



LANGUAGE VARIATION OF BURU YOUTH ON SOCIAL MEDIA: A SOCIOLINGUISTIC STUDY

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Abstract

This study aims to identify and analyze the language variations and language functions used by Buru teenagers in their interactions on social media, particularly TikTok and Facebook, through a sociolinguistic approach. The results of the study show that the language variation of Buru adolescents on TikTok and Facebook is influenced by social, situational, and technological factors, with four main forms: dialect (local identity), usage (communicative function), formality, and medium (a mix of spoken and written forms). The most dominant variation is formality, characterized using casual and intimate language that reflects expressive communication, the use of slang and local dialect, and the strengthening of closeness and solidarity among adolescents. Furthermore, six functions of language variation were identified, namely emotive, directive, phatic, referential, metalingual, and imaginative functions. Among these, the emotive function is the most dominant.

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INTRODUCTION

Language is a dynamic means of communication that continually evolves in response to changes in time, society, and technology. In this context, language variation emerges as an adaptation to the social, cultural, and technological environments of its speakers. One particularly interesting form is youth language variation, especially in the use of social media platforms such as TikTok and Facebook.

State that language constantly changes alongside developments in technology and culture. In social life, language variation reflects society's adaptation to evolving communicative needs. Adolescents exhibit distinctive language patterns, especially in digital spaces like TikTok and Facebook, where they tend to use more relaxed, creative, and expressive forms. They create new terms, employ abbreviations, mix languages, and develop unique communication styles. This phenomenon not only reflects their group identity but also illustrates how rapidly language changes through digital interaction.

A sociolinguistic study of youth language variation on social media is essential for understanding how language develops and adapts. It also reveals the influence of technology on communication and how adolescents construct their social identities through language. In Buru Regency, Maluku, adolescents demonstrate a tendency to use distinctive language variations in their social media interactions. These variations can be analyzed through sociolinguistics, which examines the relationship between language and society.

In digital environments, Buru youths' language variation undergoes changes across lexical, morphological, syntactic, and semantic aspects. Lexically, they often use unique vocabulary specific to their community or create new terms. Morphologically, there are modifications such as word shortening or the addition of non-standard affixes. Syntactically,

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they tend to use more flexible sentence structures influenced by spoken language patterns. Semantically, word meanings may shift or expand depending on social media contexts.

(Nugroho & Sari, 2021), highlight that social factor, such as age and lifestyle, influence these variations, making the language more casual and expressive. Interaction with other languages, including Indonesian and national slang, further enriches their linguistic repertoire. (Amiroh et al., 2025), note that TikTok and Facebook serve as dynamic spaces of expression where language use often involves abbreviations, loanwords, code-mixing, code-switching, and community-specific terms, functioning not only as communication tools but also as markers of social identity.

(Wulandari et al., 2023) adds that common features of youth language variation include abbreviations, loanwords, code-mixing, and code-switching. Abbreviations like “wkwk” (laughter) and “OTW” (“on the way”) are used for efficiency, while English loanwords such as “bestie” and “flex” are widely adopted. Code-mixing occurs when adolescents combine local Buru language, Indonesian, and English within a single sentence, while code-switching appears when they shift between languages depending on context and audience.

Several previous studies are relevant to the study of language variation among adolescents on social media. Rahmawati (2020), in her study entitled *Language Variation in Adolescent Communication on Instagram*, examines the forms of language variation used by adolescents in Instagram communication, focusing on the use of slang, abbreviations, and code-mixing. The similarity lies in the object of study, as both studies discuss language variation in digital adolescent communication. However, the difference is that Rahmawati (2020) focuses on Instagram, whereas the present study focuses more on TikTok and Facebook (Rahmawati, 2020).

(Nugroho & Sari, 2021), in their study entitled *The Influence of Social Media on the Development of Adolescent Slang*, focus on social media particularly TikTok and Facebook and identify the impact of slang development among adolescents as well as its social and cultural implications. The similarity is that both studies examine the influence of social media on the development of adolescent language. The difference is that Nugroho and Sari (2021) discuss adolescent slang in general on social media, while this study specifically investigates the language variation of Buru adolescents, focusing on how the Buru local language changes in digital interactions.

