

ANALYSIS OF THE SOCIOLECT INFLUENCE OF K-POPERS SLANG ON THE INDONESIAN LANGUAGE STANDARDIZATION OF UNISKA STUDENTS

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ABSTRACT:

This study examines the influence of K-Popers slang, specifically among UNISKA students, on the standardization of the Indonesian language. Using a qualitative research approach, data was collected through in-depth interviews and content analysis of students' online communication. The study found that K-Popers slang significantly impacts language use, particularly in informal settings, and poses challenges to the formal use of standard Indonesian. The use of slang terms such as "bias" and "stan" fosters group identity within the Carat fandom but reduces the students' proficiency in formal language, which is critical in academic and professional contexts. This paper discusses the role of dakwah in addressing these challenges, suggesting that dakwah can guide students towards balancing informal and formal language use, promoting the preservation of standard Indonesian in line with religious and cultural values. The findings underscore the importance of incorporating dakwah in educational frameworks to maintain the integrity of language and ensure effective communication in both social and academic settings.

Keywords: K-Popers slang, language standardization, sociolect, dakwah, Indonesian language, informal language, UNISKA students, language education

Introduction

In recent years, K-Pop has grown beyond entertainment, influencing not just music and fashion, but also language use globally, particularly among youth. This impact is evident in Indonesia, where the use of K-Pop-related slang, or sociolect, is prevalent among the student community. Indonesian as the national language has an important role in uniting the nation and maintaining the integrity of the country. However, the development of technology and social media has had a major influence on language use, including the emergence of various



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sociolects, one of which is the “K-Popers” slang. Sociolect is a variation of language used by a particular social group. K-Popers slang, which is widely used by K-Pop fans (especially the Carat fandom), is often not in accordance with standard Indonesian language rules and seems casual. The use of relaxed and informal language has become a common phenomenon in society, especially among students. One interesting example is the use of the term “K-Popers” which is popular among Korean music lovers or fans.

In recent years, K-Pop has become a global phenomenon that affects various aspects of culture, including language. K-Popers slang terms have become part of everyday language and are often used in casual conversation. However, the use of these K-Popers terms has also been debated about their influence on the standardization of Indonesian. Some research results prove that slang in K-Popers terms can enrich the Indonesian language and make it more dynamic in society. This growing trend, while enriching the linguistic landscape, presents challenges in maintaining linguistic rigor, especially in educational contexts, where proper language use is essential for academic success.

As part of Muslims who uphold manners and politeness in language, da'wah through language has an important role in guiding the younger generation to use good and correct language. The phenomenon of using K-Popers slang that is developing among students can be a challenge in maintaining the politeness and formality of the Indonesian language, which should be used in an academic context. Da'wah has a strategic role in directing the use of language that is not only in accordance with language norms, but also in accordance with the principles of religious teachings.

Da'wah, in this context, not only serves as a means of conveying religious teachings, but also as an educational medium to remind the younger generation of the importance of preserving the Indonesian language, especially in the world of education. Good and correct language education will support the achievement of the goals of da'wah in shaping character and behavior in accordance with religious values.¹ In the world of education, da'wah faces new challenges along with the development of the use of informal slang, including K-Popers, which is increasingly entrenched among students. Therefore, da'wah needs to play an active role in guiding students to recognize and understand the importance of using language in accordance with the standards that have been set, both in daily communication and in the academic context.

As part of a society that actively uses language, Unsika students are also inseparable from the influence of this term. Therefore, this study aims to investigate the influence of sociolect slang among K-Popers on the Indonesian language standardization of Unsika students. This study illustrates how the use of K-Popers slang sociolect terms influences the standardization of Indonesian and how Unsika students perceive the use of these terms in the context of everyday language. Although much has been written about the influence of pop culture on language, few studies have examined the specific impact of K-Pop slang on the formalization of Indonesian language in higher education settings. This study aims to address that gap.

¹ Uyuni, B., & Adnan, M. (2024). Philosophical Foundations in Training Traditional Religious Educators: Bridging Past and Present. *Futurity Philosophy*, 3(2), 40-65.

