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JARGON USED BY TEENAGERS IN SOCIAL MEDIA SNAPCHAT

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Abstract
Snapchat has become one of the most popular social media platforms among teenagers, and its use is often accompanied by quirky terms or jargon. This study aims to examine the forms and functions of this jargon. The research method used is a qualitative approach by conducting observation participants where the researcher acts as a participant in the activity or situation being observed and used two theories; Halligan's theory (2004) as a form of jargon suggests that the use of jargon in teenagers can reflect their efforts to convey their group identity and shows a sense of closeness in the Snapchat community and Jakobson's theory (1960) as a language of function to analyze the terms of jargon in teenagers communication on the Snapchat. The data were obtained from Snapchat conversations that featured jargon. The researcher found 37 jargon items across ten accounts with an even split of five boys and five girls from various countries, Malaysia, Philippines, Indonesia, England, Norway, New York, United States, and Finland, with the identified users ranged in age from 18 to 24 years old. The jargon forms that the researcher has found were categorized into words (8), phrases (7), acronyms (5), and abbreviations (17), while the functions were identified as referential (9), poetic (1), conative (9), emotive (7), phatic (8), and metalingual (3).
Keywords: Jargon, Snapchat, Social Media

Abstrak
Snapchat telah menjadi salah satu platform media sosial paling populer di kalangan remaja, serta penggunaannya yang sering disertai dengan istilah atau jargon yang nyentrik. Penelitian ini bertujuan untuk mengkaji bentuk dan fungsi dari jargon tersebut. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan melakukan observasi partisipan dimana peneliti berperan sebagai partisipan dalam kegiatan atau situasi yang diamati dan menggunakan dua teori; Teori Halligan (2004) sebagai bentuk jargon yang menunjukkan bahwa penggunaan jargon pada remaja dapat mencerminkan upaya mereka untuk menyampaikan identitas kelompok mereka dan menunjukkan rasa kedekatan dalam komunitas Snapchat dan teori Jakobson (1960) sebagai fungsi bahasa untuk menganalisis istilah jargon dalam komunikasi remaja di Snapchat sesuai konteks percakapan. Data diperoleh dari percakapan Snapchat yang terdapat jargon. Peneliti menemukan 37 item jargon di sepuluh akun dengan pembagian rata antara lima laki-laki dan lima perempuan dari berbagai negara, Malaysia, Filipina, Indonesia, Inggris, Norwegia, New York, Amerika Serikat, dan Finlandia, dengan usia pengguna yang teridentifikasi berkisar dari 18 sampai 24 tahun. Bentuk jargon yang ditemukan peneliti dikategorikan menjadi kata (8), frase (7), akronim (5), dan singkatan (17), sedangkan fungsinya diidentifikasi sebagai Referensial (9), Puitis (1), konatif (9), emosional (7), fatis (8), dan metalingual (3).
Kata Kunci: Jargon, Snapchat, Sosial Media

A. INTRODUCTION

Language plays a crucial role in human life, facilitating social processes and integration, as supported by Roebl & Bragg (2016), who view language as a combination of culture and language that promotes cultural development. Additionally, language serves as a tool for social adaptation and integration. Social factors, including age, gender, profession, and education, lead to the formation of social groups with unique languages and terms, as proposed by Holmes (2013) These terms, known as jargon, are intentionally created to strengthen communication within specific groups and may be modest language. Jargon serves as a tool for communication, familiarizing individuals with specific communication activities, as pointed out by Yule (2010). It is a unique language understood only by certain group members and can take various forms, such as abbreviations and acronyms.

Social media, like Snapchat, provides an online platform for content sharing and communication, as explained by Chen et al. (2017). It offers opportunities for knowledge acquisition without the need for face-to-face interactions. Snapchat is popular among millennials and teenagers, facilitating socialization with users from abroad, making it a means to learn international languages, as noted by Sandel & Ju (2019).

The use of language in Snapchat conversations often involves unique jargon, including abbreviations, acronyms, and puns, as mentioned by S. Esteron (2021). These expressions are not widely known outside the Snapchat community, creating a special atmosphere in communication. Therefore, the research raised the tittle "Jargon Used by Teenagers in Social Media Snachat". The thing that makes jargon interesting and can be called a problem is if jargon or other slang can shift the use of English.

