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## THE USE OF LANGUAGE AND THE IMPACTS OF USING SOSIAL MEDIA ON YOUTH SOCIAL INTERACTIONS

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### Abstract

Technological advances that are developing very rapidly have an influence on human life. This condition is also found among the students of Business English Communication Program. They frequently use WhatsApp, TikTok, and Instagram. The problem in this study is how students use language to build good interactions on social media and the impacts of using such social media on their social interactions. The research method used is a descriptive qualitative research. The subjects in this study were 8 students who were chosen conveniently considering their weekly high frequency in using WhatsApp, TikTok, and Instagram, and their availability. This study used documentation in the forms of the screenshots containing the students' comments and interview questions with a semi-structured mechanism. The findings of this study are that this study provides a clear picture of how students use language on their social media with the aim of building good social interactions. The frequent language uses were expressing gratitude and joy, informing and expressing sympathy and concern, expressing gratitude, expressing gratitude and enthusiasm, informing and expressing gratitude, informing and expressing gratitude and criticism, and expressing gratitude and appreciation. The impacts it gave to the use of social media are divided into positive and negative, which matters the practical interactions, comfortableness, habit, and health.

## 1. INTRODUCTION

Social media is one type of electronic device that is well-known and very useful for getting information. Many people, including adults and teenagers as well as children, need information. Social media has become an integral part of everyday life for many teenagers around the world. In this modern era, social media has become one of the alternative media for

finding information. The information and communication technology are developing rapidly, making it easier for users to utilize it. The features contained in social media make it easier to facilitate the needs of everyone including socialization. Of all these impacts, social media can also be a bad influence on its users if the users are not wise in using this technology.

Social media is the most common type of Internet communication used by the public, especially teenagers. It is a place through which anyone can create a personal website and then connect with others to shared information and communicate. Katz et al (1974) explain that individuals use social media to fulfil certain needs and goals, such as seeking information, establishing relationships, and getting entertainment. Nasrullah (2017) in the social media book concludes that social media is a platform on the Internet that allows users to express themselves and interact, collaborate, share, communicate with other users, and establish virtual social networks.

In using social media, there are at least six main categories as mentioned by Nasrullah (2015), namely: 1) Social networking through media, 2) Internet diary (blog), 3) Live online journal or microblog, 4) Using and sharing media, 5) Using social bookmarks, and 6) Wikis or shared content platforms. The material on these social networking platforms is a consequence of user participation. All these categories use language to convey their message. In using the language through social media, Halliday (1978) defines language use is one of the alternatives that can be used to build and maintain social relationships, language can also be referred to as a way of expression that communicates a message in specific contexts and for an array of purposes. Specifically, a language function is a communication tool for someone in using language to communicate with others to achieve certain goals. Language can be used as a tool for self-expression, as a as a tool for integration, as a tool for adjusting to the social environment, and as a tool for social control. Buhler (1990: 35) mentions there functions of language, namely: a) Expressive Function is language used as a tool to express the feelings of its speakers, b) Appellative Function is the function of language used by speakers to direct the feelings and behaviour of listeners, and c) Representative function is a language function based on a symbol that can be used to discuss a matter or situation. The use of language in terms of language function is undeniably various and unpredicted because a speaker can convey his message based on any contexts which surround his speaking situation.

One of the levels of speaker who use language with variety is the adolescence. This is a generation who produces various forms of language with a certain topic of discussion. Triyanto et al (2019) define adolescence is a transition period from childhood to adulthood. During this period there will be various developments that will be experienced by a person. Various developments that include physical and psychological aspects that will bring or cause certain impacts both for the teenager himself, parents, and the people around him. The early adolescence is a time of transition from childhood to adulthood, which provides opportunities for development, both cognitively and socially. In terms of social life, the adolescence has their own style. They frequently interact especially with their own age and talk more spontaneously. Their social interaction is in high demand because they can play, experience, and get to know more often.

Social interaction is basically the process by which individuals with individuals, individuals with groups, or groups with groups relate to each other. Social interaction also may be seen as a social process in which people orientate themselves to others and act in response to what

others say and do. Social interaction can be said to be dynamic relationships that bring together people with people, groups with groups, and people with human groups. Retalia et al (2022) stated that the social interaction is a relationship between individuals and other individuals, one individual can influence another individual or vice versa, so that there is a mutual relationship. Soekanto (2001) social interaction patterns are categorized into two, namely associative and dissociative interaction patterns. Associative interaction patterns are relationships between a person and other people that lead to forms of association as represented by accommodation, cooperation, assimilation, and acculturation. Meanwhile, dissociative patterns of social interaction are patterns of interaction that refer to disharmony and that will even cause division as indicated by competition, contravention, and conflict.

