Social Media Language Trends: A Study of Changes in the Meaning of Contemporary Arabic Words in the Digital Era

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Abstract: Advances in information technology, especially social media platforms, have affected the dynamics of languages, including Arabic. Through a descriptive linguistic approach, this study examines how the use of Arabic on social media has shifted the meaning of certain words, introduced new terms, and created variations in daily use. Data was collected from various social media platforms, including Twitter, Instagram, TikTok, and Facebook, focusing on words that underwent a change in meaning or the emergence of new terms that were not found in classical Arabic. The data collected analyzed through identification, categorization, and comparison with classical Arabic to understand the change in meaning. Contextual analysis is also carried out by examining the use of words in various situations on social media and the influence of digital culture. The results of this study show that the development of technology and the use of social media have brought changes to the contemporary Arabic language. Some words have experienced a shift in meaning, the addition of new meanings, and adaptation to the digital context. This phenomenon reflects the social and cultural dynamics that are developing in Arab society, especially among the younger generation who are increasingly accustomed to technology.

INTRODUCTION

Social media has a significant influence on various aspects of life, including language. In the world of Arabic, the influence of social media has been a major factor in the change in the meaning of words in Arabic today[1]. The widespread use of social media, especially among the younger generation in Arab countries, has created a dynamic environment for language interaction. Platforms such as Twitter, Instagram, TikTok, and Facebook are often the source of new terms and

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[1] Rahayu Widawati, "Pengaruh Media Sosial Terhadap Kebiasaan Berbahasa," *Seminar Nasional SAGA#2 (Sastra, Pedagogik, Dan Bahasa)* 1, no. 1 (2018): 405-414, http://seminar.uad.ac.id/index.php/saga/article/view/1093.

changing the meaning of old words through creative and contextual usage[2]. Social media users often prefer to use slang or local dialects (*Amiyah*) rather than (*Fusha*) Arabic classical, which has an impact on creating important meanings.

The development of information and communication technology in recent decades has brought significant changes in various aspects of human life, including the way we communicate[3]. One of the most prominent manifestations of this development is the emergence of social media as the main platform for daily interaction and communication. Social media platforms such as Twitter, Facebook, Instagram, and TikTok have become an integral part of the daily lives of millions of people around the world, including in Arabic-speaking countries[4]. This phenomenon has created a new space in which languages are used, disseminated, and transformed at an unprecedented rate[5].

The increasingly millennial digital era leads to a mindset that expects something practical and tends to follow current issues. This ideology affects people's lives in all aspects, be it in the development of science and technology, the dynamics of social ideology, socio-cultural transformation, and others. Modern life requires people to be "up to date" if they want to get higher values from other groups of society[6].

Social media has opened up new opportunities to observe changes and shifts in the meaning of words. As a language that has a long and rich history, Arabic continues to evolve over time. However, in this digital era, changes in the meaning of words occur faster and are often influenced by new factors that did not exist before. Language trends on social media show very different dynamics from the changes that occur through traditional media or in formal contexts[7].

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[2] Maudya Ayu Lestari, Encil Puspitoningrum, and Sujarwoko, "Penggunaan Bahasa Gaul Di Sosial Media Instagram Dan Tiktok," *Journal Communication Specialist* 1, no. 2 (2022): 179-186, https://ejournal.unitomo.ac.id/index.php/jcs/.

[3] Arif Rahman Muttaqin, Aji Wibawa, and Khurin Nabila, "Inovasi Digital Untuk Masyarakat Yang Lebih Cerdas 5.0: Analisis Tren Teknologi Informasi Dan Prospek Masa Depan," *Jurnal Inovasi Teknologi Dan Edukasi Teknik* 1, no. 12 (2021): 880-86, https://doi.org/10.17977/um068v1i122021p880-886.

[4] Burhanuddin and Ahmad Ridho, "Kontribusi Bahasa Arab Di Media Massa Dalam Penyebaran Dakwah Islam," *Jurnal Ilmu Komunikasi Dan Sosial Politik* 01, no. 02 (2023): 269-270, https://jurnal.ittc.web.id/index.php/jiksp/index.

[5] Ade Fricticarani et al., "Strategi Pendidikan Untuk Sukses Di Era Teknologi 5.0," *Jurnal Inovasi Pendidikan Dan Teknologi Informasi (JIPTI)* 4, no. 1 (2023): 56-68, https://doi.org/10.52060/pti.v4i1.1173.