B. LITERATURE REVIEW

1. Sociolinguistics

Sociolinguistics studies how language and society are interconnected, particularly in everyday communication contexts Wardhaugh (2015). From R.A. Hudson (1996) points out that sociolinguistics is distinct from sociology, as it focuses on language's relationship with society rather than just linguistic factors.

Both Wardhaugh and Hudson agree that sociolinguistics is a communication tool that influences people's daily lives and culture within society. Differences in language use can be attributed to environmental and community factors, making sociolinguistics essential for understanding language's structure in society.

Sociolinguistics can be divided into Micro-Sociolinguistics and Macro-Sociolinguistics. Micro-Sociolinguistics examines how a person's language variations are influenced by social factors like social class, age, country, gender, and habits. On the other hand, Macro-Sociolinguistics studies language acquisition, changes, shifts, and community interactions within society Coulmas (1997).

2. Language Variations

Language usage varies depending on the person we are talking to, influenced by habits and other conditional factors. According to Holmes (2013), people use different languages, which affects the language's structure, grammar, and pronunciation. Wardhaugh (2006) suggests that human interactions involve language variations influenced by factors like background, age, profession, and economic status. Language use can differ among communities due to these factors. Another from Wallwork (1985) believes that language can be influenced by factors like race, ethnicity, and culture in each country. Such factors contribute to language variations, with dialects often associated with social class status.

In conclusion, language serves as a key to communication but has numerous variations depending on the speaker. It evolves over time, moving beyond distinctions based on ethnicity, country, and culture. Nowadays, language variations can be found in workplaces, environments, activities, and communities.

150

Differences in language diversity lead to the emergence of language variations, and social interactions and jargon communities contribute to distinct language use.

3. Jargon

As described by Ong & Liaw (2013), jargon is a distinctive language known and used within a specific community, often not understood by those outside the group. It is a practical communication tool among professionals, such as medical terms or police jargon. Moreover, Fromkin (2007) defines jargon as a unique vocabulary used by a broad professional circle, excluding outsiders from understanding its meaning. Meanwhile, Allen et al. (2016) state that jargon is a specialized language used in certain situations, like in professions or specific communities.

Furthermore, Mithun & Malmkjaer (1995) explain that jargon includes acronyms, abbreviations, and expressions with agreed-upon meanings within a community. It facilitates faster and more accessible communication among experts or group members who share a common understanding. From now on to Halligan (2004), jargon can have many advantages, including making communication faster and easier between experts or group members who share a common understanding of these specialized terms. Jakobson (1960) notes that jargon is a coded language used in departments or groups to avoid misunderstandings with those outside the group.

Millennials, especially teenagers, frequently use jargon and slang in their interactions, including on social media Cabantac-Lumabi (2020). While slang tends to be used openly, jargon remains more exclusive to specific groups and may not be understood by outsiders. The current study analyzes jargon using Halligan's Theory (2004) to classify its various forms. Jargon is intriguing due to its non-standard nature, variations, and potential for change over time.

4. Form of Jargon

Based on the opinion from Halligan (2004), Jargon is classified into 4 forms, there are phrases, words, acronyms and abbreviations.

a) Word

Words are fundamental elements in language, existing in both written and spoken forms. According to Lieber (2009), a word can be a single morpheme that stands alone or multiple morphemes forming a unit of meaning in a language. Culpeper et al. (2009) argue that words are not just isolated units; they can be manipulated grammatically in passive or active clauses. Finegan (2004) identifies four pieces of information associated with a word: pronunciation, meaning, morphology (word formation), and its category in a more significant sentence combination. Examples words: **Streak** (features that can explain how long we interact with friends on Snapchat)

b) Phrase

A phrase, as described by Finch (2000), is a unit of syntax consisting of multiple words. It acts as a mediator between clauses and individual words within a sentence. Phrases do not have their own subject or object and are composed of several words. Morley (2004) defines a phrase as a group of words that function as a single grammatical unit without its own subject and predicate.