1. Language Variation

Language variation is a phenomenon that arises due to geographical, social, and situational differences within society. One of the most common forms is dialect, which refers to a variety of language used by a group of speakers in a particular region, characterized by differences in phonology, morphology, syntax, and lexicon. (Kridalaksana, 2001), defines dialect as a language variation used by a group of speakers within a specific geographical area. In addition, language variation is also influenced by social factors, giving rise to sociolects, which are language varieties based on social class, education, profession, and age, as stated.

Furthermore, language variation functions not only as a means of communication but also as a marker of social and cultural identity within a group. (Hudson, 1996), emphasizes that language variation is influenced by social, geographical, and situational factors and is closely related to social stratification. Meanwhile, (Chaer & Agustina, 2004) explain that language variation includes dialect, sociolect, idiolect, and register, all of which serve social functions as both unifying and differentiating elements among groups. In addition, (Anhar et al., 2024) highlight that language variation reflects cultural identity and group solidarity, while (Bangun et al., 2024) show that technological

development and globalization have led to the emergence of new language forms, such as abbreviations, slang, and code-mixing in digital communication. This indicates that language variation is dynamic and continuously evolves in response to changing times and human communication needs.

2. Forms of Language Variation

According to (Chaer & Agustina, 2004), language variation can be viewed in terms of speakers, usage, formality, and medium. In terms of speakers, language variation includes idiolect, which refers to individual characteristics in language use such as voice quality, word choice, and style; dialect, which reflects regional or geographical differences; chronolect, which relates to language development over time; and sociolect, which is associated with social status, education, occupation, and age of the speaker.

In terms of usage, (Setya et al., 2022) explain that language variation is determined by function and field of use, such as language in medical, legal, or educational contexts, each of which has its own distinctive features based on communicative needs. Furthermore, language variation can also be examined in terms of formality and medium. In terms of formality, language varieties include frozen (highly formal and standardized, such as official state documents), formal (used in formal situations), consultative (used in productive activities such as meetings), casual, and intimate varieties used in close relationships. In terms of medium, (Aisah & Noviadi, 2018) distinguish between spoken and written language. Spoken language is characterized by paralinguistic features such as intonation, gestures, and facial expressions, whereas written language is marked using punctuation and more structured forms to convey meaning clearly.

3. Functions of Language Variation

Sociolinguistics considers the traditional concept of language to be too narrow. As stated by Fishman in (Sapsuha et al., 2026), the central concern of sociolinguistics is “who speaks what language to whom and to what end.”

Language has several functions based on its use. First, the emotive function, in which language is used by speakers to express feelings or emotions. Second, the directive or instrumental function, where language is used to influence or regulate the behavior of listeners. Third, the phatic function, which serves to establish and maintain social relationships between speakers and listeners. Fourth, the referential or cognitive function, which is used to convey information about objects, events, or reality. Fifth, the metalingual function, in which language is used to discuss language itself. Finally, the imaginative or poetic function, where language is used to convey messages in a creative or aesthetic manner.

4. Social Media

Social media are digital platforms that enable users to interact, share information, and build networks in real time through text, images, videos, and audio. Their presence has become an essential part of modern life, as they connect individuals across regions quickly and extensively. According to (Muna & Ausat, 2023), social media has revolutionized communication and the dissemination of information, becoming a primary space for the formation of public opinion. In addition, social media functions as a means of communication, a source of information, and entertainment, and are also utilized by mass media to expand audience reach.

In a business context, social media serves as a strategic tool for marketing and consumer interaction. (Diany et al., 2025), emphasizes the importance of two-way

engagement, including the use of influencers and user-generated content to build market trust. However, the use of social media requires awareness. (Bora, 2024), introduces the concept of mindful media use, which refers to using media wisely by managing time, filtering information, and maintaining digital ethics to maximize benefits and minimize negative impacts.