[6] Fahimatul Amrillah, "Arabisasi Dan Sekulerisasi: Isu Kontemporer Pembelajaran Bahasa Arab Era 4.0," *Taqdir* 8, no. 1 (2022): 49-68, https://doi.org/10.19109/taqdir.v8i1.10379.

[7] Ilham Lucky Alamsyah, Nur Aulya, and Siti Handayani Satriya, "Transformasi Media Dan Dinamika Komunikasi Dalam Era Digital : Tantangan Dan Peluang Ilmu Komunikasi," *Jurnal Ilmiah Research Student* 1, no. 3 (2024): 168-181, https://doi.org/10.61722/jirs.v1i3.554.

One of the interesting aspects of language change on social media is the emergence and spread of new words or terms that were previously rarely used[8]. Social media allows users to experiment with language, create neologisms, and quickly spread it to a wide audience. In addition, the contextualization of language in a format that is often short and informal on social media also affects the meaning of the words. For example, words that originally had a certain meaning in a particular context can undergo a semantic expansion or even a complete change in meaning.

Changes in the meaning of Arabic words on social media are also influenced by interactions with other languages and cultures[9]. Globalization has had a significant impact on many languages, including Arabic. Foreign terms were absorbed and adapted into Arabic, thus creating linguistic crossovers that reflected this global influence. Social media, with its transnational nature, is the main medium for this process to occur. Analyzing language trends on social media can provide important insights into how Arabic interacts with other languages and how this influence is reflected in changes in the meaning of words. The development of digital technology has created new terms in Arabic. Technological advances have provided a variety of new learning platforms as an alternative to not limiting Arabic learning to only access and use of traditional media. The most widely used medium for learning Arabic is electronic or digital platforms[10].

For example, one of them is the word "Like" before the digital era had the meaning of admiration or liking for something. However, on social media, this word has undergone a shift in meaning. On platforms such as Facebook and Instagram, it is used to show interaction in the form of "Likes" on an upload or status post. This action becomes a form of digital recognition of content without involving deep feelings like the original meaning. The word "Share". In traditional Arabic, the word مشاركة means sharing something with others, either in a material or experiential context. But on social media, it often refers to the act of sharing digital content, such as images, articles, or videos. This change reflects how the Arabic language is adapting to digital technology. The word "Follow" originally meant to follow the development or movement of someone or something, usually

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[8] Daryanto Setiawan, "Dampak Perkembangan Teknologi Informasi Dan Komunikasi Terhadap Budaya," *JURNAL SIMBOLIKA: Research and Learning in Communication Study* 4, no. 1 (2018): 62, https://doi.org/10.31289/simbollika.v4i1.1474.

[9] Khairil Malik et al., "Semantik Kata Serapan Dari Bahasa Arab Dalam Kamus Arab Melayu," *Titian: Jurnal Ilmu Humaniora* 6, no. 2 (2022): 264-282, https://doi.org/10.22437/titian.v6i2.22030.

[10] Muhamad Farhan Fauzan et al., "Tafsir Konten Bahasa Arab: Pandangan Mahasiswa Terhadap Penggunaan Bahasa Arab Di Era Digital," *Perspektif: Jurnal Pendidikan Dan Ilmu Bahasa*, no. 1 (2024).

in a real context. However, on social media, this word refers to the act of following someone's account, such as on Twitter or Instagram, where users can see content updates automatically.

The phenomenon of digital slang in Arabic has become very common among young users. Words like "*Hala*" (هلا) which means "hi" or "hello" has been widely used in an online context as a casual greeting among friends. One striking phenomenon is the use of English mixed with Arabic on social media, known as "*Arabizi*" (Arabic with Latin alphabet)[11]. For example, terms like "*Hala guys*" or "*Yalla, let's go*!" mix Arabic with English in informal sentences, creating a new slang that is popular among young people.

In social media era, emojis or emoticons, memes and stickers also play a role as a new "language" that complements or even replaces words. This enriches the Arabic language with visual symbols that are often interpreted differently depending on the cultural context[12]. Digital communication has limitations in the expression and appearance of nonverbal language. Emoticons were created to complement the use of nonverbal language that cannot be shown in textual-based communication. The meaning that has been carried out by each emoticon user in the group that has been studied states that emoticons are used as an auxiliary medium in communication, clarifying the atmosphere of communication, replacing expressions, representing the intention of a text, and representing emotions. The benefits of emoticons include being able to represent expressions, can describe emotions, can change body movements, can express feelings, can show feelings, can complement the text in question.

