



DIGITAL ADAPTATION AND LINGUISTIC CHANGE IN ARABIC LANGUAGE USAGE THROUGH SOCIAL MEDIA

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Abstract

The growing use of language is driven by the rapid advancement of information and communication technology, particularly through social media. Language serves as a medium to achieve mutual understanding and agreement. This study aims to explore the role of Arabic on social media as a universal tool of communication. A descriptive qualitative method with a library research approach was employed. The study focuses on three main areas: business economics, information dissemination, and political diplomacy. Data were collected from relevant documents and journals, and analyzed through reading, highlighting, and summarizing. The findings show that Arabic plays a vital role in business economics, supported by major economic projects in Arab countries and their strategic location that also supports Indonesia's creative economy. Arabic is also a key medium for spreading global information, as seen in platforms like Al-Jazeera and international Arabic seminars. Technological advances have further enhanced Arabic language learning. In the cultural sphere, events such as *Al-Arabiyyah Lil Funnun* highlight the role of Arabic in the arts. In diplomacy and politics, Arabic facilitates international relations, exemplified by political movements like the Arab Spring. This study contributes to a deeper understanding of Arabic's strategic role across multiple sectors through digital technology and social media platforms.

Keywords: Arabic Language Evolution, Social Media Linguistics, Digital Communication.

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INTRODUCTION | مقدمة

The rapid development of technology is not a new concept anymore (Pratama et al., 2024). Nowadays, we are in a technological phase. Which is characterized by the rapid flow of information circulating. Events in one place can be spread quickly with technology (Sholihah et al., 2022). Nowadays technology cannot be separated from life. In the modern context, what is meant is information and communication technology (Priantiwi & Abdurrahman, 2023). Among these technologies, social media plays a major role in shaping how people communicate, in influencing language use in everyday interactions. This technological transformation has given rise to new linguistic forms, including *Arabizi* and *Arabish*. *Arabizi* refers to the informal representation of Arabic using Latin characters and numerals to signify specific phonemes commonly used in online communication. *Arabish*, meanwhile, denotes a hybrid linguistic practice combining Arabic and English vocabulary or structures, often used by bilingual speakers on digital platforms (Ulhaq et al., 2025).

Language is a characteristic sound produced by the motion of the human vocal apparatus

(Purwaningsih et al., 2024). Language is the first means to communicate between various groups (Huda & Afrita, 2023). Arabic is one of the many Semitic languages that have developed and been independent for thousands of years (Rahma & Aqmal, 2024). Inadvertently, Arabic has an extraordinary role and contribution as a means of communication, especially for Muslims in the world (Primaningtyas & Setyawan, 2019). Arabic is the language with the most attributes. Arabic is not only the language of Islamic scriptures and hadiths, but also the official language of the United Nations (UN). Arabic is also the national language of more than 22 countries in the Middle East (Ridlo, 2015).

According to Wafa Kamil, Arabic currently has more than 150 million native speakers and ranks fifth out of 20 world languages by number of native speakers, while as an official language, Arabic ranks seventh, spoken by more than 170 million people, below languages such as English, Chinese, Indian, Spanish, Russian, and French (Burhanuddin & Yusuf, 2024). In Indonesia, Arabic is also one of the most studied foreign languages after English, Korean, Japanese and Mandarin (Ahmadi & Awaluddin, 2024). It is difficult to separate language as the most important communication tool of human life and is also used for mutual interaction. Based on data shows that Arabic became famous as the development of Islam in the archipelago (Fiddin et al., 2023). In this age of globalization, everything is digital-based. People who use communication with social media include an open society. The use of language on social media is what causes language contact (Kholida, 2022).

The development of language use is an effect of the rapid development of technology and social media (Clodia et al., 2024). On the other hand, technological developments are also evidence of the development of human life. The beginning of the era of interactive communication can be seen with the development of internet technology. Later, various modern applications such as social networking sites and other social media were born (Nur Hidayat et al., 2024). In today's digital era, social media has become an inseparable part of everyday life (Putra et al., 2024). Some of the benefits of social media are to communicate, interact, share, add relationships and so on (Kurniati, 2022). People respond to technological developments as a medium to help meet the needs of their lives which also continue to grow (Sujastika et al., 2024). Not only does it affect the level of social interaction, but social media also shapes the dynamics of personal and universal relationships (Kartini et al., 2024). In the era of rapid globalization, communication plays a key role in successful marketing and cross-border interaction (Muhammad et al., 2024).

