THE INFLUENCE OF LANGUAGE ON SOCIAL MEDIA ON THE LOW ABILITY TO USE STANDARD INDONESIAN LANGUAGE AMONG MECHANICAL ENGINEERING STUDENTS

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Abstract

The light language used on social media makes its users feel more at home visiting social media every day. This also has a considerable influence on students' ability to use standard Indonesian in accordance with PUEBI. One of the evidences that there has been a change in the Indonesian language due to social media is the phenomenon of slang language or commonly known as alay language. This phenomenon certainly further submerges the standard Indonesian language where this condition provides a lot of linguistic influence for students of the Mechanical Engineering D-III Study Program, Jakarta State Polytechnic. The research method was carried out in stages starting from data collection by conducting interviews and distributing questionnaires. The results of this study indicate that in practice, students of the Mechanical Engineering D-III Study Program, Jakarta State Polytechnic have difficulty in using standard Indonesian language when making oral presentations or writing scientific papers because of slang or alay language obtained from the intense use of social media so as to shift the use of standard Indonesian language properly and correctly.

Keywords: standard language, slang, social media

Introduction

As stated in the third pledge of the 1928 Youth Pledge, Indonesian indeed becomes the official language used in the Republic of Indonesia. Also, Article 36 of the 1945 Constitution concerning the position of the state language is Indonesian. Thus, it is explained that Indonesian language acts as a national identity. The presence of language in this increasingly developed society serves as a communication tool between community members, because it will never be possible for humans to communicate without language. Language as a means of communication can be used by the speech community to convey messages, information, intentions, or mandates to others, whether by using oral or written medium, directly or indirectly.

Indonesian language has a standard rule in its use, but in practice, there are often deviations from the standard rule. Deviant words are called non-standard words (kata non-baku). Non-standard Indonesian language is influenced by environmental factors such as the origin of the region where the dialect will be transmitted in the use of Indonesian language according to the rules. Furthermore, we often find the use of non-standard Indonesian language in social media. As a result, the use of standard Indonesian language on social media begins to decrease comprehensively. One of them is in the spelling and grammar. Spelling covers the arrangement of words, sentences, forms of writing or letters, and the placement of punctuation marks. The spelling known and applied in standard Indonesian language is compiled in the General Indonesian Spelling Guidelines or PUEBI (Pedoman Umum Ejaan Bahasa Indonesia).
The influence of technological development is directly proportional to the increasing use of social media among adolescents. According to Kaplan and Haenlein (2010), there are six types of social media, namely collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Twitter), content communities (e.g., YouTube and TikTok), social networking sites (e.g., Twitter, Facebook, and Instagram), virtual games (e.g., World of Warcraft and Mobile Legend), and virtual social (e.g., Second Life). Students who belong to generation Z (gen-Z) at least have one of these types of social media. In addition, the users of each social media are increasing every day, therefore, this makes social media an inseparable part of students to interact and communicate every day.

There are various facilities offered and effects caused by social media, one of which is the ease of language use. Light and casual language that comes from various parts of the region, or even the world, makes it much more enjoyable for the students to use the social media every day. The absence of social boundaries and language further strengthens the prevalence of casual and youth language among students. This phenomenon is known as the phenomenon of slang or bahasa alay. According to some librarians, this phenomenon occurs because of the rebellion of adolescents against grammar. Bahasa alay spreads faster and is more used by students, compared to the standard Indonesian language that follows the PUEBI rules. They like the use of metaphors and irony in playing slang words to express their opinions on the internet.

Generally, the use of Indonesian slang or bahasa alay is widely used by students for posting on social media. They absorb and imitate what they see or read from other social media. For them, using the language that is popular means that they follow the trends that are happening in society. Moreover, with the very rapid application of internet and social media, slang words are also growing. There are numerous slang words that are created because of the influence of social media (Zhang, J, & Xu, 2016). An example is the use of the slang word ‘bucin’ which means slave of love. The expression is used to express oneself who is in love with someone. In addition, this expression is also used to tease other friends who are crazy about someone until they become delirious. There is also the use of words that they reduce to a new word, such as ‘warbiasaaakkk’. This word is a reduction of the phrase ‘luar biasa’ which is reduced to have multiple meanings.

