



## Analysis of Language Errors in Social Media

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### ABSTRACT

The development of social media such as Instagram, Facebook, and TikTok has influenced the way people communicate, especially in the use of Indonesian. This study aims to analyze the types of language errors that appear on social media, as well as the causes and impacts. The method used is descriptive qualitative, examining various examples of language use on social media. The results indicate that errors include spelling, morphology, syntax, and semantics. These errors are caused by the influence of slang, the speed of communication, a lack of understanding of language rules, and the influence of foreign languages. The impacts include a decline in the use of formal language and the potential for misunderstandings in communication. Increased awareness is needed to use Indonesian according to applicable rules. Furthermore, the way people speak on social platforms is often influenced by habits, convenience, and slang trends widely used by the public, especially the younger generation. This has resulted in a shift from formal to informal language. While the use of casual language can strengthen social relationships, excessive use without regard for rules can affect good and correct language skills, particularly in education. This phenomenon is a crucial issue because language is a national identity and also a primary means of communication in the world of education. If language errors are left unchecked, this can impact the quality of public literacy. Therefore, an in-depth study is needed regarding various types of language errors on social media so that it can become a basis for increasing awareness of the use of good and correct language.

*Keywords: analysis, language error, social media*

## Analisis Kesalahan Berbahasa dalam Media Sosial

### ABSTRAK

Perkembangan media sosial seperti Instagram, Facebook, dan TikTok telah memengaruhi cara masyarakat berkomunikasi terutama dalam penggunaan bahasa Indonesia. Penelitian ini bertujuan untuk menganalisis bentuk kesalahan berbahasa yang muncul di media sosial serta faktor penyebab dan dampaknya. Metode yang digunakan adalah kualitatif deskriptif dengan mengkaji berbagai contoh penggunaan bahasa di media sosial. Hasil menunjukkan bahwa kesalahan meliputi ejaan, morfologi, sintaksis, dan semantik. Kesalahan ini disebabkan oleh pengaruh bahasa gaul, kecepatan komunikasi, kurangnya pemahaman kaidah bahasa, dan pengaruh bahasa asing. Dampaknya antara lain penurunan penggunaan bahasa baku dan potensi kesalahpahaman dalam komunikasi. Dibutuhkan peningkatan kesadaran untuk menggunakan bahasa Indonesia sesuai dengan kaidah yang berlaku. Selain itu, cara orang berbahasa di platform sosial sering kali dipengaruhi oleh kebiasaan, kemudahan, serta tren bahasa gaul yang banyak digunakan oleh masyarakat, terutama generasi muda. Hal ini mengakibatkan pergeseran dari penggunaan bahasa formal menjadi nonformal. Walaupun penggunaan bahasa yang santai dapat memperkuat hubungan sosial, tetapi penggunaan yang berlebihan tanpa memperhatikan aturan dapat memengaruhi kemampuan berbahasa yang baik dan benar, khususnya di bidang pendidikan. Fenomena ini menjadi isu penting karena bahasa merupakan identitas suatu bangsa dan juga alat komunikasi utama dalam dunia pendidikan. Jika kesalahan dalam berbahasa dibiarkan, hal ini dapat berdampak pada kualitas literasi masyarakat. Oleh karena itu, diperlukan kajian yang mendalam mengenai berbagai jenis kesalahan berbahasa di media sosial agar dapat menjadi dasar dalam meningkatkan kesadaran akan penggunaan bahasa yang baik dan benar.

*Kata kunci : analisis, kesalahan berbahasa, media sosial*

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## INTRODUCTION

The development of information and communication technology in the digital era has brought significant changes to people's interaction patterns, particularly through the use of social media. Social media platforms such as Instagram, Facebook, and Twitter have become primary means of quickly and widely disseminating information, communicating, and expressing oneself without the constraints of time and space. The existence of social media has not only changed the way people interact but also influenced the way language is used in everyday life. The language used on social media tends to be flexible, dynamic, and follows societal trends, often deviating from standard Indonesian language rules.

In the linguistic context, social media presents a new phenomenon in the form of varied language use that does not always adhere to prevailing linguistic norms. Social media users frequently use non-standard language, abbreviations, acronyms, code-mixing between Indonesian and foreign languages, and sentence structures that do not conform to grammatical rules. This situation gives rise to various forms of language errors that are increasingly prevalent in the digital space. These errors encompass aspects of spelling, morphology, syntax, and semantics, which can ultimately affect the clarity and accuracy of the message conveyed. In the long term, this habit of using language that does not conform to rules has the potential to shift standards for good and correct Indonesian language usage.