This research highlights the role of social media in creating language trends that reflect current social values and phenomena, including the diversity of digital cultural identities. This study differs from previous studies in that it does not only focus on one type of social media, but analyzes words used on various platforms such as Twitter, Instagram, TikTok, and Facebook. In this way, the study provides insight into how the context and characteristics of each platform can affect the meaning of words in Arabic, as well as how they shape different ways of speaking in digital communication.

The field of social media in the digital era has become a platform for information exchange and communication among the global community, including Arabic language users. This phenomenon has a significant impact on language development, especially the change in the meaning of contemporary

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[11] Abdulkafi Albirini, *Modern Arabic Sociolinguistics: Diglossia, Variation, Codeswitching, Attitudes and Identity*, *Modern Arabic Sociolinguistics* (London, New York: Routledge Taylor & Francis Group, 2016), https://doi.org/10.4324/9781315683737.

[12] Rodiyatun Nahwiyyah and Eriyanti Nurmala Dewi, "Fungsi Emoticon Sebagai Bahasa Nonverbal Dalam Komunikasi Digital," *PRoListik Jurnal Ilmu Komunikas* 5, no. 2 (2020): 31-44.

Arabic words. The use of language in social media often does not follow standard linguistic rules, but is influenced by user creativity, popular culture, and communication trends that are fast and instant. This triggers the emergence of new words, changes in the meaning of old words, and the use of words that are more flexible according to the digital context. It is expected to contribute to the field of linguistics, especially in understanding the dynamics of language change. The results not only improve academic understanding of contemporary Arabic but also provide practical insights for educators, policymakers, and media practitioners. By understanding how the meaning of words changes on social media, they can be more effective in teaching, formulating language policies, and communicating

Asqi *et al.,* provides a new perspective by integrating the traditional concepts of *Ta'rib* and *Dakhil* into the digital context. In this study, the phenomenon of foreign language absorption on social media was analyzed based on these two categories, showing how foreign words undergo adaptation (*Ta'rib*) or are used directly (*Dakhil*) in digital interactions. The example of the word "ترند" (trend) is an example of *Dakhil*, while "فيروس" (virus) is changed to follow the Arabic pattern, reflecting the process of *Ta'rib*. This study examines the dynamics of the use of these two concepts in contemporary Arabic social media. The application of foreign words on social media is more dynamic than in formal communication, so social media creates an urgent need to adapt foreign terms that are growing rapidly in line with global trends.[13]

Meanwhile, in Umi Kulsum *et al.,* research, Arabicization is a necessity for the Arabic language that continues to grow and develop. The existence of contact with foreign languages in the world will certainly affect the number of foreign vocabularies that enters the Arabic language, especially for modern science and technology terms. The majority of Arab people support the *Arabisasi* process as a form of modernization of the Arabic language. What is still debated is the method of Arabization, not legitimacy. *Borrowing* is a method that has become a subject of debate among pro-Arabizations. The middle way is to carry out figurative translation, which is to match foreign vocabulary with Arabic vocabulary that has the same concept. After the matching cannot be done, *borrowing* is the last alternative that can be taken.[14]

This study focuses on bridging this gap by examining the variation in the use of absorption between social media platforms and its implications for the

[13] Nurul Asqi, Nia Hailiyati, and Drei Herba Ta'abudi, "Fenomena Sosial Dan Kebutuhan Arabisasi," *Diwan: Jurnal Bahasa Dan Sastra Arab* 10, no. 20 (2018): 969-984, https://doi.org/10.15548/diwan.v10i20.160.

[14] Umi Kulsum, "Arabisasi Sebagai Modernisasi Bahasa Arab Dan Semangat Nasionalisme," *Al-Fathin* 6, no. 1 (2023): 1-18.

evolution of the Arabic language. The study will also provide a more in-depth comparative analysis of the changing meaning of words on various platforms, such as Twitter and Instagram, as well as how these reflect the new linguistic identity in Arab societies.

The relevant theory in this study is the theory of digital sociolinguistics, technology and social media can affect the use of language, linguistic structure, and the formation of cultural identity. In Arabic, social media is a language forum that develops dynamically through the absorption of foreign terms. This reflects a faster linguistic adaptation compared to formal or traditional communication. Technology not only facilitates the exchange of information but also becomes a space for language innovation that reflects a growing social identity. Each platform has unique characteristics that affect how the language is used. For example, Twitter with character limits, encouraging creativity in abbreviations, and term adaptation. Meanwhile, Instagram and TikTok are more visual-based, so they focus on popular terms that are easy to remember and culturally relevant. Social media is not only a communication platform, but an important space for linguistic innovation and the formation of new identities.