RESEARCH METHODS

1. Type of Research and Approach

This study employs a descriptive qualitative design that focuses on understanding the phenomenon of Indonesian language variation on social media, with data in the form of utterances on TikTok and Facebook. The aim of this research is to describe and analyze language variation using a sociolinguistic approach, which examines the relationship between language and social context, including factors such as age, gender, social background, and communication situations. This approach enables the identification of patterns of language variation, such as the use of formal and informal registers, code-mixing, and slang associated with users' social identities.

2. Types of Data and Data Sources

The types of data used in this study are both oral and written data. The researcher collects various forms of digital communication, such as posts, comments, and conversations that contain language variations typical of Buru youth. The data sources in this study are obtained from the social media applications TikTok and Facebook, which serve as the primary platforms for interaction among Buru adolescents.

3. Data Collection Methods and Techniques

The data collection method used in this study is the observation method, which involves observing utterances on social media. The techniques employed include: (1) note-taking, which involves recording utterances from TikTok and Facebook videos that contain variations of the Indonesian language, including transcription, language use, and their social context; and (2) documentation, which involves collecting and storing data in the form of transcripts, screenshots, and contextual notes to ensure accuracy and facilitate further analysis.

4. Data Analysis Technique

The research employed a descriptive qualitative method using data analysis techniques proposed by (Miles & Huberman, 1994), which consist of three main stages: data reduction (filtering and focusing on relevant data), data display (organizing data to facilitate understanding), and conclusion drawing and verification (deriving meaning and ensuring the validity of the findings).

RESULTS AND DISCUSSION

1. Results

a. Forms of Language Variation among Buru Adolescents on TikTok and Facebook

The results of this study reveal four forms of language variation used by Buru adolescents in their social media activities, particularly on TikTok and Facebook. These variations are observed from several perspectives, namely speaker-based variation, usage-based variation, levels of formality (casual and intimate), and modes of delivery (spoken and written). Through observations of uploaded content and interactions on both platforms, it was found that Buru adolescents exhibit dynamic language use that reflects

identity, social closeness, and adaptation to the ever-evolving digital context. A more detailed explanation is presented on the table below.

Table 1
Data on the Forms of Buru Youth Language Variation
in TikTok and Facebook Social Media

No	Forms of Language Variation	Research Findings Data
1	Variation in terms of speaker	<i>a. Mo galau tapi kaka pung senyum ni pling manis</i> <i>b. Lewati badainya jang ganti orangnya</i> <i>c. Biar se hati bae bgmna lai, klo lia se dri dlm muka psti kalah sa</i>
2	Variation in terms of usage	<i>a. 2025 menuju sehat jng cuma hati sa yang di rawat badan lae harus rawat</i> <i>b. Mending sakit hati dari pada sakit gigi sg manahang saki ee</i> <i>c. Ya Tuhan, gadis itu baru berusia 18 tahun?? Anda harus berusia di atas 18 tahun untuk melihatnya bro</i>
3	Variation in terms of formality (casual and intimate)	<i>a. Rangkul yang sejalan denganmu selebihnya hati-hati di jalan, susah senang ktong semua su pernah rasa SOSA</i> <i>b. Cuma modal setia deng tulus ktong dapa buang jau-jau pot ee</i> <i>c. Cape overthinking trus, overlovingyou sja boleh k sng?</i>
4	Variation in terms of medium (spoken and written)	Written: <i>a. Si paling bucin, si paling basket</i> <i>b. When lu punya teman yang bobrok abiszzz di kelas, dan tiba-tiba kalem karena yang ngecrushin guru yang ngajar</i> <i>c. Konsepnya mmg pica-pica bgitu</i> Spoken: <i>a. Se bisa menggambar? Beta labe soe lae</i> <i>b. Nyuwun sewu, saged dibantu? Matur nuwun, monggo pinarak</i> <i>c. Hari ini aku santai di sekolah soalnya materinya UTBK, jadi kita mau makan-makan dan sudah bawa makanan kelompok</i>

b. The Functions of Buru Adolescents' Language Variation on TikTok and Facebook

The findings of this study indicate that the language used by Buru adolescents on TikTok and Facebook reflects not only diversity in form but also in communicative functions. Various posts and interactions on these platforms demonstrate the use of language across six main functions: emotive, directive, phatic, referential or cognitive, metalingual, and imaginative. Each function represents how adolescent's express emotions, give directions, maintain social relationships, convey information, explain language itself, and creatively express imagination within the digital spaces they inhabit. A more detailed explanation is presented in the table below.