Having a social interaction will put individuals to communicate more often and interact frequently. However, to have an intense social interaction gave impacts to the individuals especially the adolescence. In Kamus Besar Bahasa Indonesia (KBBI), the word “impact” is an influence that brings positive or negative consequences. The positive impacts of using social media include the ease of getting information, making new friends, broadening horizons, and strengthening social relationships (Abuk & Iswahydi (2019). Social media also allows teenagers to be more open and expressive without the need to meet in person and can increase knowledge in various fields as mentioned by (Amedie 2015). However, the negative impacts include a lack of social sensitivity, eye health problems, the potential to become anti-social, and privacy issues and internet dependence, as stated by Abuk & Iswahydi (2019).

According to research carried out by Musdalifah & Indriani (2017) on the impact of Smartphone use on social interaction among students at Samarinda State Polytechnic, students at Samarinda State Polytechnic Use Smartphones every day. This makes it easier, faster, and more fun for them to interact with others when using a Smartphone than having to talk directly, because they have their own activities and various activities. Interaction can be done using a Smartphone without regard to time and distance. Based on the results of research with SPSS tools, it was found that social interaction was influenced by the intensity of Smartphone use which increased by 13.3%, while the rest was influenced by other factors not mentioned in the study.

Muflih et al (2017) in their research regarding the use of Smartphones and social interactions in high school students at SMA Negeri 1 Kalasan Sleman Yogyakarta, the level of Smartphone use is not good as many as 121 people (58.5%), the level of dependence is mostly low as many as 112 (54.1%), and social interactions as many as 107 (51.7%). The level of Smartphone dependence is significantly related to social interaction in adolescents (p value 0.004) and the level of Smartphone dependence is significantly related to social interaction in adolescents (p value 0.000; OR 2.838). The conclusion of this study is that there is a significant relationship between Smartphone use and the level of dependence in adolescents and there is a significant relationship between the level of Smartphone dependence and social interaction in adolescents at SMA Negeri 1 Sleman Yogyakarta.

Abuk & Iswahydi (2019) with the research title ‘The Impact of Facebook Social Media Use on Adolescent Social Interactions’ From the results of this study it can be concluded that almost every day, students use Facebook as a social media platform. Students use Facebook to interact, the positive impact is that students become aware of information about school activities and school assignments, lack of concern for the environment, passive peer interactions and reduced social intensity.

Based on the previous findings above, the interest of this research lied on the need to find out the impacts of using social media on the youth social interaction. The purpose of this research is to find out how the use of language used by the students in social media can build a good social interaction and to find out the impacts of using social media in their social interactions.

## 2. RESEARCH METHODS

### 2.1. Research Design

This study used a qualitative research approach. It employed a descriptive design, meaning that rather than using numbers to describe the data, words and images were used instead. In this study, the students' language use in their social interactions through social media applications was identified and classified, and the impacts of using social media on youth social interactions were described.

### 2.2. Participants

The participants in this study were the students of Business English Communication Program at UNM in 2020–2023 academic year. They were purposively selected by using specific criteria, namely: their highest frequency in using the social media, their frequent posts in the social media, and their participation in joining the social club. The number of participants was 8 students.

### 2.3. Data Analysis

Data analysis is the way to process data into information so that the characteristics of the data can be understood and useful for research. This research adopted Miles and Huberman (2014)'s phase analysis. They are data collection, data reduction, data display, and drawing and verifying conclusions.

## 3. RESULTS AND DISCUSSION

### 3.1 Results

#### 3.1.1 The use of language in building good interactions in social media

This research focuses on how student teenagers use their language, in terms of language functions, on social media and how they understand the importance of language in build good social interactions. Certain screenshots show the language use in such interaction. The following table presents the summary of the language functions used by the students.