According to Culpeper (2009:p130), phrases are words with different terms that form grammatical units. They can function as nouns, adjectives, prepositions, or adverbs. Phrases do not necessarily have finite verbs or a structured verb and subject. Modifiers can be placed before or after the header, but it is optional. Examples*: **Big Smoke** (describes big cities) and **Good Onya** (another word for well done or from the word good on you).

c) Acronym

According to Yule (2006), acronyms are formed by taking the initials of words in a title, phrase, or name. They can be pronounced as words, like ASEAN for the Association of Southeast Asian Nations. Many new acronyms

emerge rapidly, and their meanings are often overlooked. Acronyms are essentially shortened forms of words, creating readable new words from several initial letters of the original phrase.

Moreover, Zapata (2007) defines acronyms as forming words by abbreviating a concept represented by multiple words. Mugdan (2021) states that acronyms are words formed from the initial letters of words in abbreviations, creating spoken words from the initial sounds of the original phrase. Example: *Huggle* (Hug and Snuggle)

d) Abbreviation

According to Culpeper et al. (2009), abbreviations are formed from initials and do not create well-formed syllables, unlike acronyms. Acronyms cannot be pronounced as words, and people need to spell out the first letter, like B.L.A pronounced as /el ei/ instead of /elei/.

Abbreviations are words or phrases pronounced letter by letter, even though their form remains abbreviated. They are formed by shortening units, taking the first syllable of words. Culpeper (2015) reiterates that abbreviations are made from initials that don't form well-formed syllables. Examples: *OMW* (On My Way), *GC* (Group Chat), *Nr* (Not Replay)

5. Function of Language

According to Chaika (1982), jargon distinguishes novices and beginners from those who belong to specific groups. Jargon is created and effectively conveys communicative signals, often using phrases and particular words that focus on the subject being discussed. Understanding the meaning of jargon may not always align with knowing the exact words used, or comprehending the words might not capture their intended meaning. Members of a particular group can mutually understand the meaning of jargon, facilitating communication among them.

Jargon serves various functions, with practicality and familiarity being dominant, as Crystal (2003) described. Some jargon functions include refreshing the atmosphere, creating humour, satire or ridicule, familiarizing

relationships, keeping particular information secret, addressing taboo subjects, expressing attitudes and feelings, and indicating one's membership in specific social groups.

There are six language functions that be used by the researcher in this study in accordance with the theory from Jakobson (1960):

a) Referential Function

This function refers to the context of the conversation involving people, situations, and objects. It is commonly used in communication to convey relationships between concepts and reality. For example, "Tyler felt that Anne was a golden child (a loving child) for their mother."

b) Poetic Function

The poetic function uses language creatively and aesthetically. It goes beyond conveying content and aims to evoke pleasure or amazement in the recipient. For example, "Don't you be assured that you appear more splendent when you throw me a magnificent smile."

c) Conative Function

The conative function aims to influence the interlocutor's behaviour and is commonly seen in a child's language acquisition process. It involves inviting someone to do something related to the conversation. For example, "Please get me a cup of tea."

d) Emotive Function

This function focuses on expressing feelings, opinions, thoughts, and statements. It allows the speaker to convey their emotions and thoughts while expressing what is being discussed. For example, "I am very happy that my mom bought the latest series of phones for me!"

e) Phatic Function

The phatic function establishes and maintains social connections between

the speaker and listener. It involves communication that starts or ends the conversation and uses simple language to ensure the connection. For example, "How are you?" "I'm good." "Talk to you later, okay!" "Of course, whenever you want."

f) Metalingual Function

The metalingual function involves talking about the language itself and is used to clarify ambiguous language in the conversation. It helps to avoid misunderstandings and requires the speaker to explain or correct the language. For example, "I don't like you much." "Sorry, what did you just say?"

6. Social Media

Social media encompasses various internet-based applications that enable unlimited communication among users. It allows people to interact, share content, participate in discussions, and access resources like lessons, films, and tutorials. Kaplan & Haenlein (2010) define social media as a collection of technology-driven and ideology-based online platforms, including ratings, trends, forums, videos, and images. They identify six types of social media: virtual gameplay worlds, content groups, collaborative projects, virtual social platforms, social networking sites, and blogs.

In essence, social media fosters collaboration, creativity, and the exchange of opinions and ideas among people. It facilitates making friends, building communities, and accessing information quickly and easily, contributing to its rapid growth. Social media provides a platform for individuals to interact and connect in diverse ways, enhancing communication and engagement on a global scale.

