RESEARCH ARTICLE

The Influence of #Benarberbahasa Hashtag on Instagram on the Use of Good and Correct Language among Millennials

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Abstract: The aim of this research is to examine the influence of the #correctlanguage hashtag on Instagram related to the good and correct language use among millennials in the city of Samarinda. This type of research utilized quantitative methods. The data collection technique used a questionnaire, a sample was collected of 100 respondents consisting of the millennial generation (aged 15 - 30 years) in the city of Samarinda. The research results reveal that the *#Benarberbahasa* hashtag has a significant positive influence on the good and correct use of Indonesian. In addition, it is found that media content and frequency of media use and media consumption also contributed to strengthening the impact of this hashtag. This study concludes that *#Benarberbahasa* hashtag is an effective digital campaign in influencing the use of good and correct Indonesian, as well as recommending similar strategies to be implemented by content creators or other linguistic activists in order to maintain the existence of Good and Correct Use of Indonesian

Keywords: *#Benarberbahasa hashtag, Instagram, Good and Correct Indonesian, Ziennial Generation*

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1. INTRODUCTION

The social communication tool used by each individual in communicating is language (Gómez-Rico et al., 2022; Helen et al., 2020). This refers to a message conveyed through expression as a means of communication in various activities in certain situations (Noermanzah, 2019). Language use is never separated from the influence of communication channels (Allington & Mayor, 2022; Cerioni, 2021; Sukmawati et al., 2024). Rapid technological developments have had quite an impact on language shifts. The widespread use of social media in society has almost succeeded in influencing the shift to using Indonesian properly and correctly because language is born from rules and habits, which are taught, seen, and heard (Octorina et al., 2019).

Rapid technological developments provide a large contribution to language change (Owen, 2019; Simsir & Mete, 2022). The development of this technology keeps pace with the times, causing communication channels and social interaction patterns to increasingly change (Naufal, 2021; Sukmawati et al., 2022). One proof of technological development is social media. This media has succeeded in changing the way of communication, especially the many interesting features and conveniences offered, making people from various cultural, educational, and linguistic backgrounds join as social media users (Widawati, 2018).

According to the We Are Social report on the dataindonesia.id website, as of January 2023 active social media users in Indonesia has reached 167 million people. This number is equal to 60.4% of the population in the country. In fact, according to the same report, the average

time spent accessing the internet every day is 7 hours 42 minutes. In this context, the millennial generation is the largest group of social media users in Indonesia. This is stated in Dukcapil (2023) that the Central Statistics Agency (BPS) recorded 94.16% of young Indonesians aged 16 – 30 years use the internet to access social media (84.37%), news (84.23%), and entertainment (83.78%). This means that the phenomenon of language shift occurs more frequently in the younger generation or the millennial generation.

The diversity on social media makes language development increase. New languages emerge from the development of social media (Goziyah & Yusuf, 2019). The new language that was born from social media is slang or *prokem* language. This language means a language outside the formal language, which is used among young people to support its popularity. This slang is characterized by being short and creative (Arfi et al., 2018). The use of slang is widespread among the millennial generation as it seems relaxed so there is no distance or language barriers when gathering. The widespread use of language on social media threatens the existence of good and correct use of Indonesian because this phenomenon does not pay attention to improved spelling, which makes it difficult for the millennial generation to use Indonesian well and correctly.

Social media often uses slang phrases, especially in captions found in video and photo content. An example of the implementation of slang on Instagram social media is the terms in conversations in the content reels of influencer @ivangunawan. This video shows two men chatting using today's slang. The words used in this video are *jelek* to *jelong*, *pucat* to *pucita*, *miskin* to *kasman*, *dia* to *dese* and so on. This video content was succesfully to get 1,279,452 views with various positive comments, dominated by people's desire to learn the same language.

