THE IMPACT OF WESTERNIZATION ON TWITTER USERS IN INDONESIA IN THE FIELD OF LANGUAGE

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ABSTRACT

This research is conducted to give a view of the changes in Indonesian language's sentence pattern that is frequently used by Twitter users which is caused by the insertion of the English language that is not in accordance with the rules. The method used in this study is a qualitative approach with the phenomenology kind. The results earned from this research says that westernization is highly impactful to the Indonesian language, especially on Twitter as a social media. Based on the discussion conducted by the researchers, it can be concluded that westernization has both positive and negative impacts on Indonesian language order. This study is only limited to the social media Twitter as the main source of the research and it is advised for the next or other researchers to dig even deeper on the matter of sentence pattern in language used on Twitter.

Keywords: Westernization, Twitter, impact for language.

INTRODUCTION

In today's 21st century, everything is developing very quickly, one of which is in the field of technology. There are many factors that influence development, for example due to westernization. According to Soerjono Soekanto, westernization is a life that prioritizes industrialization and the capitalist system, so that life imitates or tries to be exactly the same as the lives of people in Western countries. People are starting to use various kinds of technology to make it easier to carry out activities both individually or in a groups. Using communication technology is a means of connecting community activities in groups to socialize without any limitations and time. Various types of platforms to facilitate communication are available such as LINE, WhatsApp, Telegram, to Twitter with various advanced features in it.

Previous research was carried out by Nugroho, Dian S. (2021), the phenomenon of the language of South Jakarta children on Twitter. This study aims to identify English vocabularies

that are often used by the Twitter community lately which they feel are not used appropriately in sentence structure. This paper is an action research based on descriptive qualitative which collects, analyzes, and identifies the use of English that is inserted in every Indonesian language. The results and discussion of this study are several words from English that are often inserted in the use of Indonesian, including literally, which is, it means, actually, u know, and even, indicating that there are four errors from the seventeen samples that have been given in the code order. Indonesian language mix. Arnas, Benny (2019), Xenoglossy and literature that has recently gone viral by often including foreign vocabulary or terms in it. This study aims to see how much and how often Xenoglossy affects people's conversations both orally and in writing. This paper is a study that observes and observes the surrounding environment regarding the use of language that seems forced to be mixed so that it seems disturbing. The results and discussion of this research are that many people who use this habit are no exception to state officials such as the Mayor and even the Governor who are socially active until they make speeches in front of the public and emphasize that Xenoglossy is a 'strange language'.

This research framework was formulated based on previous studies to support the previous findings. Based on information from goodnewsfromindonesia.id written on November 19, 2021, Twitter is Jack Dorsey's first platform which was launched in 2006. According to a Statista report entitled "Forecast of the number of Twitter users in Indonesia from 2017 until 2025", the number of Twitter users in Indonesia by the end of 2021 will have risen to 16.32 million and Statista predicts that by 2025, the number of users in Indonesia will have risen to 18.26 million. Judging from the large number of users that will continue to grow, Twitter cannot be separated from the impact of westernization. one is about language. Along with the faster spread of the influence of westernization, people are starting to get used to slipping English when speaking which is often referred to as 'Language South Jakarta' under the pretext of increasing their self-confidence. This phenomenon is increasingly interesting to be discussed more deeply, especially the impact of westernization on the Indonesian language on the Twitter platform.

The question is whether westernization which has an impact on the use of Indonesian by Indonesian people on the Twitter platform has a positive side and if left unchecked will erode and affect the structure of Indonesian language. This study aims to analyze the habits of the Indonesian people who often insert English when using Indonesian and show the worst possibility of the Indonesian language order pattern if this habit continues.

The following is the flow chart of the research process:

METHOD

The type of research approach used is a qualitative method, namely a research method that uses existing data to be observed and analyzed. In this article, the researcher uses a phenomenological type of qualitative research approach. According to Nuryana et al (2019: 20), phenomenology is the study of essences, such as the essence of perception, awareness, etc. In other words, the way this method works is by observing a phenomenon for further analysis. The phenomenon observed in this study is language mixing that is often done by Indonesian people on Twitter social media.

