SEMANTIC ANALYSIS OF ARABIC LANGUAGE IN CHAT COMMUNICATION AND SOCIAL MEDIA: MEANING SHIFTS AND FORMATION OF NEW TERMS

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Abstract

The shift in meaning and the formation of new terms in Arabic on social media and chat applications represent an important linguistic phenomenon in this digital age. This study aims to analyze how Arabic words undergo shifts in meaning and how new terms are formed through interactions on digital platforms. Using a literature review method, this research examines scholarly articles, books, and digital conversations from various sources such as WhatsApp and Instagram. The results show that communication via social media has driven changes in the meaning of everyday words, as well as the emergence of new terms often influenced by social, cultural, and globalization factors. Although this phenomenon enriches the Arabic language with new, more flexible, and expressive variations, there are also challenges in understanding word meanings, especially among generations not accustomed to digital language. The study concludes that the Arabic language in cyberspace continues to evolve in response to the demands of the times, although these changes may create difficulties in communication between generations. Further research is recommended to explore the impact of these changes on the structure of formal language and Arab cultural identity.

INTRODUCTION | مقدمة

The development of information and communication technology has had a significant impact on various aspects of human life, including the way people use language. One notable change is evident in communication that takes place on digital platforms, such as instant messaging applications and social media. Amid the rapid growth of platforms like WhatsApp and Instagram, the way people communicate, including in Arabic, has experienced considerable shifts (Malik et al., 2022). The language used on social media tends to be more casual, informal, and not bound by strict grammar rules, as in formal written or spoken communication. This leads to the use of more creative, concise, and often ambiguous words and phrases, which in turn demands semantic analysis to understand the changing meanings of words in Arabic (Siompu, 2019).

In addition, within these digital interactions, a phenomenon of new term formation has emerged, which is not only local but can also spread among Arabic language users worldwide (S, 2020). These new terms appear as a response to the need for fast and efficient communication in the digital world. Words that were once formal or standardized may undergo shifts in meaning or even be replaced by terms that are easier to understand for social media and chat app users. This has made communication in Arabic in the digital space increasingly dynamic and an

interesting subject for further research, particularly in relation to shifts in word meaning and the creation of new terms (Harianto et al., 2022).

The aim of this study is to analyze the shifts in meaning of Arabic words that occur as a result of language use in chat communication and on social media. These changes in meaning are not limited to the understanding of words in specific contexts but also encompass the social changes that influence everyday language, including evolving habits and norms within the digital space. Furthermore, this study aims to explore how new terms are formed in digital communication, whether they emerge as abbreviations, acronyms, or new expressions replacing traditional phrases.

Additionally, this study also seeks to identify the impact of these linguistic changes on Arab culture and language as a whole. As social media and chat applications evolve, the use of Arabic is no longer confined to specific geographical regions but is becoming more global. This phenomenon has led to the blending of Arabic with foreign languages, especially English, which increasingly influences the formation of new words and meanings in digital communication. The impact of this change is significant, both in terms of understanding across generations and in the relationships between cultures that are becoming more connected in the digital world.

The research questions addressed in this study include several key issues. First, how do shifts in the meaning of words in Arabic occur in chat communication and on social media? Words that previously had specific meanings in standard Arabic often experience shifts depending on the context of communication on digital platforms. Second, what new terms have been formed in digital communication among Arabic language users? These terms are typically a result of users' creativity in responding to the need for more practical and concise communication. Third, what impact does the use of these new terms have on the understanding of Arab culture and language, especially regarding the effect on language comprehension between older and younger generations?

The significance of this research is quite important, as the impact of digital language changes is not limited to communication between individuals but also affects broader cultural understanding. By understanding how the Arabic language evolves in cyberspace, we can observe how it remains alive and adapts to the times, even while being bound by established rules and structures. This research provides insights into how language change occurs in the digital space and how new terms created on social media contribute to changing perceptions of the Arabic language, both among native speakers and non-native Arabic speakers.

The use of more informal, creative, and expressive language on social media allows speakers to express themselves more freely, without being restricted by rigid grammatical conventions (Fahmy Hasani & Ibni Trisal Adam, 2022). However, this freedom also presents challenges in terms of broader understanding, as not all social media users have the same comprehension of new terms or expressions. Therefore, it is essential to analyze in more depth how these new words and terms emerge, develop, and are accepted in the ever-evolving digital culture (Wahab et al., 2021).