The Ziennial Generation has a role to play in maintaining the existence of good and correct Indonesian because the millennial generation is the generation that will be the nation's successor and use this language structure in formal activities such as meetings, conferences, debates and so on. Not only that, maintaining the existence of this language structure is also useful as material for written works, final assignments, and so on. In this case, there is a need for equivalent information between good and correct Indonesian and *prokem* language. This is because *prokem* language is indeed a non-standard language whose use has declined from generation to generation. Based on the aim of this research, it is to find out how much influence the #benarberbahasa hashtag has on good and correct language use among Ziennials in Samarinda City with a case study on the @violameilindapp_ Instagram account.

2. Research Method and Materials

This research aims to use quantitative research to collect information regarding opinions, beliefs, and variable relationships both in the past and currently (Sugiyono, 2019). Population involved all the elements that will become the basis for generalizing an area, consisting of subjects and objects that have certain qualities and characteristics determined by researchers to be studied and conclusions drawn (Sugiyono, 2019). This research took a population from Instagram followers in @violameilindapp_ account who live in Samarinda city. The sampling technique was purposive sampling with the number of samples in this study being 99,065 which was rounded up to 100 people. The research instrument was through a Google Form (questionnaire). Data collection techniques were primary using questionnaire and secondary data using documents. The data analysis technique used the t-test with SPSS Version 19.

3. Results and Discussion

The research was carried out online using personal social media Instagram and WhatsApp as well as social media assistance from the account @violameilindapp_. The results of the correlation coefficient can be seen in the following calculation table:

Correlations

		Tagar #Benarberbahasa di Instagram	Penggunaan Bahasa yang Baik dan Benar
Tagar #Benarberbahasa di Instagram	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	100	100
Penggunaan Bahasa yang Baik dan Benar	Pearson Correlation	.652**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 1. Correlation Coefficient Test

In the correlation test summarized in the table, it shows that the correlation numbers obtained from the independent variable (X) #benarberbahasa on Instagram with the dependent variable (Y) language use have the same value by 0.000. Based on the decision making statement and research hypothesis, $0.000 < 0.05$ so H_0 is rejected and H_1 is accepted. This means that there is a numerical relationship between the independent variable and the dependent variable. Not only that, the independent variable (X) #benarberbahasa on Instagram with the dependent variable (Y) has a person correlation value of 0.652, which means the two variables have a strong relationship in accordance with the following statement rules;

Table 2 Decision Making Rules

| Value	Description
0.00 – 0.20	There is no correlation between the two variables
0.21 – 0.40	The two variables have a weak correlation
0.41 – 0.60	The two variables have a moderate correlation
0.61 – 0.80	The two variables have a strong correlation
0.81 – 1.00	The two variables have a very strong correlation

3.1. T-test

The t-test is known as a data analysis technique used to test the hypothesis of a study. The t-test was carried out to determine the extent to which the independent variable (X) influences the dependent variable (Y). In this study, the t-test was carried out by researchers based on questions/statements in the questionnaire that had been answered by respondents via Google Form.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.418	2.660		3.541	.001
	Tagar #Benarberbahasa di Instagram	.560	.066	.652	8.509	.000

Figure 2. T-test

Based on the following table, the sig value is obtained $0.000 < 0.05$. so, H_0 is accepted and H_1 is rejected. Moreover, from these data, it can be obtained a t-count value of 8.509, the t table value is 1.661 or can be obtained based on t = [a ; (df = n - k)]. Based on decision making in the t test, it was also obtained that $8.059 > 1.966$, meaning that from 100 data that had been processed, it was concluded that there was an influence between the independent
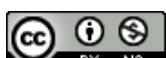
variable (X) #benarberbahasa hashtag on Instagram on the dependent variable (Y) Good and Correct Language Use.