The habits of using casual English language or non-standard Indonesian language result in the difficulty of students communicating verbally or in writing in a formal environment. This happens when the students have to present something or make an report article or academic paper using standard Indonesian language. According to Muhartoyo and Wijaya (2014), students are more likely to use slang or bahasa alay because they can communicate more easily, quickly, and personally using it. Also, they can express their ideas in a more express way (Muhartoyo & Wijaya, 2014). In addition, Hasanah (2022) states that there are several reasons of why students or people use slang in daily conversation, such as to address, to start casual conversation, to humiliate, to create intimate atmosphere, to show impression, to reveal anger, and to express intimacy (Hasanah, 2022).

On several occasions, the author find that students' language style in communicating has been widely mixed with non-standard
Indonesian language (bahasa alay). This can be seen when in learning, students present something in front of the class, they generally use the word ‘mempresentasini’ rather than ‘mempresentasikan’.

According to the author, the increasing use of bahasa alay or non-standard Indonesian language among students can be a serious threat to the rules of Indonesian grammar. The errors that occur is not only categorized as using Indonesian language outside the rules that apply in Indonesian language itself, but are also considered a language violation for standard Indonesian language (Yana, Khoirunnisa, & Sukandi, 2022). Although we can differentiate standard and non-standard languages within the rules of Indonesian language, bahasa alay is classified as a standard language that does not pay attention to language and apply its rules. Based on the description above, the author is interested in examining the effect of social media language on students’ low ability to use standard language in D-III (Diploma Three) of Mechanical Engineering Study Program of Politeknik Negeri Jakarta.

In this study, the object of research is the students of the D-III (Diploma Three) of Mechanical Engineering study program of Politeknik Negeri Jakarta at an age range of 18-20 years old. In students of the Mechanical Engineering D-III study program, it can be said that almost all of them have or use social media in the form of content communities, games, or just social networking sites. In addition, in the first semester they had received an Indonesian language course focusing in Academic Writing, which required them to be able to express their ideas verbally and in writing scientifically and academically using Indonesian standard language in accordance with the General Indonesian Spelling Guidelines (PUEBI).

According to the description above, the problems that can be formulated in this study are as follows:

1) How does social media affect the use of standard written Indonesian language among students of the D-III Mechanical Engineering Study Program of Politeknik Negeri Jakarta?
2) How does social media affect the use of standard spoken Indonesian language among students of the D-III Mechanical Engineering Study Program of Politeknik Negeri Jakarta?

The main purpose of this study is to examine the influence of social media on the use of standard written Indonesian language and standard spoken Indonesian language among students of the D-III Mechanical Engineering Study Program of the Politeknik Negeri Jakarta.

Concisely, language can be interpreted as a tool to convey something that comes to the heart. Furthermore, language also becomes a tool for interacting or a tool for communicating, in the sense of a tool for conveying thoughts, ideas, concepts or feelings. In the study of sociolinguistics, language is described as a system of symbols in the form of sounds, and has characteristics of being arbitrary, productive, dynamic, diverse, and humane. In the big Indonesian dictionary (Kamus Besar Bahasa Indonesia/KBBI), the meaning of language in general can be defined as a symbol, and the meaning of language according to the term is a communication tool in the form of a symbol system produced by the speech tool in humans. According to Pateda (1987:4), language is a channel to convey everything.
that a person feels, thinks, and knows to others. Language also allows humans to work together with others in society. It is closely related that the nature of man as a social creature requires language to fulfill his or her desires.

