

The Influence Of Public Figure Syahrini's Jargon On Digital Slang Innovation And The Evolution Of The National Language On Social Media

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Abstract

This study is important to understand how public figure Syahrini's jargon influences digital slang innovation and contributes to the dynamics and evolution of the national language on social media. This study aims to identify and analyze unique language variations, or idiolects, that appear on YouTube channels, with a particular focus on The Princess Syahrini channel, and to explore their impact on digital linguistic trends. In today's digital era, social media has significantly transformed patterns of verbal interaction, providing spaces where spontaneous speech by public figures serves as a medium of authentic self-expression and a strategic tool for reinforcing personal branding. This study employs a qualitative descriptive approach with the research subject consisting of naturally occurring spoken interactions captured in video recordings, while the unit of analysis is spontaneous speech units produced by participants during social interaction. Data were collected through systematic video observation, followed by manual transcription and analyzed using detailed coding techniques to identify linguistic and interactional patterns. Data validity was ensured through repeated review of the video recordings, careful verification of transcriptions against the audiovisual data, and consistent application of analytical categories to maintain accuracy and reliability of the findings. The analysis revealed twelve consistently used idiolectal jargons, including expressions such as "Cetar membahana" and "Maju kembali cantik", which function not only as communicative tools but also as effective strategies for projecting a distinctive public persona. These findings demonstrate that celebrity idiolects act as a primary driver of digital slang innovation, influencing how young audiences communicate online and contributing to the development of hybrid language practices. Furthermore, the study highlights that such idiolects play a role in shaping the evolution of the national language in digital contexts, illustrating how individual linguistic creativity in media environments can extend its impact to broader sociolinguistic trends and contemporary communication norms.

Keywords: *Idiolect, Youtube, Social Media, Utterance, Public Figure*

Introduction

Language functions as a primary means of communication that not only conveys information but also reflects the social, cultural, and personal identities of individuals within society (Priscilia et al., 2025; Tuto et al., 2024). Through language, speakers position themselves, negotiate social relationships, and project particular identities to their audiences. In the contemporary digital age, social media platforms such as YouTube and TikTok have significantly transformed patterns of verbal interaction by providing spaces for spontaneous, multimodal, and highly public forms of communication (Situmorang et al., 2024; Sitorismi, 2024)). These platforms encourage authentic self-expression, where individuals develop

distinctive speaking styles, lexical choices, and interactional strategies to attract attention and build audience engagement (Rizky et al., 2024). As a result, language use on social media plays a central role in personal branding, as creators strategically construct recognizable linguistic identities that can be amplified through algorithmic circulation and viral content (Syaharani et al., 2025). This phenomenon demonstrates that linguistic style is no longer confined to face-to-face interaction but has become a key resource for identity construction and social visibility in digital environments (Azizah et al., 2024; Dewi, 2023).

This phenomenon is increasingly prominent among Indonesian celebrities, whose spontaneous and informal speech styles are widely disseminated through social media and mass media platforms (Basongan et al., 2025). Their language use often functions as a powerful model for linguistic behavior, influencing the emergence and spread of new slang expressions as well as shaping the communication patterns of younger generations (Arisetya, 2025; Azizah et al., 2025). Through repeated exposure, audiences particularly young users tend to emulate the lexical choices, intonation patterns, and pragmatic strategies employed by these public figures in their everyday digital interactions. As a result, social media becomes a key site for the diffusion of informal and innovative language practices (Putri et al., 2026). Previous studies have shown that younger generations of Indonesians increasingly favor relaxed and informal language styles when communicating on digital platforms such as Instagram and WhatsApp, reflecting a shift toward more casual and expressive modes of interaction in online spaces (Dewi & Widyastuti, 2025).