This study is expected to contribute to a deeper understanding of the linguistic changes occurring in the Arabic language in the digital space. Furthermore, it could open discussions on how Arabic will evolve with the rapid development of technology and social media, and how this affects the cultural identity and Arabic language in cyberspace. In this context, shifts in meaning and the creation of new terms become part of an ongoing dynamic, in line with the progress of the times and the evolving communication needs.

METHOD | منهج

This study adopts a qualitative approach with a library research method. This method was chosen because it allows the researcher to delve deeply into the understanding of shifts in word meanings and the formation of new terms in Arabic occurring in digital communication. The approach also enables the analysis of existing sources, such as scholarly articles, books, research reports, and digital materials, to provide broader and more comprehensive insights into this linguistic phenomenon. By using library research, this study will examine how the Arabic language evolves in the context of chat communication and social media.

The data sources used in this research include various articles and scientific journals that discuss the Arabic language in digital communication. These journals will serve as primary references in identifying semantic theories and language shifts in the context of social media. Additionally, books discussing Arabic semantics and studies on language change in social media will be crucial for understanding the dynamics of the language that is currently developing. Corpora of conversations from social media platforms using Arabic, such as Instagram and other online forums, will also be analyzed to find concrete examples of shifts in meaning and the creation of new terms. Furthermore, conversation analysis in popular chat apps like WhatsApp will provide additional perspective on how Arabic is used in more personal and informal communication contexts.

The research procedure begins with the collection of relevant literature, including articles, books, and other digital sources related to Arabic semantics in the digital world. The goal of this data collection is to build a strong theoretical foundation for understanding the linguistic changes occurring. Additionally, the researcher will search for and gather conversation examples from social media and chat applications using Arabic. From this data, the researcher will identify shifts in word meaning, abbreviations, and new terms formed in the context of digital communication.

After data collection, the next step is to categorize the shifts in meaning and the formation of new terms based on patterns found in online conversations. This analysis will focus on how words that previously had specific meanings in standard Arabic have become more flexible or even acquired new meanings that are only applicable in digital contexts. This categorization process will help identify groups of terms that have undergone shifts in meaning and uncover emerging patterns in language usage on social media and chat applications.

Finally, this study will analyze the factors influencing shifts in word meanings and the creation of new terms, such as social trends, technological developments, and cultural factors. These factors are important to understand as they provide the social and cultural context behind the emergence of new terms in Arabic. Technological advancements, for example, have enabled the creation of more concise and rapid forms of communication, which in turn affect the formation of new terms. Additionally, the influence of global culture and international media plays a role in shaping new language styles used in cyberspace, which will be analyzed in this study.

RESULT | نتائج

This study demonstrates that the shift in meaning of Arabic terms on social media and chat applications is not solely driven by the need for communication efficiency, but also reflects a

more dynamic evolution of the Arabic language, making it increasingly relevant to contemporary developments. This phenomenon contributes to a deeper understanding of how language adapts to digital culture and how younger generations engage with technology and society.The research provides a more nuanced perspective on the interaction between language and technology, highlighting the significant role that social media plays in the creation of new linguistic expressions. It paves the way for further investigations in the field of digital linguistics, as well as the influence of globalization on local languages. Future research could focus on an in-depth exploration of how these semantic shifts impact intercultural communication, or how the Arabic language will continue to evolve in response to advancements in technology and social media.

A study by Dikri Dirwatul Ghozali and Luthfia Khoiriyatunnisa (2021) examines the use of Arabic lexemes on Instagram, showing how technology leads to new lexemes. This research analyzes changes in both word structure and meaning, relevant to the authors' study on meaning shifts and new terms in Arabic on social media. It suggests exploring how new terms form and how meaning changes in online communication (Ghozali, 2021). Adit Tiawaldi and Muhbib Abdul Wahab (2017) study the use of Modern Arabic in Aljazeera's online magazine, focusing on meaning shifts, especially with borrowed words. Some words adopt new meanings while keeping their original ones. This research is relevant to the authors' work on digital communication and can be extended to platforms like WhatsApp or Instagram (Tiawaldi & Abdul Wahab, 2017). Suci Utami Ayuningtias, Retno Purnama Irawati, and Hasan Bustriini (2017) look at how Arabic terms are used by Rohis activists at Semarang State University. They found meaning changes and shifts in social context. This study is relevant to the authors' research, as similar changes occur on social media platforms like WhatsApp and Instagram (Ayuningtias et al., 2017).

