

The Students' Tendency of Language Use in the Social Media Based on the Information and Electronic Transaction Laws Perspective

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Abstract—This study aimed to describe the tendency of using the language in the social media from the perspective of the Information and Electronic Transaction Laws 2008 (IET Laws 2008). The respondents in this study were 100 students in the second semester at management study program intake 2017/2018, and the technique of sampling was proportioned random sampling. The design of this study was descriptive qualitative by administrating the questionnaires. The result of this study was: the respondents used the appropriate and wise language even though they did not know the contents of the Laws, and they tended to use the informal rather than the official/formal in communication in the social media among them.

Keywords— *Tendency, Language Use, Social Media, IET Laws 2008*

I. INTRODUCTION

Social media has grown and developed very rapidly around the world including in Indonesia, and the users here increase like the mushrooms in the wet season. They, through the internet and other web-based technologies, have become a means of communication and knowledge sharing [1]. The users seem to have their world unlimitedly to express their thoughts and feelings to others or things. According to the data from We Are Social and Hoot suite in 2017, the development of using the internet in Indonesia rose around 51 % in a year, and Indonesia got the second position of internet users in the world, and more than 69 % of Indonesian people got the internet access from their mobile phones. Furthermore, based on the global web index survey in 2017 showed that the users in range of 16-64 years old used some platforms actively namely 43% of Youtube, 41% of Facebook, 40 % of WhatsApp, 38 % Instagram, 33 % of Line, 28 % of BBM, 27 % of Twitter, 25 % of Google+, 24% of FB Messenger, 16 % of LinkedIn, 15 % of Skype, and 14% of WeChat.

Moreover, based on the Ministry of Communication and Information in Indonesia on February 19th, 2018 announced that the internet users in 2017 reached 143.67 million people or 53.68 % of the total numbers of population in Indonesia, and these indicated that the rise was around 10.56 million people from the survey in 2016. The compositions firstly based on the gender users between men and women was 51.43 % and 48.57 %, secondly based on the age, the greater

number shown by the range of 19-34 years old. However, the greatest penetration was in the range of 13-18 years old around 75.50, and the second penetration was from the economy side which consisted of 74.62 % of middle-down and 16.02 % of middle-up social classes. It indicated that the advantages of using the internet not only limited for the high class but also for a middle-down class in order to widen their small or homemade businesses.

Furthermore, social media have a great role in their users' creativity in order to promote their products or services, as well as they, can interact and communicate with each other. This condition enables its users to share their activities, ideas or feelings, and get their freedom to give written comments on social media. The amount of data freely available from social networking grows on an hourly basis [2]. The user's motivation in sharing information tends to be consistent for each type of information, that is to share the impression of social media users on a matter [3].

Unfortunately, perhaps they use some of expressions or language unintentionally that can be categorized as the breaking ethics in communication cause the others to get irritated individually or institutionally. One of the negative impacts from the irresponsible action in using social media is bullying done by some people to someone or institution causes a bad effect to the victim mentally, physically or even material loss. This action can happen to someone or institution which has the great impact not only to the doer but also to the victim because unconsciously social media users use the language especially the words or the sentences to make him or it cornered. This action can be called as cyberbullying that has recently emerged as a widespread and new form of bullying and harassment. It refers to the use of information and communication technologies, specifically mobile phones or the internet, to support deliberate behaviour to harm others [4]. Moreover, in cyberbullying the aggression can be performed by text message, email, phone call picture/video clip, and use of social network tools [5].

However, it must be considered that the simple text or language use in social media will get the writers into trouble or in jail caused by their ignorance in using the communication ethics which regulated by the Information

and Electronic Transactions (IET) Laws. Naturally, language has the crucial functions in human life such as information, expressions, adaptation and integration, and also social control, and concerning the use of language in social media, the users certainly apply these either conscious or not in order to positive or negative aims. Regarding using language, some variations or styles used by the speakers or users that depend on some factors.

Moreover, language exhibits sociolinguistic variations, such as the speaker's condition usage of linguistic variants on social context, gender, and ethnicity, among other cues [6]. The basic principle of language style is that the speakers do not always talk in the same way on all occasion, and they talk in different ways situation, and these different ways of speaking can carry different social meanings [7]. Furthermore, stylistic variation results from the fact that different people express themselves in different ways, and that the same person may express the same idea quite differently when addressing different audiences, using different modalities, or tackling different tasks.

Nature of Language

Language is the system of words or signs that people use to express thought and feelings to each other or the systems of human language that are used and understood by a particular group of people. Language pervades social life, and it is the principal vehicle for the transmission of cultural knowledge, and the primary means by which people gain access to the contents of others' minds. Moreover, language is implicated in most of the phenomena that lie at the core of social psychology namely attitude change, social perception, personal identity, social interaction, intergroup bias and stereotyping, attribution, so on and so forth. Furthermore, language has three functions such as 1) the emotive or expressive which the direct expression of the speaker's attitude toward what she or he is speaking about, 2) the conative which how the people orient the language toward the speaker, and 3) the poetic which the set toward the message as such, the focus on the message for its own sake.

