"The Influence of Technological Development on Language Practices in the Digital Age on Apps X"

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ABSTACT

In today's era of globalization, technological developments are becoming increasingly rapid, and significant transformations are occurring in various aspects. These technological changes have transformed the way people communicate and practice language with digital apps. These changes become a platform to influence, maintain, and develop language for interaction. This research aims to find out the significant contribution of technology that affects language practice in the digital era, making more creative communication and innovative in X apps. It will also examine the impact, effectiveness, and potential benefits of integrated communication from language and technology. The research method is a descriptive qualitative method that uses data collected based on words and images, and in this study, data analysis is used as a discussion technique. Content analysis is a systematic examination of data sources. The results of this study provide valuable insights into how humans adapt to technology in language practices to communicate creatively, highlighting code-mixing and the use of new terms as elements that shape the communication landscape in today's digital age.

Keywords: Communication, Digital Age, Language, Technology, X

INTRODUCTION

In today's era of globalization, technological developments are becoming increasingly rapid, and significant transformations are occurring in various aspects (Danuri, 2017). These technological changes transform how we communicate and practice language with digital apps. This change is becoming a platform to influence, maintain, and develop language for interaction. Digital technology is an information-based activity carried out by computer or digital

(Danuri, 2019). The existence of digital technology makes it easier for everyone to interact virtually with various digital apps. In the 21st century, technology is the driver of change in communication, such as the use of social media, e-commerce apps, and online platforms for social interactions. These interactions aim to help people develop language and social skills. Interaction is a social activity that requires reciprocity as a form of social communication (Inah, 2015). Language has evolved significantly, with new communication styles such as abbreviated terms, emoji, and digital slang. This reflects the evolving dynamics of social relationships between people.

In using technology, especially social media, knowing the security and privacy aspects of language in this digital era is essential. Social media is internet media used by humans to represent themselves and interact with others online (A.Rafiq, 2020). Social media influences the personality and development of human language today in both positive and negative ways. Social media is one online media that supports human interaction with technological advances (Aprilia et al., 2020). Social media users communicate in real time with direct messaging, status updates, and media uploads. It's no wonder that Generation Z is a generation that coexists with the internet. One media that can be a place to communicate between individuals is the X app. X social media is viral in various circles, with more than 259 million users. In the context of cross-cultural communication on X apps, it opens doors for individuals to exchange ideas and information. However, over time, new challenges arise in understanding the cultural context behind the language that appears in digital interpretation and communication. Technology has provided convenience to all people worldwide with ease and practicality that humans have not felt in previous times (Dutha Bachari, 2021). The field of literature has provided insights into the use of technology in the digital age. However, there is often a gap in understanding the impact of technology on language practice in the digital age. The information and communication technology revolution has positive and negative impacts (Setiawan, 2018). There is still a lack of understanding of the impact of technology, such as social media apps, learning apps, and translator apps, on how they can change daily communication styles. This understanding requires further research to answer various questions regarding the use of digital applications that support more creative and innovative communication, such as the use of translator applications that affect one's ability to communicate using foreign languages or find the meaning of foreign language terms that are not mastered.

This research aims to discover the significant contribution of technology to language practices in the digital age, making communication more creative and innovative in X apps. It also examines the impact, effectiveness and potential benefits of integrated communication between language and technology. By understanding these changes, we can better appreciate the complex dynamics that shape the way we communicate and treat language. A phenomenon that is at the center of ever-evolving cultural, linguistic, and social changes. As a modern society, the shift towards more rational thinking is the difference between modern-era and old-era societies (Choiruzzaki, 2023). Changes in technology and human thinking are changing for the better from time to time due to the addition of knowledge to think rationally and critically. Rational thinking is a way of thinking and acting logically, and it can be accepted by human reason to make the right decisions and conclusions (Rahmatillah, 2020). This research reflects the changes in mindset due to social, economic, and technological developments. This research contributes to understanding technology's impact on language practices in the digital era. This research seeks to provide a more specific and detailed understanding. The contribution of this research lies in practical solutions to respond to the significant evolution in the use of Language in X apps. By presenting data findings that will be analyzed in detail. It is hoped that this research can provide helpful guidance for all individuals in understanding the use of language on the X apps, making policies, and other researchers interested in understanding the evolution of language practices in the digital era.