The rapid development of social media has significantly transformed patterns of verbal communication in Indonesia, particularly through short-form video platforms that enable celebrities to express themselves in a spontaneous and seemingly authentic manner. This visibility allows celebrity speech styles to circulate widely and rapidly, positioning them as influential linguistic models for younger audiences. Consequently, the language practices of the younger generation are increasingly shaped by these mediated interactions, as they adopt and adapt popular expressions encountered in viral content. In this context, the use of slang extends beyond mere trend-following; it functions as a form of creative linguistic exploration through which speakers experiment with new expressions and meanings. At the same time, slang operates as a salient marker of social identity, enabling individuals to signal group membership, alignment, and distinction within diverse youth communities.

The spontaneous speech of public figures has increasingly become a primary source of innovation in digital slang, as their unscripted language use is widely circulated and rapidly imitated in online spaces. This form of speech reflects strong and recognizable social identities, which resonate with young audiences and influence the emergence of hybrid communication patterns that blend informal, creative, and context-specific language practices (Wardhana et al., 2025). Such patterns demonstrate how media figures function as linguistic trendsetters whose language choices contribute to broader processes of language change. This phenomenon therefore provides an important foundation for studying the evolution of national languages, particularly in relation to the influential role of public figures in shaping everyday linguistic norms (Firayana, 2025). In the Indonesian context, social media has driven significant shifts in language use, most notably through the widespread adoption and adaptation of slang and informal styles by young users, highlighting the dynamic and socially mediated nature of contemporary Indonesian (Marisa, 2025).

One of the most prominent characteristics of public figures' communication is idiolect, namely, a unique and consistent variation of individual language in an individual's speech. This

idiolect language variation is related to the 'color' of sound, word choice, language style, sentence structure, and so on (Lestari et al., 2024). This idiolect phenomenon becomes particularly interesting when applied to public figures with a wide reach, such as Syahrini. She is distinctive, and repetitive use of language serves not only as a communication tool but also as an effective personal branding strategy on YouTube (Virly et al., 2025). The jargon she creates often transcends personal conversation and is widely adopted by the public, changing the dynamics of informal communication on social media. This demonstrates that a celebrity's idiolect has the power to significantly influence the development of language trends and digital slang innovation in Indonesia. The form of idiolect language variation in digital content creators is often based on expressions of familiarity to build closeness with the audience.

Although the influence of public figures' language is often discussed, research specifically classifying speech units as idiolect jargon in the context of video content still needs to be deepened. The manifestation of a speaker's idiolect is highly dependent on the influence of the social context and the type of speech act that occurs in a particular communication situation. Therefore, this study aims to identify and analyze the unique language variations that emerge on the YouTube channel 'The Princess Syahrini'. By understanding the characteristics of these idiolects, this study is expected to provide a clearer picture of how the evolution of national languages is influenced by digital interactions and the role of public figures in creating new linguistic trends.

An idiolect refers to the distinctive linguistic system of an individual, encompassing particular patterns of vocabulary choice, grammatical structure, and pronunciation that differentiate a speaker from others within the same speech community. These individual linguistic features are not arbitrary or purely personal; rather, they emerge from the interaction between personal experiences, social environments, and communicative needs. In this sense, an idiolect operates as a micro-level reflection of broader sociolinguistic processes, revealing how social meanings, identity construction, and language variation are negotiated through individual language use (Lahulima et al., 2024).

The linguistic dynamics observed in younger generations illustrate how idiolectal features often become key sites of linguistic innovation (Anindita & Dewanti, 2025). Through creative language use, the adoption of novel expressions, and the reconfiguration of existing linguistic forms, younger speakers actively participate in processes of language change. These innovations are closely tied to shifting social contexts, technological developments, and evolving cultural practices that shape contemporary communication. As new forms are continuously created, adapted, and circulated across social networks and digital platforms, individual linguistic choices gain collective significance, demonstrating that language development over time is strongly influenced by the everyday communicative practices of its speakers (Monte, 2016).

