

# The Role of Globalization in Indonesian Evolution Influence on Media Digital Literacy Language AI

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## ABSTRACT

**Globalization** has brought significant changes in various aspects of life, including language use. As the official language and a symbol of national cultural identity, the Indonesian language is not immune to the effects of globalization, particularly in mass media, literature, and academic publications. **This article** analyzes the impact of globalization on the use of the Indonesian language, with a focus on two main dimensions: literature and digital media. **In literature**, globalization tends to introduce foreign elements that influence language style and narrative structure, while in digital media, the use of Indonesian is often mixed with foreign languages and slang influenced by global trends. Furthermore, in academic publications, globalization introduces new terms that often use international languages, such as English, which reduces the use of Indonesian in scholarly contexts. **This study** also highlights the challenges faced in maintaining the standardization of the Indonesian language amid the rapid flow of globalization, emphasizing the crucial role of language institutions and society in preserving the language's integrity. **Through this analysis**, it is hoped that strategies will be identified to preserve the richness and standardization of the Indonesian language, ensuring its relevance in an increasingly globalized world.

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## 1. INTRODUCTION

Globalization has emerged as an inevitable phenomenon in the modern world, profoundly impacting diverse aspects of life, from economics and technology to culture and language [1]. Within the linguistic sphere, globalization has reshaped communication and interaction patterns, both in digital environments and daily discourse [2]. A significant consequence of this global integration is the pervasive influence of foreign languages, particularly English, on the structure and usage of the Indonesian language. This influence is markedly evident across various sectors, including mass media, digital platforms, and academic publications [3]. Addressing the

implications of this linguistic shift is crucial for fostering sustainable development, aligning with the *Sustainable Development Goals (SDGs)* a set of 17 global objectives established by the United Nations for a better and more sustainable future by 2030. Specifically, this linguistic consideration is vital for promoting Quality Education (SDG 4) by ensuring comprehensive language understanding, advancing Industry, Innovation, and Infrastructure (SDG 9) through the development of local scientific terminology, and building Sustainable Cities and Communities (SDG 11) that preserve cultural identity.

In mass media, globalization has changed the way language is used to convey information to the public. The rapid development of digital media allows information to spread quickly across the globe, which affects communication styles, including the choice of words and language used [4]. Many foreign words, particularly from English, have entered the Indonesian vocabulary, often used without proper translations. This phenomenon occurs not only in news media but also in advertisements, television programs, and other digital content, leading to the emergence of new terms that are closer to foreign languages than to standard Indonesian [5].

Moreover, in the world of literature, globalization also has a significant impact. Many international literary works have been translated into Indonesian, bringing with them nuances and structures of foreign languages that can influence the writing style of local authors [6]. The translation of foreign literary works into Indonesian not only affects word choice but can also alter the way of thinking and writing in Indonesian literary culture. On the other hand, the development of digital technology has also made it easier to access foreign literature, which can enrich vocabulary and broaden knowledge, but it also threatens the diversity of local languages if not balanced with efforts to protect the language.

In academic publishing, globalization brings about an equally significant impact. English, as the international language, dominates the academic world, whether in scientific journals, research, international conferences, or other publications. Many Indonesian authors feel the need to write in English to ensure their work is accepted at an international level. This has led to a decline in the use of Indonesian in research and scientific publications, which can affect the development of science in Indonesia, especially in terms of the use of scientific terms in Indonesian that could enrich the scientific vocabulary in the country [7].

The influence of globalization on the Indonesian language certainly presents its own challenges in maintaining the standardization of the language. Language standardization is an important aspect of preserving cultural identity and the authenticity of the language [8]. In the face of the growing wave of globalization, one solution to maintaining language standardization is through well-organized language development, both through government institutions and the broader community. The Language Development and Cultivation Agency, for example, plays an important role in developing language dictionaries and guidelines for language use that can be adapted to the changing times [9]. In addition, language education in schools and universities also needs to emphasize the importance of language standardization as well as teaching the proper use of Indonesian in this digital era [10].

This study aims to analyze how globalization influences the use of Indonesian in mass media, digital media, and academic publications, as well as to explore efforts that can be made to preserve the standardization of the Indonesian language amidst the wave of globalization [11]. Therefore, this research is expected to contribute to the development of the Indonesian language in a relevant and dynamic way, while not overlooking the importance of preserving the language's sustainability and identity, which are integral parts of Indonesian culture. In doing so, the study also encourages strategic collaboration between educational institutions, media practitioners, and policymakers in strengthening the role of Indonesian in the global era.