Table 2
Data on the Functions of Buru Youth Language Variation
in TikTok and Facebook Social Media

No	Language Functions	Research Findings Data
1	Emotive Function	a. <i>Kalo hidup seng pernah susah ithu bukan hidup tapi mimpi</i> b. <i>btw awan secantik ini.</i> c. <i>sg peduli se sejahat apa</i>
2	Directive Function	a. <i>Jangan lupa tap tap layar</i> b. <i> jangan lupa kunjungi website resmi kemdikdasmen</i> c. <i>tolong jaga pantai sebersih ini</i>
3	Phatic Function	a. <i>Haii</i> b. <i>Sampai bertemu dititik terbaik takdir</i> c. <i>Seperti kata Ziva, Sampai jumpa di lain semesta</i>
4	Referential/Cognitive Function	a. <i>Edisi ujian praktek menari sekolah</i> b. <i>Tugas selesai paskibraka</i> c. <i>Lagi healing</i>
5	Metalingual Function	a. <i>Cape overthinking trus, overloving you sja boleh k sng?</i> b. <i>When lu punya teman yang bobrok abiszzz di kelas, dan tiba-tiba kalem karena yang ngecrushin guru yang ngajar</i> c. <i>dia wangi, tinggi, act of service, perhatian</i>

2. Discussion

a. Forms of Language Variation among Buru Adolescents on TikTok and Facebook

1) Variation Based on Speaker (Dialect)

Data 1

The caption on the TikTok account @Naaa reads, “Mo galau tapi kaka pung senyum ni pling manis,” posted on November 20, 2023, at 16:04.



Mo galau tapi kaka pung
senyum ni pling manis
(I want to feel sad, but your
smile is the sweetest)

The phrase “*Mo galau tapi kak pung senyum ini pling manis*”, posted on the TikTok account @Naaa on November 20, 2023, at 16:04, represents a form of language variation from the speaker’s perspective and can be analyzed sociolinguistically through several aspects. First, the use of distinctive forms such as “*Mo*” (mau (want)), “*pung*” (punya (have)), and “*pling*” (paling (-est=superlative)) reflects features of a regional dialect, particularly Eastern Indonesian varieties such as Ambon Malay, which are commonly used in informal contexts among young people. These lexical choices indicate the speaker’s social and regional identity and function as part of colloquial language within specific communities.

Sociolinguistically, this demonstrates speaker-based variation (dialect), as the language reflects not only the speaker's geographical background but also their age group (youth) and the expressive, creative nature of social media use. The expression also conveys an emotional nuance (*galau*, or emotional distress), framed in a light and humorous style, which serves as a communicative strategy among youth to build closeness and social solidarity. Thus, this variation is not merely lexical but reflects the dynamics of identity, lifestyle, and social relationships among speakers in a digital context.

According to (Fishman, 1978), the concept of domain is crucial in language use, as language varies depending on situation, topic, and social relationships. In this case, TikTok as an informal domain allows for the use of non-standard and expressive language. The sentence is used by a or young person and addressed to peers, thereby reflecting social solidarity and emotional closeness within the group.

2) Variasi dari Segi Pemakaian

Data 2

Caption cerita di akun Facebook @Daa Mir, yaitu “2025 menuju sehat jng cuma hati sa yang di rawat badan lae harus rawat.” 12 juni 2025, 15.15 pm.



2025 menuju sehat jng cuma hati sa yang di rawat badan lae harus rawat

(In 2025, strive for a healthy life; not only the heart should be cared for, but the body must also be maintained)

The expression “2025 menuju sehat jng cuma hati sa yang di rawat badan lae harus rawat,” posted by the account @Daa Mir on June 12, 2025, at 3:15 PM, represents a form of language variation in terms of usage which, in sociolinguistic studies, refers to situational or contextual variation. Usage variation emerges when language is adapted to specific functions, purposes, or contexts. In this case, the speaker employs informal social media language that is relaxed, expressive, and communicative. The expression also incorporates a mix of Indonesian and elements of local dialect or Ambon Malay, such as “sa” (saja (only)) and “lae” (lagi (again)), indicating language use shaped by social closeness and familiarity among users.