This study offers a novel contribution by examining Syahrini's jargon as an active mechanism of digital slang innovation rather than merely as a form of celebrity language or entertainment discourse. The novelty lies in its application of a Third Wave sociolinguistic perspective to demonstrate how an individual public figure's idiolect becomes a semiotic resource that is widely circulated, recontextualized, and transformed by social media users. By focusing on Syahrini's spontaneous and stylized speech, this research reveals how personal branding language can shape hybrid communication patterns and influence the evolution of Indonesian in digital spaces. Unlike previous studies that emphasize youth slang or regional variation, this study highlights the role of public figures as agents of linguistic change who

accelerate the diffusion of informal and expressive language styles, thereby contributing to the ongoing evolution of the national language in online communication

Method

This research employs a qualitative descriptive approach by classifying utterances that are identified as part of an idiolect. This approach enables the collection of diverse forms of data, including interviews, observations, documents, and audiovisual materials, rather than relying on a single data source. By integrating multiple types of data, the study is able to explore patterns of language use in greater depth and contextual richness. Moreover, this method allows for a nuanced understanding of the meanings that individuals or groups assign to social and humanitarian issues, as reflected through their distinctive linguistic choices and communicative practices (Creswell, n.d.).

The research subject of this study is the spontaneous spoken language of a single public figure, with a focus on identifying idiolectal features in digital communication. The data were collected between January and March 2024 from the social media platform YouTube, which functions as a prominent space where public figures display natural and unscripted language use. The primary data source was The Princess Syahrini YouTube channel, as it consistently presents the distinctive speaking style and recurring jargon of Syahrini, while additional videos from other YouTube channels were used for comparative and contextual support. The selected videos were deliberately chosen because they contain spontaneous conversational dialogues rather than scripted performances, enabling an authentic representation of personal language use. From these videos, the researcher identified words, phrases, and expressions categorized as idiolectal features characteristic of the speaker, providing rich linguistic data for examining how individual idiolect emerges, is repeated, and acquires social meaning within digital communication contexts.

In this study, the researcher acts as the main research instrument in collecting and interpreting the data. Data were collected through repeated viewing and systematic review of selected YouTube videos using a qualitative observational approach, with the focus on the spontaneous speech of Syahrini. Each video was watched multiple times to ensure accurate identification of recurring words, expressions, and distinctive linguistic patterns that constitute the speaker's idiolect. By functioning directly as the observer, transcriber, and analyst, the researcher was able to verify the consistency of idiolectal features across different contexts and interactions, as well as capture subtle elements of spontaneous speech such as emphasis, intonation, and pragmatic nuance. This intensive and reflective observation process enabled the data collection to yield a comprehensive and reliable representation of the speaker's individual language use.

During this process, the researcher carefully documented the communicative context in which each expression appeared, including the topic of discussion, the interactional setting, and the intended or implied audience orientation. Attention to contextual factors was essential for interpreting the social meaning and function of each idiolectal feature. Repeated observation enabled more thorough data verification and minimized the risk of misinterpretation by allowing cross-checking across multiple viewings. Additionally, this process made it possible to capture subtle features of spontaneous speech such as emphasis, intonation patterns, pauses, and pragmatic intent that are often overlooked in single-pass analyses but are crucial for understanding meaning in audiovisual data.

The researcher identified spoken words and expressions that reflect distinctive individual linguistic characteristics, specifically idiolectal features. The analysis was carried out through four systematic and sequential stages to ensure analytical rigor. First, a preliminary channel analysis was conducted to identify videos that exhibited a high frequency of recurring jargon and stylistically marked expressions. This step helped narrow the data to linguistically rich content. Second, the selected videos were downloaded and 5–10 minute segments were manually transcribed using orthographic transcription, with an explicit focus on spontaneous and unscripted speech rather than prepared or promotional narration. Third, the transcribed data were segmented into discrete utterance units, allowing each instance of language use to be examined in relation to its immediate interactional context. Finally, utterances containing identifiable idiolectal markers such as recurrent lexical items, unique expressions, or stylistic patterns were systematically coded, while non-spontaneous narration and background commentary were excluded to maintain the authenticity and validity of the idiolect analysis.