To make it easier to identify between this study and previous ones, here is the table list:

Table 1. The distinction from previous research

Journal Title and Authors	Relevance to the Author's Research	Differences in Results	Author's Focus
Analisis Morfo-Semantik Penggunaan Istilah Berbahasa Arab dalam Jejaring Sosial Instagram, (Dikri Dirwatul Ghozali & Luthfia Khoiriyatunnisa, 2021)	Analysis of lexemes in Instagram shows morphological and semantic changes	Focuses more on Instagram lexemes, while the research encompasses multiple social media platforms	Focus on the meaning changes in the digital space that are more informal (chat applications, social media), specifically WhatsApp and Instagram
Perkembangan Bahasa Arab Modern Dalam Perspektif Sintaksis Dan Semantik Pada Majalah Aljazeera, (Adit Tiawaldi & Muhbib Abdul Wahab, 2017)	This study examines the changes in meaning on social media, similar to what occurs in this research.	This study emphasizes the creation of new and more creative terms, while their research focuses on the shift in meaning.	
Penggunaan Istilah Bahasa Arab Oleh Aktivis Rohis Di Universitas Negeri Semarang (Analisis Semantik Dan Sosiolinguistik), (Suci Utami Ayuningtias, Retno Purnama Irawati, & Hasan Bustrini, 2017)	Examining the shift in meaning within social communities is relevant to the social media phenomena discussed in this research.	This study discusses more about formal social contexts, while this research focuses on digital dynamics.	

DISCUSSION | مناقشة

Meaning Shifts in Arabic on Social Media

In communication on social media and chat applications, many Arabic words have

undergone shifts in meaning. Words that were previously used with clear meanings in daily communication are now often carrying different meanings depending on the digital context. One easily found example is the word "مشغول" (busy). In everyday conversation, "مشغول" generally means someone who is occupied with work or other activities. However, in the context of online communication, this word is often used to indicate that someone is offline, unavailable, or even does not want to be disturbed. This change reflects how the word adapts to the need for fast and efficient communication in the digital world (Jamili Yeob & Abd Rahman, 2023).

Moreover, this phenomenon of meaning shifts is also evident in the growing use of abbreviations and acronyms that have become popular among Arabic-speaking social media users. Many abbreviations appear as a way to save time and space in short messages. For example, the term "إن شاء الله" (Insha Allah), which is often shortened to "إن شاء" (Insha) or " إن شاءالله", sometimes even represented just by the abbreviation "آآآ" or "إنش". The use of abbreviations not only changes the way of writing but also influences how the meaning of the word is understood. These abbreviations often carry a more relaxed and informal nuance compared to the full form, and they may have a broader or even different connotation in some contexts (Ghozali, 2021b).

The shift in meaning of these words is not limited to saving time or space, but is also influenced by the need for more creative and sometimes humorous expression. In the virtual world, many users try to convey messages in a more concise way while still ensuring they are easily understood by their audience. This leads to the formation of "digital slang" which not only demands speed in communication but also cleverness in wordplay. Therefore, words that previously had standard or formal meanings are often used in different or more contextual meanings, in line with the needs and dynamics of interaction in the digital space (Rudi, 2016).

Formation of New Terms

The phenomenon of forming new terms in Arabic on social media and chat applications is increasingly widespread, in line with the users' need to communicate in a more efficient, expressive, and sometimes humorous way (Hadi, 2017a). One interesting example is the use of the word "فلانة" (Fulanah). Traditionally, "فلانة" is used to refer to "someone" or an unspecified name. However, in the digital context, this word is now frequently used with a sarcastic nuance or even to refer to someone unknown in certain situations. For example, in informal conversations, "فلانة" can refer to someone mentioned indirectly, often to describe an individual who is absent or whose presence is not significant in the conversation (Amrulloh, 2017).