Therefore, social media is not only a place for information exchange, but also serves as a space for the formation of new linguistic identities in Arab society. Words and terms used on social media are now creating a more inclusive form of Arabic, reflecting a more dynamic social identity and not being tied to formal or classical language norms.

This study aims to find out contemporary Arabic words that have changed their meaning, to find out the factors that affect the change and shift of the meaning of words in Arabic on social media, and to find out the trends of contemporary Arabic on social media. In addition, it explores the differences in the meaning of words on various social media platforms. Each platform has unique characteristics that affect the way language is used. For example, Twitter's strict character limits may encourage the use of creative abbreviations or word forms, while Instagram's focus on visuals may indicate a change in word usage in captions and comments.

METHOD

The research method that will be used in the study of Social Media Language Trends: A Study of Changes in the Meaning of Contemporary Arabic Words in the Digital Era is a qualitative approach with content analysis techniques[15]. The qualitative approach was chosen because it allows researchers to understand the phenomenon of changing the meaning of words in Arabic in

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[15] Andi Muhammad Irfan Taufan Asfar, "Analisis Naratif, Analisis Konten, Dan Analisis Semiotik (Penelitian Kualitatif)," *ResearchGate Article* 1, no. January (2019): 1-13, https://doi.org/10.13140/RG.2.2.21963.41767.

depth and holistically. This study uses content analysis techniques applied to identify and analyze words that have changed meaning on various social media platforms. The amount of data collected reached about 500 to 1000 words or terms, which were selected based on the frequency of occurrence and relevance in the context of social media. The analysis process is carried out through several stages, starting with the identification and categorization of each term based on changes in meaning or new appearances. Next, the words are compared to the meanings in classical Arabic to understand the extent to which the changes occurred. Contextual analysis is also carried out by examining how the words are used in various communication situations on social media, including the context of the sentence and the influence of digital culture.

The data sources used are social media platforms such as Twitter, Instagram, Facebook, TikTok, this platform is the main source of data because it is the most widely used media by Arabic users around the world. Data in the form of text, hashtags, comments, posts, and more can be collected and analyzed to identify changes in the meaning of words. As well literature on language and digital communication, books and scientific articles discussing the phenomenon of communication on social media and its influence on the Arabic language can also provide a theoretical foundation and relevant context.[16] Data was collected through social media sampling using Arabic contemporary. This sample is taken randomly but remains representative to ensure the diversity of contexts in which the word is used in several social media platforms namely Like, Share, Follow, Comment, Troll, Hashtag, Like, Post[17].

RESULT AND DISCUSSION

Analysis of Social Media Language Trends on Changes in the Meaning of Contemporary Arabic in the Digital Era

Social media as the main platform of modern communication influenced the evolution of languages, making old words acquire new meanings and encouraging the adoption of new words from other languages. Language is greatly influenced by technological developments and changes in social communication patterns[18]. The influence of digital globalization has also encouraged the penetration of foreign terms into Arabic, which further changes the structure and use of everyday language[19]. The following is an analysis of social

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[16] Rahmadi, *Pengantar Metodologi Penelitian* (Banjarmasin: Antasari Press, 2011).

[17] Yuli Asmi Rozali, "Penggunaan Analisis Konten Dan Analisis Tematik," *Penggunaan Analisis Konten Dan Analisis Tematik Forum Ilmiah* 19 (2022): 68, www.researchgate.net.

[18] Samsuar A. Rani, "Pembelajaran Bahasa Arab Berbsis Teknologi Informasi Komunikasi," *At-Ta'dib* 9, no. 2 (2017): 163-177.