7. Snapchat

Snapchat is a social media platform that offers features like photos, videos, filters, and games. Initially, it focused on photos and videos with unique filters, but over time, it expanded its features, including games and the popular "Streaks" feature. Streaks display the number of consecutive days users communicate using snaps in chats. Snapchat has also become a way for people from different countries to connect using English. Users not only interact in standard language but also use jargon, allowing them to learn jargon from various countries, especially in English.

Snapchat History: Three Stanford University students created Snapchat: Evan Spiegel, Bobby Murphy, and Reggie Brown. Originally called Picabbo, it started in June 2011 and was later changed to Snapchat. It quickly gained popularity and attracted worldwide attention, sending over 700 million photos and videos per day. Snapchat Stories are viewed at least 500 million times every day. Its success led to significant funding from various investors, turning Snapchat into a billion-dollar company.

C. RESEARCH METHOD

This research uses a qualitative descriptive method to understand the meaning of jargon used on Snapchat. Bogdan & Biklen (2007) explain that this method aims to find scientific understanding or theory in a particular context. Dor data sources include direct observations of chat content on Snapchat from primary sources, teenagers who use jargon. Secondary data comes from licensed community association websites that provide additional information to complement the primary sources.

The research uses participant observation, where the researcher actively participates in Snapchat conversations to gather information about the use of jargon. The researcher finds Snapchat users who use jargon, initiates conversations, and takes screenshots of the jargon used during chatting. This research use descriptive qualitative analysis is employed, involving data condensation, presentation, and conclusion based on Miles & Huberman (1992)

theory. The process involves selecting, summarizing, and interpreting the data to draw objective conclusions.

D. FINDINGS AND DISCUSSION

A. The Forms of Jargon Used by Teenagers in the Snapchat App

After resetting, the researcher found several jargon found on accounts of teenagers who actively used jargon when chatting:

NO	JARGON	WORD	PHRASE	ACRONYM	ABBREVIATION
1	Streaks	√			
2	Bitmoji	√			
3	Spotlight	√			
4	Bet	√			
5	Nite	√			
6	Ghosted	√			
7	Jelly	√			
8	Mutual	√			
9	Snap Score		√		
10	Hol Up		√		
11	Snap Map		√		
12	Ghost Mode		√		
13	Snap Streaks		√		
14	Con Artist		√		
15	Snap Code		√		
16	C'mon			√	
17	Ite			√	
18	Coz			√	
19	Tryna			√	
20	Sup			√	
21	NVM				√
22	HBY				√
23	WYM				√
24	BRB				√
25	HMU				√
26	WYA				√
27	SMTH				√
28	RN				√
29	IDK				√
30	SLR				√
31	IKR				√
32	WYLL				√
33	JW				√
34	NTM				√
35	IG				√
36	TTYL				√
37	WYD				√
	TOTAL	8	7	5	17

The researcher observed teenagers on Snapchat who actively use jargon during chats. Jargon on Snapchat is a unique way of interacting and is different from other social media platforms. Many jargon terms used by Snapchat users from the United States have become popular worldwide and are used by users from different countries. The researcher categorized the jargon into words, phrases, acronyms, and abbreviations based on Halligan (2004) jargon categories.

The researcher found eight jargon words used on Snapchat. These words refer to specific features like Streaks, bitmoji, and spotlight. Streaks are used to increase the score on user profiles. Bitmoji refers to custom avatars, and spotlight is a platform for content creators. Users also use jargon like "bet" to show agreement, "nite" for night, and "mutual" for contact friends. Some words, like "jelly," have different meanings on Snapchat, where it means jealous, not the food. The researcher found seven jargon phrases used on Snapchat. These phrases refer to features like Snap Score, Snap Map, Ghost Mode, Snap Streaks, and Snap Code. "Hol up" means wait a moment. Some phrases, like "con artist," have different meanings on Snapchat, where it means fraud, not an artist. The researcher found five acronyms used on Snapchat: C'mon (come on), Ite (all right), Coz (because), Tryna (trying to), and Sup (what's up). These acronyms are used to invite, show agreement, explain, indicate intention, and greet. The researcher found 17 common abbreviations used on Snapchat: Nvm (never mind), Hby (How Bout You?), Wym (What You Mean?), Brb (Be Right Back), Hmu (Hit Me Up), Smth (something), RN (Right Now), IDK (I don't know), SLR (Sorry for Late Reply), IKR (I Know, Right), WYLL (What You Look Like), JW (Just Wondering), NTMY (Nice To Meet You), TTYL (Talk To You Later), WYD (What Are You Doing?), WYA ("Where You At?"),

and "ig" (I Guess). These abbreviations are used to convey various meanings, such as apologies, agreements, inquiries, greetings, and uncertainties, during chat interactions on Snapchat.

