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LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

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Abstract

The development of digital technology, especially social media applications, has brought significant changes in language use. One of the linguistic phenomena that has emerged is diction interference, which is the mixing of vocabulary from the language used in social media applications into the speaker's mother tongue. This study aims to identify the forms of diction interference that occur in everyday communication, analyze the factors that cause it, and examine its impact on the sustainability of the mother tongue. The method used in this study is descriptive qualitative with data collection techniques through observation, interviews, and document analysis. The results of the survey show that diction interference occurs in various forms, such as direct adoption of foreign vocabulary, changes in meaning, and mixing of grammatical structures influenced by the language in social media applications. The main factors causing this phenomenon include the intensity of social media use, the dominance of global languages in the digital world, and perceptions of modernity and practicality in communication. The impacts include changes in language patterns in everyday conversation, strengthening diglossia, and the potential for weakening the ability to speak the mother tongue purely. This study emphasizes that although diction interference is part of linguistic dynamics, efforts to preserve the mother tongue still need to be made to maintain the balance between language adaptation and cultural identity.

Keywords: *Diction interference, social media application language, mother tongue, language change, digital communication.*

INTRODUCTION

The development of communication technology has brought about significant changes in the use of language, especially in the context of social media. Social media such as WhatsApp, Instagram, Twitter, and TikTok allow for fast and wide interaction, causing inevitable language mixing. One of

the phenomena that emerges is diction interference, namely the entry of words from other languages into the mother tongue of social media users. This phenomenon is increasing along with the increasing intensity of the use of digital technology in everyday life (Crystal, 2011).

Diction interference in the context of social media includes using terms

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

originating from foreign languages, especially English, which are then adapted or even replace vocabulary in the mother tongue. For example, the word "update" is used more often than "memperharukan," or "follow" is more common than "mengikuti." This phenomenon reflects the globalization of language, which has implications for changes in society's linguistic structure (Wardhaugh, 2015).

Mother tongue is a cultural identity inherent in individuals and society. However, when the diction from social media applications increasingly dominates everyday conversations, there is a shift in the use of the mother tongue. Mother tongue speakers, especially the younger generation, are more likely to use terms from social media that are considered more practical and trendy than their native vocabulary (Fishman, 1991). This shift is feared to reduce the depth of the use of the mother tongue in everyday communication.

In addition to globalization factors, one of the leading causes of diction interference is the ease and efficiency of communication. Language in social media tends to be short, concise, and easy to understand. For example, the word "bestie" refers to a close friend, replacing local terms that may be longer or less popular. In this context, language becomes a dynamic tool and continues to develop according to the communication needs of the digital community (Holmes, 2013).

Diction interference also affects not only vocabulary but also the syntactic structure and morphology of the mother tongue. For example, in several regional languages in Indonesia, sentence patterns used in social media often adopt structures from English, such as in the phrase "aku already makan," a mixture of Indonesian and English. This phenomenon shows that interference occurs not only at the word level but also in grammar (Chaer & Agustina, 2010).

The long-term impact of this diction interference is a change in language patterns in society. When words from social media are used more often, native vocabulary in the mother tongue is at risk of decreasing frequency of use and may eventually be threatened with extinction. According to research from UNESCO (2003), around 2,500 languages worldwide are in a state of extinction due to a lack of regeneration and use in everyday life, including due to the dominance of global languages in digital technology.

This phenomenon also gives rise to generational differences in language use. The older generation may still maintain a purer use of their mother tongue, while the younger generation tends to be more flexible in mixing vocabulary from various languages. This difference can cause a communication gap between generations, where older people find it challenging to understand the terms used by young people on social media (Spolsky, 2018).

Several studies have shown that diction interference does not always have a negative impact. This phenomenon can also enrich vocabulary in a language and reflect the development of a society's culture that is increasingly open to global influences. However, without regulation or awareness to maintain the mother tongue, this phenomenon can cause linguistic erosion and weaken the cultural identity of a nation (Baker, 2006).

In the Indonesian context, the interference of social media diction on the mother tongue occurs in various regions, especially in the use of regional languages. Young people in areas that actively use social media tend to insert terms from Indonesian or English into their regional languages more often, causing a shift in language patterns. This is a challenge for preserving regional languages that are increasingly threatened by the dominance of global languages (Nababan, 1984).