Sources of data in this study were obtained through observations of tweets made on Twitter with a population of 10 Twitter users and a sample of 5 respondents who were willing to be interviewed. To collect this data, observations were made on a number of tweets from Twitter users in Indonesia. Then, interviews were also conducted with several respondents to further strengthen the results of this study and review the journals released from 2019 to 2021 that can support the researcher's hypothesis.

To analyze the data, the researcher sorts out data from various tweets on Twitter and the results of interviews with respondents and only takes part of the data which already includes the overall results obtained. Furthermore, the data is presented in this article in the form of a bar chart and solid and clear conclusions are drawn.

RESULTS

Based on observations on the tweets of Twitter users in Indonesia that were carried out until November 22, 2021, the results obtained were that most of them mixed English with Indonesian. Some examples of tweets that use a mixture of the two languages are as follows:

- “masalah2 kayak *poverty*, *mental health*, *sexual safety* selalu diframing sebagai masalah pribadi. seakan kalo yg *struggling* dengan itu ya berarti mereka ga tanggungjawab/ga pinter/ga bagus/ga becus. pdhl banyak faktor lain yang belum ditelusuri” - @HELLOHONEBI
- “Tergantung objektif, Har. Apa yg lagi *urgent* dikejar. Klo aku, krn lebih butuh *salary* ya no. 1. Masalah kerja rodi krn emang udh di *startup* udh biasa jg kayanya jadi ga

masalah. Klo objektif nyaman *work-life balance* ya *better* pilih no. 2 sih” - @nurussakina

- “Kalau cuman *spall spill* doang tanpa bukti yang kuat mah, semua orang bisa. Modal *story telling* doang, netizen indo juga kecele. *Unpopular opinion*, kalau lo sebenarnya cuman ngarang gimana? Kalau lo sebenarnya cuman caper gimana? Kalau lo sebenarnya *playing victim*?” - @senseiade35
- “Layangan Putus eps 06 (part b). *guys i never watch indo series* sekeren ini aktingnya, khusus di eps ini. *big applause for Putri Marino bcs i like her acting so much*. di eps ini sangat berasa emosinya *and i feel how Kinan pass/keep her emotion* selama ini. *good job* untuk aktor/aktris serta jajarannya □” - @moviemenfess
- [not drama related - indo series “layangan putus”] keren banget akting putri marino di *scene* ini. *it's like i can feel how devastated kinan is*. bisa ngerasain sakitnya dikhianati. asli yang namanya nangis sambil ketawa udah stres banget pasti □” - @alfsaery

This shows that the use of language mixing between English and Indonesian is still often used in social media activities of Indonesian people in conveying an opinion.

In addition to observing the tweets on Twitter, the researcher also conducted interviews with a Twitter user. The following is a list of questions that the researchers asked:

1. What do you think about westernization which is starting to affect the pattern of using Indonesian?
 2. Do you think this will threaten the existence of the Indonesian language?
 3. In your opinion, does the influence of westernization in the language field have the potential to be a positive thing (eg as a learning medium)?
 4. How much influence do you think westernization has had on Twitter users to mix up languages?
 5. Do you think that the influence of westernization can be easily overcome? Why is that?
- Regarding this question, here are the answers obtained:

1. There are two sides.
 - On the first hand, westernization has become the starting line for people's awareness of the importance of understanding English as an international language. It is evident from the vocabulary that is now becoming a trend (eg: to be honest, actually, excited, and so on). People want to know more about other vocabularies, through online dictionaries/language learning sites.
 - But on the other hand, the use of mixed language has also changed the pattern of the Indonesian language that should be. For example, at my campus, students (WNI) do not even understand the correct use of Indonesian.
2. No, if the use of good and correct Indonesian is still applied at home/study place. Because in practice, most people who use mixed languages are young people or children of parents who apply bilingualism in their daily lives.
3. Yes. In my view, there are many young people who are starting to realize the importance of using English, since the words that are considered contemporary have emerged.
4. Very large. According to my experience three years ago, I just rejoined Twitter, made me read a lot of new vocabulary that I had never known before (especially the formal

ones), it made me have to go to online dictionaries many times. Even now I often write tweets using mixed language.