Besides that, language also has crucial functions in human lives such as information, self-expression, adaptation and integration, and social control. However, in communication, it also functions as expressive, directive, referential, metalinguistic, poetic, and phatic. Furthermore, it can be categorized into seven types, namely instrumental, regulation, representative, interactional, individual, heuristic and imaginative. Regarding communication, language has its variation which is classified into two factors namely users and usage. In another word, it varies not only according to the social character of the speaker (such as social class, ethnic group, age, and sex) but also the social contexts. Therefore, the same speaker can use the different varieties in different situation and purposes [8].

Modern information environment using intensifying the exchange of symbolic media contains a source of transformation, changing the human activity continuum, and dooming people to search and permanent change of their social reality and its internal state [9]. It is impossible to

provide an exhaustive list of what motivates speakers to use language differently from each other or in different ways at different times [10]. A lot of the context of language in use is very idiosyncratic. It pertains to the conditions associated with a single moment, an interaction between particular speakers, or the personal mood and intentions of a single speaker.

Concerning the mentioned factors, social dimensions also cause language variation which consists of social distance, status, formality, and functional scales. Besides that, people use different styles of language depending on the situation and condition of the context. Therefore, they can speak very formally or very informally being governed by circumstance [11]. The distinctions of using language style in spoken and written can be categorized into five levels namely frozen, formal, consultative, casual, and intimate.

Social Media

Social media can be defined as an internet-based application created with Web 2.0 foundation that puts forward the creation and deployment of user-generated content or user-generated content. It is impossible to ignore the influence of social media on our society [12]. Social media refer to a digital platform used to connect people, create and share content, and process knowledge and restore that knowledge [13]. Social media can be divided into five categories based on user interaction, namely social networking sites, microblogging sites, wikis, online blogs, and online forums. Besides, social media is categorized into blogs, forums, location sharing and annotation, media sharing, microblog, question and answer, rating and review, and social network based on different characteristics and customer involvement. One reason for the popularity of social media is the opportunity to receive or create and share public messages at low costs and ubiquitously [14]. The growth of social media usage opens up new opportunities for analysing several aspects of, and patterns in communication. For example, social media data can be analysed to gain insights into issues, trends, influential actors and other kinds of information.

Regarding using the social media, however, people must be concerned about their actions which are indicated as the cyberbullying that will cause them in troubles. The cyberbullying can be classified into seven categories namely flaming, harassment, cyberstalking, denigration, impersonation, outing or trickery, and, exclusion. The written messages, comments, critics or information in social media will cause the other people irritated and get offence. Therefore, these must be avoided and regulated from the authority to set the laws which prevent them from harm.

Information and Electronic Transaction Laws

The Indonesian government has regulated the use of social media as the tools of modern information, communication, interaction in Information and Electronic Transaction Laws 2008 (IET Laws 2008) as the following considerations:

- a. The national development is a continuing process which must always be aware of the existing dynamics in society;
- b. The globalization in information has positioned Indonesia as a part of world society, therefore, it must be formulated the regulation about the management in information and electronic transaction nationally in order to the development in informational technology can be implemented optimally, fairly, and spread out to every society layer in order to educate the national lives;
- c. The development and the modern information technology have caused rapidly the changes of human life activities in some parts have affected directly the born of the shapes in new law deeds;
- d. The use of information technology has the crucial role in commerce and national economic growth to realize the social welfare;
- e. The utilization of information technology has an important role in commerce and the growth in the national economy to realize the society welfares;
- f. The government needs to support the development of information technology through the law infrastructure and its regulation. Therefore, the utilization of information technology can be implemented safely in order to prevent its abuse by considering the religious, social and cultural values in Indonesian society;
- g. Based on the considerations mentioned in item a, b, c, d, e, and f, it is necessary to formulate the Laws about Information and Electronic transaction.

According to the principles and the aims regulated in Article 3 stated that “The utilization in information technology and electronic transaction done based on the principles in law certainty, advantages, carefulness, good deed, and freedom to choose the technology or neutral technology”. Moreover, in Article 4 explained that “The utilization in information technology and electronic transaction implemented by the following objectives:

- a. Educating the national lives as a part of the global information society;
- b. Developing the commerce and the national economy in order to increase the society welfares;
- c. Increasing the effectiveness and efficiency of public services;
- d. Opening the opportunities widely to every human to drum up the thoughts and skills in the application and the utilization of information technology as well as to be responsible for; and
- e. Giving the secure feeling, fairness, and law certainty not only to the users but also to the providers in information technology.

Furthermore, the IET Laws 2008 regulate the forbidden deeds in using social media as the following:

Article 27:

- (1) Everyone who intentionally and no right distributes and/or transmits and/or make access for electronic information and/or electronic documents which have the breaking morality contents.

- (2) Everyone who intentionally and no right distributes and/or transmits and/or make access for electronic information and/or electronic documents which have gambling contents.
- (3) Everyone who intentionally and no right distributes and/or transmits and/or make access for electronic information and/or electronic documents which have the humiliation and/or denigration contents.
- (4) Everyone who intentionally and no right distributes and/or transmits and/or make access for electronic information and/or electronic documents which have the blackmail and/or threatening contents.