[19] Musthofa, "Pengaruh Teknologi Terhadap Pembentukan Istilah Baru Dalam Bahasa Arab," *ThaqÃfiyyÃT* 14, no. 2 (2013): 379-405.

media language trends on the change in the meaning of contemporary Arabic in the digital era:

Table 1. Analysis of Social Media Language Trends

No.	Words	Meaning Before the Digital Era	Meaning on Social Media	Examples of Use on Social Media
1.	إعجاب (*I'jāb*) or "Like"	Feelings of liking or admiration for something	"Like" an upload or content on a platform like Facebook	"أعطيت إعجاب لصورة جديدة" (I like the new photo)
2.	مشاركة (*Mushārakah*) or "Share"	Share something directly, both material and experience	Sharing digital content such as images, videos, or articles on social media	"أشارك فيديو إخباري جديد" I shared the) (latest news video
3.	متابعة (*Mutāba'ah*) or "Follow"	Keeping up with a person's real-life progress or activity	Follow someone's account on social media to see their latest uploads	"أتابع حسابك على إنستغرام وتيك توك" (I follow your account on Instagram and TikTok)
4.	تعليق (*Ta'līq*) or "Comment"	Expressing opinions or responses to something formally	Write a comment under a social media post	"كتبت تعليقًا على المنشور" (I wrote a comment on the post)
5.	ترول (Troll)	Mythological creatures in folklore	Someone who provokes or creates chaos in an online discussion room	"كان هناك ترول في التعليقات" (There are trolls in the comments)
6.	هاشتاج (Hashtag)	It has no meaning before the digital era	The "#" symbol used to mark a specific topic on social media	"استخدم الهاشتاج للتفاعل وزيادة الوصول" (Use hashtags to interact and increase reach)
7.	لايك (Like)	It has no meaning before the digital era	Like an upload, similar to إعجاب (*I'jab*), in English "*Like*"	"أعطيت لايك على التغريدة" (I like the Tweet)
8.	بوست (Post)	It has no meaning before the digital era	Content uploaded on social media, in English, is "Post"	"نشرت بوست جديد اليوم على يوتيوب" (I posted new content today on Youtube)

Factors Influencing Changes and Shifts in the Meaning of Words in Arabic on Social Media

The change and shift in meaning invites concern among academics and speakers of classical Arabic, who see social media as a threat to the sanctity and integrity of the Arabic language. However, some linguists see this phenomenon as part of the natural evolution of languages that adapt to the needs of the times[20].

The process of changing meaning is due to six types of processes, namely narrowing of meaning (*Takhshish*), expansion of meaning (*Ta'mim*), borrowing words because of the need for meaning (*Isti'arah*), and borrowing words because the meanings are close together[21]. All changes that occur in language are not without cause. However, there are several factors that cause this change to occur, especially the change in the meaning of the Arabic language which is rich in literature[22].

Changes in meaning can be caused by various supporting factors, factors that arise from the language itself, factors of the language user community or its historical background. The forms of meaning changes that occur can be diverse, including the form of meaning expansion, meaning narrowing, total change, refinement, marketing, association and even meaning emphasis[23]. There are six factors that cause the change in meaning:[24]

First, developments in the field of science and technology, For example the word "هاتف" (*Hatif*), originally meant a mysterious voice, now means changed to a telephone due to the development of communication tools. Developments in the field of science and technological advances can cause changes in the meaning of a word[25]. A word that once contained the concept of meaning about something simple, is still used even though the concept of meaning has changed due to a new view of science and technological developments.

Second, social and cultural development. Developments in society about social and cultural attitudes have also changed their meaning, for example "سوق" (*Suq*) which used to mean traditional markets now have a broader meaning, including

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[20] Dewi Rani Gustiasari, "Pengaruh Perkembangan Zaman Terhadap Pergeseran Tata Bahasa Indonesia: Studi Kasus Pada Pengguna Instagram Tahun 2018," *Jurnal Renaissance* 3, no. 02 (2018): 433-442.

[21] H.R.Taufiqurrochman, *Leksikologi Bahasa Arab* (Malang: UIN Maliki Press, 2008).

[22] Nelis Jamilah Ilmiatun, "Perkembangan Makna Bahasa Arab," *Diwan : Jurnal Bahasa Dan Sastra Arab* 14, no. 2 (2022): 133-143, https://doi.org/10.15548/diwan.v14i2.826.

[23] Ida Nursida, "Perubahan Makna Sebab Dan Bentuknya: Sebuah Kajian Historis," *Al-Faz* 2, no. 2 (2014): 46-61, https://media.neliti.com/media/publications/publications/233702-perubahan-makna-sebab-dan-bentuknya-sebu-01b5ef30.pdf.

[24] Ida Nursida, "Perubahan Makna Sebab Dan Bentuknya: Sebuah Kajian Historis," *Al-Faz* 2, no. 2 (2014): 46-61, https://media.neliti.com/media/publications/publications/233702-perubahan-makna-sebab-dan-bentuknya-sebu-01b5ef30.pdf.