3.2. Discussion

3.2.1. The influence of #benarberbahasa hashtag on Instagram on the good and correct language use among millennials in Samarinda City

This research was conducted to find out whether there is a significant influence between the #benarberbahasa hashtag on Instagram on the good and correct language use among millennials in Samarinda. This research consists of two variables, namely #benarberbahasa hashtag on Instagram (X) and good and correct language use (Y). The method used in this research is a quantitative method.

Instagram is a social media that is currently part of people's lifestyle, especially among young people. This social media allows users to take photos, apply digital filters and share them. On the Instagram social media channel, there are features that can be used by users, including Instagram feed, direct messages, Instagram stories, live broadcasts, IGTV, Hashtags, comments, editing, and explorer. These features make it easier for users to use it for marketing, such as conveying information to the public so that it provides results in the form of useful knowledge for readers, for communication media, such as promoting or distributing goods or services, and to gain an existence for those who use it. Utilizing Instagram social media with its various features can make it easier for users to share information through photos, videos, live broadcasts, Instagram stories or instastories and so on (Kartini et al., 2022).

However, the existence of the social media Instagram has had quite a big influence on the existence of good and correct use of Indonesian. Community groups from various cultural, educational and linguistic backgrounds are combined into one on social media. The diversity that exists on social media, including Instagram, makes language development increase. The new languages that are born from the existence of social media are slang or *Prokem* language, which is often found on social media, such as Instagram. It is not uncommon to see various forms of slang used as content material, for instance in captions, dialogue or video monologues to education that are deliberately uploaded to provide information about trending slang. The widespread use of slang found on the social media Instagram threatens knowledge and the existence of good and correct Indonesian. Moreover, supported by the findings of the use of slang or slang among young people such as in Samarinda, they actually consider the use of this language to be something that is considered normal. As a result of technological developments, they often mix Indonesian with slang, such as *sabi* (can), *baper* (bring feelings), *sotoy* (knowingly), etc (Wahab & Zahra, 2022).

Not only that, according to a report released by We are social in 2024, every day internet users in Indonesia spend 3 hours 11 minutes on social media and the Central Statistics Agency (BPS) recorded that 94.16% of young people aged 16 to 30 years in Indonesia use the internet to access social media (84.37%). This means that the millennial generation is a generation of internet users who spend their time playing on social media every time.

The millennial generation is very used generation to using technology and social media for getting information and entertainment. They actively use social media, so it is one of the generations that is easily influenced to use this slang language. If it continues to be widely used by young people both in non-formal communication, online and offline, verbally and in writing, it can become a habit that is carried over to formal situations. Therefore, social media has a role in balancing, maintaining and building knowledge regarding the good and correct use of Indonesian.

Social media plays a role in being able to campaign for the good and correct use of Indonesian amidst the widespread use of slang. Through existing features, Instagram social media can be used to provide education about good and correct Indonesian. One feature that can help campaign for good and correct use of language is through the hashtag feature.

Instagram hashtags are a feature provided to group similar information. This hashtag was created to spread influence. Instagram hashtags can help social media users choose the type of post and information they want. In the city of Samarinda, there are influencers or public influences who are actively campaigning for the good and correct use of Indonesian. Through her personal Instagram account of @violameilindapp_, she uses the hashtag feature to campaign for language education. The language campaign hashtag for the @violameilindapp_ account is named #berlingual. She often uploads linguistic content on Instagram social media by utilizing all Instagram features, such as sharing linguistic information through images, photos, videos uploaded to the Instagram feed, creating discussion forums via direct message channels, creating linguistic quizzes on Instagram stories which are then grouped via The hashtag #truelanguage, so that followers can easily find the information they want.

With the hashtag or caption #benarberbahasa, this raises the question of whether there is an influence of the hashtag #benarberbahasa on Instagram on the use of good and correct language among millennials in Samarinda city. The millennial generation is a group of individuals born between 1995 and 2010. They are often described as a generation that is easily influenced by social media content (Irfani, 2020).