Additionally, the term "يلا" (yalla), which was originally used to urge or invite someone to move or take action immediately, has now evolved into a more flexible expression in digital communication. On social media, "يلا" is not only used to invite, but also becomes an expression of approval or encouragement in online conversations. For instance, someone could write " يلا نروح" (yalla, let's go), but in a different context, "يلا" can also be used merely to show enthusiasm or encouragement, such as in "يلا، خلينا نبدأ" (yalla, let's start). This usage illustrates how a simple term can adapt in new ways to facilitate faster and lighter communication in the digital space (Hadi, 2017b).

An example from WhatsApp shows how Arabic terms can change meaning in a digital context. For example, in WhatsApp's information section, the word "ada" is translated into "متوفر" in Arabic. However, in Indonesian, "ada" is more accurately translated as "available," while in the Al-Maany dictionary, "ada" would be more properly translated as "حضرة" or "موجود". This shows a shift in meaning in the translation used in the application. Another example is the

term "panggilan mendesak saja" (emergency calls only), which is translated as " المكالمات الطارئة فقط." In Arabic, the word "panggilan" is more commonly translated as "دعوة" or "نداء," while "panggilan telepon" is more accurately "مكالمة." Therefore, the word "panggilan" has expanded in meaning, from the general meaning of "call" to the more specific meaning of a "telephone call."

Additionally, the word "طارئة" in the Al-Maany dictionary has broad meanings, such as "coincidence," "sudden," or "emergency." However, in the WhatsApp context, this word is used to describe "urgent." In fact, the term "urgent" in the dictionary is more precisely represented by words such as "اضطرّ" or "سارع." The use of "طارئة" for "urgent" reflects the semantic change that has occurred. Overall, this phenomenon demonstrates how apps like WhatsApp not only translate existing terms but also create or change word meanings to suit the fast and practical communication context of the digital world.

In the context of translation in Instagram, it shows how the use of Arabic in the digital context undergoes semantic shifts. For example, the term "follower" in English is translated into "متابعين" in Arabic. However, in the Al-Maany dictionary, "follower" has several meanings, such as "متبع" and "التابع," "الخادم," "الرادف," "المريد," "المعجَب." This means the meaning of the word "follower" is broader than just "متابعين" used in Instagram, indicating a shift in meaning in translations in the online world. Another example is the term "following," which is translated as "متابعة." In the Al-Maany dictionary, this word has many meanings, both as an adjective and a noun. However, the term "متابعة" is not a direct equivalent for "following," but is more closely related to words such as "تابع" or "اتباع," which refer to the concept of following in a certain sense (Nafisah & Budiarso, 2020).

Additionally, the term "disukai oleh" (liked by) is translated as "حاز على إعجاب" in Arabic. However, the word "suka" (like) in Arabic is typically translated as "أولع بـ", "استلطف", or "حبّ", which shows a difference in meaning. The word "اعجاب" (i'jāb), used for "liked," more often means "to respect" or "to acknowledge," rather than just "like." From these examples, the author can see that digital applications like Instagram play an important role in the creation of new terms in the Arabic language. The use of these terms creates new meanings that are more suited to the context of digital communication and modern culture. This shows how the Arabic language adapts to the developments of technology and social media.

The creation of new terms is also influenced by the phenomenon of globalization and the impact of foreign languages in social media. Arabic speakers tend to create terms or phrases that are easier to understand by various groups, not only in the Arab world but also in the international community. This is seen in the adoption of terms containing elements from English, which are then adapted into Arabic to enrich the variety of digital communication. The formation of new terms like this illustrates how the Arabic language continues to evolve and adjust to modern communication needs, not only preserving its traditional meanings but also creating new meanings that are more relevant to today's social and digital contexts (Yahya, 2017).

The Influence of Semantic Changes on Social Communication

The use of fast and sometimes ambiguous language on social media and chat applications presents unique challenges in understanding, especially for those not familiar with the evolving language style in the digital space. One of the biggest challenges is the shift in the meaning of words that previously had clear definitions in oral or formal written communication (Suratno, 1998). For example, words that used to have specific connotations in daily conversations, such as "مشغول" (busy), can now have different meanings depending on the digital context. For users

unfamiliar with these terms in the online world, misunderstandings can occur, leading to confusion about the intended message (Fai, 2021).