**Types of Social Media**

Social media is a channel or means of socializing online in cyberspace (internet). Social media users communicate, interact, send messages, share, and build networks. Andreas M Kaplan and Michael Haenlein (2010) classify social media into six types which are as follows:

a. Collaborative Projects
A collaboration website is a page on the internet that allows its users to change, add, or even delete existing content. An example of a social media type in the form of a collaborative project is Wikipedia. Wikipedia is a multilingual online encyclopedia created and maintained as an open collaborative project by a community of volunteer editors using a wiki-based editing system.

b. Blogs and Microblogs
Blogs are personal pages where users or owners freely write information or express feelings, experiences, statements, interests, and criticisms. Social media in the form of blogs can be made free on various blogging platforms, such as Blogger and WordPress. Additionally, microblogging type of social media is Twitter.

c. Multimedia Sharing Project
In this project, users share multimedia contents, such as e-books, videos, photos, images, and others. Examples of this type of social media are Instagram, Youtube, Vimeo, DailyMotion, Pinterest, and Flickr.

d. Social Network
On social media, users are connected by creating information that is personal, group, or social so that it can be connected or accessed by others, such as Facebook and LinkedIn.

   e. Virtual Game
Users through 3D applications can appear in the form of avatars and interact with other people who take the form of avatars as well as in the real world, such as online games.

   f. Virtual Social
This type of virtual world social media is a virtual world application that gives its users the opportunity to be and live in a virtual world to interact with others. This virtual social world is not much different from the virtual game world, but more freely related to various aspects of life, such as Second Life. In addition, there is also a type of social media in the form of online forums. Users share information, discuss, and even promote. Types of online forums include Kaskus and Quora. Specifically, LinkedIn is a type of social media in the form of professional networking. LinkedIn users generally consist of professionals, academics, students, and researchers.

**The Use of Language on Social Networking Media**

The language commonly used in various social media is often referred to as internet slang. Internet slang is generally defined as a type of language commonly used by people on the internet. The purpose of using internet slang is to speed up communication and express emotions. For this reason, the internet uses a lot of letters with the same sound, punctuation, capital letters, onomatopoeia, and emoticons. Other types of language used in social media are formal language, informal or non-standard language or conversational...
language, *gado-gado* (mixed) language, phrases, idioms, and others.

1. Formal Language
Social media is not only related to conversation but also collaboration. One social media application that generally uses formal language is collaborative projects such as Wikipedia, social bookmarking sites, online forums, and other review sites. According to A. Kaplan and M. Haenlein (2014), a collaborative project is defined as a social media application that allows the creation of content about knowledge carried out jointly and simultaneously by users. The content of the message is conveyed using formal language that is in accordance with grammar rules so that it can be understood and understood by the reader. This has to do with knowledge. For example, communication is the process of exchanging information between the communicator and the communicant.

2. Informal or Non-Standard Language
Informal or non-standard language is not only used in everyday life, but also in social media. Informal or non-standard Indonesian language refers to slang or *prokem* language. This informal or non-standard language is heavily influenced by local culture or culture of origin or local language. Grammatically or by language rules, informal or non-standard language is rooted in formal language. For example, the word "kalau" becomes "kalo", "klu", or "klo".

3. Popular Local Languages in Indonesia
Local languages are also widely used in social media, for example Ambonese dialect of Malay. This language is quite widely used in everyday conversation in Maluku. Its use is not only limited to Ambon and its surroundings, but also in areas in Maluku Province and even found in certain circles outside the Maluku region. Because it is often used in everyday conversation, some words in the Ambonese dialect of Malay are starting to be widely applied in social media by its users.

4. Foreign Language
English is the main language used in social media. This is not surprising because English can be considered as one of the major international languages. Various social media applications also generally use English. Many internet languages or internet slang also come from English. For example: OMG which refers to the word "Oh, My God" or "Oh God" as a form of expression of feeling surprised or amazed. Thus, learning the use of language in social media can provide several benefits, including knowing and understanding the meaning of language, social media, the language used in social media, and the way spoken language is written into written language in general.

**Methods**
This study is entitled "The Influence of Language on Social Media on the Low Ability to Use Standard Indonesian Language among Mechanical Engineering Students". Research methods are basically scientific ways to obtain data with specific purposes and uses. Therefore, a research is said to be objective if it is carried out with the right research methods, data collection techniques, and data processing techniques with certain purposes and uses. This research focused on qualitative research with a descriptive approach. Sugiyono states that descriptive research is a method used to look for the elements, characteristics, and properties of a phenomenon. This method begins by collecting data, analyzing the data, and interpreting the data.
Research Stages

The research stages included:

1. The first stage was to conduct a Literature Study to obtain theoretical explanations and illustrations in formulating problems and analyzing the data to be studied.