The phenomenon of language errors on social media is not merely a linguistic issue but is also closely related to the public's level of digital literacy. Digital literacy encompasses not only the ability to use technology but also the ability to communicate effectively and responsibly in the digital space, including in the use of language. Language, as a communication tool, plays a crucial role in conveying information accurately, clearly, and without ambiguity. Therefore, the use of inappropriate language can reduce the quality of public communication and trigger misunder-

standings among social media users. Furthermore, the characteristics of social media, which emphasize speed and practicality in communication, encourage users to neglect language accuracy. Users prioritize speed in conveying messages over the accuracy of structure and language rules.

This is reinforced by the influence of slang, popular culture, and informal communication habits that dominate the digital space. Furthermore, low awareness and understanding of language rules are also important factors contributing to language errors. Furthermore, language errors on social media can have broader impacts, both individually and socially. Individually, language errors can impact the credibility of speakers in conveying information. Meanwhile, socially, language errors can reduce the quality of public communication and affect the image of Indonesian as a unifying language in the era of globalization. Therefore, analyzing language errors in social media is important to understand the types of errors that occur, their causes, and their impact on communication. Based on this description, research on the analysis of language errors in social media is highly urgent, especially in efforts to increase awareness of good and correct language among social media users. This research is expected to contribute to the development of linguistic studies, particularly in the field of language error analysis, and serve as a reference in improving the quality of Indonesian language use in the digital space.

Based on the background outlined above, the research problem focuses on the forms of language errors that occur in social media use, the factors that cause these errors, and their impact on the effectiveness of communication in the digital space. In line with this research problem, this study aims to describe and analyze various forms of language errors in social media, identify the factors underlying these errors, and examine their impact on the quality and clarity of communication on social media. Theoretical studies demonstrate that language is the primary means of communication used by humans to convey ideas, thoughts, and feelings. According to Kridalaksana (2011), lan-



guage is a system of arbitrary sound symbols used by members of society to collaborate, interact, and identify themselves. In its use, language has rules or norms that must be adhered to for effective communication.

In the context of Indonesian, proper and correct language use refers to linguistic norms, which encompass aspects of spelling, morphology, syntax, and semantics, as outlined in the General Guidelines for Indonesian Spelling (PUEBI). Language errors are deviations from the language rules that apply within a language system. According to Tarigan (2015), a language error is the use of language that does not comply with established rules, both in spoken and written forms. Language error analysis aims to identify, classify, and explain errors that occur, so that patterns and causal factors can be identified. In linguistic studies, language errors are generally classified into four main aspects: spelling, morphology, syntax, and semantics. Spelling errors relate to the spelling of letters, words, and punctuation; morphology errors relate to word formation and the use of affixes; syntax errors relate to sentence structure; and semantic errors relate to the accuracy of meaning. With the development of digital technology, language use has undergone significant changes, particularly in social media. Social media is an internet-based communication platform that allows users to interact quickly, openly, and broadly. According to Boyd & Ellison (2017), social media is a web-based service that allows individuals to build public profiles, connect with other users, and share information online. The informal, fast-paced, and interactive nature of social media leads to language use tending to deviate from standard rules. Users often use simplified language, abbreviations, acronyms, and code-mixing with foreign languages. The phenomenon of language use on social media cannot be separated from the concept of language variation in sociolinguistic studies.

According to Chaer & Agustina (2014), language variation arises due to differences in situations, functions, and social backgrounds of speakers. In the context of social media, the dominant language variety is informal, influenced by slang,

and popular culture. Code-mixing is also a common phenomenon, namely the use of two or more languages in a single utterance. This is often done to demonstrate social identity, follow trends, or strengthen communication expression. In addition to social factors, language errors in social media are also influenced by the user's level of digital literacy. Digital literacy encompasses not only the ability to use technology but also the ability to understand, evaluate, and use information appropriately, including language use. According to Gilster (2015), digital literacy encompasses critical thinking skills in understanding digital information. Low digital literacy can cause users to pay less attention to language accuracy, making it easier to make errors in communication. The characteristics of communication on social media, which emphasize speed and practicality, are also major factors in language errors.

Users tend to focus more on conveying messages quickly than on accurate language use. This aligns with Crystal's (2016) opinion, which states that language in digital communication tends to be simplified to accommodate the need for fast and efficient communication. The impact of language errors on social media extends beyond linguistic aspects to communication and social aspects. Language errors can lead to ambiguity, misunderstandings, and reduce the quality of communication. Furthermore, the continued use of inappropriate language can impact the existence of Indonesian as a national language. More broadly, this phenomenon may also reflect low language awareness among the public, particularly among the younger generation as active social media users. Therefore, the theoretical study in this study focuses on the concepts of language and language rules, the theory of language error analysis, language characteristics in social media, language variation from a sociolinguistic perspective, and digital literacy as a factor influencing language use. This theoretical framework serves as a foundation for comprehensively and systematically analyzing the forms, causes, and impacts of language errors on social media.

