



## Language and Identity in the Digital Age: Discourse Analysis of Online Communities Based on Regional Languages

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### ABSTRACT

Humans are social creatures who cannot live alone. This requires a language that unites one individual with another, group with group, or individual with group. Language is an important component in a person's identity. Language is not only a means of communication, delivering messages, or even jokes. The influence of digital can create online communication. The purpose of this study is to find out how regional languages are used in online communities that affect the identity of their users. Through an analytical approach and literature study, researchers collected information from various journals or related articles. The results of the study show that regional languages can strengthen the identity of a region and its individuals. In addition, it also creates space for social solidarity and strengthening language communities. The results of this study in the form of a community of regional languages will revive regional languages that have faded. The existence of a new spirit in creativity in developing regional languages as local cultures will be able to reduce the rate of extinction of regional languages. Many regions have reused regional languages as everyday languages and are combined in learning. The conclusion of this study, a strong desire is needed to increase the protection of diverse cultures in Indonesia. 700 languages that must continue to be pursued in cultural defense. We need a young generation that is not embarrassed to use regional languages in everyday life.

**Keywords:** *Community, Identity, Language*

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## **INTRODUCTION**

Indonesia with its richness in culture, customs, fauna, flora, and many more. One of these riches that will be discussed is the diversity of languages that coexist with Indonesian. This diversity is Indonesia's potential in developing the position of the national language. Regional languages or so-called ethnic languages or mother tongues have become UNESCO's agenda by setting February 21 as International Mother Language Day (Astawa, 2021). Indonesian plays many important roles in maintaining the unity of society. The development of time has made significant changes in Indonesian. The emergence of slang affects the use of Indonesian in everyday life. The use of slang which is considered more modern and follows the times will cause the fading of people's habits to communicate using good and correct language (Forgive me, 2022).

Indonesiawith its diversity of languages, it often gives rise to the idea of society in creating regional communities. A community is a gathering of several people who have strong bonds in common and a vision for the future who decide to group together. This is not only a blood bond but also thoughts and goals for the future (Respati et al., 2023). Currently, the development of online communities is part of digital development. Initially, the community was held face-to-face, but with the presence of digital technology, it has made things easier and developed. The formation of online communities that can be carried out online (Kheryn et al., 2022). The blood language community is used as a marker of identity for a group. Identity according to Samsanovich, 2021 in research (Dapubeang & Nahak, 2025) is an individual's understanding and recognition of who they are, both as individuals and as part of a social group.

There are more than 700 regional languages used throughout Indonesia. Based on data released by UNESCO in the last 30 years, it was recorded that there are 2000 regional languages in the world that have become extinct. This extinction is caused by the original speakers no longer using and passing on their regional languages to the next generation. Some people think that using regional languages indicates the impression of being a villager, not trendy, and out of date. This attitude is what causes strong language extinction, as a result parents, teenagers and children no longer use regional languages (Rohana et al., 2024). The reality of language extinction in Indonesia that has been conveyed raises quite serious concerns. Therefore, appropriate action is needed to reduce the risk of regional language extinction. The formation of regional language communities is expected to be able to foster an attitude of respect for regional languages and make them a self-identity. This is also expected to be able to provide a significant contribution in protecting and managing language as one of the riches and strengths to strengthen the Unitary State of the Republic of Indonesia (NKRI) (Jadidah et al., 2023).

This research was conducted with the aim of reducing the extinction of regional languages. Regional languages that are an individual's identity are often underestimated due to technological advances. The use of regional languages is often bullied by being called village people and not up to date. This is the cause of teenagers or young people being reluctant to use regional languages. With the formation of regional language communities, it is hoped that it will be able to increase the use of regional languages in

everyday life without forgetting the national language. This is because regional languages are also part of a person's nationalism. In addition to regional language communities, the use of regional languages can also be applied in the world of education. Regional languages will show the existence or describe the identity of an ethnic group in an area. The extinction of a language will cause the loss of knowledge about the internal aspects of the language which causes the loss of local wisdom and cultural wealth (Mahendra et al., 2022).