Based on the research methods employed, this study concludes that a qualitative descriptive approach combined with systematic observational analysis is effective in identifying and interpreting idiolectal features in digital audiovisual data. The use of repeated viewing, manual orthographic transcription, and utterance-level segmentation enabled the researcher to capture authentic and spontaneous language use, ensuring that the data reflected genuine individual linguistic characteristics rather than scripted or performative narration. The multi-stage analytical procedure ranging from video selection and transcription to coding and contextual interpretation provided a structured and reliable framework for analyzing personal language patterns. By closely attending to communicative context, interactional setting, and pragmatic nuances, the methodology allowed for a nuanced understanding of how idiolectal expressions function as meaningful linguistic resources in social media discourse. Overall, the methodological design supports the validity of the findings and demonstrates the suitability of qualitative, context-sensitive methods for studying individual language variation in digital communication environments.

Results

Final

The data used in this study were obtained from The Princess Syahrini YouTube channel, which features content produced by Syahrini, a prominent Indonesian singer and actress. This channel was chosen as the primary data source because it consistently showcases spontaneous, informal, and unscripted speech, providing rich examples of Syahrini's distinctive personal language style. The naturalness of the dialogues allows for the identification of idiolectal features and unique jargon, making the channel particularly suitable for analyzing how individual language use contributes to digital slang innovation and the broader evolution of contemporary Indonesian language in social media contexts. Through systematic observation and detailed analysis of the selected videos, the researcher identified a total of twelve utterances that were classified as jargon-based idiolectal expressions. These utterances demonstrate recurring lexical choices, unique phrasing, and distinctive stylistic patterns that set Syahrini's speech apart from general language use. Such consistent idiolectal features provide clear evidence of how personal linguistic characteristics emerge, are maintained, and function within digital media contexts. Moreover, these expressions illustrate the ways in which individual language use can influence broader communicative practices, serving both as markers of personal identity and as potential sources of digital slang innovation among social media audiences.

Table 1. Syahrini's jargon

No	Jargon	Konteks di YouTube
1	Cetar membahana	Deskripsi heboh (outfit/makanan)
2	Sesuatu	Hal istimewa/manja
3	Maju mundur cantik	Situasi ambigu/lucu
4	Hempas datang lagi	Nasihat santai/hidup
5	Ai (hey/eh)	Seruan spontan/ekspresif
6	Syantik	Puji diri/keren luar biasa
7	Incees	Panggilan sayang ke fans
8	Alhamdulillah ya	Ekspresi syukur manja
9	Princess mode on	Mode glamor/diri bergaya
10	Bikin hempas	Bikin kaget/terkejut
11	Cantiknya kebaya	Puji penampilan tradisional
12	Sparkling abis	Bersinar luar biasa

These utterances were identified exclusively from authentic and spontaneous speech, with non-spontaneous, scripted, or promotional narration deliberately excluded to maintain the analytical validity of the idiolectal data. By focusing solely on natural language use, the study ensures that the identified jargons accurately reflect the speaker's unique linguistic tendencies, rather than being artifacts of performance or production constraints. This careful selection process allows the expressions to be interpreted as genuine manifestations of Syahrini's personal speech style, highlighting how individual language choices convey identity, reinforce personal branding, and serve as a source of innovation in digital slang. It also strengthens the reliability of the findings by grounding analysis in real, contextually embedded communication.

The jargons identified in this study represent forms of digital slang innovation that emerge through repeated exposure and widespread circulation on social media, where public figures serve as key drivers of linguistic trends. As these expressions are imitated, adapted, and recontextualized by audiences particularly younger users they exert a notable influence on contemporary communication patterns, shaping the ways people interact online. This phenomenon demonstrates that celebrity-driven language use extends beyond entertainment value, actively contributing to the enrichment of digital slang while simultaneously participating in the broader evolution of everyday language practices. In this way, public figures like Syahrini function as agents of linguistic change, mediating the flow of new expressions into the collective digital discourse of the younger generation

Discussion

Idiolect Characteristics and Personal Identity

The findings derived from the twelve identified jargons confirm that an idiolect represents a unique and relatively consistent variation of an individual's spoken language. These idiolectal features emerge through recurring linguistic patterns—such as distinctive lexical selections, creative word formations, specific intonation styles, and characteristic expressions that distinguish one speaker from others within the same speech community. In this study, the consistency of the identified jargons demonstrates that idiolect is not a random or incidental phenomenon, but rather a systematic reflection of individual language use shaped by habitual linguistic choices, communicative preferences, and personal identity construction.

