

## The Impact of Social Media on New Vocabulary Adoption Among Indonesian Teenagers

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Article Info :	ABSTRACT
Accepted: January 06 <sup>th</sup> , 2026	<b>Background:</b> The rapid development of digital technology, particularly social media, has significantly influenced language use among young people. Social media platforms have become important spaces for communication and linguistic innovation, leading to the emergence and rapid spread of new vocabulary in the Indonesian language among teenagers. <b>Objective:</b> The purpose of this study is to explore the factors influencing the adoption of new vocabulary in the Indonesian language through social media. <b>Method:</b> This research employs a quantitative approach with a sample of 400 respondents, focusing on Indonesian teenagers who are active users of various social media platforms. The object of the study is the usage of newly emerging vocabulary in the Indonesian language. Data were collected using a structured questionnaire distributed online via Google Forms. The collected data were analyzed using multiple linear regression with the assistance of SPSS version 27 software. <b>Findings and Implications:</b> The results show that the frequency of social media use, the incorporation of new vocabulary into daily conversations, and the use of slang have a significant effect on the frequency of new vocabulary adoption. <b>Conclusion:</b> In addition, the findings indicate that younger generations tend to be more open and inclined to adopt new linguistic trends emerging from social media. The coefficient of determination ( $R^2$ ) value of 0.42 demonstrates that the independent variables explain 42% of the variation in the adoption of new vocabulary in the Indonesian language, while the remaining percentage is influenced by other factors not examined in this study.
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### INTRODUCTION

The rapid advancement of digital technology, particularly social media, has brought about significant changes in various aspects of life, including language use. Social media platforms are not only communication tools but have also played a crucial role in influencing the development of language

among the youth. As the national language, Indonesian is not exempt from this influence, with new vocabulary emerging through online conversations. The impact of social media on the Indonesian language, particularly in terms of vocabulary evolution, is critical to explore in order to understand the dynamics of language in the digital era (Kurniawan, 2021).

The transformation of Indonesian vocabulary due to social media usage can be observed through the emergence of slang, abbreviations, and foreign language borrowings, particularly from English. With the widespread use of platforms like Instagram, Twitter, and TikTok, the vocabulary used by young people has become increasingly diverse and rapidly evolving. It is, therefore, essential to study how social media can affect the structure and use of the Indonesian language, especially among teenagers, who are the most active users of social media (Yuliana, 2022).

A prominent phenomenon is the appearance of new words that are frequently used in online interactions, many of which are not found in standard Indonesian dictionaries. This raises concerns about the potential decline in the quality of Indonesian used by the younger generation. However, this change also highlights creativity in language use. Therefore, research into the impact of social media on Indonesian vocabulary among teenagers is vital to identify both its positive and negative effects on the language's development (Fitria & Wahyuni, 2020).

Social media also influences how teenagers use language, extending beyond vocabulary to include sentence structure and communication style. The use of non-standard Indonesian, such as abbreviations or foreign language expressions, is often preferred due to its perceived efficiency and modernity. In this regard, the transformation of Indonesian language through social media may lead to the disregard of proper language rules, potentially affecting the overall language proficiency of the youth (Suryani, 2023).

This study aims to comprehensively examine how social media plays a role in transforming Indonesian vocabulary among teenagers. It will employ a quantitative approach to analyze the frequency of new vocabulary usage on social media and identify the factors influencing this development. The findings of this study are expected to offer insights into how social media shapes the evolution of the Indonesian language and its impact on the quality of language used by young people (Amelia, 2021).

With the growing usage of Indonesian on social media, concerns arise about how this linguistic change might affect the younger generation's understanding of the formal and correct use of the language. One of the major challenges is preserving the integrity of the Indonesian language amid the influx of information and foreign language influences that come through social

media. Therefore, it is essential to understand the extent to which social media contributes to the formation of Indonesian among teenagers and how its negative effects can be minimized (Prasetyo, 2022).

This research is expected to contribute to the development of language policy, particularly in the context of Indonesian language education. It will also serve as a reference for enhancing the understanding of the importance of maintaining the quality of the Indonesian language in the digital age, while also providing relevant solutions for teaching Indonesian in line with contemporary developments. Understanding the influence of social media on the Indonesian language will help us to use these platforms more wisely, ensuring that the proper language norms are maintained alongside the evolving nature of digital communication (Kusumawati, 2024).

### RESEARCH METHOD

This study employs a quantitative research method to analyze the impact of social media on the evolution of Indonesian vocabulary among teenagers. Quantitative research is chosen because it allows for the collection of numerical data, which can be analyzed statistically to draw objective conclusions. This approach is suitable for measuring the frequency of new vocabulary usage on social media and identifying patterns within the data. According to Creswell (2014), quantitative methods are particularly effective when aiming to generalize findings from a sample to a broader population. In this case, the study focuses on understanding how widespread the changes in vocabulary are among Indonesian teenagers, providing insights into the language evolution process facilitated by social media.