[25] Muzaiyanah, "Jenis Makna Dan Perubahan Makna," *Wardah*, no. 25 (2015): 145-152.

online markets or e-commerce platforms. So, the form of the word remains the same, but the concept of meaning it contains is different.

Third, religious influence. For example, the word "صلاة" (*Shalah*) originally meant general prayer. In Islam, "صلاة" (*Shalah*) no longer simply means prayer, but refers to a special worship that involves a series of certain pillars, such as the movement of *rukuk*, prostration, and its recitation, where prayers are performed five times a day. This change in meaning shows how religion can give a new dimension to a word, creating a more specific connotation according to religious teachings and practices.

Fourth, there is an association. For example, the word "ذئب" (*dzi'b*) which means wolf is a connotation for someone who is cunning or dangerous. At first, wolves were only seen as animals, but negative connotations developed over time. There is a relationship between a form of speech and something else related to that form of speech, when it is called speech, what is meant is something else related to that.

Fifth, euphemism and dysphemism. For example, the word "حمام" (*Hammam*) originally meant a bath, is now often used as a euphemism for toilets, as people tend to avoid words that are too direct for it[26].

Sixth, term development. Utilizing existing vocabulary by giving it a new meaning, either by narrowing, expanding, or giving a new meaning altogether. For example, the word "زكاة" (*Zakat*), which originally meant purification, now specifically means worship to give away part of the wealth to the poor[27].

In addition to the factors mentioned above, there are three factors, namely: 1) environmental differences (الاختلاف البيئي), for example "كلمة العلم" (*Al-'Ilm*), in the traditional environment, "العلم" has a specific meaning as a religious science (Islam). However, in the modern environment, "العلم" is often used to refer to a science or general science, such as physics, biology, or mathematics, 2) association (الارتباط أو التداعي), for example "القمر" (*Al-Qamar*), literally, "القمر" means the moon, a celestial object that shines at night. However, through cultural and literary associations, the word is often used to describe one's beauty, especially in classical Arabic poetry. For example, a beautiful person would be likened to "القمر". Example: " وجهها

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[26] Hanif Fathoni, "Pembentukan Kata Dalam Bahasa Arab (Sebuah Analisis Morfologis 'K-T-B')," *At-Ta'dib* 8, no. 1 (2013), https://doi.org/10.21111/at-tadib.v8i1.513.

[27] Fika Aghnia Rahma et al., "Pergeseran Makna: Analisis Peyorasi Dan Ameliorasi Dalam Konteks Kalimat," *Hasta Wiyata* 1, no. 2 (2018): 1-11, https://doi.org/10.21776/ub.hastawiyata.2018.001.02.01.

"كالقمر" (*His face is like the moon*), 3) the response of language (الاستجابة اللغوية), for example " كلمة المرأة " (*Al-Mar'ah*), the word "المرأة" may have a neutral connotation. However, in some modern societies, the connotation of this word undergoes amelioration (increased meaning) due to the emergence of awareness about gender equality, so "المرأة" is often associated with an important role in education, politics, and the economy[28]. The existence of these factors is proof that every language can experience the development of meaning according to the circumstances that require it to develop its meaning.

Arabic has many regional dialects that vary greatly, and the use of these dialects on social media affects the meaning of the word. For example, in some studies, it has been found that words used on social platforms can have different meanings depending on the dialect used by the speaker. Research by El-Haj, shows that dialect variations in Arabic that appear on social media greatly affect the understanding of certain words. The use of dialects such as Levantine or Egyptian on social media often creates new meanings that are only relevant in a digital context[29].

Globalization has also played an important role in changing the meaning of words in Arabic on social media. Research shows that words used in Arabic are often influenced by global trends and popular culture, whether it is through music, movies, or international events. For example, the word "viral" used to describe something that spreads quickly on the internet is often adopted in Arabic with a broader meaning, encompassing social or cultural phenomena that spread quickly on social media[30].

A new approach in Arabic linguistic studies by analyzing changes in the meaning of words that appear in interactions on social media.[31] Previously, Arabic linguistic research focused more on the analysis of classical or formal texts. This study fills a gap in the literature by emphasizing the importance of digital context in shaping and modifying the meaning of words.[32]

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[28] Moh. Matsna HS., *Kajian Semantik Arab: Klasik Dan Kontemporer*, 1st ed. (Jakarta: Kencana PrenadaMedia Group, 2016).