Furthermore, the repeated use of these expressions across different contexts suggests that idiolect functions as a marker of authenticity and recognizability, enabling audiences to immediately associate particular phrases with the speaker. This reinforces the idea that language is not merely a neutral tool of communication, but also a strategic resource for self-branding

and social positioning, especially within digital media environments. Consequently, the study highlights how individual linguistic creativity can move beyond personal expression to influence collective language practices, potentially contributing to the diffusion of new slang forms and the ongoing evolution of contemporary language use in social media spaces.

Furthermore, the idiolectal characteristics observed are closely associated with the distinctive “color” of voice, encompassing specific word choices, stylistic preferences, and recurring sentence structures that shape an individual’s linguistic signature. Expressions such as “Syantik” and “Cetar membahana” exemplify how particular lexical items can function as salient and memorable markers of identity. Through their frequent and consistent use, these expressions reflect a strong and recognizable personal linguistic style, enabling the speaker to be immediately identified even when the expressions are encountered outside their original communicative context. Such features illustrate how language operates as a symbolic resource through which speakers express individuality, project a public persona, and negotiate social positioning within both offline and digital communication environments.

In the context of social media, idiolectal features play a crucial role in personal branding strategies, as unique and memorable speaking styles help public figures achieve stronger audience recognition and sustained engagement. Distinctive lexical choices, catchphrases, and stylistic patterns allow speakers to construct a recognizable and consistent persona across multiple digital platforms, making their identity easily associated with particular expressions. As these idiolectal forms are repeatedly circulated, quoted, and imitated by audiences, they move beyond personal language use and enter wider digital discourse. This process not only reinforces the public identity of the speaker but also accelerates the spread of new slang and informal expressions within online communities. Consequently, idiolect functions not merely as a marker of individual identity, but as an active mechanism of linguistic innovation that shapes evolving patterns of digital communication.

Influence on Digital Communication Trends

Spontaneous speech produced by public figures such as Syahrini has become a significant source of innovation in contemporary digital slang. In digital environments, unscripted and expressive language is often perceived as more authentic and relatable, allowing distinctive expressions to gain rapid visibility and social value among online audiences. Through continuous circulation, repetition, and recontextualization across social media platforms, these utterances gradually move beyond individual expression and begin to function as influential linguistic models. As a result, they shape everyday communication practices, particularly among younger audiences who are highly active in digital spaces and more inclined to adopt, adapt, and normalize celebrity-inspired language in their interactions.

Jargons such as “Maju kembali cantik” illustrate how personal and context-specific expressions can develop into widely recognized linguistic trends within digital spaces. Initially, such expressions function as part of an individual’s idiolect, reflecting personal style, humor, or communicative intent. However, through repeated exposure on social media, these utterances are quoted, mimicked, and creatively adapted by users across diverse contexts, ranging from casual conversation to meme culture. As the expression circulates, it acquires broader social meanings that extend beyond its original usage, often serving as a marker of shared cultural knowledge and group affiliation. This process demonstrates how individual language use can transcend personal boundaries and enter collective digital discourse, highlighting the influential role of public figures as catalysts for linguistic innovation and language change in online communication environments.

