



Analysis of Language Styles on Social Media: Twitter Case Study

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This study presents the findings derived from an investigation into the language styles employed by users of the Twitter platform. The primary objective of this research is to discern and categorize various language styles prevalent on Twitter, including frozen, formal, casual, consultative, and intimate styles. Additionally, the study seeks to ascertain the predominant types of these language styles manifested within the Twitter environment. A qualitative descriptive approach was adopted to achieve this aim, enabling a thorough examination of linguistic patterns and trends exhibited in Twitter discourse. The dataset comprises 30 tweets, meticulously collected through screenshots from diverse Twitter accounts. The analysis reveals that the casual style is the most prevalent among Twitter users, encompassing approximately 40% of the sampled tweets. Contrastingly, the frozen style registers the lowest occurrence, accounting for merely 10% of the entire corpus. The prominence of the casual style underscores the informal and conversational nature of communication on the Twitter platform, reflecting the platform's role as a space for relaxed and spontaneous interactions. Conversely, the limited utilization of the frozen style suggests a lesser prevalence of formal or fixed expressions within Twitter discourse. These findings shed light on the dynamic interplay between language styles and online communication practices, offering insights into the communicative preferences and norms within virtual social environments.

Keywords: casual style, frozen style, language styles, qualitative descriptive method, twitter

INTRODUCTION

For their desires to be met, humans need interaction with one another. Humans can convey their thoughts and feelings by using the language they need to speak in order to interact. One can judge one's capacity for speech by looking at how well one uses mixed, figurative, and literal language. Al-Farisi and Geroda (2020) assert that public relations and language age are inextricably linked in the field of communication. Sociolinguistics is the study of the interaction between language and society, according to Holmes (2013), and it is the branch of linguistics that focuses on the interaction between language and society. Language is a communication system between humans to convey ideas or information to other people (Lado, 2022). According to Thomas M Scheidel, the rapid development of information technology is directly proportional to the rapid development of everyday language which is widely used by teenagers. This is proven by a large number of various slangs used on social media, both spoken and written (Rondang, 2021). The development of social media has made many people more creative, not only as a means of communication but also as a means of entertainment.

In society, there are linguistic characteristics that are different from other regional communities. The characteristics are called

OPEN ACCESS
ISSN XXX-XXX (Online)

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Received: 16th September 2024
Accepted: 25th January 2025
Published: 28th February 2025

Citation:
Sani, N. B., A, N. L. P., Pane, R. A.
F., Sari, A. N., Sagala, R. W.
(2025). *Analysis of Language
Styles on Social Media: Twitter
Case Study*. ALTERA (Journal of
Applied Linguistics, English
Teaching and Literature), 1(1), 12-
20.
doi: xxxxxxxxxxxxxxx

varieties or variations in language. Language variation refers to the phenomenon where there is more than one way of saying the same thing within a language. According to Allan Bell, the basic principle of language variation is that speakers do not always speak in the same way for all events and occurrences. Speakers have the choice and opportunity to speak in different ways in different situations (sastrawacana.id, 2019). This variation can manifest in different aspects such as pronunciation, word choice, morphology, and syntax. It can also be observed between languages, dialects, and individual speakers, and is a core concept in sociolinguistics (Nordquist, 2019).

All social media users have the freedom to determine their language style. This also concerns identity, image, personal, and organizational goals (Yudhistira, 2020). By paying attention to the topic being discussed, the media used, the audience or party being addressed, and the situation at hand, we can choose the most appropriate language style. According to Joos in Zulaekho (2011), language styles are classified into five types based on the level of formality. Thus, the researcher wants to find out the language style used in social media, specifically Twitter.