[29] Reem K. AlMotairi and Mohammed Hadwan, "Sentiment Analysis Methods for Arabic Content on Social Media: A Systematic Review," *Ingenierie Des Systemes d'Information* 29, no. 1 (2024): 389-396, https://doi.org/10.18280/isi.290138.

[30] Ghadah Alwakid et al., "MULDASA: Multifactor Lexical Sentiment Analysis of Social-Media Content in Nonstandard Arabic Social Media," *Applied Sciences (Switzerland)* 12, no. 8 (2022), https://doi.org/10.3390/app12083806.

[31] Nelis Jamilah Ilmiatun, "Perkembangan Makna Bahasa Arab," *Diwan : Jurnal Bahasa Dan Sastra Arab* 14, no. 2 (2022): 133-143, https://doi.org/10.15548/diwan.v14i2.826.

[32] Abd Aziz and Yuan Martina Dinata, "Bahasa Arab Modern Dan Kontemporer: Kontinuitas Dan Perubahan," *Mumtaz: Jurnal Studi Al-Qur'an Dan Keislaman* 3, no. 2 (2019): 152-168, https://doi.org/10.36671/mumtaz.v3i2.38.

Some variations of local dialects of western regions or Morocco such as (Egypt, Algeria, Morocco, Libya, Tunisia, and Mauritania) influence the meaning of the word on social media.[33] This is a new contribution because most previous studies tend to discuss dialects in oral communication or folk literature, rather than in a cross-regional digital environment.[34] Globalization and popular culture influenced the development of new word meanings in Arabic on social media. The study shows that adopted foreign words undergo a process of adaptation and expansion of meaning in the local context of Arabic digitalization. Meaning changes occur not only through conventional social interactions, but also through digital culture, as memes, hashtags, and viral phenomena influence the meaning of words in contemporary Arabic.

Gurning argues that language not only functions as a means of communication, but also as a reflection of social, cultural, and power identities. Variations in the use of language, both in the form of dialects, styles, and registers, reflect social stratification and power relations in society. In addition, the phenomenon of bilingualism and language shift highlights the dynamics of interaction between national languages and regional languages, with potential threats to the continuity of regional languages.[35]

CONCLUSION

The development of technology and the use of social media have brought significant changes to the contemporary Arabic language. Some words have experienced a shift in meaning, the addition of new meanings, and adaptation to the digital context. This phenomenon reflects the social and cultural dynamics that are developing in Arab society, especially among the younger generation who are increasingly familiar with technology. The use of social media such as Twitter, Facebook, Instagram, and TikTok allows for fast, informal, and spontaneous language exchanges, thereby accelerating changes in the meaning of words. The process of changing meaning occurs because of six types of processes, namely the narrowing of meaning (*Takhshish*), the expansion of meaning (*Ta'mim*), the borrowing of words because of the need for meaning (*Isti'arah*), and the borrowing of words because the meanings are close together. Many factors cause changes and shifts in meaning, namely: 1) developments in the field of science and technology, 2) social and cultural developments, 3) differences in fields of use, 4)

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[33] Alya Zahra and Rika Astari, "Variasi Bahasa Arab Pada Penutur Bahasa Malta Dalam Tataran Fonologi," `A Jamiy : Jurnal Bahasa Dan Sastra Arab 10, no. 2 (2021): 436, https://doi.org/10.31314/ajamiy.10.2.436-457.2021.

[34] Aziz and Dinata, "Bahasa Arab Modern Dan Kontemporer: Kontinuitas Dan Perubahan."

[35] Rivandi Anju Gurning et al., "Analisis Sosiolinguistik : Perspektif Bahasa Dalam Masyarakat," no. 4 (2024).

associations, 5) differences in responses, 6) development of terms. For future research, it is suggested that focus be given to exploring dialect variations and differences in changing word meanings on social media, given that each Arab community has different linguistic characteristics. The use of data analysis technologies such as machine learning and artificial intelligence is also very important to detect patterns and trends in language change more accurately. In addition, there is a need for findings on language changes in the Arabic language education curriculum, so that students can understand the variations and dynamics of contemporary Arabic. There are still many Arabic social media language trends that need to be researched and analyzed, further research on the impact of popular culture and global trends on the evolution of word meaning also needs to be done to get a more holistic picture of the development of Arabic in this digital era.

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