Table 1. The language functions used by the students in their social interactions via social media applications

NO	LANGUAGE FUNCTIONS	THE COMMENTS	SOCIAL MEDIA APPLICATIONS
1	Expressing gratitude and joy	'I am proud of who I am, I love and accept myself as I am. Happy Birthday to my own self' @mhd_yasin (Screenshoot 1)	Instagram

2	Informing and expressing sympathy and concern	All eyes on Rafah (caption) @lutlutss (Screenshoot 2)	Instagram
3	Expressing gratitude	Thank you for the information about this application @kiki (Screenshoot 3)	Whatsapp
4.	Expressing gratitude and enthusiasm	Thank you for the information about this competition and we would like to know more detail about this event @Mutmainna (Screenshoot 4)	Whatsapp
5	Informing and expressing gratitude	Tips and tricks on using makeup for beginners @Jessica (Screenshoot 5)	Tiktok
6	Informing and expressing gratitude and criticism	Tips for making katsu tahu for the boarding house students @Cika (Screenshoot 6)	Tiktok
7	Expressing gratitude and appreciation	Terimakasih kerjasamanya sejauh ini. I'll always enjoy with this moment. Semangat! @Apriani Mahvud (Screenshoot 7)	Whatsapp
8	Expressing gratitude and joy	Hidup adalah sekumpulan moment sederhana yang diisi dengan kebahagiaan. Enjoy in every moment. Because every second is precious @Ulfi (Screenshoot 8)	Whatsapp

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### 3.1.2 The impacts of using social media in the adolescent students' social interaction

In using social media, there are two impacts, namely positive and negative which each of them indicates certain meanings to build a good relationship via using social media applications.

#### a) Positive impacts of using social media`

##### 1) Easy to get information and expand knowledge

Social media is mostly used as a tool that always makes it easy for people to carry out all activities and facilitate their work as well as by students, so that the advancement of communication tools makes it easy to obtain any information they want as conveyed by students below:

Response 1:

“Yes, it can, if we use it with the intention of seeking information or to increase knowledge. I think Instagram and TikTok applications are alternative tools that can be very helpful for increasing knowledge and helping in the ease of finding information” (P2, Q1)

Based on the student's response above, it can be said that the student is fulfilled with the existence of this social media. It is an alternative that can greatly help and facilitate student to get the information they want because the reach of this social media is very wide, and it is very easy for users to get whatever they want to know.

## 2) A means for students to fulfil their needs

The development of increasingly advanced technology facilitates all student activities, such as the existence of social media, which makes it very easy for students to get everything they want.

Response 2:

"Yes, social media such as Instagram, WhatsApp, and TikTok can make it easier to get information and expand our knowledge. Through these social platforms, we can connect with various content, people, and ideas from all over the world, by utilising their features. and in my opinion, of the three social media, the easiest way to get information and increase knowledge is TikTok social media because nowadays many social media users create educational content so that it can meet our needs in finding the information we want" (P4, Q1).

The student speaks casually in telling the use of social media in his daily life. In this case, the student seemed to explain that he had become accustomed to using social media in his daily life. In this case, he seemed to explain that he was used to using social media and he also got information related to his assignments from the WhatsApp group. In addition to getting information, students also use social media as an alternative that makes it easier for students to ask an assignment that they do not understand to their friends and also as a means of accessing material without buying books directly.

## 3) Easy to make new friends

Nowadays it is very easy for social media users to make new friends from various circles that they did not know before. There are also various kinds of friendship categories in each application such as the expression of one of the students as follows:

Response 3:

"Yes, Instagram is the easiest social media to get friends. Even before getting a friend's number, we usually contact them through Instagram. Of course, the category of friends from each social media is different. For example: Instagram usually contains school friends, childhood, neighbours, family, friends of other applications, work friends etc. While Wa:

usually only contains certain people. TikTok: in my opinion TikTok can be used to make friends but most of the time TikTok is just for entertainment.” (P1, Q2)

Social media, such as Instagram, WhatsApp and TikTok, is easy for users to make new friends from a variety of backgrounds. Each app has unique features and content categories, such as Instagram, which is used for people with similar interests and hobbies, WhatsApp, which is more suitable for friends and family, and TikTok, which connects users through comments on videos and pictures. However, all the apps in consideration allow users to interact with others and understand each other's personal backgrounds.

#### 4) Easy to connect with people

The using of social media among teenagers and students has become a habit that cannot be separated from the daily lives of its users and therefore it also makes it easier for its users to connect with people around them as the following student said:

Response 4:

“Yes, it is very easy to interact with friends and family, especially those in other cities. we can interact as often as we want with whatever topics we want. in my opinion, for wa, it is more in-depth conversations about each other's personalities, while for tiktok and instagram, it is usually to talk about what is happening on social media or about the latest news” (P3, Q3)

All social media can be used as an alternative media without having to meet in person again but the most widely used application is WhatsApp because its features are very easy and simple to use.