The primary tool used to collect data in this study is a survey questionnaire, which will be distributed to a sample of teenagers who actively use social media platforms. The questionnaire will include items that are designed to capture the frequency of new vocabulary usage, as well as the contexts in which these terms are applied. The items will be measured using a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess the respondents' agreement with various statements about their use of social media language. Likert scales are commonly used in social research to measure attitudes, perceptions, and behaviors (Fink, 2017), making it an ideal tool for this study.

The population for this study consists of Indonesian teenagers aged 13 to 19 who are active users of social media. Based on the criteria, a random sampling technique will be used to select a representative sample from various regions of Indonesia. The sample size will be determined using Slovin's formula to ensure that the results are statistically valid and representative of

the broader population. As suggested by Sekaran and Bougie (2016), the sample size must be large enough to ensure reliability and accuracy in the findings, and in this case, the minimum sample size will be 400 respondents.

Data collected from the survey will be analyzed using SPSS version 27. Descriptive statistics will be used to summarize the demographic data and to examine the general trends in the frequency of new vocabulary usage. Additionally, inferential statistics, such as regression analysis, will be conducted to identify the relationship between social media usage and changes in Indonesian vocabulary. The use of SPSS for data analysis is supported by its capacity to handle large datasets and perform complex statistical tests, which is crucial for this study's analysis (Pallant, 2020).

The indicators for this research include several variables related to social media use and vocabulary change. These include the frequency of new word usage on social media, the types of social media platforms used, and the extent to which teenagers incorporate new vocabulary into their daily communication. The relationships between these indicators will be tested through statistical analysis to draw conclusions about the impact of social media on language evolution. The results of this study are expected to provide a clearer understanding of how social media influences the development of language among Indonesian youth.

## RESULT AND DISCUSSION

The analysis of data gathered from 400 respondents reveals several insightful findings regarding the impact of social media on the evolution of Indonesian vocabulary. The descriptive statistics indicated that the average frequency of new vocabulary usage was relatively high, with a mean score of 3.75 out of 5. This suggests that a majority of the respondents actively incorporate new words into their language, especially during online interactions. The variability in responses, indicated by the standard deviation of 0.91, reflects differing levels of social media engagement among participants (Smith & Johnson, 2021).

**Table 1.** Descriptive Statistics

Variable	N	Mean	Std. Deviation	Minimum	Maximum
Frequency of New Vocabulary Use	400	3.75	0.91	1	5
Social Media Usage Frequency	400	4.10	0.85	1	5
Incorporation of New Vocabulary in Conversation	400	3.60	1.05	1	5

Use of Abbreviations and Slang	400	4.05	0.88	1	5
Preference for Informal Language	400	3.80	0.92	1	5

Source: Data Processed

Reliability analysis using Cronbach's Alpha demonstrated that the scales for measuring the variables in this study had strong internal consistency. The Cronbach's Alpha values for the scales measuring social media usage frequency, incorporation of new vocabulary, use of slang, and preference for informal language all exceeded 0.80. This confirms the reliability of the measurement tools, as recommended in previous research (Meyer & Hartley, 2022).

**Table 2.** Cronbach's Alpha for Reliability Analysis

Scale	N of Items	Cronbach's Alpha
Frequency of New Vocabulary Use	5	0.86
Social Media Usage Frequency	5	0.83
Incorporation of New Vocabulary in Conversation	5	0.88
Use of Abbreviations and Slang	5	0.84
Preference for Informal Language	5	0.82

Source: Data Processed

Pearson's correlation analysis revealed a significant positive relationship between social media usage and new vocabulary usage ( $r = 0.52$ ,  $p < 0.01$ ), suggesting that increased exposure to social media is associated with a higher frequency of new vocabulary usage. Similarly, the use of abbreviations and slang showed a positive correlation with new vocabulary usage ( $r = 0.49$ ,  $p < 0.01$ ). These findings align with prior research indicating that social media is a major driver of linguistic innovation, offering a platform for users to introduce and disseminate new terms (Chen & Wang, 2023).

**Table 3. Pearson Correlation Results**

<b>Dependent/Independent Variable</b>	<b>Frequency of New Vocabulary Use</b>	<b>Social Media Usage Frequency</b>	<b>Incorporation of New Vocabulary</b>	<b>Use of Abbreviations and Slang</b>	<b>Preference for Informal Language</b>
Frequency of New Vocabulary Use	1	0.52**	0.60**	0.49**	0.55**
Social Media Usage Frequency	0.52**	1	0.60**	0.55**	0.61**
Incorporation of New Vocabulary	0.60**	0.60**	1	0.56**	0.63**
Use of Abbreviations and Slang	0.49**	0.55**	0.56**	1	0.52**
Preference for Informal Language	0.55**	0.61**	0.63**	0.52**	1

Source: Data Processed

The regression analysis further supports the hypothesis that social media usage influences new vocabulary adoption. The regression model indicated that social media usage frequency, the incorporation of new vocabulary into conversation, and the use of slang significantly predicted the frequency of new vocabulary usage ( $p < 0.01$  for all predictors). This supports the view that social media platforms are central to language change by offering spaces for creative language use and the exchange of new terms (Thompson & Lee, 2020).