Language is a universal communication tool that humans can understand for the benefit of social communication between people (Zaenulloh et al., 2024). Through communication using language aims to achieve something expected (Sutikno & Atmoko, 2024). Learning Arabic has many benefits and relevance, both from the perspective of religion, culture, and international communication (Diniyah & Kholis, 2024). Arabic also has an important role as a language of communication, standardization, and is used in various fields such as politics, economics, and mass media (Putri Cahyani & Wildan Baihaqi, 2024). A universally understood language is needed to meet the demands of cultural, scientific, and technological developments (Syafina Maulani, 2024). The importance of using language wisely is useful to avoid misunderstandings and conflicts caused by language differences (Putranto et al., 2024). The world consists of various countries with various languages. This is a challenge for people in the global era in communicating and exchanging information (Supena, 2024). The popularity and urgency of a language will increase, following the popularity and role of a society in global life (Muhammad et al. 2024). Currently, in the context of globalization, the importance of Arabic continues to grow as a means of

intercultural communication and understanding globally and universally (Manan & Nasri, 2024).

This research highlights Arabic's role as a global language that connects people across fields, reinforcing its function as a universal communication tool. Rufhan Fiddin's study, *The Existence of Arabic in the Development of Islam in the Era of Society 5.0*, supports this view by affirming Arabic's enduring relevance in religion, science, and technology, particularly through media and social platforms (Fiddin et al., 2023).

In contrast to prior research that primarily centered on religious dimensions, the present study adopts a broader, interdisciplinary approach by investigating the strategic role of Arabic in the digital era. Specifically, this study focuses on how Arabic is employed through social media as a means of universal communication across diverse sectors, including business, economics, global information dissemination, diplomacy, and cultural exchange. The unique contribution of this research lies in its analysis of Arabic not merely as a liturgical or regional language, but as a dynamic and adaptable medium for global discourse in the context of technological transformation. By examining Arabic's integration into various digital domains from online education and mass media to transnational diplomacy and economic networks. This study reveals the evolving and multifaceted functions of the Arabic language. Moreover, it highlights how social media has facilitated the diffusion of Arabic language and culture, reinforcing its position as a bridge between traditional identity and modern global engagement.

METHOD

منهج

Arabic and social media have an important role in establishing social relations, especially in the context of communication, education, and cultural interaction, and Arabic has also penetrated into the fields of business, economics, politics and entertainment. Therefore, the author wants to study more about it. This research falls into the category of library research. Library research includes a series of activities related to data collection methods from various sources in the library, reading, recording, and compiling research materials. The reason for using this method is because the author wants to study more deeply the role of Arabic through social media as a universal communication tool. The data sources used in this research include books, scientific journals, and other relevant sources.

Subsection Identification

This study employed a descriptive qualitative method using a literature review approach, chosen for its capacity to enable deep, contextual analysis. Data were gathered from diverse sources—journals, books, and documents—focused on Arabic and social media in the context of global communication. Data selection involved keyword searches, relevance filtering, and applying inclusion-exclusion criteria to ensure credibility, thematic alignment, and research validity.

Data Validation

Data validation was carried out by ensuring that all sources used in this research originated from reputable, peer-reviewed, and academically recognized publications. The credibility of each source was assessed based on publication standards, the qualifications of the authors, and the consistency of the data with other scholarly works. The data analysis process was conducted systematically through three stages: close reading, thematic coding, and summarizing relevant content to identify key patterns and insights.

To validate the research findings, a triangulation method was applied by comparing data across multiple sources to confirm consistency and reliability. This involved cross-checking interpretations with existing literature, ensuring that the conclusions drawn were supported by more than one line of evidence. Additionally, reflective analysis was conducted to minimize researcher bias, allowing for a more objective interpretation of the data. This multi-layered validation process enhanced the accuracy, credibility, and trustworthiness of the research outcomes

Research Context

The use of a literature study approach in this research is justified by the nature of the research problem, which focuses on exploring how Arabic is utilized across multiple domains—such as politics, culture, economics, business, education, and global information exchange—through social media in the digital era. Given the interdisciplinary scope and conceptual nature of the topic, literature-based analysis is the most appropriate method to access a wide range of theoretical perspectives, empirical findings, and documented experiences from various contexts. This approach allows the researcher to synthesize knowledge from existing sources, critically examine patterns, and draw connections between the role of the Arabic language and technological developments.