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

Based on the phenomena that have been explained, this study aims to identify the form of diction interference that occurs due to the use of social media, analyze the causal factors, and evaluate its impact on the use of the mother tongue in society. By understanding this interference pattern, it is hoped that the correct solution can be found to maintain a balance between language adaptation in the digital era and preserving the mother tongue as part of a nation's cultural identity.

Language plays a central role in shaping individual and community identity. The use of the mother tongue in everyday communication not only functions as a means of communication but also as a means of preserving a society's cultural values and traditions. However, in the increasingly developing digital era, social media has become a factor that has significantly changed the language patterns of society. This is due to the massive use of applications such as Facebook, Twitter, Instagram, and TikTok, which introduce new vocabulary that is then adopted into the mother tongue (Androutsopoulos, 2015).

One of the most common forms of diction interference is using foreign terms that change meaning or function in the local context. For example, the word "flexing," which comes from English, has the basic meaning of "flexing," but in the context of social media in Indonesia, this word shifts in meaning to "showing off something excessively." This phenomenon shows that language in social media experiences interference not only in the form of borrowing words but also in semantic and pragmatic aspects (Bolander & Locher, 2020).

Digitization of language also encourages the formation of code-mixing in everyday communication. The younger generation tends to use terms from social media without considering their suitability to their mother tongue grammar. For example, in everyday conversation,

someone might say, "I don't have time to scroll today," where the English word scrolling is used instead of its Indonesian equivalent, such as "angular." This shows that interference occurs not only at the lexical level but also in morphological and syntactic aspects (Gumperz, 1982).

The impact of this phenomenon is increasingly evident in the world of education and formal communication. A study conducted by Pavlenko and Blackledge (2004) showed that the influence of digital language can affect students' writing and speaking skills in their mother tongue. Students exposed to social media vocabulary too often tend to have difficulty distinguishing between the use of formal and slang language in academic contexts. In the long term, this can reduce language competence and cause degradation of linguistic ability in the mother tongue.

On the other hand, using terms from social media is also related to aspects of social status and lifestyle. Digital vocabulary is often used to symbolize modernity and connectedness to global trends. Many individuals use terms derived from social media to show that they are up to date. For example, the use of the word "cancel culture" in various public conversations in Indonesia shows how terms that initially came from Western culture are now part of local discourse, reflecting how social media language can influence the mindset and social values of a society (Tagg, 2015).

Based on the phenomena that have been discussed, it is clear that the interference of diction from social media to the mother tongue is a form of linguistic change that cannot be avoided. However, there needs to be awareness and appropriate efforts in managing this change so that it does not hurt the preservation of the mother tongue. By understanding how diction interference occurs and how it affects the communication patterns of society, this

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

study can provide deeper insight into the dynamics of language development in the digital era and strategies that can be carried out to maintain the sustainability of the mother tongue amidst the flow of globalization.

METHOD

This study uses a qualitative descriptive approach, which aims to describe and analyze the phenomenon of diction interference that appears in the use of the mother tongue due to the influence of social media applications. This approach was chosen because it allows researchers to understand language phenomena in depth in the context of their social use (Creswell, 2014). This type of research is sociolinguistic, especially in studying language interference. The main focus of this study is how diction from social media applications enters the mother tongue, the forms of interference that occur, and the factors that influence this phenomenon.

This study was conducted on Indonesia's social media user community, especially in the young age group (teenagers to early adults) who actively use applications such as Instagram, Twitter, TikTok, WhatsApp, and Facebook. The selection of this group was based on their tendency to absorb and use terms from social media in everyday communication. The research subjects consisted of individuals aged 15–30 years, considered active social media users, and susceptible to changes in language patterns. Respondents were selected purposively to obtain data relevant to the research objectives.

To obtain valid and comprehensive data, this study uses several data collection techniques as follows:

a) Observation

Observations were made by observing the use of language in conversations on social media and oral and written communication in the social environment. The data collected were in terms that experienced interference and how they were used in various contexts.

b) In-depth Interview

Interviews were conducted with several informants who are active users of social media. This interview explores their reasons for using diction from social media, their understanding of their mother tongue, and their perception of the phenomenon of language interference.

c) Documentation

Documentation is done by collecting samples of language use from various social media platforms and conversations in social environments. Data includes screenshots of digital conversations, uploads on social media, and written communication texts containing diction interference.

Data analysis in this study used the Miles and Huberman (1994) interactive analysis model, which consists of three main stages:

a) Data Reduction

The collected data is selected and categorized based on the type of interference that occurs, such as word borrowing, changes in meaning, or mixing of language structures.

b) Data Presentation

The classified data is then presented in tables or narrative

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

descriptions to see the pattern of use of diction interference in the mother tongue.

c) Drawing Conclusions

After the data is analyzed, interpretation is carried out to understand the factors causing interference, its impact on the mother tongue, and the patterns that emerge in using diction from social media.