## METHOD

This study uses a qualitative approach with a descriptive approach. A qualitative approach was chosen because this study aims to understand the phenomenon of language errors that occur in social media in depth, contextually, and interpretively. Qualitative research allows researchers to analyze textual data more flexibly and comprehensively, thereby depicting the reality of language use as it exists. According to Creswell (2014), Abubakar (2021), Razak (2017), descriptive qualitative research focuses on depicting social phenomena based on data in the form of words, phrases, and the meanings contained within them. Therefore, this approach is considered appropriate for examining the forms, causes, and impacts of language errors in social media.

The object of this research is language errors found in social media use, while the subjects are social media users who produce text in the form of posts and comments. This research focuses on analyzing language errors in terms of spelling, morphology, syntax, and semantics, as explained in the theoretical review. The scope of the research is limited to the use of Indonesian in social media to allow for a more focused and in-depth analysis. The data sources in this study are primary data obtained directly from social media, namely written text in the form of posts (captions), comments, and statuses from users on platforms such as Instagram, Facebook, and Twitter.

The selected data are those that indicate language errors according to predetermined criteria. Data selection was carried out using a purposive sampling technique, which is a sampling technique based on certain considerations, such as the level of relevance to the research focus, the clarity of the error type, and the diversity of error types found. This technique is used to ensure the data obtained is truly representative and able to comprehensively describe the phenomenon of language errors. Data collection techniques include non-participatory observation and documentation. Non-participatory observation is conducted by observing language use on social media without directly participating in user interactions. The researcher

acted solely as an observer, recording the linguistic phenomena that occurred. Documentation techniques were employed by collecting data in the form of screenshots, text excerpts, and systematically recording data containing language errors.

The collected data was then organized and classified based on the type of error found. This process is crucial for facilitating analysis and maintaining the research's systematics. The research instrument in this study was the researcher herself, acting as the primary instrument (human instrument). This aligns with the characteristics of qualitative research, which places the researcher directly in the data collection, processing, and analysis. To support the analysis process, the researcher also utilized tools in the form of language error classification guidelines based on linguistic theory, specifically the division of errors into spelling, morphology, syntax, and semantics. Furthermore, a data analysis table was used to assist in systematically grouping and describing the data. The data analysis technique in this study employed the interactive analysis model proposed by Miles, Huberman, and Saldaña (2014), which encompasses three main stages: data reduction, data presentation, and conclusion drawing. During the data reduction stage, the researcher selected, simplified, and grouped data based on the type of language error.

Data irrelevant to the research focus will be eliminated, while relevant data will be categorized according to the error aspect. At the data presentation stage, the reduced data is presented in narrative descriptions and tables to facilitate reading and understanding. At the conclusion-drawing stage, the researcher interprets the data to identify error patterns, causal factors, and the impact of language errors on communication on social media. To ensure data validity, this study employed theoretical triangulation and observational diligence techniques. Theoretical triangulation was conducted by comparing the analysis results with linguistic theories and relevant previous research findings, thus achieving a deeper and more accurate understanding. Observational diligence was achieved by repeatedly and carefully observing the



data to ensure consistency of findings. Furthermore, data checking was also conducted to avoid misinterpretations.

This research procedure consisted of several stages: preparation, data collection, data analysis, and report preparation. During the preparation stage, the researcher determined the research focus, reviewed relevant theories, and developed the research instruments. During the data collection stage, the researcher observed and documented language use on social media. In the data analysis stage, researchers process and interpret the data according to established analysis techniques. The final stage is compiling a research report in the form of a systematic scientific article that adheres to academic writing standards. Using this research method, it is hoped that the results will provide a comprehensive overview of the types of language errors in social media, their causes, and their impact on the quality of communication in the digital age. Furthermore, this research is also expected to contribute to the development of linguistic studies and increase public awareness of the importance of using good and correct Indonesian on social media.