RESULT | نتائج

Arabic in Business and Economics

Arabic is a very important language in the Islamic world, including in the field of business and economics. This is because Arabic is used in various economic and business literature and documents in the Arab world and internationally. Arabic serves as a unifying language across three continents: Asia, Europe, and Africa. According to Superprof.co.id, most countries in the Arab world are members of the Union for the Mediterranean (UFM). As a major economic project that aims to strengthen ties between Mediterranean countries, the Arab world occupies a leading position in gas and oil production and exports, with 45.8% of global crude oil exports coming from the Middle East. Arabic language proficiency is now a valuable and unique asset in life, and relations between the United States and the Middle East are strong due to significant historical ties and increasing commercial and cultural exchanges. The Arab world occupies a strategic position. Everything that happens in the Arab world inevitably impacts the rest of the world. This may be due to the geography of the neighborhood or the economic and financial interests that connect these locations.



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



Figure 1. UFM Logo and Geographical Location of The Middle East

Although the United States has discovered oil sources outside the Middle East in recent years, it still gets about 15% of its oil from the Persian Gulf. Moreover, nearly 70% of the world's total oil reserves come from the Middle East. The strategic location of the Middle East region, meaning that countries in the Arab world remain important players internationally. International trade agreements have also opened borders with Arab countries, and annual revenues from

exports to Middle Eastern countries in many sectors have grown rapidly over the past decades. In addition, business opportunities have increased with the establishment of financial centers in the UAE and across the Arab world. Restaurants, retail, housing and other new businesses are booming now and will continue to do so for some time to come. The Arabic language also plays a role in encouraging creative industries. Innovative ideas in economic activity are the endeavor of a person or group to achieve self-reliance and prosperity.



Figure 2. Foreign Workers Who Went to Saudi Arabia

The creative industries that develop from Arabic as a means of innovation include various Arabic-based programs, services and products, such as: (1) Arabic for Banking “Al 'Arobiyyah li al Mashraf”, which is increasingly important due to the large number of foreign customers, apart from Indonesians, who visit financial institutions or banks. Arabic, in addition to English, facilitates communication. (2) Arabic for Tourism “Al 'Arobiyyah li al Siyaahah”, where Indonesia now welcomes foreign tourists from countries such as the Middle East, India, and China. Because of this, most tour guides who speak Arabic or Mandarin are now required to accompany these tourists. the use of the Arabic language (3) Arabic for Workers/TKI "Al 'Arobiyyah li al Ummal", To prepare to work abroad, prospective migrant workers must have adequate knowledge about the destination country. This is because it is a communication tool (Machmudah, 2015).

Arabic functions not only as a medium of communication but also as a marker of economic prestige and influence. Within the framework of sociolinguistic theory particularly Pierre Bourdieu’s concept of linguistic capital (Bourdieu, 1991) language is not merely a neutral tool for conveying meaning but also a form of symbolic power. In this view, individuals or groups who possess mastery of a language with high economic and institutional value can access broader opportunities. Arabic, in this context, represents a high-value linguistic capital, particularly in regions where it is both the dominant language and the language of state, commerce, and religious authority. Proficiency in Arabic enables individuals to navigate sectors such as trade, diplomacy, oil and gas negotiations, Islamic finance, and media. Moreover, the growing interdependence between Arab economies and global powers such as the United States, China, and the European Union has intensified the demand for professionals fluent in Arabic.

Arabic in Global Information Dissemination

Arabic is an internationally recognized language and the first language in many countries. With so many Arabic speakers, information in this language is increasingly in demand. Modern Arabic websites, services and software aim to deliver accurate information.