This research is a study of the effects produced by the use of media, based on the uses and effects theory, which emphasizes how the media used can produce various effects on the public. This theoretical concept also states that the content contained in a media will produce certain effects and the use of the media will also provide the appropriate effects. Not only that, this theory also states that if media content and media use work at the same time, it will produce a conseffect.

The hashtag variable of #benarberbahasa on Instagram in this study consists of three indicators, namely media content motive, time, and relationship. Based on the results of the data analysis above, all dimensions of these variables get an average answer score index of 85.71%.

The variable dimension for the #benarberbahasa hashtag on Instagram with the highest percentage is media content motif which reaches 90.5%. This media content motif is related to the process of producing content that will be seen/read/viewed by the public so that it has an influence on the public or not. This motive is related to how Instagram features are utilized, the attractive impression of the content, the weight of the content and the results of the content for the public. Media content motives were measured through four statements answered by respondents. The information obtained based on respondents' answers in this research was that several findings were found that could be identified. First, followers of the #benarberbahasa content on the Instagram account @violameilindapp_ feel that the content utilizes all Instagram features appropriately. This means that the owner of #benarberbahasa hashtag, namely @violameilindapp_, before uploading her content, she managed to consider what features were suitable for use in certain content. #Benerlingual content makes effective use of the features provided by Instagram, such as including edited linguistic information in photos or videos which are then uploaded to Instagram feeds. Then, make language quizzes, such as correct and incorrect, right and wrong, and choose words in Indonesian that match the correct spelling, then upload them to Instagram stories and use direct messages as a channel that brings together #truelanguage activists to interact, discuss and discover the latest content. The Comments column is also used to reply to messages with media users who access the content.

Furthermore, #benarberbahasa on Instagram @violameilindapp_ is proven to always present interesting content so that its followers don't get bored of reading the content until the end. #benarberbahasa on @violameilindapp_ Instagram account shares linguistic content, which is made interestingly so that the millennial generation who follow this linguistic hashtag is able to listen to each piece of content until the end. This means that these findings show that #benarberbahasa is able to recognize its public and succeed in

creating content that has strong character. Moreover, these findings also identify that interesting content can influence the behavior of media users, especially the millennial generation.

Not only that, the majority of respondents also think that the content of #benarberbahasa content on @violameilindapp_ Instagram always provides new information about the good and correct use of Indonesian. They think this hashtag can fulfill their information needs regarding language. These findings indicate the role of #benarberbahasa in providing information about the good and correct use of Indonesian as well as, the possibility of the influence of the use of #benarberbahasa on Instagram on the good and correct use of language among millennials in Samarinda city.

In addition, respondents also stated that they always remember the content of #benarberbahasa content on @violameilindapp_ Instagram. The majority of respondents consider that #benarberbahasa content is always easy to remember, so they are able to increase or retain new knowledge about language.

Overall, analysis and interpretation based on the motifs of this media content reveal that the #benarberbahasa hashtag on @violameilindapp_ Instagram has a significant influence on the good and correct use of Indonesian among millennials in Samarinda. The #benarberbahasa hashtag on @violameilindapp_ Instagram is considered capable of utilizing all Instagram features to fill linguistic content appropriately, always presenting the content of #benarberbahasa content in an interesting way so that respondents always get new information from the hashtag and always remember the content of #benarberbahasa content on Instagram @violameilindapp_ which served.

However, based on the recapitulation results of the dimensions of the variable #benarberbahasa on Instagram, there is the lowest average value, namely, relationship motive at 76.75%. This is related to the relationship produced by media use and media content. The use of media and media content will trigger a relationship in the form of media users' interest in the message in the media content and vice versa. Media users who frequently access media and consume media content will produce a relationship in the form of attention to the media content.