To ensure the validity of the data, this study uses data triangulation techniques, namely:

- **Source triangulation:** Comparing data from observations, interviews, and documentation.
- **Triangulation method:** Using multiple data collection methods to enrich research findings.
- **Triangulation of theory:** Comparing research results with relevant sociolinguistic theories to ensure the validity of the findings.

RESEARCH RESULT

This study reveals various forms of diction interference from social media applications on mother tongues in South Sulawesi. The study results show that the use of terms from social media in everyday communication is increasing, especially among the younger generation. The mother tongue used in everyday conversation has changed with new diction originating from Indonesian, English, and a mixture of both.

The most dominant form of interference found is loanwords from English used in social media. For example, the word "flexing" is used in the mother tongue to refer to someone who likes to show off, "vibes" to describe a

particular atmosphere or feeling, and "cringe" to express something that is considered embarrassing. These words are starting to replace the original terms in the mother tongue, which previously had more appropriate equivalents. In addition to borrowing words, interference also occurs in the form of changes in the meaning of existing words. Several terms from the Indonesian language have shifted in meaning due to their use being influenced by social media. For example, in the mother tongues of Bugis and Makassar, the word "kasian" which usually means sympathy is now often used with a sarcastic tone, such as in comments on social media that aim to belittle someone.

Interference also occurs in the morphological and syntactic structures of the native language. Social media users often mix terms from Indonesian or English with the original sentence structure of the native language. For example, in Bugis, phrases such as "Ia ji cool" (He is indeed cool) or "I am ready to go" are examples of how foreign elements enter the sentence patterns of the regional language. This phenomenon shows that changes occur not only at the vocabulary level but also in grammar. Other findings show that diction interference occurs more often in oral than written communication. In everyday conversation, especially in school environments and youth circles, using terms from social media has become part of communication that is considered normal. However, in formal communication, such as official letters or academic documents, interference is still relatively low.

One of the main factors driving this diction interference is high exposure to social media. Respondents who actively use platforms such as TikTok,

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

Instagram, and Twitter tend to insert terms from social media into their mother tongue more often. Using these terms is considered more practical and trendy and shows a connection to global trends. The study results also showed that diction interference occurs more often in the younger than in the older generation. The 15–30 age group is more likely to use terms from social media in everyday conversation, while the age group over 40 maintains a purer use of their mother tongue. This indicates a generational gap in language use.

The impact of this phenomenon is quite complex. On the one hand, the entry of diction from social media can be considered part of the dynamics of language that continues to develop. However, this phenomenon also has the potential to weaken the mother tongue if the younger generation uses more foreign terms than their native language terms. One real example of this impact is the decreasing use of native regional language vocabulary in everyday communication. Several words in Bugis and Makassar are starting to be rarely used because more popular terms on social media replace them. If this trend continues, future generations may have difficulty understanding or using their mother tongue properly.

The interference of social media diction to the mother tongue in South Sulawesi occurs not only in the form of borrowing words but also in the use of mixed phrases that combine foreign terms with the structure of the mother tongue. For example, in everyday conversation, many young people in Makassar and Bugis use expressions such as "Itu kan toxic, jadi saya skip mi" or "Dia selalu overthinking, jadi sulit billing." In these examples, the words "toxic" and "overthinking" come from English, while the sentence structure still follows the pattern of the regional language.

This study also found that diction interference often occurs in the context of entertainment and emotional expression. For example, in a conversation on social media, someone prefers to say, "My mood is terrible," rather than using the original expression in their mother tongue. In this context, terms from social media are more often used to convey feelings or spontaneous reactions. Although this phenomenon is driven by globalization and technological developments, not all mother-tongue users accept this change well. Some communities still try to maintain the authenticity of their language by avoiding using terms from social media in formal and educational conversations. This shows that there is still awareness of the importance of maintaining the mother tongue as part of cultural identity.

This study also found that diction interference occurs more often in mother tongues with less developed writing systems. Bugis, Makassar, and Toraja have traditional scripts such as Lontara, but their use is decreasing. This makes it easier for people to accept new words from social media than maintaining their mother tongue's original vocabulary. Another factor that influences diction interference is the influence of celebrities and social media influencers. Many social media users in South Sulawesi adopt the language used by famous public figures from within and abroad. The use of terms such as "auto sultan," "gaskin," or "healing" in everyday conversation is an example of how language trends from social media spread quickly among mother-tongue users.