## RESULTS

Spelling errors found included non-standard words, inappropriate use of abbreviations, incorrect use of capital letters, and omission of punctuation. Abbreviations such as "yg," "tdk," "dgn," and "krn" demonstrate a tendency toward efficiency in language, but also deviate from standard language standards. Furthermore, inappropriate use of capital letters, such as writing entire sentences in capital letters, indicates a lack of understanding of spelling rules. Incorrect use of punctuation, such as the omission of periods or commas in long sentences, also makes sentence structures unclear and difficult to understand. In terms of morphology, errors were found related to word formation, particularly in the use of affixes. The dominant error was the omission of affixes, such as the use of base words without prefixes, for example, "baca" (reading) and "kerja" (working). Furthermore, errors occurred in the inappropriate use of affixes, which

changed the meaning or caused inaccuracies in word form.

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This phenomenon indicates that social media users tend to ignore morphological rules in Indonesian, especially in informal communication situations. This also indicates a strong influence of spoken language on written language in social media. Syntactic errors found in this study relate to inaccurate sentence structure. These errors include incomplete sentences (lacking a subject or predicate), illogical sentence structure, and excessive or redundant sentence elements. For example, some sentences consist solely of phrases without a complete sentence structure, making their meaning difficult to understand. Furthermore, sentence patterns influenced by everyday conversational language, which do not conform to formal written language, were also found. This indicates that the boundary between spoken and written language in social media is becoming increasingly blurred. In terms of semantics, the errors found relate to inaccurate word usage or meaning. These errors include the use of words that are out of context, the use of inappropriate terms, and the emergence of ambiguity in sentences. Although rela-

tively fewer in number compared to spelling and morphological errors, semantic errors have a more significant impact on message comprehension. Ambiguity arising from misinterpretations can lead to differing interpretations among readers, thus reducing the effectiveness of communication.

In addition to the types of errors, this study also identified factors that contribute to language errors on social media. The primary factor identified was the strong influence of slang and popular culture on digital communication. Social media users tend to follow emerging language trends without regard for adherence to standard language rules. Another contributing factor is a poor understanding of language rules, particularly spelling and grammar.

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This indicates that there are still limitations in the mastery of proper Indonesian among social media users. Furthermore, the characteristics of social media, which emphasize speed and efficiency in communication, are also significant factors contributing to language errors. Users prioritize rapid message delivery over accurate language use, often neglecting language structure and rules. Informal communication habits also reinforce this tendency. Furthermore, the phenomenon of code-mixing between Indonesian and foreign languages was also found in the research data, which in some cases can lead to inaccurate language use. In terms of impact, the research results indicate that language errors in social media have implications for the quality of communication. Language errors can result in unclear messages, create ambiguity, and potentially lead to misunderstandings between users. In the context of public communication, this can reduce the effectiveness of information delivery.

Furthermore, the continued use of inappropriate language can influence the language habits of the public, especially the younger generation, the primary users of social media. Furthermore, the findings of this study also indicate a trend towards changing language norms in the digital age. Language in social media no longer strictly adheres to standard rules but is evolving into a more flexible and expressive form of communication. Nevertheless, uncontrolled language use still has the potential to degrade the quality of Indonesian as the national language. Therefore, efforts are needed to raise awareness of good and correct language, particularly in the context of digital communica-



tion. Overall, the results of this study confirm that language errors in social media are a complex and multidimensional phenomenon. These errors are not only caused by linguistic factors but are also influenced by social, cultural, and technological factors. These findings illustrate that language use in social media reflects the dynamics of societal communication in the digital era, while also demonstrating the importance of strengthening language literacy in the face of developments in communication technology.

## DISCUSSION

The phenomenon of high levels of language errors in the digital space indicates a fundamental shift in the communication paradigm, where written language is now undergoing a process of "oralization." Social media users tend to treat text as a direct representation of speech, so rigid rules of spelling and grammar are often perceived as obstacles to achieving speed in interaction. The dominance of spelling errors indicates that in the digital ecosystem, convenience and speed (economy of language) are valued far more than grammatical compliance. Abbreviations and omissions of punctuation are no longer seen as pure errors, but have mutated into new sociolinguistic norms or "internet language varieties" used to build a sense of familiarity, casualness, and egalitarianism.

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## CONCLUSION

Based on the research results, it can be concluded that language errors on social media are still common and encompass various aspects, including spelling, morphology, syntax, and semantics, with spelling errors being the most prevalent. This indicates that language use on social media tends not to follow standard Indonesian language rules. These errors arise due to the influence of slang, informal communication habits, and the demand for speed in conveying messages on social media.

Furthermore, language errors impact the quality of communication, such as the emergence of ambiguity and the potential for misunderstandings

between users. If this phenomenon continues, it can also affect people's language habits and the quality of Indonesian language use in the digital space. Therefore, increased language awareness and digital literacy are needed to ensure that language use on social media remains communicative and in accordance with applicable rules.

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