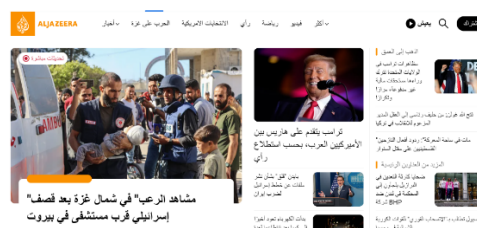


Figure 3. Al-Jazeera Website

Figure 4 explains about One of the most famous and widely used websites is AlJazeera. The Al Jazeera website is an Arabic-based global media outlet. The site disseminates news on an international scale centered in Qatar. Al Jazeera is a source of accurate information for anyone who wants to know news and topics related to the Middle East. The station became widely known after the events of September 11, 2001, as it aired evidence of the testimony of Osama bin Laden and other al-Qaeda leaders. Besides its main news channel, Al Jazeera also runs several other specialized television channels, such as Al Jazeera English, Al Jazeera Sports, Al Jazeera Live, and Al Jazeera Children's Channel (Wildan Awwiby et al., 2021). From a sociolinguistic perspective, the wide reach of Al-Jazeera exemplifies the concept of language as a vehicle of ideology and identity. In this case, the dissemination of Arabic viewpoints on global affairs, which challenges the Western-dominated media narrative

Another proof that Arabic is used in the dissemination of information globally is the existence of Arabic seminars, which bring speakers from experts in certain fields, especially in Arabic. Quoted from the fah.uin-alauddin.ac.id page, an international seminar with the theme “The Role of Arabic in Strengthening Islamic Moderation” was held by the Department of Arabic Language and Literature at UIN Alauddin Makassar.



Figure 4. International Seminar

Figure 5 describes an international seminar event that featured prominent speakers from Al Azhar University, Egypt, and discussed important issues related to the role of the Arabic language in strengthening the values of moderation in Islam. This discussion shows how Arabic serves as a bridge to spread peaceful and moderate understanding among academics and students, as well as strengthening international academic networks. With the growth of digital technology, the use of Arabic in online content is increasing. Research shows that many Arabic websites, apps and social platforms are creating large online communities, enabling the rapid and widespread dissemination of information. Social media is useful for establishing communication and interaction and exchanging information (Aminaturrahma et al., 2023). This supports sociolinguistic views of language as a carrier of values and collective identity. Fishman argues that losing a language means losing an important part of a community's culture and way of life, because language contains the values, norms, and history that shape the group's identity (Fishman & García, 2010).

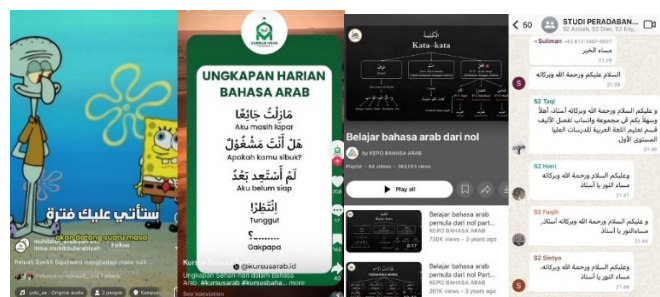


Figure 6. The Use of Social Media in Learning

Figure 6 explains the utilization of social media in Arabic language learning. Based on data taken on the data.goodstats page, the total number of social media users in 2023, there are 167 million social media users in Indonesia, which is around 60.4% of the total population of 276.4 million and mostly comes from the age of 20-29 years. Various media that are popular in society are social media such as Instagram, WhatsApp, TikTok, YouTube and so on. It is not uncommon for these media to create content using Arabic, one of the goals is to learn Arabic independently and variedly. These practices align with the theory of language spread through digital domains, where online environments act as non-traditional but powerful agents of linguistic acquisition and exposure. Digital communication platforms (social media, forums, gaming communities) create virtual communities with unique language norms and varieties, often differing from traditional face-to-face interactions (Ladzekpo et al., 2023).

Arabic Covers Culture, Diplomacy and Politics

Arabic on social media also plays a role in promoting Arabic culture. Quoted from the official website of UIN Jakarta <https://uinjkt.ac.id/>, holding activities such as cultural festivals that aim to ground and popularize the Arabic language among young people. The event involves various Arabic competitions and discussions on the role of language in the cultural context, known as Al-'Arabiyyah Lil Funnun 2024 activities consist of various Arabic competitions, including Khitobah, Calligraphy, Reading the Yellow Book, Debate, Arabic Quiz, Poetry, and News Reading competitions.