LITERATURE REVIEW

Language style encompasses how individuals speak or write, adapting their linguistic expression according to situational factors, the audience, and communicative objectives. As Todorov (1993) articulated, language style entails the selection of various alternatives available in language usage. According to Joos (1967), language style represents a form of speech or writing characterized by deliberate and conscious selection, systematic organization, and the employment of linguistic and extralinguistic strategies relative to the context, purpose, authorial intent, and content of communication. These styles encompass frozen, formal, consultative, casual, and intimate modes of expression.

Frozen oratorical style epitomizes the most formal register of language usage. It is typically beneficial in ceremonious settings with symbolic significance, such as official ceremonies, court proceedings, and state documents. In this style, the audience remains passive, devoid of participation or the ability to challenge the speaker's discourse. As has been elucidated by Richard & Rodgers (1985), formal style denotes a mode of language usage characterized by meticulous attention to pronunciation, vocabulary selection, and sentence structure. Formal language exhibits careful and standardized speech, deliberate pacing, technical terminology, complex grammatical structures, avoidance of repetition, and utilization of full-name addresses or synonyms.

Consultative style represents neutral or unmarked communication, primarily in interactions between individuals. Participants in consultative exchanges typically offer brief responses at intervals, often employing standard signals such as "Yes," "No," "Uhhuh," and "Mmm." This style is typical in group discussions, educational settings, and business conversations. According to Hariharasudan & Kot (2018), casual style characterizes informal language usage ubiquitous in everyday interactions among family members, friends, and casual acquaintances. Marked by brevity and informality, casual language often features colloquialisms, slang, and simplified grammar structures. Intimate style is distinguished by its informal and intimate nature, incorporating familiarity, rapid and relaxed speech patterns, nonverbal cues, and nonstandard linguistic forms. This style fosters a sense of closeness and intimacy in communication, often observed in interactions among close friends, family members, or romantic partners (Ukhtin et al., 2021).

Slang, an informal and nonstandard language characterized by newly coined and rapidly changing words and phrases (Nordquist, *Slang in the English Language*, 2018), lacks a precise and definitive definition and is understood only within particular groups, societies, or communities where the language originates (Fishman, 1972). Its usage transcends traditional face-to-face communication, extending to internet platforms, where slang evolves rapidly and fades quickly, reflecting the changing linguistic landscape of the times. This language, embraced by communities, is facile, unrestricted by formal rules, and driven by current trends. Moreover, the ubiquity of slang extends beyond interpersonal communication to encompass online interactions, as observed in the modern era (Wulandari, 2020), particularly on social media platforms like Twitter.

Twitter, an online social media and networking service, facilitates communication through succinct messages known as "tweets" (Rosalina et al., 2020), accompanied by features such as profile customization, direct messaging, and various client applications for content addition and monitoring.

Despite stiff competition in social media, Twitter has maintained its relevance, as evidenced by user statistics in Indonesia from November 2018 to November 2019, where it ranked second only to Facebook (Wulandari, 2020). As a platform where users convey messages within a maximum limit of 140 characters per tweet, Twitter necessitates users to articulate language clearly, concisely, and comprehensibly to their followers.

Given the myriad linguistic styles prevalent across digital platforms, including Twitter, researchers are keen to ascertain individuals' predominant language styles. Guided by Martin Joos' theory, which delineates several language styles, researchers collected fifty tweets from their Twitter timeline spanning December 6th to December 12th, 2023. This endeavor seeks to shed light on Twitter users' linguistic preferences and practices, contributing to a deeper understanding of language dynamics in contemporary digital communication.

METHOD

This study adopts a descriptive qualitative methodology, drawing from the insights of Creswell & Creswell (2017), who defines qualitative research as exploring and comprehending the meaning attributed by individuals or groups to various social phenomena. Qualitative inquiry entails utilizing data collection methods to describe, classify, and analyze data, culminating in deriving research conclusions. In this study, the data exclusively comprises tweets delineating language styles emanating from user accounts on the Twitter platform. Data collection involved a combination of reading, note-taking techniques, and the capture of screenshots from the researcher's mobile device.