Functionally, the statement conveys an invitation or reminder not only to maintain mental health (heart/mind) but also physical health (body), reflecting an awareness of the importance of holistic well-being in the modern era. This style also reflects the phenomenon of social media register, characterized by straightforward, informal, and emotionally charged language commonly used by adolescents and young adults. This aligns with (Halliday, 1978) view that language variation depends on its function within a social context, where social media as an open communicative space gives rise to unique and flexible linguistic expressions. Thus, the expression illustrates language variation influenced by communicative situation, purpose, and medium.

3) Variations in Terms of Formality (Casual and Familiar)

Data 3

The caption of the story on the Facebook account @Refi Robers, is “Rangkul yang sejalan dengan mu selebihnya hati-hati di jalan, susah senang katong semua su pernah rasa.” May 12, 2025, 10:45 am.



Rangkul yang sejalan dengan mu selebihnya hati-hati di jalan, susah senang katong semua su pernah rasa.

(Embrace those who are aligned with you; for the rest, be cautious in life both joy and

The expression “Rangkul yang sejalan dengan mu selebihnya hati-hati di jalan, susah senang katong semua su pernah rasa,” posted by the account @Refi Robers on May 12, 2025, at 10:45 AM, represents a variation of language in terms of formality, particularly in the use of a casual and intimate style. In sociolinguistic studies, this type of formality variation is closely related to language register, namely the selection of language variety based on the situation and the social relationship between the speaker and the audience. This sentence employs an informal style, as reflected in the use of non-standard words such as “mu” (kamu (you)), “katong” (kita (we)), and “su” (sudah (already)), which indicate social closeness and equality between the speaker and the readers.

Through this analysis, it can be concluded that the casual and intimate formality variation in the post reflects a distinctive form of communication in social media that emphasizes intimacy, inclusivity, and a personal style, while also demonstrating how language is used as a tool to build social solidarity in digital communication contexts.

4) Variation in Means (Spoken and Written)

Data 4

Caption on the TikTok account @elftwee: “Si paling bucin, si paling nk basket.” March 2, 2025, 7:19 PM.



Si paling bucin, si paling nk basket.

The phrase “Si paling bucin, si paling nk basket” posted by the account @elftwee on March 2, 2025, at 7:19 PM is an example of language variation in terms of written means, namely how language is used uniquely in written form, especially on social media. In sociolinguistic studies, written means refers to the medium or communication tool that influences the form, structure, and style of language. Social media as a written medium tends to produce a communication style that is short, concise, and full of expressions typical of young people, such as the use of the popular phrase “si paling” which functions as a subtle sarcasm or a form of irony, as well as informal abbreviations such as “nk” (child) which is often used in online communication. The phrases “si paling bucin” and “si paling nk basket” are popular forms of expression that function as satirical comments or hyperbolic jokes. The word “bucin” is an abbreviation of “budak cinta,” a slang term commonly used among teenagers to describe someone who is overly infatuated in a romantic relationship. Meanwhile, “nk” is an abbreviation of “anak”, so “nk basket” means “anak basket”.

According to (Halliday, 1978) theory, the language used in written media is influenced by the mode (spoken or written), which in the context of social media tends to mimic spoken speech styles even when delivered in written form. This is evident in the use of short, emotionally charged sentences that create the impression of a direct conversation between individuals. Furthermore, phenomena like “si paling” (the most) are part of the variation in youth language that develops in online communities to convey certain social attitudes, such as sarcasm, joking, or affirming popular stereotypes.

b. The Function of Buru Youth's Language Variations on TikTok and Facebook

This section will discuss the results of the interpretation based on Buru Youth's Language Variations on TikTok and Facebook.

1) Emotive Function

The caption on the facebook account @Ditha Turaha, is “Kalo hidup seng pernah susah ithu bukan hidup tapi mimpi.” September 17, 2024, 1:22 PM.