There is a possibility why this relationship motive dimension has a lower average value than other motives, such as media content and time motives. This possibility includes individual characteristics and interests, each individual has various preferences and information needs in using social media, therefore social media users consist of three segments according to the benefits sought, 1) lay users (29.5%) are social media users with a low level of information seeking and social activities, 2) social users (40.7%) who are social media users and have a medium level of information seeking and a high level of involvement in social activities, and 3) information users (29.8%) are social media users with a high level of information search and social activities (Asiati, 2018).

Therefore, in this context, even though the media content motif is that media users feel it is truly interesting, always presents new information about language and is easy to remember, several respondents have a low relationship regarding the relationship motif. Therefore, they don't always wait or look for #benarberbahasa content on @violameilindapp_ Instagram if they haven't uploaded posts for a while, like the last week, and don't re-send #benarberbahasa content to their friends.

Furthermore, based on the findings from the research that has been conducted, it was revealed that the hashtag variable #benarberbahasa on Instagram (X) has an influence on the variable use of good and correct language (Y). This is confirmed by the results of the t test, which shows that the hashtag variable #benarberbahasa has a t-count value of 8.509, with degrees of freedom (df) = n − k. Where n refers to the sample size and k refers to the number of variables. Therefore, the df is 98 with the t table result being 1.966 and the t-count being 8.509. In this study, t count (8.509) > t table (1.966) and at the 0.05 significance

level listed in the table, it is 0.000, meaning 0.000 < 0.05, so H_0 is accepted and H_1 is rejected. This shows that the hashtag #benarberbahasa on Instagram significantly influences the use of good and correct language among millennials in Samarinda.

Based on the correlation coefficient test, the Pearson correlation output was 0.652, which refer to the correlation coefficient interpretation table is 0.61 - 0.80, indicating a strong level of correlation relationship. So, it can be concluded that the level of strength of the relationship between the #benarberbahasa hashtag and the use of good and correct language is strong and positive by 65.2%.

The results of the analysis show that the #benarberbahasa hashtag has an influence on Instagram social media users, especially the millennial generation, towards good and correct use of Indonesian. This is caused by several factors, such as media content, the amount of time spent using media, the frequency with which media content is consumed and the relationships created due to interest in media and media content.

Every individual has the freedom to use the media they want. The use of this media will give users the freedom to consume any media content according to their wishes and needs. They can choose the content they like and share that content with anyone. Moreover, Instagram social media provides a hashtag feature, which makes it easier for media users to search for information according to their needs, through the keywords they want. Not only that, media use will have an effect on the content they consume. Through the uses and effect theory, it states that each media used can produce various effects on the audience.

The findings of this research are supported by the uses and effects theory put forward by Svel Windahl (1981), where this theory states that audiences who use media will definitely get an effect from what they see in the media. If it is related to the uses and effect theory and the amount of time motive, it is true that the millennial generation who are followers of the Instagram account @violameilindapp_ often use Instagram for 3 hours a day to view/read/watch various information and always take the time to consume media content #correctlanguage and repeat, re-content the content, exposed to effects in the form of cognitive effects, affective effects, and behavioral effects.

The cognitive effect that arises as a result of the hashtag #benarberbahasa is a change in thinking, understanding and perception of the millennial generation in Samarinda city regarding the good and correct use of Indonesian. Through the #benarberbahasa hashtag on the variables Good and Correct Language Use, Understanding motives, millennial generation Instagram media users know how to use Indonesian properly and correctly, both in terms of spelling and pronunciation. Not only that, millennials also feel educated to use good and correct Indonesian, so this hashtag also helps them in speaking and writing.

The affective effect caused by the content of #benarberbahasa content is a change in emotions and also the assessment of language use among millennials in Samarinda city. Regarding the motive of understanding, the millennial generation feels that #benarberbahasa hashtag has educated them to the point of changing their judgment that communicating using good and correct Indonesian is no less cool than using slang.

In addition, the behavioral effect that occurs as a result of the #benarberbahasa content is a change in the behavior of the millennial generation in Samarinda, regarding the use of good and correct language. They become interested in using good and correct Indonesian, even though it starts in the communication process from the family realm to group messages.