As for research related to language and identity associated with the discourse of regional language communities has benefits related to the challenges of regional language communities and the power of regional languages that influence a person's personal identity. The decline in the use of regional languages requires an important role from communities that are still working hard to preserve this local culture. Language extinction is quite high due to globalization, one of which is the emergence of slang. Apart from the emergence of slang, this is also influenced by socio-economic, political and cultural factors. In addition, there is a fear of being persecuted if you speak a regional language (Baso & Agussalim, 2022). Along with the development of the times, young people tend to imitate things obtained from outside and forget local culture. Contributions from families and communities are also needed to improve regional language skills. Eliminate insults if using regional languages, such as teasing village children or not up to date.

On research conducted by (Ibrahim et al., 2024) entitled Preservation of Regional Languages Based on Digital Literacy for Village Communities. This study highlights efforts to preserve regional languages through a digital literacy approach with a focus on training and production of digital content by the younger generation. From the research conducted by the researcher, providing innovation is not only limited to village communities but all communities in each region must be able to maintain local wisdom in the form of regional languages. There is no word of prestige to use regional languages in interacting on social media, content, daily life and even in education. Because in reality regional languages are part of the cultural heritage in Indonesia. Preserving regional languages is an important effort in maintaining cultural wealth, especially when there are many challenges from globalization.

This topic was chosen for research because of the very high threat of extinction of regional languages. The creativity of several groups of people who form communities using digital media will help redevelop regional languages that are starting to fade in society. The development of globalization and foreign languages also affects regional languages among the community. The reflection of culture in regional languages is a statement that language is greatly influenced by culture. So that everything in culture will be reflected in its language. Linguistic experts, one of whom is Edward Sapir, say that the content of every culture is revealed in its language. Language is a cultural product of a nation that is a manifestation as a place and reflection of the culture of society (Wirajayadi et al., 2021).

Research related to this topic is expected to help improve the use of regional languages. It is hoped that this research will also benefit regional communities that are rebuilding their local wisdom and culture. So that cultural heritage will be preserved for

the next generation. Contributions from young men and women are greatly needed in maintaining the sustainability of existing cultures. The existence of a variety of languages that are on the verge of extinction because they are not applied is certainly a problem in this situation. The presence of young people or initiatives from a group of people will encourage enthusiasm from various groups. Support from the government is also needed in the realization of regional language communities in society. In addition, it can also contribute knowledge in the fields of linguistics and communication. On the other hand, researchers also hope that this research can be a consideration for further research. And can be a reference in research or a source of related topics.

## **RESEARCH METHOD**

This article was written using the literature study method. This method is part of the qualitative method. In qualitative research, an inductive thinking pattern is used to produce grounded theory. This research also upholds and prioritizes participants. Qualitative research is also more flexible in the form of a research design that can develop or even change during the research process (Anggito & Setiawan, 2018). The research method that is often discussed is a scientific way to obtain data with certain purposes and uses. In this study, qualitative research methods are more suitable because regional languages are used in online communities, opinions from users and evidence from the field are needed. Literature studies or literature studies are carried out so that the data obtained come from documents or articles and journals that have discussed actions in the use of regional language communities. In addition, qualitative methods are suitable for research whose problems are not too clear. This is because qualitative research will go directly to the object so that researchers will be able to find problems clearly.

In qualitative research, it is based on the post-positivism paradigm which considers that truth is not only one or singular but more complex so that it cannot be tied to just one theory. This will develop qualitative research methods that use data to explain symptoms or phenomena comprehensively (Sinaga, 2023). Collecting materials for discussion using journals, articles, or other document sources. This research data is an event that occurs in society and is also used as a community. Data found in articles or journals that have been published are collected and described in data for analysis. In addition, it examines how regional languages are used to form identity, strengthen social solidarity and overcome the challenges of globalization. This research does not forget ethics in research. Every data taken is included in the source that will be listed in the bibliography later.