Kalo hidup seng pernah susah ithu
bukan hidup tapi mimpi
(If life is never difficult, it is not life, but
a dream.)

The phrase “Kalo hidup seng pernah susah ithu bukan hidup tapi mimpi” published by the account @Ditha Turaha on September 17, 2024, at 1:22 PM, is a clear example of the emotive function in adolescent language variations on social media. In sociolinguistic studies, the emotive function refers to the expression of emotions, feelings, or personal attitudes of the speaker toward a situation or experience. The sentence contains strong reflective and emotional nuances, a form of acceptance of the reality of

life, which is inseparable from difficulties. Teenagers who use this phrase are expressing their perspective on life, that suffering is an essential part of the human experience.

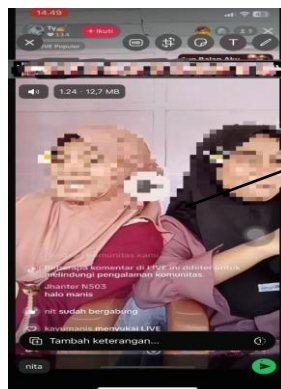
Linguistically, the use of the word "seng," a non-standard form of "tidak," and "ithu," a form of "itu," reflect the dialectal variations typical of youth language from Eastern Indonesia. These word choices demonstrate regional identity and attachment to their home communities. In a sociolinguistic context, this is referred to as regional or dialectal variation, which simultaneously strengthens group solidarity. This language also reflects the characteristics of youth, who tend to use relaxed, expressive, and poetic language on social media to build self-image, channel emotions, and attract the attention of fellow users.

This sentence falls under the emotive function in (Jakobson, 1960) theory of language functions. Jakobson stated that language has six functions, one of which is the emotive or expressive function, which is when the speaker expresses personal attitudes, emotions, or feelings through their speech. In this quote, the speaker emotionally conveys that life's difficulties are normal and actually shape the meaning of life itself. This sentence has a reflective and motivational content that demonstrates acceptance of life's realities.

2) Directive Function

Data 2

On the TikTok live stream of @Ty, the message reads, "*Jangan lupa tap tap layar.*" June 15, 2025, 2:50 PM (with a duration of 12:15 AM).



Jangan lupa tap tap layar
(Don't forget to tap the screen)

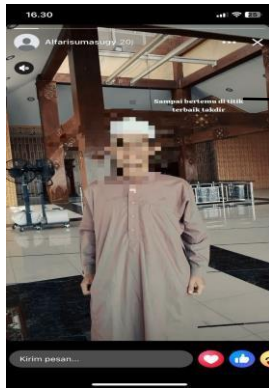
The phrase "jangan lupa tap tap layar" which appeared in a live broadcast by the @Ty account on June 15, 2025, at 2:50 PM, is an example of the directive function in the language variations of teenagers on social media. Sociolinguistically, the directive function is the use of language that aims to regulate or influence the behavior of others, such as ordering, inviting, requesting, or prohibiting. In this context, the speaker invites the live streaming audience to take a specific action, namely tapping the screen (usually done to give a like or increase interaction). The words "Jangan lupa" function as a direct yet relaxed reminder, reflecting the typical communication style of teenagers who tend to be informal and familiar. This language reflects the speaker's identity as part of an active and responsive young community on social media and demonstrates the influence of technology and popular culture on their language.

(Jakobson, 1960), explains that the directive function focuses on the message recipient, aiming to influence the behavior or response of the listener or audience. In this context, the phrase "Jangan lupa" is a direct reminder, while the phrase "tap tap layar" refers to a concrete action expected of the live audience, namely tapping the screen as a form of support or interaction.