5. Maybe more difficult, because on the internet, things can spread quickly. Westernization has noticeably accelerated in recent years. Therefore, more influencers are needed who promote the accurate and right use of the Indonesian language, such as Fiersa Besari.

Based on the tweets and answers from a respondent that the researcher got, these two things show that along with the times, the Indonesian language is getting eroded and faded. According to Arsanti and Setiana (2020), the absence of standard rules for the use of Indonesian on social media causes the purity of the Indonesian language to fade. This phenomenon can occur because of the strong influence of westernization and the Indonesian people seem to support this event by using English continuously, especially on social media.

After conducting interviews with five respondents with the criteria of active Twitter users, the results obtained are as follows:

The results of the data obtained from the data analysis that had previously been carried out were all respondents agreed that westernization had begun to affect the pattern of Indonesian language use. Then 4 out of 5 respondents agree that westernization is a threat to the existence of the Indonesian language. Next, the researcher asked the question whether westernization had a positive effect, such as being a learning medium, and all respondents answered "yes" which means they agreed that westernization could have a positive impact. Then, all respondents also agree that westernization has an effect on Twitter users to mix languages. And finally, 3 out of 5 respondents do not agree that the effects of westernization can be overcome easily.

From these answers, it can be concluded that westernization has a very strong influence, especially in the field of language. The effects of westernization are also very diverse, they can be good, such as being a medium of learning, or even bad, such as threatening the existence of the Indonesian language, which if left unchecked will result in the fading of our country's language.

DISCUSSION

Over time, westernization is able to affect every corner of human life with all the conveniences it provides. The value of westernization can be seen from goods, habits, and actions. Information factors, the distribution of social contacts, and the development of tourism and industrial centers are in fact also able to influence the development of westernization in Indonesia. Massive advances in communication to accommodate the rise of the global information age mean that there are no closed countries in the information age in the world. The demands of the times demand a more advanced way of life in all aspects of life, bring about changes in the economy and society's socio-cultural system, bring about changes in the society's economic and sociocultural system. Westernization is able to have a positive impact on society through the development of science and technology in various sectors such as communication, defense, economy, and health. There is no definite time when this westernization hit Indonesia in historical records, but some Islamic historians say that colonialism and imperialism in Indonesia are a definite indicator of when westernization occurred.

One of the developments from the positive impact of westernization can be seen from the ease of receiving information, one of which is through Twitter. The use of social media information, such as Twitter, can be linked to certain topics related to the current crisis, such as COVID-19, and this information is very helpful in the process of finding densely populated cities. Social media also serves as a tool for interested parties to share information by identifying key locations and transmitting data in real-time. Information, communication and technology (ICT) has become an important part of city management, with big cities using social media as a communication tool. Information and communication technology used to improve service efficiency by providing real-time and accurate data through social media. As a result, the public can see the physical attributes of the city, as well as the available public facilities and services.

Not only as a media that provides the latest information, Twitter is also a forum for politicians, one of which is Anies Baswedan to show and convey the development of political promises regarding integrated transportation and the *OK OCE* program that is already running. How to communicate, search for news or distribute information, even for social and political life through social media, especially in Indonesia, is currently developing very rapidly. Politicians have also started using Twitter to communicate with each other in order to seek sympathy or create political branding.