The research design employed herein is qualitative content analysis, as has been articulated by Vaismoradi et al. (2013), encompassing the systematic examination of oral or visual communication messages. Content analysis constitutes a rigorous examination of the content of written or printed materials across various media platforms. This study's overarching objective is to ascertain the prevailing language styles employed on the Twitter platform, specifically within tweets featured on the researcher's timeline, starting from December 6th and ending on December 12th, 2023. Furthermore, this research seeks to elucidate language phenomena within the sociolinguistics domain, focusing on the styles of language individuals or groups utilize in their interactions with society.

RESULTS AND DISCUSSION

Results

Table 1 presents the findings of the analysis of language styles employed on the Twitter platform. A total of 30 tweets were collected randomly from the researcher's timeline. These tweets were subsequently analyzed by computing the percentage of each style. The results indicate that formal and intimate styles exhibit the lowest frequency, whereas casual style emerges as the most prevalent.

TABLE 1 | The percentage of language style classification found on twitter.

No.	Language Style	n	Percentage
1.	Frozen Style	3	10%
2.	Formal Style	4	13.33%
3.	Consultative Style	7	23.33%
4.	Casual Style	12	40%
5.	Intimate Style	4	13.33%
	Total	30	100%

Discussion

Types of Language Style Used in Twitter Platform

Frozen-Style

The researcher found some frozen-style word in some of the Twitter accounts. There were three tweets, making up 10% of the whole tweets. The tweets can be analyzed as follows:

@Mssn LAUTECH: Assalamu'alaikum Warahmatullahi Wabarakatuh. To the 1001 students, may Allah's guidance be with you, as you commence your second semester test today. (10/12/23)

Based on the data above, it is categorized as a frozen-style wording, because the utterances are related to the God of Moslem, and it is a way for the Muslim community to greet each other. From the context, we know that the user prays for the students who will be starting their second semester, and it is categorized as a formal situation.

@ShamshulHariz: Assalamu 'alaikum Warahmatullahi Wabarakatuh. Dear IIUM community, I'm Shamshul Hariz, Presidential Candidate, EMSS election 23/24 (11/12/2023)

The data is categorized as frozen style because the utterances are related to the God of Moslem. It is also considered a formal tweet. As we have known from the context, the person known as Shamshul Hariz announced himself as the presidential candidate. The utterances have their own format and cannot be shortened. That is one way for the Muslim community to greet each other.

@Sedrick_Ug: God bless the food we're going to have, Amen.

The data is categorized as frozen style because the utterances are related to the God of Christianity. It is also considered a formal style. As we have known from the context, the person is praying before s/he eats. The utterances have their format and cannot be shortened, and that is the Christian prayer before eating.

Formal-Style

The researcher found some formal style in some of the Twitter user accounts. It was four tweets, making up 13.33 % of the entire tweets. The data can be analyzed as follows:

@ChrisExcell102i: Ladies and gentlemen, I present to you, Mr. Nelson Mandela. (06/12/23)

The data above is considered a formal style. The vocabulary used in a formal style is extensive, using standard speech, low-tempo speech, and avoiding repetition. For example, the word 'ladies and gentlemen' is used, as in the tweet above.

@HypraNetwork: We regret to inform you that the planned Gaspar updated, which was supposed to bring new features from Ethereum to Rethereum, has been delayed. (06/12/23)

The data above is considered a formal style. It is generally used in a formal situation where the amount of shared background knowledge is the least, and communication is one-way, with little or no feedback from the audience. From the context, the user informs the followers about the delay information. The words "we regret to inform you" are formal, as they are used on important occasions.

@jokowi: Selamat bekerja Bapak Irjen Pol. Marthinus Hukom sebagai Kepala Badan Narkotika Nasional. (08/12/2023)

The data above is considered a formal style. It is generally used in a formal situation where communication is one-way, with little or no feedback from the audience. The vocabulary used is extensive in formal styles, such as the word 'Bapak', as in the tweet above. Degrees of formality can also be influenced by solidarity and status relationships. When people use a formal speech style, it shows that they do not have a close relationship with one another.