#### 5) Social media can increase knowledge about news, factual information, or English vocabulary building

Nowadays there are many social media that can be used in finding information, news and English vocabulary.

Response 5:

“Yes, social media such as Instagram, WhatsApp, and TikTok can be helpful in increasing knowledge about news, information, and also improving English vocabulary. I use certain social media accounts and features to increase my knowledge like I use Instagram. I use the search feature and hashtags on Instagram to find content related to certain topics, including in English. It helps me to keep expanding my English vocabulary. On TikTok, I sometimes watch content in English, such as tutorials or short stories, which helps me to improve my English comprehension and vocabulary. I don't always browse continuously in one social media app, but often switch between apps to get a variety of sources of information and content that

is diverse and easy to understand. I also use features such as search, hashtags and recommendations to find content that suits my interests and needs, including content that can help improve my English vocabulary” (P5, Q5)

The social media Instagram, WhatsApp, and TikTok, can be a valuable source of knowledge in terms of improving understanding of various things, such as news, information, and teaching English. Users use hashtags, search features to find content that matches their interests and needs. They also tend to move between different social media applications to get diverse sources of information. In order to get knowledge and learn English, they look for trusted and high-quality accounts.

#### b) Negative impact of using social media

##### 1) Students are not comfortable interacting in the real world

One of the negative effects of using social media, where the social functions of students do not function as experienced by some students who state that half of their lives are on their social media and make them more comfortable interacting on social media, as in the following expression bellow:

Response 6:

“Yes, I feel more comfortable interacting on social media because I think it is easier and doesn't take a lot of time and energy, the percentage of my social media use and interaction in the real world is around 50% social media and 50% real world” (P3, Q6)

##### 2) Health problems

The intensity of using screen time for a long time and the nonstop use to use social media can cause disorders in the health of its users, as expressed by the following student's bellow:

Response 7:

“Yes, sometimes I feel tired of just using my mobile phone for too long, so it makes my eyes hurt and sometimes my head feels dizzy, that's why I limit using my mobile phone for too long” (P2, Q7)

##### 3) Being lazy to interact and socialize

Using social media can be accessed anywhere and anytime and there are many interesting and fun features in it, it makes users lazy to socialize, as the following expression bellow:

Response 8:



“Yeah right, the interesting thing about social media is its accessibility, we can chat, play games, and scroll Instagram, TikTok at the same time anywhere and everywhere, which makes us lazy to do activities (P1, Q8)

#### 4) Addiction

The high frequency of using social media among teenagers and students makes them very dependent and addicted to it. There are many things that can be accessed through this social media so that it makes its users addicted, as expressed by the following student's bellow: Response 9:

"Yes, being addicted to social media often makes teenagers more introverted and less active in social activities in the real world, as they prefer to spend time in front of the screen rather than interacting directly with friends" (P1, Q9)

#### 5) Less awareness of the surroundings

Another problem caused is that people become selfish and less concerned about the people around them, it was experienced by a student where he preferred communication through social media and was more concerned about himself than others.

Response 10:

“I like to say what I feel rather than having to listen to what other people feel, I feel more interested in interacting on social media than having to interact in real life” (P1, Q10)

### 3.2. Discussion

#### 3.2.1 The language functions used to build good interactions on social media

According to Halliday (1978), language use is one of the alternatives that can be used to build and maintain social relationships, language can also be referred to as a way of expression that communicates a message in specific contexts and for an array of purposes. This study highlights the diverse language functions used by teenagers in their social media interactions and how these functions contribute to their social relationships and communication. By analyzing various posts and interactions on various social media platforms, some of the findings from this study point out some important things.

In Screenshot 1, @mhd\_yasin uses language to express self-affirmation and gratitude on his birthday, which demonstrates the function of language as a tool for self-expression and building self-esteem. Positive self-representation like this encourages supportive engagement and interaction from others. Screenshot 2 shows @lutlutss\_ using empathetic and supportive language to address a serious social issue, demonstrating how language can be used to express solidarity and call for collective action. This highlights the role of language in fostering public

awareness and empathy. The results of this study are supported by Gereda (2020) which confirms that language is a tool used to express oneself towards something such as providing support, or empathy towards others.