Not only that, the uses and effect theory also emphasize that the effects produced by media are influenced by the content contained in a media and the time spent using the media and consuming the media content. As with the Media Content and Time motif, it was found that the millennial generation had an effect on the good and correct use of Indonesian from the hashtag #benarberbahasa on @violameilindapp_ Instagram as a result of the media content #benarberbahasa being interesting, not boring, utilizing all Instagram features appropriately

and always providing the latest information about language. Then, the way the millennial generation uses Instagram media is to access the media every day for 3 hours, to read various information, including viewing/reading/watching #benarberbahasa content on Instagram. Then, the millennial generation following this hashtag always updates the latest uploads of #benarberbahasa and always consumes media content until it's finished and often repeats viewing/reading/watching the latest #benarberbahasa content on the @violameilindapp_ Instagram account.

In this way, the #benarberbahasa hashtag produces a positive effect on the use of good and correct language among millennials due to the influence of the content of the media #benarberbahasa and the way users use Instagram media.

Apart from that, the concept of social movements through digital media is also able to explain the role of social media in providing education and mobilizing the public about social movements or as a means of participation. Through the #benarberbahasa hashtag on the @violameilindapp_ Instagram account, the millennial generation was able to be moved to use good and correct Indonesian amidst the widespread use of slang. In this concept, there is a view that through social media, someone can easily spread issues, information and support from the public regarding their movement. The #benarberbahasa hashtag presents the latest content about language, which includes linguistic phenomena to how to use Indonesian properly and correctly. This means that social media, in this case, is also used by the owner of #benarberbahasa to carry out linguistic campaigns to maintain the existence of good and correct Indonesian. Not only that, #benarberbahasa has also been successfully used to gain public support, such as the emergence of various positive comments on every upload of #benarberbahasa content obtained, to the point of gaining hundreds of followers of linguistics activists who are members of the Instagram direct message channel #benarberbahasa.

Besides, from social media making it easier for users to get information through Instagram hashtag feature campaigns, this social media also creates direct interaction between content creators and the public. The ability to communicate with anyone on a wide scale provides closer ties to create discussions on a wide scale without being hindered by distance and time. This factor makes #benarberbahasa effective in influencing the use of good and correct language among millennials and as a language campaign through digital media.

In conclusion, #benarberbahasa hashtag on Instagram plays an important role in influencing the use of good and correct language among millennials in Samarinda. The Ziennial generation often uses the social media Instagram and consumes #benarberbahasa content so that knowledge about the proper and correct use of Indonesian is increasingly embedded in their memories.

4. Conclusion

The majority of respondents showed a positive tendency towards #benarberbahasa hashtag on Instagram in several identified aspects. This hashtag on @violameilindapp_ Instagram is considered an interesting place for linguistic information, always providing the latest information about language, and the content is easy to remember. In terms of amount of time, Instagram users with #benarberbahasa followers spend three hours accessing media and always consume media content to add information every day. However, this hashtag is less likely to generate a relationship of interest or engagement with Instagram media users and followers of #benarberbahasa. This is caused by media user segments utilizing different media, such as, 1) lay users, with a low level of information and social search, 2) social users, who have a medium level of information search and a high level of involvement in social activities, and 3) information users, with a high level of information search and social activities. However, #benarberbahasa hashtag has an influence on the good and correct use of Indonesian. This effect is in the form of a cognitive effect, namely changes in thinking,

understanding and perception of the good and correct use of Indonesian. Besides, the behavioral effect is that they are interested in using good and correct Indonesian. The results of this research show that there is a correlation between the #benarberbahasa hashtag on Instagram and the use of good and correct language and the nature of this correlation is strong and positive, so if the use of this hashtag on Instagram increases, then the use of good and correct language will also increase.

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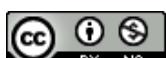
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