As discussed, globalization significantly influences the Indonesian language, particularly among the younger generation and in digital media contexts [12]. Their active engagement with global trends often manifests in language use that blends Indonesian with foreign terms, posing challenges to standardization. This phenomenon is especially evident in social media interactions, entertainment consumption, and informal educational platforms, where hybrid expressions become normalized in everyday communication. As a result, traditional linguistic norms often experience dilution, with borrowed words and slang from English or other dominant global languages increasingly embedded in colloquial usage. However, these modern environments also serve as crucial avenues for fostering language awareness and implementing preservation efforts. Educational initiatives and digital campaigns can be strategically designed to promote pride in local language heritage while adapting to contemporary modes of expression. In this way, rather than viewing globalization solely as a threat, it can be reimagined as a potential catalyst for linguistic resilience and innovation [13].

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Figure 1. Students gathered in a group setting, potentially engaging in an educational session

This image, as shown in Figure 1, powerfully illustrates the context in which modern Indonesian youth engage with information and potentially with language education initiatives. The presence of a diverse group of young individuals, likely students, underscores their role as primary users of digital media and key demographics for language standardization efforts. Their gathering suggests an environment where knowledge is shared and discussions are held, which is vital for raising awareness about the importance of using proper Indonesian in an era where language is often mixed with foreign terms and slang influenced by global trends. This visual representation directly supports the paper's discussion on the dynamic transformation of language use among the younger generation on social media and emphasizes the critical role of educational settings in maintaining the integrity of the Indonesian language amidst strong global influences [14].

## 2. THE COMPREHENSIVE THEORETICAL BASIS

Indonesian, as the national language, plays an important role in shaping the nation's cultural identity [15]. However, globalization, as a phenomenon of the modern world, has had a significant impact on various aspects of life, including language. According to previous research, globalization has encouraged the influx of foreign language influences, particularly English, into the structure and use of the Indonesian language in various sectors, such as mass media, digital media, and academic publications [16].

In the context of mass media, globalization has introduced new terms adapted from foreign languages, which are then adopted by the wider community, both through news, advertisements, and entertainment programs [17]. This change also occurs in the realm of digital literacy, especially on social media platforms such as Twitter, Instagram, Facebook, and TikTok, which have become the primary spaces for the younger generation's communication. The use of foreign terms such as "selfie", "influencer", "hashtag", and "viral" is often more popular than their Indonesian equivalents, even though they are available in the Kamus Besar Bahasa Indonesia (KBBI).

In the academic realm, globalization also brings about a significant impact, with the dominance of English as the international language in scientific journals, research, and conferences [18]. This encourages Indonesian writers to more frequently use English in order to gain global acceptance, which indirectly reduces the use of Indonesian in scientific contexts [19].

Previous research [20] also indicates that globalization not only enriches vocabulary through foreign language influences but also presents challenges in maintaining language standardization [21]. In this regard, the role of institutions such as the Language Development and Cultivation Agency becomes crucial in formulating language guidelines, providing word equivalents, and encouraging the public to continue using Indonesian in accordance with established norms [22].

## 3. RESEARCH METHODS

This research method utilizes literature study and content analysis, focusing on popular social media platforms such as Twitter, Instagram, Facebook, and TikTok, which are widely used by Indonesians. These platforms were chosen due to their extensive usage and their impact on disseminating information globally.

#### 4. RESULT AND DISCUSSION

The results of the study show that globalization has a significant impact on the development and use of the Indonesian language, particularly in the context of mass media, digital literacy, and academic [23]. Globalization encourages the influx of foreign vocabulary, especially from English, into the Indonesian language, which affects the way people communicate, both in formal and informal contexts [24]. This phenomenon is most evident among the younger generation, who are active on social media platforms such as Twitter, Instagram, Facebook, and TikTok, which have become their primary spaces for interaction. On these platforms, foreign terms such as selfie, influencer, hashtag, viral, content creator, and followers are more frequently used than their Indonesian equivalents, even though the Kamus Besar Bahasa Indonesia (KBBI) provides corresponding translations [25–27].

##### 4.1. The Influence of Globalization on Indonesian Vocabulary in Digital Media

Globalization has led to the influx of foreign vocabulary, particularly from English, into the Indonesian language, which is highly visible in digital media [28], [29]. This phenomenon is most evident among the younger generation actively using social media platforms such as Twitter, Instagram, Facebook, and TikTok. Foreign terms are often used more frequently than their Indonesian equivalents, even when they are available in the Kamus Besar Bahasa Indonesia (KBBI). Table 1 below presents examples of popular foreign terms in digital media.

