THE INFLUENCE OF SOCIAL MEDIA AND DIGITAL ENVIRONMENTS ON COMMUNICATIONS STYLE OF SOUTH JAKARTA

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Abstract: This study investigates the impact of social media and digital surroundings on teenagers communication styles in South Jakarta, with a special emphasis on the phenomena of code mixing. Code mixing, which combines Bahasa Indonesia with English, has become a popular linguistic trend among South Jakarta young. This descriptive study uses literature studies, social media analysis, and other relevant sources to investigate the variables driving this trend, which include widespread usage of social media, supportive social contexts, and the pursuit of self-identity and acknowledgment. The findings show that code mixing is both a linguistic tool and cultural identifier, improving teens language abilities and confidence while also offering issues such as potential misinterpretation and impact on the national language. The study suggest that this communication style mirrors broader sociolinguistic dynamics in Indonesia, emphasizing the dual nature of its implications both a means of promoting linguistic development and as a potential threat to successful communication and linguistic unity. Additional research is needed to determine the long-term consequences of code mixing on language use and cultural identification among Indonesian youngsters.

INTRODUCTION

In today's digital age, social media has developed as an important communication channel, particularly among young people. Its fast expansion has altered traditional ways of communication, allowing people to connect across geographical and cultural barriers. This transition has not only changed the way connections are established and maintained, but it has also resulted in new linguistic practices that represent users' unique experiences. Teenagers in South Jakarta, Indonesia, have come to rely on social media to express themselves and interact with their peers.

Code mixing, or the use of both Bahasa Indonesia and English in communication, is becoming more common among South Jakarta teenagers. This linguistic trend reflects broader sociolinguistic processes in Indonesia, where different languages coexist and affect one another. Code missing is both a practical communication method and a cultural identity, allowing youth to navigate their social situations while expressing their current identities. As they connect on sites such as Instagram, Twitter, and TikTok, these young people frequently us English phrases and concepts to reflect global influences and trends.

(Sari, Puspita, The Influence of Social Media and Digital Environments on, 2025)

Several factors contribute to the rise in code mixing among South Jakarta's youth. First and foremost, the widespread usage of social media exposes users to a variety of linguistic styles and encourages the use of English terminology in everyday interactions. According to a Pew Research Center survey, students see social media as a crucial tool for self-expression and social connection. This digital environment supports a culture in which code mixing is not only tolerated, but encouraged as a symbol of sophistication and modernity.

Furthermore, the social context influences communication techniques. In South Jakarta, code mixing is frequently viewed as typical behavior among peers, boosting its use in both online and offline settings. The quest for self-identity fuels this trend by using code mixing, youths can communicate their connection with modern cultural movements while also asserting them originally within their communities.

However, this tendency raises serious concerns regarding the implications for language use in Indonesia. While code mixing can improve language abilities and boost confidence in speaking English, it also presents obstacles in terms of clarity and understanding. Misinterpretations may occur when speakers presume common understanding of English terminology that are not widely recognized by all Indonesians.

The purpose of this study is to investigate the multifarious nature of code missing among South Jakarta youths, including its underlying causes and ramifications. We hope to shed light on the changing linguistic landscape of Indonesian youth culture by examining how social media and digital settings influence this communication style.
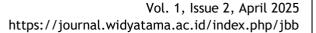
This investigation will help us better grasp the dual nature of code mixing as both a source of linguistic enrichment and a possible barrier to efficient communication within a diverse language community. Finally, this study aims to contribute to the broader conversation on language use in Indonesia by emphasizing the role of social media in shaping modern communication practices among young people.

METHOD

The research style for this study on code mixing among South Jakarta teenagers is a descriptive study design, which focuses on studying the phenomenon rather than changing any factors. The major goal is to comprehend the reasons for the use of code mixing as a communication style in social media environments. A comprehensive literature review is used to collect data, which includes academic journals, books, and pertinent papers that shed light on code mixing and its sociolinguistic consequences. Furthermore, the study examines digital footprints from social media sites such as Instagram and Twitter, focusing on posts and interactions among youngsters to discover patterns of code missing in real world communication. This qualitative study aims to investigate the effects of social media, supportive social context, and self-identity on the incidence of code mixing. By combining these various data sources, the study hopes to provide a more nuanced understanding of how code missing functions as both a linguistic tool and a cultural marker among South Jakarta teenagers, highlighting both its potential benefits for language development and the challenges associated with clarity and effective communication. In this case, the data was taken from X as the source of the study. It will be analyzed based on the types of code-mixing and code-switching. The sample is between code-switching and code-mixing used by X tweet.

RESULTS AND DISCUSSION

The researcher did the observation and got the complete data from all the research instrument. The data were taken from the utterances of code-mixing and code-switching

used by X tweet. Finding code switching and code mixing on X tweet and grouping the code switching and code mixing can help the readers understand what will be provided by the researcher.

CODE SWITCHING
According to Romaine in Susanto (2008), the grammatical types of code-switching are divided into three types, they are intra-sentential code switching, inter-sentential code-switching.

INTRA-SENTENTIAL
The first of code switching is intra-sentential, we found 1 data of code switching occurred on the X tweet.

Lagi hang out di restoran atau something gitu

The sentence "Lagi hang out di restoran atau something gitu" exemplifies Intra sentential code switching since the transition between Indonesia and English occurs within a single sentence. English phrases "hang out" and "something" are easily incorporated into Indonesian sentence structures, demonstrating grammatical integration and fluency. This is distinct from inter-sentential switching, which occurs between sentences, and tag-switching, which employs predetermined expressions. Thus, the mixing takes place within a single continuous sentence.