Qualitative research is more interested in the fact that a meaning can be obtained in a series of varied forms that can be seen as a whole. In addition, it also contains a way of life, a belief system and so on. On the other hand, qualitative research is a way of observing and collecting data that is done in a natural setting without any manipulation (Adiwijaya et al., 2024). The analysis carried out is more suited to thematic analysis which develops themes from the data and relates them to the case context (Fadli, 2021). In this study, the same thing was done, where the findings were in the form of journals or research related to the theme of using a particular regional

language which was combined in one study to be related to the context of the discourse of the regional language community.

## **RESULTS AND DISCUSSION**

Increasing access to technology brings people closer to media access which is considered a popular culture and is developing in life. This is what triggers the closeness of media and society. The use of interactive social media with increasingly sophisticated features provides great appeal to all levels of society. This will also affect changes in prevailing values and the distribution and interaction of everyday life (Rokhani, sem data). Language is used in society as a means of interaction with each other. Communicating well, using everyday language is a form of maintaining language. In the use of language in Indonesia, it is known for the existence of accents that are typical of each region. The term of this use refers to the way speakers use the possibilities of language. The use of language depends on the behavior and culture of the speaker (Aisyah & Putikadyanto, 2024). The emergence of language penetration in a region due to technology or the arrival of outsiders greatly influences the existence of regional languages. Penetration is the entry of language elements into another language that shifts the position of old elements in the language (Kaharuddin et al., 2024).

The digital era provides a great opportunity to communicate in various parts of the world that will increase the silaturahmi that occurs online. When someone finds a friend who has the same language, it will give an impression of familiarity that immediately changes the language into each regional language. Indonesian itself is divided into Indonesian with various local wisdoms such as Ambon Malay, Manado Malay and many more (Mail & Mail, 2022). The younger generation may be more interested in global trends than preserving local cultural heritage. This has resulted in many regional languages being abandoned, especially by the younger generation who are considered more modern (Ramadhani et al., 2024). In addition, it is necessary to choose the right language in communicating. However, what often happens is that there are deviations in the use of language when communicating. The choice of language becomes a demand when communicating with the community. The existence of tourist attractions also triggers the emergence of foreign languages into the community of a region. Not infrequently, the adoption of the language used by tourists. Like Bali which is often visited by tourists. This will be a big challenge in the use of language in the Bali area. A young community is needed in this maintenance. Monjok Barat Village, West Nusa Tenggara District, is trying to form a young community for the choice of Balinese language. So that 5 realms emerge in the choice of language. These realms are family, intimacy, religious activities, work, and folk arts (Oktarini et al., 2021).

The community is formed because there is a group of members who have a goal. The development of the era has created an increasing interest and interest in the internet. This is because of the ease of sending voice and visual information. This is what creates a virtual community. This community will use an internet network base to make all activities and other organizational activities run online. However, it also has a high risk of misunderstanding in interpreting the conversation because communication occurs in cyberspace which makes it difficult to understand the psychological condition of the

other person clearly (Wibowo, 2022). Community is also a group of people who care about each other. In addition, it is also located in a place in the community with close personal relationships between community members for the common good. It can also be interpreted that a community is a group of people who have the same background, interests and goals. This is what drives interaction in an area, community, or association (Sudika et al., sem data).

The use of regional languages is often identical to someone. This becomes an identity for someone because regional languages are the language of reference. Such as the application of Javanese in the ontel community in Block B Sitiung 1, Dharmasraya Regency. The use of language in the area is also divided into formality and casual varieties. One example is "yo gor siji tok cok" which is a speech marker as a reflection of the use of Javanese with a distinctive dialect of ethnic and cultural identity. Although the Dharmasraya area is part of West Sumatra, the majority of the population is Minang, it does not prevent the community from maintaining the use of Javanese in everyday interactions (Perdyana et al., 2024). From these findings, it appears that the area of residence does not dampen the spirit of maintaining the regional language. In addition, this defense provides diversity in society which becomes an interesting identity.