Table 1. Examples of Popular Foreign Terms in Digital Media and Their Equivalents

Foreign Term (Popular in Digital Media)	Indonesian Equivalent (KBBI)
Selfie	Swafoto
Influencer	Pemengaruh
Hashtag	Tanda pagar
Viral	Sedang tersebar luas
Content Creator	Pembuat konten
Followers	Pengikut

As shown in Table 1, there are several foreign terms commonly used in digital media by Indonesian society, especially the younger generation, even though Indonesian equivalents are available in the KBBI. This tendency to use foreign terms can weaken the public's understanding of correct linguistic rules and blur the line between standard and everyday language usage [30].

##### 4.2. The Impact of Globalization & Indonesian Language Preservation

A similar phenomenon also occurs in mass media, where the delivery of information to the public increasingly uses a language style that mixes foreign terms with Indonesian [31]. Many television programs, advertisements, online news, and entertainment content choose foreign terms without adequate translations, blurring the line between the use of standard language and everyday language [32]. This mixed-language usage, while considered more modern and relevant to the global lifestyle, can weaken the public's understanding of proper language norms [33]. As a result, the audience, especially the younger generation, begins to view this mixed-language style as normal and even as a new standard in communication [34].

In the realm of digital literacy, particularly on social media, language use has undergone a highly dynamic transformation [35]. The younger generation, as active users of social media, tends to adopt a more fluid and flexible language style, often mixing Indonesian with foreign languages without regard for standard rules. This trend is reinforced by the global culture that dominates digital platforms, making social media users feel that using foreign terms is more practical and globally accepted [36]. Moreover, the use of informal language, abbreviations, and slang further widens the gap between standard Indonesian and the language used in everyday life in digital spaces. Although efforts are being made to promote the use of Indonesian according to proper norms through various educational content on social media, the overwhelming influence of globalization remains difficult to resist [37].

In the realm of academic publishing, the influence of globalization is also strongly felt. English, as the international language, dominates the scientific world, leading many Indonesian writers and researchers to prefer using English when writing scientific articles, journals, and research reports to ensure their work is accepted globally [38]. This condition has resulted in a decrease in the use of Indonesian in the academic domain, which impacts the development of scientific terminology in Indonesian. New terms that should be absorbed

and adapted to Indonesian norms are often directly adopted from foreign languages without undergoing proper adaptation processes [39]. This has the potential to hinder the development of science in Indonesia, as scientific terms in Indonesian become limited and fail to develop optimally [40].

Moreover, the standardization of Indonesian is increasingly threatened by the strong forces of globalization. Many social media users prefer to use casual, informal language styles, even mixing Indonesian with foreign languages without adhering to proper linguistic rules. They often use abbreviations and language styles that are more practical and popular in the online world, despite not being in accordance with the correct rules of Indonesian. The use of language that does not follow these rules can obscure the public's understanding of correct language use and diminish awareness of the importance of preserving the integrity of the national language as the identity of the nation [41].

The Language Development and Cultivation Agency, for example, plays a crucial role in formulating language guidelines, compiling equivalent terms for foreign words, and educating the public about the importance of Indonesian language standardization [42]. Furthermore, language education in schools and universities needs to emphasize a deep understanding of the function of language, not only as a communication tool but also as a symbol of national cultural identity that needs to be maintained and preserved.

#### 4.3. Efforts to Maintain Indonesian Language Standardization in the Era of Globalization

Nevertheless, efforts are still being made by government institutions, communities, and individuals to preserve the standardization of Indonesian [43]. Some educational accounts on social media actively promote the correct use of Indonesian according to the KBBI guidelines, while also providing understanding of the importance of preserving the language as a national identity. Official institutions, such as the Language Development and Cultivation Agency, also play a crucial role in formulating language guidelines, providing equivalents for foreign terms, and educating the public about the importance of language standardization. Language education in schools and universities should also emphasize a deep understanding of the function of language, not only as a communication tool but also as a symbol of the nation's cultural identity that needs to be preserved and protected.

Table 2 below summarizes some of the main efforts undertaken to maintain the standardization of the Indonesian language amidst the rapid flow of globalization.