2. Then, the author reviewed the Indonesian language used in the assignment manuscript in the form of scientific writing for students of the D-III Mechanical Engineering study program of Politeknik Negeri Jakarta. Then the error search was carried out starting from words, phrases, and sentences. Furthermore, the data were inverted for research.

3. After that, the author also prepared the research instruments using questionnaires (google form) and interviews, which was by asking several questions that had been prepared in writing to respondents and informants. Respondents and informants in this study were students of the Mechanical Engineering D-III study program who were active in using social media and had received Indonesian language courses.

4. Next, the author analyzed the research data using the concepts from Widawati (2018) on the Influence of Social Media on Language Habits.

5. Furthermore, the interpretation was carried out related to the data from questionnaires and interviews in the form of data percentage on the low level of students’ ability to use standard Indonesian language both in writing and orally.

6. Finally, the author arranged the research results and made conclusions to answer the formulation of problems in this study.

Research Location

The research was conducted at the Department of Mechanical Engineering, Politeknik Negeri Jakarta Campus.

Research Design

This study aimed to examine, measure, and describe the ability of students of the Mechanical Engineering D-III study program in using standard Indonesian language both in writing and orally. The shortcomings analyzed were in the form of errors in choosing words, phrases, and sentences in the text of scientific paper assignments that had been completed by students, as well as the use of non-standard words or sentences when presenting scientific assignments in the classroom. Moreover, for errors in the form of writing that had been written concretely, but in terms of KBBI rules, linguistic, grammatical, and PUEBI rules, there were still errors so they needed to be corrected.

Table 3. Examples of Errors in the Use of Indonesian Standard Language in Accordance with PUEBI

<table>
<thead>
<tr>
<th>Sentence Error</th>
<th>Words Used by Students (Non-Standard Words)</th>
<th>Correction (Standard Words)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Selamat siang, hari ini saya akan ngepresen tasiin karya ilmiah saya…”</td>
<td>Ngapresen tasiin</td>
<td>Mempresent asikan</td>
<td>Orally</td>
</tr>
<tr>
<td>“Analisa Dampak Bermain Gadget terhadap Produktifitas Mahasiswa”</td>
<td>Analisa</td>
<td>Analisis</td>
<td>In writing</td>
</tr>
</tbody>
</table>
The research that conducted tried to examine how much influence language on social media had on students' ability to use standard Indonesian language in accordance with PUEBI. In the data collection process, researchers interacted directly with the specified respondents. The stages of qualitative research according to Strauss, A., & Corbin, J. (2003) are divided into 3 stages, namely pre-introduction stage, field stage, and data processing stage. The field stages themselves are divided into entering the observation environment, being in the observation environment, selecting and using resource persons, collecting data in the field, and taking notes in the field (Strauss, A., & Corbin, J. 2003).

In this study, researchers applied the following data collection methods:

1. Interview with Selected Interviewees
The interview was conducted with the aim of obtaining information from one side with the researcher directing the interview activity on the discovery of feelings, perceptions, and thoughts of the interviewees. Interview activities were conducted with students of the D-III Mechanical Engineering Study Program of Politeknik Negeri Jakarta.

2. Deploying Questionnaires
A questionnaire is a set of questions that are compiled to be asked to respondents. This questionnaire is intended to obtain written information from respondents regarding the use of standard language. Data collection in research must be carried out scientifically and systematically.

Researchers conducted a survey by distributing a questionnaire or questionnaire using google form as a research instrument. The questionnaire became an effective and efficient place to collect data to be measured numerically. Questionnaire data were collected directly. This was done to obtain truly objective data. Questionnaire data were closed, meaning that the questions were made in such a way that the respondents' answers were limited to one of the alternative answers provided.

Results and Discussion
The author made observations in the odd semester of 2021/2022 academic year for students of the Mechanical Engineering Study Program. The author considered that the time frame was a very conducive time to make observations to students because the Indonesian language course (scientific writing) is found in odd semesters. So that the author as the lecturer of the course can make direct observations on the practical task of writing scientific papers for the freshman students of the Mechanical Engineering Study Program.