We can also see from the findings in Screenshot 3 that the group chat on Kiki's WhatsApp account illustrates the use of informative and appreciative language. The polite exchange of useful information about English learning apps promotes mutual respect and co-operation among group members, reflecting the informative and relational functions of language. This interaction emphasizes the importance of clear communication and mutual respect in maintaining group harmony and encouraging active participation. Purnama (2022) stated that communication is one of the media that can be used as a tool for sharing and exchanging information. Screenshot 5 on Jessica's TikTok account shows a user expressing gratitude and her intention to try the beauty tips shared. This research is supported by Mailani, et al (2022) who state that the role of language is very important in showing appreciation and strengthening positive engagement with content creators. Language is used as a communication tool to express one's thoughts and feelings to others. This interaction underscores the role of language in showing appreciation and reinforcing positive engagement with content creators. Screenshot 6 shows constructive criticism on Cika's TikTok video. The polite and well-mannered tone of the feedback, despite the criticism, illustrates how language can be used to provide constructive feedback while maintaining positive social interactions. Screenshot 7 on Apriani's WhatsApp account demonstrates the use of appreciative and motivating language to strengthen social bonds and encourage co-operation within a study group such language fosters a supportive and productive learning environment. The last as we can see in screenshot 8 on Ulfi's WhatsApp account shows inspirational and philosophical language that encourages readers to appreciate the simple moments in life. The use of this language serves to inspire and motivate, promoting a positive outlook among peers.

In general, this study underscores the importance of effective communication and mutual respect in social media interactions among adolescents. According to Pozzi (2004) and Amin (2014), language use in adolescents' social interactions is very important because language serves as the main tool for communicating, expressing oneself, and building social relationships. The various functions of language observed in this study including self-expression, empathy, information sharing, appreciation, constructive feedback, and inspiration-show how language can build and enhance social relationships. These findings highlight the potential of thoughtful language use to foster positive and supportive

communication online, which is critical to adolescents' social development and emotional development.

### 3.2.2. The impacts of using social media

In this era, there are so many social media that have sprung up, not only adults who use the media, even teenagers are familiar with the social media that are currently developing such as WhatsApp, TikTok, Instagram and many others. There are so many influences that can be caused by the use of social media, the following are the positive and negative influences of social media.

According to Nasrullah (2017), social media is a media on the internet that allows users to present themselves and interact, cooperate, share, communicate with other users, and form social bonds virtually. In using social media, there are several positive and negative impacts that can occur to its users, according to Amedie (2015) the positive and negative impacts of using social media, which is that it can make it easier to get information, add new friends, make it easier to communicate with people around, become alternative to being able to connect with people around without having to meet, can increase knowledge, besides that there are also several negative impacts such as someone is more comfortable interacting on social media compared to the real world, destroying our health, making someone lazy or rarely socializing, can keep away from the closest people, and make us less concerned with the people around us.

For the positive impacts, social media can make it easy to get information and expand knowledge. The results of this research are supported by Abuk and Iswahydi (2019) that the impact of social media on adolescent social interactions is that students can easily get information, make it easier to make new friends, and broaden insights that are useful and beneficial for its users. These social media platforms, WhatsApp, Instagram and TikTok are powerful tools for individuals to connect with different content, people and ideas from around the world. These platforms provide free information and encourage individuals to search for the information they need this social media also very useful for learning and communication activities.

Social media can make it easier to make new friends. The results of my research are supported by Ayub and Sulaeman (2021) who emphasized that social media is used as a media platform to update themselves or upgrade skills, where there is a lot of information about knowledge, as well as social development, this can make teenagers gain a lot friends from using social media and because of this, someone can strengthen their relationships with each other because social media can connect one with each other wherever and whenever. Each app has

different topic categories, such as school, work, free time, groups, apps, and more. Instagram allows users to interact with others by sharing content and connecting with groups. WhatsApp is more private and long-lasting, while group chats and conversations can share topics. TikTok allows users to share content through videos, comments, and videos, allowing for more engaging interactions. The development of social media has been beneficial for users, as it allows them to share new topics from various fields. It also allows users to build relationships and communicate well with new people.

Social media can make it easier to connect with others. The result of this study is supported by Rahayu et al (2019). It shows that another benefit of using social media is that it allows adolescents to be more open and expressive in interacting with others through social media, so there is no need to meet face to face with others for a long time. Social media has become an inseparable habit from the daily lives of its users, these applications allow them to communicate with people around them or people far away, this makes it easier for them to interact with different topics and interact with others in different ways.