Table 2. Efforts to Maintain Indonesian Language Standardization

Actor	Form of Effort
Government Agencies (Language Development and Cultivation Agency)	Formulating language guidelines, compiling equivalent terms for foreign words, educating the public about the importance of Indonesian language standardization, and developing language dictionaries adapted to modern developments.
Education (Schools and Universities)	Emphasizing the importance of language standardization and teaching proper and correct Indonesian usage in the digital era, and providing a deep understanding of the function of language as a symbol of national cultural identity that needs to be maintained and preserved.
Communities and Individuals (Social Media)	Actively promoting the good and correct use of Indonesian in accordance with KBBI guidelines through educational accounts on social media, and providing understanding about the importance of maintaining language as a national identity.
General Public	Collective awareness to use Indonesian well and correctly, without ignoring contemporary developments, so that Indonesian remains relevant, dynamic, and able to compete amidst the strong currents of globalization. It is a shared responsibility to maintain language standardization.

Based on Table 2, it is evident that maintaining the standardization of the Indonesian language in the era of globalization requires synergy from various parties. Government agencies play a role in standardization and education, educational institutions in teaching and deep understanding of language as identity, while communities and individuals, especially through digital media, can spread awareness and practices of correct language use. Ultimately, maintaining Indonesian language standardization is not only the responsibility of the government or language institutions but also a shared responsibility of all Indonesian society.

#### 4.4. Ambivalent Impact of Globalization on Indonesian

From the results of this study, it can be understood that the influence of globalization on the Indonesian language is ambivalent. On the one hand, globalization provides opportunities to enrich vocabulary and broaden the public's understanding of various new terms and concepts that emerge internationally. However, on the other hand, globalization also brings serious challenges to language standardization and the preservation of the nation's cultural identity [44]. If not addressed with structured and continuous efforts, the standardization of Indonesian will increasingly erode and be replaced by foreign languages that dominate various sectors of life.

This study also emphasizes that maintaining the standardization of Indonesian in the era of globalization is not only the responsibility of the government or language institutions but also the collective responsibility of all Indonesian people, including the younger generation as the primary users of digital media [45]. A collective awareness is needed to use Indonesian properly and correctly, without ignoring the changes of the times, so that Indonesian remains relevant, dynamic, and competitive amidst the increasingly strong wave of globalization. Synergy between the government, language institutions, educational institutions, mass media, and the public is crucial in creating a healthy and sustainable language ecosystem.

Through this discussion, it can be concluded that globalization has a significant impact on the development of Indonesian, particularly in mass media, digital literacy, and academic publications. Indonesian has become more adaptive and flexible, but it also faces serious challenges in maintaining its standardization as the national language. Therefore, real and collaborative efforts are needed to preserve the integrity and continuity of Indonesian, so it remains a strong symbol of national identity amidst globalization [46].

### 5. MANAGERIAL IMPLICATIONS

Managers across various sectors must strategically address globalization's ambivalent impact on the Indonesian language. In digital media, content creators should balance trending foreign terms with promoting proper Indonesian equivalents to maintain standardization. Educational leaders must integrate robust Indonesian language standardization into curricula, emphasizing its role as a national identity symbol. Language institutions, led by their managers, need to actively formulate adaptive guidelines and widely educate the public on correct usage through digital platforms. Ultimately, this collective responsibility from media and education to government and community is vital to ensure the Indonesian language remains relevant, dynamic, and competitive while preserving national cultural identity.

### 6. CONCLUSION

Globalization has brought significant influence on the development of the Indonesian language, especially in mass media, digital literacy, and academic publications. The influx of foreign vocabulary, particularly from English, enriches yet also presents challenges to the standardization of the Indonesian language. The use of foreign terms such as "selfie," "influencer," and "hashtag" is often more popular than their Indonesian equivalents, even in social media used by the younger generation.

In mass media and digital literacy, this trend creates a more flexible and adaptive language style, yet it also blurs the proper use of the Indonesian language. In the academic realm, the dominance of English encourages writers to use foreign languages so that their works are accepted internationally, thus reducing the use of Indonesian in scientific publications.


Efforts to maintain the standardization of the Indonesian language are crucial, especially through the active roles of institutions such as the Language Development and Cultivation Agency, literacy communities, and the wider public. Providing appropriate equivalent terms, educating about correct language usage on social media, and implementing language policies in education are important steps to preserve the nation's cultural identity amidst the increasingly strong currents of globalization.


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## 7. DECLARATIONS


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Conceptualization: PD; Methodology: RS; Software: WN; Validation: NF and EA; Formal Analysis: FP and PD; Investigation: NL; Resources: FP; Data Curation: RS; Writing Original Draft Preparation: NF and WN; Writing Review and Editing: EA and FP; Visualization: RS; All authors, NL, NF, FP, RS, WN and EA, have read and agreed to the published version of the manuscript.

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