Teenage Snapchat users prefer using jargon in the form of abbreviations due to its efficiency and ease of use. This aligns with Akmal et al. (2018) observation that Gen Z prefers instant and uncomplicated communication. Factors influencing this preference include technological progress, character limitations on social media, ease of language, and the influence of digital communication methods. Despite coming from different backgrounds, Snapchat users from various countries use English and jargon to communicate and quickly build connections, reflecting the essence of unity in diversity ("Surah Al-Hujurat Verse 13," n.d.).

B. The Language Function of Jargon Used by Teenagers in the Snapchat App

After explaining the form of jargon from the research results, the next is how the language function plays a role in the Snapchat jargon used by teenager users:

NO	JARGON	REFERENTIAL	POETIC	CONATIVE	EMOTIVE	PHATIC	METALINGUAL
1	Streaks			√			
2	Bitmoji			√			
3	Spotlight	√					
4	Bet			√			
5	Nite	√					
6	Ghosted				√		
7	Jelly				√		
8	Mutual	√					
9	Snap Score				√		
10	Hol Up			√			
11	Snap Map	√					
12	Ghost Mode	√					
13	Snap Streaks					√	
14	Con Artist				√		
15	Snap Code			√			
16	C'mon					√	
17	Ite					√	
18	Coz	√					
19	Tryna				√		
20	Sup					√	
21	NVM			√			
22	HBY	√					
23	WYM						√
24	BRB			√			
25	HMU		√				
26	WYA					√	
27	SMTH					√	
28	RN	√					
29	IDK	√					
30	SLR				√		
31	IKR			√			
32	WYLL						√
33	JW			√			
34	NTM						√
35	IG				√		
36	TTYL					√	
37	WYD					√	
	TOTAL	9	1	9	7	8	3

In the researcher's findings, different language functions were observed in the Snapchat jargon used by teenagers. The Referential function was evident in conversations providing information and expressing opinions. The Poetic function was seen in users joking with creative and beautiful sentences. The Conative function was found in discussions with orders or instructions. The Emotive function was observed in expressions of feelings and emotions. The Phatic function was present in conversations starting and ending chats to maintain social relations. Lastly, the

Metalingual function involves discussions about language itself to clarify concepts. These language functions are crucial in shaping teenage Snapchat users' unique and dynamic communication styles.

Misunderstandings in chat can be reduced by understanding the language functions used in conversations. The study by Ismaeil et al., (2019) titled "Discovering the functions of language in online forums" highlights the importance of using language functions, as categorized by Jakobson (1960), to determine the context of ongoing conversations in online forums. This understanding can help improve communication and reduce misinterpretations in online interactions.

Based on the findings, teenagers on Snapchat use Referential and Conative language functions the most. The reasons for their active chat usage are (1) Exploration and self-expression - they use social media to share their thoughts and feelings; (2) Social support - seeking connection and advice from peers; (3) Respect and popularity - engaging in discussions to enhance their reputation; and (4) Social networks - using Snapchat to build and maintain friendships. Based on the findings, jargon is commonly used as the everyday language among Snapchat users. It serves as a unique and efficient form of communication, reflecting the identity of the Snapchat community and fostering a sense of belonging among users.

CONCLIUSION

The researcher makes a conclusion on the results and analysis of the data obtained after the data collection

1. The research found that teenagers on Snapchat predominantly use jargon instead of formal English in their chats. The jargon forms observed include words, phrases, acronyms, and abbreviations, with abbreviations being the most commonly used form due to their convenience in communication.
2. Among the language functions found in the conversations of teenage users on Snapchat, Referential and Conative are the most dominant. These functions involve providing information, directing behaviour, and influencing their chat partners in the context of their conversations.

156

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