Social media is a channel or means of social interaction online in cyberspace (internet). Social media users communicate, interact, message each other, share, and build networks. One of the facilities and conveniences offered in social media is especially the ease of language. The absence of social and language boundaries among fellow social media users further strengthens the rampant development of slang among adolescents as an example of what we know as bahasa alay. According to some librarians, it occurs because of the rebellion of adolescents against grammar. Adolescents have a sensitivity to double-meaning words. They have the use of
metaphors and irony and play on words to express their opinions and expressions. In addition, adolescents are also very creative in playing words.

The Influence of Social Media on the Use of Written Standard Indonesian Language by Students of the D-III Mechanical Engineering Study Program of Politeknik Negeri Jakarta

<table>
<thead>
<tr>
<th>Sentence Error in Writing</th>
<th>Words/Clauses Used by Students (Non-Standard)</th>
<th>Word/Clauses Correction (Standard)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selain itu, 7,1% dari responden menyatakan bahwa stres atau tekanan akademik sangat mempengaruhi keputusan mereka untuk mulai merokok.</td>
<td>Mempengaruh</td>
<td>Mempengaruh</td>
<td>The basic word ‘pengaruh’. There should be a spillover of words. Because the verb begins with the letter P (K-T-S-P)</td>
</tr>
<tr>
<td>Pada Grafik 4.2.14 juga menunjukkan bahwa 7,8% responden menyatakan bahwa mereka memiliki</td>
<td>Secara sering</td>
<td>Nothing (It is not contextual)</td>
<td>In KBBI, the word ‘sering’ has a close and hard meaning of the spiral (about rope or thread)</td>
</tr>
</tbody>
</table>

Berdasarkan analisis data pada grafik 4.2.2, di mana persentase responden yang mengetahui dampak kesehatan yang disebabkan oleh merokok telah disajikan, dapat dibuat teori yang memperkuat argumen di atas.

Selain itu, pentingnya keterampilan kepemimpinan juga dapat mempengaruhi keberlanjutan dan kesuksesan organisasi dalam. In KBBI, the word ‘pengaruh’ has a close and hard meaning of the spiral (about rope or thread).
The Influence of Social Media on the Use of Standard Language Verbally by Students of the D-III Mechanical Engineering Study Program of the Jakarta State Polytechnic

<table>
<thead>
<tr>
<th>Sentence Error Verbally</th>
<th>Words/Clauses Used by Students (Non-Standard)</th>
<th>Word/Clauses Correction (Standard)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Selamat pagi, hari ini saya mau mempresentasikan hasil karya ilmiah saya. . .”</td>
<td>mau</td>
<td>akan</td>
<td>“Mau” is a non-standard word.</td>
</tr>
<tr>
<td>“Sebelum saya mulai, anggota kelompok saya ada….. (menyebutkan nama anggota satu per satu)”</td>
<td>Sebelum saya mulai, anggota kelompok saya ada</td>
<td>“Sebelum saya memulai presentasi pada hari ini, izinkan saya memperkenalkan anggota kelompok saya…”</td>
<td>The sentence is ineffective because the grammar used is not in accordance with PUEB I. Example: not using affixes to the word ‘mulai’, Incomplete sentence.</td>
</tr>
</tbody>
</table>

“Cukup sekian penjelasan saya, kira-kira ada yang mau nanya gak?” Cukup sekian penjelasan saya, kira-kira ada yang mau nanya gak? “Cukup sekian penjelasan dari saya, apakah ada yang ingin bertanya?”

The sentence is ineffective because the grammar used is not in accordance with PUEB I. Example: not using the conjunction ‘dari’. The use of the word ‘kira-kira’ is not appropriate to the context. The words ‘mau’ dan ‘gak’ are non-standard words.

**Conclusion**

Based on the data analysis above, it can be concluded that social media has a very strong influence on students’ skill to apply...
standard Indonesian language in the D-III (Diploma Three) of Mechanical Engineering study program both in writing and verbally. One of the causes of the decrease of the use of standard Indonesian language among students is the intensity of social media use that triggers students to follow slang terms among adolescents. The emergence of slang or bahasa alay becomes the major cause of the shift in the use of standard Indonesian language.

References