METHOD

This research uses qualitative methods. Qualitative research methods are methods that analyze social problems based on testing the theory of variables, measured using numbers and procedural analysis (Ali et al., 2022). This observation is done to get more interesting data than just taking random posts. The most important role in using the observation method is the (V. Wiratna Sujarweni, 2014). Observers must be careful when making observations and finding information. Data analysis with the selection of social media as a place to collect data because social media is where many writings are available with various social media users. In this study, data analysis was used as a discussion technique. This research will explore certain objects (Rusandi & Muhammad Rusli, 2021). The data will be taken from social media posts that are more directed towards comments and captions. Researchers use X's account to collect

existing data. Researchers are also directly involved by observing posts that appear on X's social media. The purpose of the research using this method is to find out the use of code-mixing, the use of emojis, and new terms between language and technology in the digital era in the X app with qualitative descriptive methods will understand in detail the changes that exist in language practices, communication styles, and social relationships.

RESULTS AND DISCUSSION

This research focuses on the evolution of communication driven by technological advances in the digital era, especially social media, one of which is apps X. The influence of this technology includes essential aspects of language practice, such as a more modern communication style that uses code-mixing, emojis, abbreviations, or new terms. In the context of this research, evolution does not occur in technology alone but also in the dynamics of social relations between individuals. Based on the title "The Influence of Technological Developments on Language Practices in the Digital Age in Apps X," here are some data and analysis that we found:

Language functions as a tool to express feelings or express themselves. Language is also a means of communication and a channel of one's intentions, generating feelings and allowing people to work together (Daud, 2021). The use of language over time and technological developments is growing, such as using slang or substitute words and code mixing in the language used. Many new language developments are used, especially in the X apps or what used to be called Twitter.

The Use of Slang

The definition of slang is a word that is not included in the vocabulary or standard language according to KBBI guidelines, and is used informally in communication which can be called slang, slang is usually used by several social groups to communicate and interact on social media such as application X, this language is commonly used by generation Z teenagers and millennials. Words in slang are more often used in spoken language than written language. However, it does not rule out the possibility of using slang in written form such as on social media. Every culture and region in the world has its own slang (Lestari, 2020). The slang commonly used in the X application itself is TBH (To Be Honest), FYI (For Your Information), Kek (Like), Gabut (nothing to do), GWS (Get Well Soon), LOL (Laugh of Loud), WTB (Want to Buy), and many more. The following data can serve as evidence of the use of slang on the X app or twitter:

1. *@dnsavagge*: We lost yesterday but *tbh* Onana is lazy goalkepper.
2. *@biasalahanakmud*: *Fyi* aja di Margo City lagi ada wahana train to hell
3. *@pwettynxude*: Paling suka pake baju yang *kek* gini.
4. *@collegemenfess*: Bisa-bisanya aku *gabut* tapi tugas ga dikerjain.
5. *@zb1area*: zb! Liat tangan gyu masih berusaha nutupin matanya, *gws* puppy selalu sehat yaaa.
6. *@alvianyps*: "Sepele tapi bikin *doi* kalian marah", contohnya?
7. *@unmagnetism*: Ternyata gini ya rasanya round 3 kualifikasi *pildun*
8. *@flnive_:* Kirain bau *hts* ternyata bau besok senin bikin *eneq*
9. *@Renebwae:* Kamu percaya sama hubungan *ldr* ga?
10. *@almasafana05:* Gw klo lg *caper* knp najisin bgt yh

From the data, it can be concluded that slang is more often used to communicate on social media because it is shorter and more interesting, especially among millennials and generation Z. It uses various types of expressions, acronyms and new terms that are not found in the KBBI, thus creating more expressive communication. Slang uses various types of expressions, acronyms, and new terms that are not found in the KBBI, thus creating more expressive communication. Slang utilizes various types of expressions, acronyms, and new terms that are not found in the KBBI, thus creating more expressive communication. The use of slang makes it easier for someone to interact on social media because it is informal and more personalized. However, the use of slang must be considered in accordance with the context and audience. Since, inappropriate use of slang can lead to confusion, misunderstanding and impoliteness in communication, one must know the situation between formal and informal. Therefore, understanding the use of slang is very important so that it is used according to the situation. Thus, slang can be used to enrich communication without sacrificing politeness in communicating and interacting on social media, so that it can be well received by the public and message recipients.