INTER-SENTENTIAL
The second of code switching is inter-sential, we found 1 data of code switching occurred on the X tweet

I never saw shawol yg pengen breaking2 records Grup2 lain soal views atau penjualan album Taemin. We just want to repay Taemin's hardwork for his comebacks. That's why gw ga pernah liat Shawol banding2in jumlah MV Views sama solois lain. We just want to make Taemin happy...

The text exemplifies inter-sentential code switching since the language alternates between English and Indonesian across whole phrases or clauses. For example, the transition from English ("I've never seen Shawol wanting to break other groups' records") to Indonesian words ("That's why gw ga pernah liat Shawol banding2in jumlah MV Views") demonstrates that the shifts occur between separate clauses. This pattern corresponds to inter-sentential switching since the transitions occur at sentence boundaries rather than within a single sentence or via brief tags.

TAG SWITCHING
The third of code switching is tag switching, we found 1 data of code switching occurred on the X tweet.

Maaf kak i kno you kno i jaksel only but no no i no use indonesia sorry onlyenglish only campur2 only kak which is literally so very gaul y know? ikr cmiiw 🙏▨

The sentence is identified as tag-switching because it heavily uses short fixed expressions or conversational tags from English, such as "i kno," "you kno," "y know?" "ikr," and "cmiiw," inserted into a mixed-language structure. Tag-switching occurs when such phrases are added for emphasis or conversational tone without altering the grammatical

(Sari, Puspita, The Influence of Social Media and Digital Environments on, 2025)

structure of the main sentence. In this example, the basic structure alternates between Indonesian and English, but the frequent usage of these tags functions as conversational fillers rather than contributing to the sentence's core grammar. Unlike intra-sentential switching, which involves full language mixing within a sentence, and inter-sentential switching, which occurs between complete sentences, tag-switching relies on the usage of tiny, formulaic phrases. Thus, the employment of tags such as "ikr" and "cmiiw" defines this sentence as tag-switching.

CODE MIXING

As stated by Muysken (2000), is divided code mixing into three types, they are Instertion, Alternation, and Congruent Lexicalization.

INSERTION

The first of code mixing is Insertion, we found 1 data of code mixing occurred on the X tweet.

Jujurly gue nemu barang interesting yang murah, which is discountnya wholesome banget.

The sentence is classed as insertion because English words and phrases ("intesting," "which is," "wholesome banget") are easily blended into the Indonesian grammatical structure ("Jujurly, gue nemu barang yang murah"). The core language remains Indonesian, with English parts added to improve expression. This is distinct from alternation, in which language structures change, and congruent lexicalization, which extensively combines languages. Thus, the sentence demonstrates insertion.

ALTERNATION

The second of code mixing is Alternation, we found 1 data of code mixing occurred on the X tweet

Anjir w pikir2 tadi malem aga serem, ngomong bahasa jaksel with my parents and they're accepted it and know what i want to said to them. And we're speaking with that jaksel indonenglish conversation.

The sentence exhibits alternation by switching between two languages, each with its unique grammatical structure. English is used to describe the experience of speaking Indonesian, with obvious distinctions between clauses. This is different from insertion, in which elements are embedded, and congruent lexicalization, in which structures merge. Thus, the statement exhibits alternation through varied language use in different segments.

CONGRUENT LEXICALIZATION

The third of code mixing is Congruent Lexicalization, we found 1 data of code mixing occurred on the X tweet

Sehari di jaksel : to be honest in jaksel we not using mix english kea gitu si but mostly emng bnyk yg mixenglish yah bkan brrti di jksel pake mixenglish smua gk jugaa, wichis nabati lah ya, i mean i mean yarobbal alamin.

The statement exhibits congruent lexicalization because it incorporates Indonesian and English substantially within a same grammatical framework. The primary language is Indonesian, however English terms such as *"to be honest"* and "wichis nabati" are

(Sari, Puspita, The Influence of Social Media and Digital Environments on, 2025)

smoothly incorporated. Unlike insertion or alternation, this fluid blending captures the natural, adaptable manner of casual "Jaksel" speech.

CONCLUSION

This study investigates the impact of social media and digital environments on the communication patterns of South Jakarta teenagers, with a special emphasis on code-mixing and code-switching. Social internet encourages linguistic tendencies in which English and Indonesian mingle fluidly, expressing sociolinguistic evolution and cultural identity. The findings categorize code-switching into three types: intra-sentential, which occurs within a single sentence (e.g., "Lagi hang out di restoran atau something gitu"); inter-sentential, which occurs between clauses (e.g., "I never saw Shawol yg pengen breaking2 records"); and tag-switching, which uses short fillers such as "i kno" and "ikr". Similarly, code-mixing includes insertion, where English terms are embedded in Indonesian ("Jujurly gue nemu barang interesting yang murah"); alternation, involving shifts between grammatical structures (e.g., "Anjir w pikir2 tadi malem aga serem, ngomong bahasa jaksel with my parents"); and congruent lexicalization, where the languages blend flexibly (e.g., "to be honest in jaksel we not using mix english kea gitu si"). While these linguistic activities reflect modern cultural identity and communicative innovation, they also raise questions regarding clarity, misconceptions, and the impact on linguistic unity. More research is needed to determine the long-term impact on Indonesian language and culture.

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