3) Fatigue Function

Data 3

The caption of the story on the Facebook account @Alfarisumasugy is “Sampai bertemu di titik terbaik takdir.” May 14, 2025, 8:11 PM



Sampai bertemu di titik terbaik takdir.
(See you at the best point of destiny)

The phrase “Sampai bertemu di titik terbaik takdir” uploaded by the Facebook account @Alfarisumasugy on May 14, 2025, at 8:11 PM, is an example of the phatic function in adolescent language variation from a sociolinguistic perspective. Sociolinguistically, this phrase demonstrates how adolescents frame their social relationships through language rich in emotional and symbolic meaning. The use of diction such as “titik terbaik” and “takdir” reflects a typical adolescent communication style that contains hopes and imaginations for the future. This shows that adolescents not only use language as a tool to convey direct messages but also as a symbol of social identity and a way to express feelings within their communities, especially in digital spaces like Facebook. This phrase also serves to stay emotionally connected even without direct interaction, which is a characteristic of the phatic function in adolescent online communication. Thus, in a sociolinguistic context, this phrase serves to maintain social ties and intimacy through subtle and meaningful language.

(Jakobson, 1960) defined the phatic function as a language function used to initiate, maintain, or end communication, without primarily focusing on content or information, but rather on the social connectedness between speakers. By using expressions such as “titik terbaik takdir” adolescents are not simply greeting or saying goodbye but also inserting hopes and emotional values that add meaning to the interaction. This reflects the typical creative and expressive language style of adolescents and demonstrates how the phatic function can combine with the emotive function, creating warm and meaningful communication in a digital social environment.

4) Referential/Cognitive Function

Data 4

The caption on the TikTok account @kasih waris is “Tugas selesai #paskibraka.” August 19, 2024, 9:22 PM.



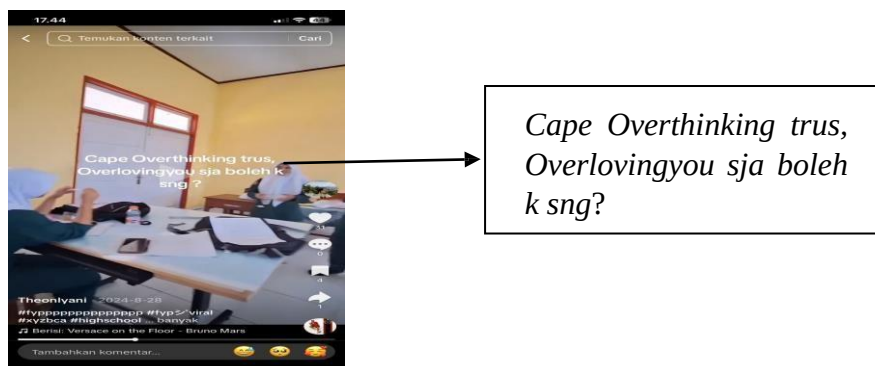
The phrase “Tugas selesai #paskibraka” uploaded to the account @kasih waris on August 19, 2024, at 9:22 PM is a form of referential or cognitive function in the language variety of teenagers. In sociolinguistics, the referential function is used to convey information or facts that are objective and informative. This phrase informs that a task or activity related to Paskibraka has been completed, most likely referring to the task of the Indonesian Independence Day commemoration ceremony held on August 17. This information is conveyed briefly but clearly, reflecting the characteristics of teenagers' communication on social media which tends to be concise, to the point, and uses the hashtag (#) as a link to the context or topic that is currently relevant.

(Buhler, 1990), states that the referential or representative function is used to convey information. This sentence informs that the flag-raising team's task has been completed, without containing any emotion or invitation. The concise style and use of hashtags reflect the characteristics of adolescent communication on social media, which is dense, contextual, and oriented toward group identity.

5) Metalingual Function

Data 5

The caption on the TikTok account @Theonlyani is, “Cape Overthinking trus, Overlovingyou sja boleh k sng?” August 8, 2024, 5:44 PM.



The phrase "Cape Overthinking trus, Overlovingyou sja boleh k sng?" on the TikTok account @Theonlyani August 8, 2024, 5:44 PM is an example of a variation of adolescent language that functions metalingually, because it shows awareness and emphasis on the use of language itself. In sociolinguistic studies, the metalingual function is used when speakers pay attention to the form or structure of the language they use, such as the choice of mixed words between Indonesian and English, as well as changing

sentence structures to create certain stylistic effects. This expression shows the speaker's reflection on how to convey a message, where words such as *overthinking* and *overlovingyou* not only function to convey feelings but also become a medium to comment on and play with language itself as an expression of adolescent identity. The insertion of foreign elements (English) reflects the typical speech style among social media teenagers, while also indicating linguistic creativity and shifts in meaning in the context of popular culture.