**Table 4. Regression Analysis Results**

<b>Independent Variable</b>	<b>Unstandardized Coefficients</b>	<b>Standardized Coefficients</b>	<b>t-value</b>	<b>Sig.</b>
Constant	1.20		5.32	0.000
Social Media Usage Frequency	0.30	0.35	3.20	0.002
Incorporation of New Vocabulary	0.40	0.45	4.12	0.000
Use of Abbreviations and Slang	0.25	0.30	2.85	0.004
Preference for Informal Language	0.28	0.33	3.10	0.003

Source: Data Processed

The results of the ANOVA test indicated that significant differences exist in new vocabulary usage based on age groups. Respondents aged 13 to 17 reported higher levels of new vocabulary usage compared to those aged 18 to 19. This finding highlights a generational divide in language use on social media, with younger individuals more inclined to engage with evolving linguistic trends. The preference for informal language, which was significantly higher among younger users, supports this observation and underscores the greater likelihood of younger generations adopting and utilizing new terms from online interactions (Brown & Clark, 2021).

Table 5. ANOVA

Variable	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.56	3	8.19	4.32	0.003
Within Groups	78.34	396	0.20		
Total	102.90	399			

Source: Data Processed

In conclusion, the findings of this study indicate that social media significantly influences the evolution of Indonesian vocabulary, particularly in terms of the adoption of new words. The study reveals that social media platforms are key spaces for linguistic innovation, facilitating the rapid spread and normalization of new terms. These results contribute to a deeper understanding of how digital communication shapes language use and highlight the need for future research on the long-term effects of social media on language practices (Harris, 2022).

The findings from this study indicate that social media plays a significant role in the evolution of Indonesian vocabulary, especially among teenagers. The descriptive analysis revealed that a majority of respondents frequently incorporate new vocabulary into their language, suggesting a high level of engagement with the linguistic innovations that emerge in online spaces. This aligns with previous research highlighting that social media platforms serve as hubs for linguistic creativity, where new words, phrases, and expressions rapidly gain popularity (Samsudin & Prasetyo, 2022). The significant correlation between social media usage and new vocabulary adoption reflects the idea that the more time spent on these platforms, the more likely individuals are to encounter and adopt new linguistic forms.

The reliability of the scales used in this study, demonstrated by the high Cronbach's Alpha values, underscores the robustness of the measurement

tools in capturing the nuances of language use on social media. This finding is crucial because it validates the ability of the survey to accurately assess the frequency of new vocabulary usage, as well as the role of slang and informal language in everyday communication (Peterson & Liu, 2021). The strong internal consistency ensures that the results are dependable, allowing for a reliable interpretation of the relationships between social media use and language change.

The Pearson correlation analysis further supports the hypothesis that increased exposure to social media leads to a higher frequency of new vocabulary usage. The positive correlation between social media usage and new vocabulary incorporation mirrors the findings of studies that suggest social media users are exposed to a diverse range of linguistic styles, fostering the adoption of new words (Tahir & Zainuddin, 2023). Moreover, the correlation between the use of abbreviations, slang, and new vocabulary indicates that informal language, a characteristic feature of online communication, contributes significantly to the linguistic changes observed in the younger generation.

Regression analysis has provided stronger evidence that social media usage is a predictor of new vocabulary adoption. Specifically, social media usage frequency, new vocabulary incorporation into conversations, and the use of slang all significantly influenced the frequency of new vocabulary usage among respondents. This finding is consistent with research on language change in digital spaces, which asserts that platforms like Twitter, Instagram, and TikTok expose users to a vast array of linguistic innovations that are often adopted in both online and offline contexts (Harsono, 2020). The adoption of new vocabulary, therefore, is not just a passive occurrence but an active process influenced by interaction within social media networks.

Finally, the results of the ANOVA test showed a significant difference in the use of new vocabulary across different age groups, with younger respondents reporting higher levels of vocabulary adoption. This finding supports the idea that younger generations are more likely to engage with evolving linguistic trends on social media. Previous studies have suggested that younger users are more attuned to the rapid pace of language change in digital communication and are quicker to adopt new linguistic forms (Liu & Zhang, 2021). This generational divide in language usage further emphasizes the importance of understanding how social media influences language practices, particularly among youth, who are the primary drivers of language innovation in the digital age.

## CONCLUSION

This study has demonstrated that social media plays a crucial role in the evolution of Indonesian vocabulary, particularly among teenagers. The findings show that increased social media usage correlates with a higher frequency of new vocabulary adoption, highlighting how platforms like Instagram, Twitter, and TikTok serve as significant spaces for linguistic innovation. The study also reveals that the use of slang, abbreviations, and informal language is strongly associated with the integration of new terms into daily conversations, reflecting the dynamic nature of language in digital spaces. The results indicate that younger generations are particularly susceptible to adopting these changes, emphasizing the generational shift in language use driven by digital communication.

Overall, the study provides valuable insights into the impact of social media on language change in Indonesia. It underscores the importance of considering social media as a key factor in the transformation of language, particularly in the context of vocabulary development. As language continues to evolve in response to digital interactions, it is essential for future research to explore the long-term effects of social media on language practices and its potential implications for formal language education in Indonesia.

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