identity or to gain authority in a context where it is not usually possessed (Yusuf et al., 2022). This phenomenon was quickly captured by social media companies. Creating various online platforms to support the interests of the generation. Implementation into work-related communication strategies as the millennial generation enters the workforce with different communication experiences. Language is often considered the most important means of communication to convey information (Sadiku et al., 2021). The language used in everyday life to facilitate communication with each other is currently in the spotlight. The emergence of slang as a form of communication simplification. Slang that has become a phenomenon in communication circles, not only used by city teenagers but also spread to rural areas cannot be avoided. Slang which is a simplification of language is used for communication in groups seeking identity on social media. However, on the other hand, parents have concerns about the use of language that will result in a moral and ethical crisis among teenagers. In addition, there are also concerns about grammar and speech that are difficult to understand (Aisyah, 2022).

Slang is useful as an expression of familiarity of its users. Slang is very different from proper and correct Indonesian. It tends to be casual, non-standard or stiff. The words used tend to be short, while words that are considered long will be shortened. So slang is a variation of language that is deliberately created and used especially by teenagers to increase friendship and the existence of their group (Saputra et al., 2023). Slang is not just a trend, but also reflects a wider social phenomenon. The thing that is highlighted is the impact of globalization that exposes media, entertainment, international technology that will affect local languages. Indonesian youth play an important role in the digital era which also plays a role in the preservation of language and the authenticity of the language must certainly have a language attitude. Language attitudes refer to people's beliefs, preferences and feelings towards the form or variation of language (Samanta et al., 2024). The positive attitude of the emergence of slang shows openness to innovation and change. While on the negative side, it is feared that local languages and Indonesian language rules will fade, and the loss of norms of

politeness and even manners in speaking. In addition, there is also the potential for misunderstanding among users who are not familiar with the terms used in slang (Hermansyah et al., 2025).

TikTok and Instagram releases short videos that can be shared online from all over the world. This application can be used to connect by sharing content. A person can interact with other people online even though the two people do not meet. The existence of this application provides freedom in expressing oneself by conveying one's heart and can show one's skills. In addition, it can also be a place to develop talents and interests. On the other hand, the negative impact of using this application can be a lack of focus in the world of education. In addition, the lack of ethics in language due to the trend that often appears on this online platform (Nurviantika & Umam, 2023). In addition, the use of social media can also have a negative impact on society, such as being used to incite hatred towards others by uploading words or images. Often social media is used as a means to insult and even damage others. This is what will be very dangerous in Indonesia's diversity (Syam et al., 2023).

## **CONCLUSION**

Social media is part of the development of digital technology today. The emergence of various online platforms has brought significant changes to the digital world. The majority of online platform users today are teenagers using TikTok and Instagram. These two platforms are used by teenagers to interact and share content quickly, which has led to the spread and adoption of new slang more quickly among teenagers. The language used in everyday life to facilitate communication with each other is currently in the spotlight. The emergence of slang as a form of communication simplification. Teenagers tend to create and adapt new words according to the context of social media, resulting in the development of dynamic and ever-growing slang. Teenagers who use slang on social media help teenagers build group identity and strengthen ties with the teenage community. Popular content on TikTok and Instagram greatly influences slang trends, with celebrities and influencers playing a major role in introducing and popularizing new terms. Slang is often used by teenagers to simplify language and find identity. However, this often leads to hate speech, violence, and even rudeness in communication. So this research aims to pay special attention to the challenges posed by the existence of slang.

The development of social media has had a significant impact on language change, especially among teenagers. Online platforms such as TikTok and Instagram have become a place for the development of slang. This phenomenon is driven by the need for teenagers to form an identity when connecting with friends in the digital world. In addition, it is also used to explore the digital world as a facility for globalization. One way that social media influences the development of slang in the teenage generation is through the rapid spread of new words and phrases. TikTok and Instagram, which have very wide users, even the whole world can access them quickly. One content, either video or around viral reels, can introduce new slang to millions of users in a matter of hours. This is very different from the spread of slang before pre-social media.

Besides that said, the visual and audio elements on TikTok and Instagram contribute greatly to the creation of new slang. The short video format on TikTok encourages users to create catchy and memorable phrases that can be easily repeated and adapted by social media users. In addition, Instagram Stories and reels provide a platform for influencers and celebrities to popularize foreign languages that are adopted by followers. Social media also facilitates the mixing of various linguistic and cultural influences. Teenagers are exposed to a variety of content from around the world which leads to the incorporation of words and phrases from different languages and dialects into the slang itself. This exchange of linguistic elements contributes to the dynamic and ever-changing nature of teen slang. In addition, the interactive nature of TikTok and Instagram allows for rapid evolution and modification of slang. Teenagers can comment on, share content and lead to constant adaptation of slang to suit new contexts and meanings. Flexibility and responsiveness to user needs are part of the hallmarks of slang.

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