According to Jakobson's theory (1960), metalingual functions emerge when language is used to discuss itself, including when speakers wish to clarify or highlight the use of words and structures. In this context, the use of hyperboles such as "Overlovingyou" is not only an emotional expression but also a reflection of the intensity of feelings through creatively constructed language. This demonstrates that language is not only a means of communication but also a means to demonstrate the uniqueness of personal expression and the distinctiveness of social groups, in this case the TikTok community of teenage users.

6) Imaginative Function

Data 6

The caption on the TikTok account @Yyaaaa is, "Otak dibawah rata" malah ambil jurusan desain bangunan, tetap strong!! Stres takk tertolong." September 5, 2024, 11:22 am.



Otak dibawah rata" malah ambil jurusan desain bangunan, tetap strong!! Stres takk tertolong

The phrase "Otak dibawah rata-rata malah ambil jurusan desain bangunan, tetap strong!! Stres takk tertolong" uploaded to the TikTok account @Yyaaaa on September 5, 2024, at 11:22 AM reflects the imaginative function in sociolinguistic studies. The imaginative function is used when language is used to express imagination, creative ideas, or convey something non-literally, for example in the form of satire, hyperbole, or other expressive figures of speech. In this context, the speaker constructs a hyperbolic narrative about personal experiences or those of others who feel inadequate ("otak dibawah rata-rata") but still choose a major considered challenging like building design. The phrase implies mental stress and exhaustion ("stres takk tertolong"), but also contains a spirit of resilience ("tetap strong!!"), indicating the creation of a subjective world based on the speaker's feelings and perceptions of reality. This variation is closely related to the expression of emotions and self-identity in the digital space, which is a characteristic of today's youth language on social media.

From a sociolinguistic perspective, the imaginative function, as described by Halliday (1978), is one of seven functions of language used to create imaginary worlds or express alternative realities. Language in this function often goes beyond literal usage and

is used to explore ideas, create narratives, or strengthen group solidarity, especially among adolescents. In social media, this function demonstrates how individuals construct self-image and emotional solidarity through humor, irony, and exaggeration. This expression also reflects the dynamics of social identity among adolescents facing academic and social pressures, and how they use creative language as a psychological outlet and a form of symbolic resistance.

CONCLUSION

Based on the data analysis and discussion, the author draws conclusions from the study of Buru adolescents' language use on Facebook and TikTok.

The analysis reveals four main forms of language variation. First, variation in speakers (dialect) reflects the strong local characteristics and ethnic identity of Buru adolescents, reflected in the use of regional vocabulary and language structures. Second, variation in usage indicates that language is adapted to the context of communication, such as for entertaining, expressing opinions, or building social relationships. Third, variation in formality demonstrates the dominance of a relaxed and familiar language style, reflecting the expressive and informal nature of adolescent communication. Finally, variation in means demonstrates the use of a mix of spoken and written forms, adapting to social media features that allow for multimodal expression, such as text, audio, and video. Based on the identification of the forms of language variation among Buru adolescents on TikTok and Facebook, it can be concluded that the most dominant form of language variation is formality, particularly the use of relaxed and familiar language.

The six functions of language variation found in Buru adolescents on TikTok and Facebook are: First, the emotive function is used to express personal feelings, such as sadness, happiness, or disappointment. Second, the directive or instrumental function is seen in invitations, commands, or suggestions directed at others. Third, the phatic function is used to maintain and strengthen social relationships, such as greetings or farewells. Fourth, the referential or cognitive function is used to convey information, opinions, or facts related to social or personal conditions. Fifth, the metalingual function is used to clarify or emphasize the meaning of words, demonstrating awareness of language use. Sixth, the imaginative function reflects linguistic creativity in the form of wordplay, poetic expressions, or imaginative expressions typical of adolescents. And based on the results of the identification of the functions of Buru adolescent language variations on social media platforms like TikTok and Facebook, it can be concluded that the most dominant function is the emotive function.

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