@Gerindra: "Saya yang mengusung Bapak. Kalau demokrasi kita tidak berjalan, Anda tidak mungkin jadi gubernur." – Prabowo.

The data above is considered as formal style. It is known by the specific vocabularies used such as 'Bapak' and 'Anda', in the tweet above. Degrees of formality can also be influenced by solidarity and status relationships. When people use a formal speech style, it shows that they do not have a close relationship with one another.

Consultative-Style

The researcher found some consultative style words in some of the Twitter accounts. It was seven tweets, or 23.33% of all tweets. The tweets can be analyzed as follows:

@amourstal: her billion dollars face card saving that ugly ass dress suit shibal (07/12/23)

Reply: @elven_sone: true (07/12/23)

The data above is considered as consultative style because, according to Joos (1967, p. 25), consultative style shows someone's norm when talking with a stranger who speaks the same language. From the context, we can see that the user @elven_sone replied with "true", which counts as consultative, is characterized by short sentences, and is required for daily communication.

@Tweetsocats: i hate it when people say "it's a quarter til 10". It is way easier to say it's 9:75 [inserts meme] (09/12/23)

Reply: @DeityCatNews: Huh?!? (09/12/23)

The data above is considered consultative style because it occurs between two people. The user @DeityCatNews replied with "Huh?!?" which is a brief response showing a surprise act.

@badbbyaera: me in the mirror when the outfit turns out the way i imagined it in my head [inserts meme] (12/12/23)

Reply: @jylyder: Literally (12/12/23)

The data above is considered consultative style since it occurs between two people. The user @jylyder replied with "Literally", which is a short response showing agreement.

@tubbirfess: TWEET INI BUAT KLEAN PARA PENYANDANG SILENT TREATMENT [inserts video] (12/12/23)

Reply: @elfanmdi: real (12/12/23)

The data above is considered consultative style since it occurs between two people. The user @elfanmdi replied with "real", which is a short response showing agreement.

@CreepyOrg: The person caught the same fish a month and a half later. [inserts picture] (11/12/23)

*Reply: @Born2BWildin: The fish: No fuc*ing way... (11/12/23)*

The data above is considered consultative style because it occurs between two people. The user @Born2BWildin replied with "no fuc*ing way..", that counts as a brief response showing a surprise act.

@akidoverseas: alasan ga bisa jadi presiden: tiap debat yang dipikirin "eh apa emang gw yang salah yak..." (12/12/23)

Reply: @kinokucing: tiap ada yang ngasih argumen "iya juga sih..." (12/12/23)

The data above is considered consultative style because it occurs in a group discussion. The user @kinokucing replied with "iya juga sih..", which means "that's right tho..." in English. It counts as a brief response showing an agreement.

@iHad2GoGetit: crying in the middle of prayer just hit different.. like God i just hope you hear me & understand what i'm trying to say.

Reply: @Fmopayi: This [inserts crying emoticon] (12/12/23)

The data above is considered consultative style because, according to Joos (1967, p. 25), consultative style shows someone's norm when talking with a stranger who speaks the same language. The consultative style is characterized by short sentences and is required for daily communication. The user @Fmopayi replied with "This," which counts as a brief response, showing an agreement.

Casual-Style

The researcher found that most of the styles people use on Twitter platform are in the form of casual. The data show that there are 12 tweets used in this style. After counting the percentage, the researcher got 40% of the tweets. The data can be analyzed as follows:

@marsmiza: if he goes all day without texting you, he doesn't like you btw (11/12/23)

"BTW" is an abbreviation standing for "By the Way." It is frequently employed in casual conversations to interject extra or sidetrack information. This acronym has gained popularity in digital communication, especially on social media platforms, for its effectiveness in maintaining a relaxed and informal tone (Crystal, D. 2001).