Social media can be an alternative media to communicate without having to meet face to face. The results of this study are supported by Gustam (2015) which states that social media is a media that has become an effective alternative to communicating without having to meet face to face, allowing for instant communication, allowing users to quickly connect with others using its features such as chat and call features, and therefore, can be used to communicate in certain situations. The use of social media apps is becoming increasingly popular and easy to use, with features such as text, voice notes, calls and video calls.

Social media can increase knowledge about news, factual information, or English vocabulary building. The results of this study are supported by to Amedie (2015) stated that using social media can increase knowledge about news or news that is being discussed in the fields of education, culture, and others. Some students use Instagram to search for English content and learn through different apps. In addition, students also use TikTok apps to learn English by following the sharing of English content or searching for English content to increase their vocabulary. Social media applications such as Instagram, WhatsApp, and TikTok can help students learn English through a variety of information and content that is easy to understand. Students often use various apps to access information and content related to their interests and needs. Users use the search feature and hashtags on Instagram to find content related to certain topics, including in English, this helps students to continue expanding their English vocabulary. On TikTok, students sometimes watch content in English, such as tutorials or short stories, which helps them to improve their English comprehension and vocabulary.

For the negative impacts, social media makes students more comfortable interacting on social media than in the real world. This research is supported by Abuk & Iswahydi, (2019) which suggests that social media makes a lack of sensitivity to social life, where adolescents tend to respond to the circumstances around them such as a lack of concern for others, or it can be said that adolescents are happier and more comfortable interacting or chatting through social media than directly in the real world. Some students spend quite a long time, up to 8-15 hours a day to use social media. This habit can interfere with daily activities, such as reduced rest time due to opening social media before and after sleep. Therefore, it is important to be aware of the impact of excessive social media use.

In addition, continuous using of social media has a negative impact on the health of its users. This result is supported by Amedie (2015). Social media can cause health problems, increased screen time and use of social media can have a negative impact on health, such as causing health problems such as decreased physical health, decreased endurance, weakness, and disturbed sleep patterns. Radiation from excessive use of gadgets and social media can also cause problems with eye health as has been said by the students above that it can make the eyes tired, eyes become sore, dry, mines will even make the eyes myopic.

Social media is media that is very easy to access and has various entertainment features that can make teenagers lazy to interact and socialize directly with other people, thus potentially making teenagers anti-social. The results of this research are supported Rahayu et al (2019). Excessive use of social media sometimes makes teenagers lazy and rarely socialize directly with other people, which has the potential to make teenagers become anti-social. Social media can make someone lazy to interact and socialize. Some students admit that their dependence on social media makes them lazy to carry out activities in the real world.

Social media makes a person addicted. The high frequency of social media use among teenagers and students makes them very dependent and addicted. There are many things that can be accessed through this social media that make users become addicted, it is also because they can find many interesting things in the social media so that sometimes they will be more comfortable playing social media than having to interact directly with other people. This result is supported by Rafiq (2020) who states that social media can keep people close and vice versa, face-to-face interactions tend to decrease, make people addicted to the internet, cause conflict, privacy issues, and easily get bad influence from others. The use of social media among teenagers and students today makes them very busy with themselves.

The use of social media has a significant impact on the social life of adolescents. This shows that the high frequency of social media use can greatly impact the social life of

adolescents. Therefore, it can be concluded that this study illustrates the nature of the impact of social media on adolescents' social interactions. While platforms such as WhatsApp, TikTok and Instagram offer significant benefits, such as increasing knowledge, having better communication and experiencing stronger social relationships, they also pose challenges, including health concerns, social laziness and potential addiction.

#### 4. CONCLUSION

It can be concluded that the use of language in social media has an important role in building good social interactions. There are a variety of language variations used, ranging from casual and relaxed language to polite and respectful language, depending on the context and purpose of communication. The social media is used when gathering, discussing, studying in class and being alone. Students cannot be separated from using social media, students use social media anytime and anywhere regardless of the friends around them. The positive influence of social media is as a means of entertainment, dissemination of information, making new friends, making it easier for users to connect with people around them, being an alternative to communicating without seeing each other, and can increase knowledge of information and understanding of English vocabulary. While the negative influence of social media is that students experience a lack of socialization with the environment, students become consumptive and addicted, it can interfere with their health, and make someone less concerned with their surroundings.

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