Besides From the ontel bicycle community in the Dharmasraya area, there is also a Karo youth community in maintaining the Karo language. Young people in Jambi Province still use the Karo language in everyday conversation. In addition, it is also used in traditional events, rituals, social media, digital communication and learning (Sari, 2022). The use of Tetun is also a form of the former East Timor refugee community. Even though they are divided, the refugees still try to maintain this Tetun language. This language is not just a means of communication but also a marker of identity and self-identity. The use of Tetun as a means of intra-community communication certainly has great challenges. In the form of many languages in the surrounding environment and also the influence of Indonesian as the national language (Dapubeang & Nahak, 2025).

Language that is a medium for dialogue between residents in the form of sound symbols manifested by human speech organs. Dangers that stand from a series of symbols that are useful as an introduction to dialogue between humans. Indonesian and regional languages as part of the nation's culture are able to provide their own container in the diversity in Indonesia that must be protected and formed. The use of two languages side by side will result in language errors that can be said to be language interference. Interference is an event using elements of another language in the use of a language that can be said to be an error because it deviates from the rules or order of the language used (Suryani et al., 2022). Various communities that are a form of replica of language maintenance by various groups as an identity of themselves and their regions. Language maintenance itself is an effort made by a group of people in maintaining regional or national languages so that they do not disappear or become extinct. Basically, language views society as the result of the social elements contained in it, namely the interaction between language and social elements. Culture is the entire system of ideas, actions and human works in the context of community life that are made human property by learning. While language is an arbitrary sound symbol system

used by members of a society to work together, interact, and identify themselves (Supriadin, 2023). Overall, this study provides deep insights into the role of regional language communities in shaping identity in the digital era. It also requires support for initiatives to maintain regional languages amidst rapid technological developments.

## **CONCLUSION**

Regional languages play an important role in strengthening cultural and ethnic identity in the digital realm. Community members who use regional languages in online communication feel more connected to their cultural heritage and feel increased social solidarity among community members. Language is used in society as a means of interaction with each other. Communicating well, using everyday language is a form of preserving language. There are more than 700 regional languages used throughout Indonesia. Based on data released by UNESCO in the last 30 years, it has been recorded that there are 2000 regional languages in the world that have become extinct. It takes a great initiative from the community to preserve regional languages. There is nothing wrong with learning a foreign language, but also maintaining the regional language even better. Language is also part of the culture of a country and nation that must be preserved. In addition, regional languages are not only a means of communication but also a symbol of identity in the digital era. Some of the challenges faced in preserving regional languages in the digital realm. One of them is having equal access to technology and digital platforms. In addition, there are barriers to global acceptance in the use of regional languages which are sometimes not recognized or responded to well by users from different cultural backgrounds.

The use of regional languages in online communities will affect the identity of a person or group in the digital era. The world of interaction that is increasingly connected with digital sophistication often defines identity through social interaction on online media. The use of language in groups or forums is not limited to a means of communication, but also a marker of cultural and religious identity. Various regions and tribes such as Sasak, Javanese and other regional communities try to maintain cultural wisdom by using regional languages in daily interactions. The use of regional languages is also used as a tool to strengthen group solidarity and collective identity. In online communities, regional languages become a characteristic or identity in emphasizing cultural differences while being able to be a means of promoting existing diversity.

ProcessThe maintenance and preservation of regional languages certainly faces various challenges and obstacles. The form of these challenges is the existence of different understandings when communicating on social media which results in conflict due to miscommunication. In addition, digital technology can be a threat to the sustainability of regional languages due to the popularity of English in today's global development. On the other hand, efforts made with the existence of a sophisticated digital world can be used as a forum for preserving local culture in Indonesia. Maintaining the diversity that is so abundant with its various types is certainly not easy. It takes a generation that continues to strive and take the initiative in preserving local culture.

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