@imoonday131: Kim Hanbin aka B.I is gonna be back in Berlin (11/12/23)

The slang term 'aka' stands for 'also known as.' It is commonly used to introduce an alternative name or alias for a person, place, or thing. In this context, 'aka' serves as a shorthand way of indicating an additional name or identity. The use of 'aka' adds a layer of informality and can convey a sense of familiarity or insider language among individuals engaged in contemporary communication platforms.

@taeyongbreads: help idk how to do the eye makeup anw this is today outfit (10/12/23)

"IDK" is a short form for "I Don't Know," frequently employed in casual conversations to convey a lack of certainty or knowledge regarding a specific subject. This acronym has gained popularity in online communication, particularly on social media platforms, serving as a convenient method to express a sense of insufficient information. The emergence of "IDK" is rooted in the informal and conversational style prevalent in online interactions.

@_TempTAYtion: I want to be outside next year, travelling, taking classes, events.. idc I just feel like I need to be very outdoorsy as much as possible (09/12/23)

"IDC" stands for "I Don't Care," and it is frequently utilized in casual communication, particularly on social media, to indicate a lack of interest or indifference regarding a specific subject or situation. It is commonly used to convey a relaxed and easy-going demeanor during conversations. Utilizing "IDC" enables individuals to express their disinterest concisely without delving into additional details.

@sevenumbrell: where were you born? Iykyk

"IYKYK" stands for "If You Know, You Know." This abbreviation is frequently employed to indicate that specific details or experiences are recognized solely by individuals acquainted with them. It introduces an element of exclusivity to the dialogue, hinting at an inside joke or shared understanding within a particular group.

@sainzmlami: brb I'm gonna sob now (06/12/23)

"BRB" is an acronym for "Be Right Back." This slang is commonly employed in digital communication, especially on messaging platforms and social media, to inform others that the user will momentarily step away from the conversation and intends to return shortly.

@TWICESJEONG: what's it like seeing jeongyeon irl—life changing actually

"IRL" is a shortened form of "In Real Life," which is frequently utilized in online communication, especially on social media. It serves to differentiate between interactions in the virtual realm and tangible, physical experiences in the real world. Typically, it is applied when addressing events or activities that take place offline, emphasizing the contrast between occurrences in the digital space and those in the physical realm.

@amourstal: rmr to vote <3 (12/12/23)

"Rmr" stands for "Remember." This acronym is frequently utilized in online communication, especially on social media and messaging platforms, to encourage others to recollect a particular piece of information or a past event. It is commonly used in a friendly or conversational manner to reminisce about memories or convey essential details. The inclusion of "rmr" in messages helps maintain brevity while expressing a sense of nostalgia or offering a friendly reminder.

@Dailygistz: FYI. That was his sister's phone :D (11/12/23)

"FYI" stands for "For Your Information." This term is frequently utilized in various communication settings, whether digital or in-person, to indicate that the forthcoming information is intended for the recipient's awareness or consideration. It is commonly used in both professional and casual conversations to provide relevant details without an immediate need for action.

@winter4bean: ... it was so hot atm (11/12/23)

"ATM" is an acronym for "At the Moment." This slang is commonly used in digital communication, especially on social media and messaging platforms, to indicate what someone is doing or experiencing. It allows individuals to share their present activities or situations in a concise and informal manner. The use of "ATM" adds a sense of immediacy to messages, providing a snapshot of the user's current status or state.

@OvOBrezzy: When it's past midnight and you get the "I need to get rich asap" feeling (11/12/23)

"ASAP" is an acronym for "As Soon as Possible." This widely used slang is employed in both formal and informal communication to emphasize the urgency or immediacy of a requested action. Often used in emails, messages, or spoken language, "ASAP" conveys the need for a prompt response or completion of a task.