Article 28:

- (1) Everyone who intentionally and no right spreads out the hoax and mislead news causes the customer loss in the electronic transaction
- (2) Everyone who intentionally and no right spreads out the information to raise the hatred or enmity of individual and/or group of society based on the ethics, religions, races, and intergroup.

Article 29:

Everyone who intentionally or no right sends the electronic information and/or electronic documents which have the violence threatening or frightens the others personally

II. RESEARCH METHOD

The respondents in this study were 100 students in the second semester at management study program intake 2017-2018 by using the proportioned random sampling technique. They answered the questionnaire items about their activities in social media among them regarding figuring out their tendencies in using language from the IET Laws 2008 perspective.

III. FINDINGS AND DISCUSSION

According to the data taken from 100 respondents, it was figured out that all respondents had social media accounts as seen in table 1. They had been using them for more than one years, and 41 % answered they had used them for seven years. The frequency of using them was about to 86 % often used, 8% sometimes used, and 6 % seldom used. Furthermore, by using social media, there were many advantages shown which meant 86 % used for getting news and information, 8% for getting some new friends, 5 % for having communication and only 1% for getting a job.

Besides that, in using social media, it was widespread that someone posted and shared statues, images, stories, etc. in order to let the users know his/her activities. Usually, the others would give comments, compliments and critics in his/her account about the frequency of giving comments to others. It could be stated that 5 % often did, 13% sometimes did 69 % seldom did, and 13 % never did.

TABLE I THE TENDENCY OF THE RESPONDENT ANSWER

No	Questionnaire items	Respondents answer	
		F	%
1	Having social media	100	100
2	Having social media for more than three years	96	96
3	The frequency of using social media	86	86
4	The advantage of using social media	86	86
5	The frequency giving comments (seldom)	69	69
6	Frequency giving compliment (seldom)	50	50
7	Frequency giving critics	57	57
8	The frequency of using formal language	40	40
9	The frequency of using casual language	56	56
10	The reason for using formal language	50	50
11	The reason for using casual language	50	50
12	Sharing the feeling in social media	48	48
13	The reason for sharing the feelings	40	40
14	Telling ones secret in social media	85	85
15	The reason for telling one secret in social media	55	55
16	Persuading someone to tell the secret.	74	74
17	The frequency of receiving comment	58	58
18	The frequency of receiving critic.	44	44
19	Known IET Laws	77	77
20	Understanding the IET Laws content	76	76

On the other hand, the frequency of giving compliments to others presented that it was 50% seldom did it, 12% often did, 19% sometimes did, and 19% never did it. Moreover, the frequency of giving critics to others in social media which show that the respondents never did was about 3 %, and they sometimes did it was about 8 %, the other 32 % explained that they seldom did, and the rest 57 % never did. On the other side, the frequency of using formal language was 24 % often used, 24 % sometimes used, 40 % seldom used and 12 % never used. Furthermore, regarding using casual language could be seen that that was 56 % often used, 12 % sometimes used, 21 % seldom used and 9 % never used.

The reasons of using formal language in social media that were described 20 % used in the formal situation, 50% said it was politer, 15 % stated it was used when they talked to the superior/senior one, and 15 % said that it was understandable. About the reasons of using casual language were 15 % answered it was impolite, 50 % said that it depended on the context or social situation when used it, and 35 % stated that they used it only among their intimate friend.

Regarding sharing the feeling in social media, the respondents said that 15 % often did, 15 % sometimes did, 48 % seldom did, and 22 % never did it. Moreover, the reasons for sharing the feeling were 40 % said it was inappropriate action, 35 % said that it was a useless thing, and 25 % answered it was private and not for the public. Also, the frequency of telling one's secret in social media, 12 % respondents said that they ever did, 1 % sometimes did, 2 % seldom did, and 85 % never did it.

Furthermore, the reasons for telling one's secret in social media as described that 55 % respondents stated that it was inappropriate action and 45 % said that it was useless. Besides that 18 % respondents ever persuaded others to tell his/her secret in social media, 5 % seldom did, 74 % never did, and 3 % did it. On the other hand, it could be seen that the

frequency of receiving the comments from others were 58 % often got, 10 % got, 30 seldom received, and 2 % never had it. Moreover, the frequency of receiving the critic from others was 11 % got, 8 % sometimes had, 44 % seldom got, and 37 never received it. However, in line with the IET Law 2008, from the questionnaire answers that could be seen in figure 16 that 18 % respondents knew it, 5 % knew it a little bit and 77 % did not know about it. Moreover, it was found out that 76 % of respondents did know the contents of IET law 2008, and 24 % said that IET Law regulated about the prohibited and bad deeds regarding using social media

IV. CONCLUSION

According to the result of this study, it could be drawn the conclusion that the respondents tended to use the appropriate and wise language, as well as more, preferable to use the casual language rather than the formal one among them, but it depended on the situation, the context of communication, and to whom they talk to. Almost all of them seldom or never did the deeds that against to the IET Law 2008 even though they did not know it or the contents.

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