However, several efforts can be made to reduce the negative impact of diction interference on the mother tongue. For example, increasing awareness through regional language

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

education in schools, expanding the use of the mother tongue in local media, and developing digital campaigns to reintroduce native vocabulary to the younger generation. Diction interference from social media in the mother tongue in South Sulawesi is a real and growing phenomenon. If there is no effort to balance the use of the mother tongue with technological developments, then there is a high possibility of a greater language shift in the future. Therefore, it is essential for language communities to continue to maintain and develop their mother tongues to remain relevant and not be replaced by external influences.

In addition to social media factors and global trends, family and educational environments also play a role in accelerating or slowing down the interference of diction in the mother tongue. This study found that children who grow up in a family environment that still actively uses their mother tongue in everyday communication tend to be better able to maintain their native vocabulary. Conversely, those exposed to more Indonesian terms from social media since childhood experience more substantial interference, even in communication with their family members.

In addition, there is a tendency for diction interference to occur more often in informal contexts compared to formal contexts. In everyday interactions, the use of terms such as "auto sultan," "ngegas," or "healing" is more often found than when individuals speak in formal situations such as family gatherings, traditional events, or academic activities. This shows that although diction interference is increasingly common, there are still limitations in its use depending on the communication situation faced by the individual.

This phenomenon also impacts the cultural identity of the people of South Sulawesi. In Bugis and Makassar cultures, the mother tongue not only functions as a means of communication but also as a symbol of identity and cultural pride. The entry of too many terms from social media risks reducing the cultural values contained in the mother tongue. For example, in the Bugis language, many expressions of local wisdom have deep meanings, such as "mappadeceng" (doing good) or "siri' na pesse" (self-esteem and solidarity), which are starting to be rarely used by the younger generation.

However, not all diction interference has a negative impact. Some new terms originating from social media actually enrich the mother tongue by providing new ways of expressing certain feelings and concepts. For example, terms like "vibes" can complement expressions in the mother tongue that may not have a direct equivalent. Thus, this phenomenon is not only about language degradation but also about how the mother tongue adapts to changing times.

Based on the results of this study, it is important for local governments, academics, and cultural communities to take strategic steps to maintain the sustainability of mother tongues amidst the flow of digital globalization. One solution that can be done is to develop regional language digital content on social media platforms so that the younger generation remains accustomed to using their mother tongue. In addition, including regional language learning in the school curriculum and encouraging the use of mother tongues in everyday life can be an effective strategy to reduce the negative impact of diction interference.

LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

CONCLUSION

Based on the research results, it can be concluded that the interference of diction from social media applications to the mother tongue in South Sulawesi is a real and growing phenomenon. The influence of social media on the mother tongue can be seen in the form of borrowing words, changing meanings, and mixing language structures. Terms originating from Indonesian and English are widely used by the younger generation in everyday communication, both verbally and in writing. This phenomenon is influenced by the intensity of social media use, global trends, and social environmental factors that support the spread of new diction in communication. Diction interference occurs more often in young age groups who actively use social media. They tend to replace their native vocabulary with terms from social media for reasons of practicality, a more modern language style, and the influence of celebrities or influencers.

Older age groups tend to maintain the use of their mother tongue more purely. This indicates a generation gap in language use, which has the potential to cause a gradual decline in the use of their mother tongue in the future. Although diction interference can lead to a weakening of the use of their mother tongue, not all influences from social media are negative. Some new terms can actually enrich the mother tongue by providing variations in communication expressions. However, if not balanced with efforts to preserve regional languages, it is possible that future generations will lose most of their original vocabulary. Therefore, there needs to be a collective awareness to maintain a balance between language adaptation and the preservation of cultural identity.

As a strategic step, concrete efforts need to be made to preserve the mother tongue amidst the flow of digital

globalization. Improving regional language education in schools, using the mother tongue in local media, and digital campaigns that educate the public about the importance of preserving regional languages can be effective solutions. With a balance between language innovation and cultural preservation, it is hoped that the mother tongue in South Sulawesi will survive and develop along with the changing times.

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LANGUAGE INTERFERENCE OF SOCIAL MEDIA APPLICATIONS ON MOTHER LANGUAGE IN SOUTH SULAWESI

Firman Saleh, Rudy Yusuf, Fitri Radhiyani

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