@cooltonepurple: physics side of twt cmiw but visible things (including colored clothes) are visible bc they reflect light. (07/12/23)

"CMIW" stands for "Correct Me if I'm Wrong." This online shorthand is frequently employed in digital discussions, especially on forums and social media, to convey a readiness to be corrected or to encourage others to share accurate information if the speaker is uncertain. Using "CMIW" contributes to fostering a collaborative and constructive atmosphere in online discussions.

Intimate-Style

The researcher found some some words with intimate styles on some of the Twitter accounts. It was four tweets, or 13.33% of all tweets. The tweets can be seen as follows:

@Zonique: told my kid I was tired of her calling my name over and over. I mimicked her "mommy mommy mommy" 2 seconds later she goes.... "Zonique?" [inserts emoticon]. (11/12/23)

Based on the data above, it is considered an intimate-style conversation since it was someone known as Zonique called her/his mother "mommy". According to Martin Joos' theory, intimate styles develop in family, lovers, or closest friends.

@Hujandisenja: Gw tuh kan kurang lihai masalah parenting, Cuma gw selalu bilang ke anak2 kalo mau beli sesuatu "kak, dek, uang ibu segini ya buat beli mainan. Kalian cari yang murah biar bisa dapet banyak. Jangan yang mahal nanti uang ibu abis." It works somehow [inserts emoticon] (11/12/23)

Based on the data above, it is considered an intimate style since it was someone known as a mother who held a conversation with her children, and she called them kak and dek, which means older and younger children in Bahasa Indonesia. According to Martin Joos' theory, intimate styles develop in family, lovers, or closest friends.

@chaeonmars: sometimes i can't believe this is my baby

Based on the data above, it is considered an intimate style since the Twitter user called her/his loved one "baby". According to Martin Joos' theory, intimate styles develop in family, lovers, or closest friends.

@Sindy73522921: I'm crying for you now, honey I'll miss you, come back [inserts crying emoticon] (12/12/23)

Based on the data above, it is considered an intimate style since the Twitter user called her/his loved one "honey". According to Martin Joos' theory, intimate styles develop in family, lovers, or closest friends.

CONCLUSION

Analyzing the linguistic styles on the Twitter platform reveals that various forms of language are employed to communicate and interact within this digital space. The study identified several distinct language styles, including frozen, formal, consultative, casual, and intimate. Each serves specific communicative purposes and reflects different social contexts and relationships. Examining these language styles offers valuable insights into online communication dynamics and social interaction.

The findings reveal that frozen-style language, characterized by fixed expressions and formalities, was present in a small percentage of tweets, primarily in contexts related to religious greetings and formal announcements. Conversely, formal language, marked by standard speech and extensive vocabulary, was more prevalent, particularly in tweets conveying official announcements or

addressing broader audiences. Consultative style language, characterized by short and interactive exchanges, emerged frequently in conversational threads, facilitating informal communication and dialogue among Twitter users. Additionally, casual-style language featuring informal expressions and abbreviations dominated the majority of tweets, reflecting the relaxed and conversational nature of online interactions. Finally, intimate style language, reserved for close relationships and personal exchanges, was observed in a smaller proportion of tweets, highlighting the emotional and affectionate communication between individuals within familial or romantic contexts.

To conclude, among the five types of language styles listed by Joos (1967), Twitter users used all types, specifically the tweets on the researcher's timeline from 6 December 2023 to 12 December 2023. The dominant style used is casual, while the lowest is frozen style. After completing this study, the researchers realized that the age and educational background of the users are reflected in their language use. Through language use, Twitter users have developed deep ties with one another. Most Indonesian Twitter users utilize a casual style, indicating that they enjoy the social media platform. Also, Twitter users' age and educational levels impact their language preferences, influencing how they communicate their emotions concerning their status. According to the researchers, the study aims to help readers comprehend the various language styles and their implications in online communication.

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