The Use of Code Mixing

Code-mixing is the combination of two languages such as English and Indonesian in one sentence to communicate (Nurlaela & Mangendre, 2022). This happens because of the advancement of language and technology in the world, thus creating code-mixing, an example of the use of code-mixing is the use of Indonesian and English in one sentence or speech which is usually used in social media apps

X. Code mixing is a language development event that occurs due to the existence of bilingual and multilingual societies (Achmad et al., 2019). The ability to use two or more languages is now common, especially on some media platforms. As multilingual people, Indonesians are used to using more than one language to communicate, both verbally and on social media (Mutmainnah & Dwi, 2021). They use code-mixing to clarify their intentions, add variety, and also express themselves more freely and interestingly. However, there are several factors that cause people to use multilingualism such as code-mixing in communicating in certain languages such as Indonesia and English (Mutmainnah & Hardiyanti, 2023). The phenomenon has become increasingly common in the digital age, where individuals interact with different languages and cultures and language development. The following data can be evidence of the use of code-mixing:

Forms of Code Mix on Account @BanyuSadewa

No	Form of Text	Code Mixing	Type
1	@BanyuSadewa: You know you are old kalo kasir Alfamart/Indomaret manggilnya "Pak/Bu" bukan pake "Kak" lagi.	Phrases and word	Code mixing eksternal
2	@BanyuSadewa: Bukan salah Anya pokoknya, she's perfect. Salahin kenapa pakenya android.	Phrases and word	Code mixing eksternal
3	@BanyuSadewa: Disconecting from people is okay. Block people is okay. Delete people from your memories is okay. Kalo kamu masih suka nyari "bahan" dengan jadiin mereka samsak tinju kamu, the problem is you.	Phrases	Code mixing eksternal
4	@BanyuSadewa: Still thinking about his billboard waktu itu di MRT Cipete Raya …. Pangsa pasarnya siapa sih?	Phrases	Code mixing eksternal
5	@BanyuSadewa: Karna emang cowo sebagai provider, jadi harus dapat yg "terbaik"	Word	Code mixing eksternal

	Dan cewe yg sbg pihak nurturing, harus bisa serving yah. Huft		
6	@BanyuSadewa: Gak pernah bisa related ngobrol sama orang yang dari kecil punya privilege, financially and mentally stable	Word	Code mixing eksternal
7	@BanyuSadewa: Question for people age above 25: Di umur kamu yang sekarang, apakah posisi kamu sudah sesuai dengan target atau cita-cita kamu dari jaman km masih sekolah dulu?	Phrases and word	Code mixing eksternal
8	@BanyuSadewa: Pamitan sama pasangan buat Kembali menjalani LDR is one thing, tapi pernah ga looo ngerasain pamitan buat kembali ke pasangan masing-masing?	Phrases	Code mixing eksternal
9	@BanyuSadewa: ADDICT nih cocok buat kalian yg gak suka wangi terlalu spicy atau woody atau wangi yg terlalu maskulin. Wanginya ada kesan "glamour" and "charming"	Word	Code mixing eksternal
10	@BanyuSadewa: Orang-orang kok bisa yah punya planning 3 tahun, 5 tahun, 10 tahun ke depan gitu? I just wake up everyday and yaudala ngikut aja Allah mau gimana ngaturnya hari ini ~	Phrases	Code mixing eksternal

The table shows that the types of code mix on the @BanyuSadewa account are based on linguistic aspects, namely words and phrases. External code mixing uses Indonesian and English in one sentence. Topic factors can cause code-mixing. The formal variety is used to convey topics of a scientific nature, while the non-formal variety is used to describe issues that are "free" and "casual." Sometimes, the informal variety is used to convey topics that are not scientific. The "insertion" of other language elements and the speaker's non-scientific (everyday) topics create a calm discourse. It

is this calm discourse that causes code-mixing. Linguistic aspects and contextual factors, such as the conversation topic and appropriate language varieties, influence this. Changes in variety and the insertion of additional language elements in discourse can also affect the quality of communication and the potential for code-mixing.

CONCLUSION

Observation and analysis of language practices in technological developments in apps X provides a new broad and deep understanding of language use. The growing technology makes language use more innovative and varied from various aspects such as how sentences are spoken or heard. The use of code-mixing, slang, or new terms reflects global adaptation in communication in the era of technology and social media, especially in apps X. It also shows that language creates communication. It also shows that language creates dynamic communication. With internet technology, translators and AI applications make it easier for social media users to find out the intended meaning of words. Through direct observation of language practices due to technological developments on apps X, researchers can see firsthand how the relationship between humans, social media, and technology is intertwined in language use. This shows that technological advances not only affect the way of communicating on social media but also enrich and develop the language itself, which creates new forms of communication with the existence of code-mixing and slang that continues to develop in accordance with technological advances. In conclusion, technological advances have a significant impact on the way language is used and communicated on social media. The new language that emerges reflects flexibility and adaptation to the times and technology. The internet and social media not only facilitate language understanding but also encourage new innovations in forms of communication and language. Therefore, it is important for us social media users, especially X apps and the internet, to keep track of language developments in order to utilize language with effective communication that is relevant and contextual in modern life.

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