Figure 7. Al-'Arabiyyah Lil Funnun Activities at UIN Jakarta

Figure 7 explains that one of the festival's highlights was the Educational Talk Show, which featured experienced speakers who provided insights and inspiration on the role of social media in popularizing the Arabic language among young people. The event aimed to develop a love for the Arabic language and strengthen the network of Arabic language communities in Indonesia, showing how social media can be a platform to spread Arabic cultural values. Arabic is not just a means of communication it also includes cultural values. In the world of diplomacy, language becomes a tool to connect and strengthen international relations.



Figure 8. King of Saudi Arabia and President of Indonesia

Figure 8 illustrates the role of language, particularly Arabic, in strengthening international relations by facilitating effective communication and diplomacy. Beyond diplomacy, Arabic contributes to cultural exchange and cooperation in politics, economics, education, and Islamic political discourse, especially between Arab countries and Indonesia (Huda & Afrita, 2023).

Islamic politics seeks to uphold Islamic sharia as the supreme legal source, with Arabic serving as the primary medium for expressing political and legal thought. In many Arab countries, higher education institutions offer programs on Islamic politics and sharia, where students study political theories rooted in Islamic teachings and their real-world applications. Arabic is the language of foundational texts like the Qur'an and Hadith and functions as the official language in government affairs across numerous Muslim-majority countries such as Saudi Arabia, Iran, and Egypt.



Figure 9. Arab Spring Event

Figure 9 explains a clear example of the influence of Arabic in siyasah can be seen in the Arab Spring, where many activists used Arabic-language social media to organize demonstrations and spread information about dissatisfaction with authoritarian governments in countries such as Tunisia, Egypt and Libya. This phenomenon illustrates the sociolinguistic principle that language is not just a neutral conduit of information, but a powerful tool for organizing resistance and shaping political consciousness. The use of Arabic in these digital spaces amplified solidarity across national borders and legitimized calls for reform within a culturally and linguistically familiar framework (Fairclough, 2013).

DISCUSSION

مناقشة

Arabic holds a significant position not only within the Islamic world but also in various global domains, highlighting its role as a universal means of communication. In the field of business and economics, Arabic serves as a key instrument for conducting commercial, diplomatic, and political exchanges with Middle Eastern countries, particularly in the context of international agreements and cross-border collaboration. The strategic geographical positioning of Arab countries further strengthens their role in global trade networks. In the Indonesian context, the demand for Arabic proficiency is evident among individuals aspiring to work in the Middle East, especially in sectors such as banking, pilgrimage (Hajj) services, and tourism. These practical applications illustrate how Arabic functions as a bridge language that connects communities across regions and professions. On a global scale, Arabic plays a crucial role in the dissemination of information, as demonstrated by widely accessible Arabic media platforms like Al-Jazeera, which reports on Middle Eastern affairs for a global audience. With the advancement of digital technology, Arabic content has become increasingly prevalent on social media, offering new opportunities for creative and efficient language learning. These developments reflect the transformation of Arabic into a digital and transnational linguistic tool.

When compared to previous research, such as (Isnaini, 2018), which primarily focused on the revitalization of Arabic in response to multicultural conflicts, the present study offers a broader scope. While Isnaini's work underscores the need to restore Arabic's function to mediate societal conflict, it does not fully explore the language's practical utility across diverse global fields. This research, by contrast, emphasizes Arabic's role not only as a mediator in multicultural contexts but as a universally functional language spanning business, diplomacy, education, and

media. Thus, the current study contributes to the existing literature by highlighting the contemporary urgency of positioning Arabic as a global communication tool. The findings suggest that stakeholders including educators, policymakers, and language institutions should take an active role in promoting Arabic as a language of international relevance. This would not only reinforce its cultural significance but also elevate its strategic value in global discourse and cooperation.

CONCLUSSION

خاتمة

The development of technology and the widespread use of social media have significantly contributed to the growing role of the Arabic language as a universal communication tool. Arabic has proven to be relevant and functional across various domains such as economics, business, politics, diplomacy, and education. Its integration into digital platforms has not only facilitated global information exchange but also supported language learning and the promotion of cultural identity in a global context. These findings reinforce the idea that Arabic is no longer confined to religious or regional functions but is evolving into a strategic linguistic asset in the era of globalization.

However, this study acknowledges its primary limitation, namely the broad scope of analysis across multiple fields, which may have constrained the depth of exploration in each area. Therefore, it is recommended that future research focus more narrowly on a specific sector such as Arabic language learning through social media to provide more detailed insights and contribute to more specialized academic discourse.

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