In addition to the communication, defense, economic and health sectors, westernization has also affected the language field. Language is one of the media or communication liaisons between people that are used to provide or convey the intent and purpose of a topic to the interlocutor so that communication becomes smooth (Arisandy, D. et al. 2019). The development of adolescent language is based on the science and technology advancements and social media usage which has an important role in language development and is even able to shift the use of Indonesian according to linguistic rules (Dewi, A. P. 2019). An example is mixing up Indonesian and English. This was done because for some Indonesians, mixing the two languages makes conversation more comfortable, whether spoken or written or typed. In addition, some Indonesian people also feel that there are some expressions that do not have the right meaning when expressed in Indonesian.

Arsanti and Setiana (2020) argue that the current situation is that the current problem is Indonesian language's role is beginning to be supplanted or displaced by other languages, and there is a tendency to insert foreign phrases, even when an equivalent in Indonesian exists, due to an attitude that feels it would appear sophisticated and educated on the grounds of facilitating communication in the millennial era. That attitude can make our national language fade and slowly erode. If Indonesian people have the will to learn Indonesian in more depth, actually there are lots of vocabularies that can express feelings and of course foreign languages don't need to be used anymore to express these expressions.

The influence of westernization, of course, does not only have a negative impact on the Indonesian language. There are many positive impacts that can be felt, for example the increasing public awareness that English or any foreign language is important to learn because by doing so, the Indonesian nation will be more advanced. English is the most common language used to access, store, and transfer various information, science and technology so that the use of English can be used as a second language because it is believed to be very helpful in communication, technology absorption, national competence, and better competitiveness. Masita, E. 2020). In addition, another positive influence is that with the entry of westernization into Indonesia, the reading interest of the people of this country can increase. The reason is that in the process of learning a foreign language, of course it will require a lot of references, be it from books, journals, articles, and others. By reading many books, journals, and articles, interest in reading will continue to grow and also increase the nation's intelligence.

The researcher took one sample of respondents' opinions from five data that had been collected regarding the possibility of westernization being able to have a positive impact in the field of language, the great influence of westernization on influencing Twitter users to mix languages, and opinions about westernization which began to affect Indonesian language usage patterns. Respondents think that nowadays many young people are starting to realize the importance of using English so that not a few new words appear in their environment to show their level of slang. Based on research conducted by Agussyafri, et al (2021) regarding the effects on Indonesian sentences from the use of English, the researchers took thirty people as samples from a total of one hundred and six students of class X SMK Amir Hamzah with two types of observational research conducted and found students who often hear other people when speaking or communicating using English language or vocabulary caused by the frequent or continuous use of electronic media or media in social contexts, as well as the use of English as a daily language or vocabulary and tend to be more unintentional in pronunciation and get carried away in communication. While students who do not use English language or vocabulary are rare, students only observe people who do. Then they are less interested in using English and there are students who do not speak English.

Respondents think that the impact of mixing languages as a result of westernization on Twitter users is very large because of the large number of new vocabularies that have emerged and have never been known before, especially those that seem formal. Research conducted by Faiza, Dinar (2020) shows that the activities of several accounts that talk a lot about K-POP often use English as the language of casual conversation and are even able to connect directly to communicate with their idols who incidentally are more fluent in the use of English. It is also able to stimulate the desire to learn and find out new vocabulary from or even the conversation that is being carried out.

In the third statement of opinion, respondents argue that there are two sides of westernization that have begun to affect the pattern of using Indonesian, on the first hand it has become the starting line for public awareness of the importance of understanding English as an international language as evidenced by vocabulary that is now becoming a trend, such as to be honest, actually, excited, and so on, and can develop because of people's curiosity about other vocabularies through online dictionaries or language learning pages. But on the other hand, the use of the mixed language has also changed the pattern of the Indonesian language that should be and an example is taken at the respondent's campus where students (WNI) do not understand the correct use of Indonesian. In the analysis conducted by Nafinuddin, S. (2020), communication with other people is more prone to errors such as the order of speech, sentences, and even paragraphs that deviate from the standard system of Indonesian rules in accordance with the "Enhanced Indonesian Spelling."