However, despite the potential for confusion, this shift in meaning also brings a new dimension to the Arabic language, enriching the vocabulary and expressions available. Arabic, like other languages, constantly evolves and adapts to social and cultural developments. The use of new terms, which often emerge spontaneously in digital conversations, reflects the faster and more flexible social dynamics. Terms like "يلا" (yalla), which has evolved into an expression of encouragement or agreement, are examples of how Arabic functions not only as a tool for communication but also as a tool for broader social expression. This provides space for Arabic speakers to express themselves more freely according to the ongoing cultural and social contexts (Mutoharoh, 2021).

On the other hand, the influence of semantic changes on social communication can also be seen in terms of cultural identity. Language that evolves on social media often reflects social trends, developing values, and even social critique. The creation of new terms or the shift in the meanings of words used in the digital world not only reflects adaptation to technology but also provides an insight into how the younger generation interacts with the world around them. Therefore, even though this fast and ambiguous language may pose challenges in communication, it also serves as a mirror that highlights the importance of language as a medium for reflecting social change, new values, and cultural dynamics in today's Arab society (Mayssara A. Abo Hassanin Supervised, 2014).

Factors Influencing the Formation of New Terms

The formation of new terms in Arabic on social media and chat applications is greatly influenced by a number of external factors, one of which is the adoption of foreign languages. The influence of foreign languages, especially English, is very strong in the digital world. Terms derived from English are often directly adopted or modified into more concise or abbreviated forms to facilitate communication. For example, words like "OK" or "cool" are often used in Arabic without direct translation, or even new terms taken from English such as "hashtag" and "selfie," which have become ingrained in daily conversations. This adoption is not limited to technical words but also extends to social expressions that reflect the globalization of culture and thought (Ayuningtias et al., 2017).

Globalization also plays a major role in the formation of new terms. The increasingly interconnected world through the internet makes cross-cultural influence more dominant. Social media has become the main bridge in this process, where users from different countries and cultures share ideas and expressions. Terms that initially were used only within a specific community or country often spread widely and are adopted by other communities, including Arabic-speaking users. For instance, global terms like "influencer" or "meme" have become part of the everyday vocabulary in online Arabic conversations. Thus, globalization enables the formation of new terms that not only reflect linguistic changes but also a broader social shift (Ghozali, 2021).

In addition to the influence of foreign languages and globalization, the development of technology is also an important factor in the formation of new terms. Rapid changes in information and communication technology spur the creation of new terms, often as a response to practical needs in digital communication. These terms are created to overcome the limitations of space and time in online conversations. For example, abbreviations or acronyms are used to speed up messages, such as "lol" (laugh out loud) which is adapted into "لول" in Arabic, or new

terms like "viral" to describe widely spread content on the internet. Furthermore, pop culture and international media have also introduced more flexible and easily adaptable language variations. This creates room for Arabic speakers to be creative and adapt to global trends, allowing Arabic to continue to evolve by creating new terms that are modern and relevant to the times (Safitri et al., 2020).

خاتمة | CONCLUSSION

This study examines the shift in meaning of Arabic words on social media and chat applications. Words like "مشغول" (sibuk), which previously meant "busy," now refer to unavailability or being offline. This shift is also evident in abbreviations such as "إن شاء الله" (Insya Allah), which is shortened to "إنش" or "إن شاء," as well as terms like "فلانة" (Fulanah), which is now used with a sarcastic meaning. The term "يلا" (yalla), originally an invitation, is now more frequently used to express encouragement or agreement. Applications like WhatsApp and Instagram also adapt the meanings of words, such as "panggilan mendesak" being translated as "المكالمات الطارئة فقط" and "follower" becoming "متابعين."

For further research, it is recommended to focus on the impact of Arabic usage in the digital world on formal and traditional Arabic, as well as how the formation of new terms affects the cultural identity of Arab society and intergenerational communication. Further analysis of the influence of social context on the creation of new terms and a comparison between Arabic and other languages in the digital context, particularly on platforms like TikTok or X, is also crucial to deepen the understanding of this phenomenon.

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