This phenomenon aligns with broader sociolinguistic observations that Indonesia's younger generation increasingly favors relaxed and informal language styles in digital interaction. Social media platforms such as Instagram and WhatsApp promote conversational, expressive, and highly personalized modes of communication, encouraging users to move away from standardized or formal language norms (Madani et al., 2025). These platforms provide fertile environments for the rapid circulation of celebrity-inspired slang, as linguistic expressions used by public figures are easily shared, quoted, and recontextualized within everyday interactions. In this setting, language becomes a flexible resource for negotiating social relationships and projecting identity. Consequently, digital slang functions not only as a marker of trend participation, but also as a tool for social alignment, solidarity, and self-expression among young users, reflecting broader shifts in linguistic norms within contemporary Indonesian society.

Evolution of National Language through Social Media

Social media has been shown to drive significant changes in Indonesian language use, particularly through the widespread adoption of informal and expressive styles by younger users. Digital platforms encourage casual, spontaneous, and highly interactive communication, allowing language to evolve rapidly in response to emerging trends, popular figures, and shifting social norms. In these online environments, users often experiment with slang, abbreviations, and creative expressions to signal identity, solidarity, and emotional stance. As a result, informal varieties of Indonesian are increasingly normalized and accepted in everyday digital communication. This normalization reflects broader changes in societal attitudes toward language, where flexibility and expressiveness are valued over strict adherence to formal standards, underscoring the dynamic and socially driven nature of contemporary Indonesian language use.

The growing dominance of short-form video content further amplifies this process by enabling celebrities to present authentic, spontaneous, and largely unscripted expressions to vast audiences in a highly accessible format. The repetitive and viral nature of such content increases audience exposure to distinctive speech patterns, making these expressions more recognizable and socially meaningful. Through continuous viewing and interaction, young audiences gradually absorb, imitate, and adapt celebrity language into their own daily communication practices. This process gives rise to hybrid communication styles that combine personal expression, informal vernacular, and media-driven language forms. Such hybridization illustrates how digital interaction reshapes traditional language norms by embedding elements of entertainment discourse, popular culture, and identity performance into everyday communication, ultimately contributing to ongoing language change in contemporary society.

Consequently, idiolect in digital spaces functions not only as a marker of personal identity but also as a powerful catalyst for language change. When the distinctive speech styles of public figures are widely circulated, repeated, and imitated across social media platforms, they move beyond individual expression and become shared linguistic resources. Through this process, celebrity language contributes directly to the evolution of the national language by introducing new expressions, informal structures, and hybrid forms into everyday communication. This underscores the role of celebrities as active agents of linguistic innovation, demonstrating that individual language use in digital media can exert lasting influence on broader patterns of language development and sociolinguistic norms.

Conclusion

This study concludes that there are 12 idiolect jargon speech units found on YouTube, one of which is 'The Princess Syahrini'. These idiolect forms, such as "Cetar membahana", "Sesuat", and "Maju kembali cantik" (moving forward and backward, beautiful), demonstrate that individual language variations have unique characteristics related to consistent word choice and language style. In addition to being a communication tool, the use of these idiolects has been proven to function as an effective personal branding strategy for public figures on social media. This finding also confirms that spontaneous speech from popular figures is a major source of digital slang innovation that significantly influences the communication patterns of the younger generation, especially in the use of more relaxed and informal language styles on platforms like Instagram and WhatsApp. Ultimately, social media has become a major driver in the evolution of national languages through stylistic adaptation, where the idiolects of public figures not only reflect personal identities but also play a significant role in creating new linguistic trends in society.

This study highlights that public figures like Syahrini play a crucial role in shaping digital slang and influencing language evolution among young Indonesian users. The findings imply that celebrity idiolects function as both personal branding tools and catalysts for linguistic innovation, demonstrating how digital media can accelerate the diffusion of new expressions into everyday communication. However, the study is limited by its focus on a single public figure and a relatively small sample of videos, which may restrict the generalizability of the findings. Future research could expand the scope by examining multiple celebrities, comparing different social media platforms, or incorporating quantitative corpus analysis to track the spread of celebrity-driven slang. Additionally, cross-cultural studies could explore whether similar dynamics occur in other linguistic and digital contexts

Acknowledgment

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