Behind the positive influence given by westernization related to the development of the variety of languages created, it turns out that there are not a few negative effects if it is not carried out in accordance with the guidelines and guidance of related parties. The habit of using English continuously if left unchecked will actually have a positive impact, such as increasing public awareness of the importance of English for daily needs, increasing English vocabulary, and so on. However, if the use of English is carried out continuously without being broken, as a result, many Indonesian people do not understand how to use Indonesian properly and correctly. In the end, they will underestimate the use of Indonesian errors because they think that these errors are minor or minor and do not have a big impact. Safika N. D. (2020) argues that social media users have a relaxed disposition so that many users use language that makes themselves look more 'stylish' to show confidence which results in the killing of Indonesian characters according to faith.

As a result of this westernization, it has an effect on the structure of the Indonesian language as in several examples of tweets in the previous sub-chapter. Of course, the language structure becomes 'messy' because the two languages are mixed up with each other. However, the sentences formed in these tweets can still be digested and make sense even though they consist of a combination of the two languages. The habit of mixing languages is now more commonplace. Especially with more and more creators creating technology in the linguistic field and making it easier for people to access various translator sites or language learning pages. This is because the use of English in the tweets is only partial, namely only a few words that do not really affect the overall sentence structure and can stand alone, such as poverty, mental health, sexual safety, and framing as in @HELLOHONEBI on Twitter. Another example quoted from the Twitter account @nurussakina posted "Tergantung objektif, Har. Apa yg lagi *urgent* dikejar. Klo aku, krn lebih butuh *salary* ya no. 1. Masalah kerja rodi krn emang udh di *startup* udh biasa jg kayanya jadi ga masalah. Klo objektif nyaman *work-life balance* ya *better* pilih no. 2 sih". The use of language like this is based on internal and external factors as well as changes in attitudes and behavior of people who want change and this is something that cannot be avoided. This phenomenon has not only hit Indonesia, but the whole world has also experienced it (Marion, Erlangga. 2019).

Then lastly, the researcher took answers from one of the respondents from a total of five respondents who were willing to be interviewed. The question that the researcher asks is whether westernization will threaten the existence of the Indonesian language and whether the

influence of westernization can be easily overcome. To answer the first question, respondents argued that westernization would not threaten the existence of Indonesian if Indonesian was still used properly and correctly at home or in places of study. Respondents also think that most people who mix languages are those who are born from families who apply the bilingual concept to communicate in their daily lives.

Furthermore, to answer the second question, respondents think that overcoming the influence of westernization in the language field is not easy because everything that has been posted on the internet can spread quickly. In addition to providing opinions, respondents also gave suggestions in the form of the need for socialization from Indonesian influencers to use Indonesian properly and correctly to the people of this country.

CONCLUSION

It may be inferred based on the findings of the study that has been conducted that westernization that affects the Indonesian language, especially on the Twitter social media platform, has a positive impact. Being a medium for learning English is one example of its positive impact, because by continuously seeing and using English in tweets made by yourself and others, over time the English vocabulary of Twitter users in Indonesia will continue to grow.

On the other hand, if English that is not in accordance with the established linguistic rules is always used in almost every tweet on Twitter, it will further erode and affect the language structure, especially Indonesian, to the point that it becomes messy. There are still many Indonesians who have not been able to use good and correct Indonesian.

With the development of technology and information, it is hoped that in the future the Indonesian generation will be able to continue to implement the Indonesian language order according to the rules or if you want to use a foreign language, try to know the basic techniques so as not to create a misleading language.

This research is only limited to the problem of westernization which is increasingly spreading in Indonesia, especially in the field of language. The main problem of this research is westernization which is currently starting to erode the sentence structure in Indonesian and has an impact on the communication language used by Twitter users in Indonesia.

It is recommended for researchers who will conduct research on the same topic to examine more tweets written by Twitter users in Indonesia and accompanied by strong supporting journals so that the results of this research can be more complete and perfect.

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