Literatur Review

Sociolect language

Sociology studies human relationships in society, and linguistics studies language. Thus, sociolinguistics is a science that studies and examines language and its use in society, as well as its causes.² Sociolinguistics examines which parts include external and internal factors to explain how the development and changes in the field of linguistics with contact with language.³ Sociolinguistics studies language by looking at how language interacts with society, especially the people who use it. In other words, sociolinguistics considers these two aspects: linguistics from the perspective of language and sociology from the perspective of society⁴ Thus it can be concluded that sociolinguistics is a study of the field of language related to its use in society where it has been influenced by several other factors both internal and external, but the use of this language is common to be used in that society.

Sociolect language variations are variations related to social groups and classes.⁵ Sociolect is a form of language that develops within a particular social group, reflecting the identity, values, and social norms that are part of that community.⁶ Sociolect slang is often associated with certain demographics, such as age, social class, or profession, influencing language use and communication style, Slang variations among younger populations often reflect cultural trends and shifts, as seen in the Bugis-Makassar community.⁷ Slang fosters a sense of belonging among group members, facilitating expressive communication and strengthening social ties, It includes a distinctive vocabulary, often featuring neologisms and borrowed terms, which distinguish it from standard language.⁸ Based on these opinions, it can be concluded that sociolect language variation is a variety of language commonly used by communities or social groups where this language becomes a term of group identity. This language is also commonly referred to as group slang which can be influenced by age, social class or profession or the same understanding of something.

Slang is a variety of unofficial vocabulary used by groups or individuals who are close in communication.⁹ Slang is a unique and secret social variation that is usually used by

² Prakosa A, Surana S. Sosiolek, Ahli Kode, dan Campur Kode dalam Percakapan Kuli Bangunan Di Kabupaten Ponorogo. *BARADA (Jurnal Pengembangan Bahasa, Sastra dan Budaya Jawa)* 17(4):1–23.

³ Shelsha Dilha R, Wayan Meidariani N. Variasi Bahasa Kolokial Pada Movie Detective Conan: Crimson Love Letter. *AYUMI: Jurnal Budaya, Bahasa dan Sastra* 2025;12(1):13–24.

⁴ Abdurrahman A. Sosiolinguitik:Teori,Peran dan Fungsinya Terhadap Kajian Bahasa Sastra. *LiNGUA: Jurnal Ilmu Bahasa dan Sastra [homepage on the Internet]* 2011 [cited 2025 Jul 14];3(1):18–37. Available from: 10.18860/ling.v3i1.571

⁵ Sa'adah SN, Wahab AA, Hamdiah M. Penggunaan varias bahasa sosiolek pada masyarakat desa Pedagangan kecamatan Tiris. *Jurnal Bastra* 2023;8(2):192–195.

⁶ Kusyairi, Asmiyati, Riski Putriani. Analisis Variasi Basa Sosiolek dalam Video Kumpulan Toxic Brandon Kent. *Demagogi: Journal of Social Sciences, Economics and Education* 2024;2(4):212–222.

⁷ Avicenna A. Dialek Sosial Masyarakat Bugis-Makassar Kelurahan Minasa Upa Kecamatan Rappocini Kota Makassar. *Bhinneka: Jurnal Bintang Pendidikan dan Bahasa* 2024;2(4):139–154.

⁸ Dyszak AS. O zapisanym słownictwie mniejszości seksualnych. *Etnolingwistyka Problemy Języka i Kultury* 2015;27:201.

⁹ Fauziah L, Suhartono S. Bahasa Slang Penggemar Webtoon pada Akun Instagram @LINEWEBTOON.ID. *Bapala* 2021;8(5).

minorities and is rarely known by people outside the group.¹⁰ Click or tap here to enter text. Based on this opinion, slang is a language used in groups or individuals who communicate that has unique characteristics so that maybe some people who are not their community will not understand its meaning. This language characterizes and identifies the group.

Dakwah and Language Education

Dakwah, as an integral part of Islamic teachings, does not only focus on religious messages but also includes educating individuals on proper conduct in all aspects of life, including language. Language is an essential tool for communication and has a significant role in the process of conveying moral and religious messages. Thus, dakwah can be seen as an educational tool for guiding the younger generation to use language that is in line with societal norms and religious values. In the context of language, dakwah emphasizes the importance of preserving the sanctity of language, particularly in maintaining the use of standard Indonesian, which is a symbol of national identity.¹¹

In Indonesia, the use of language in social media and everyday communication has evolved significantly. Slang, especially among youth, is often used informally in social interactions. However, dakwah can help students and young people recognize the value of formal language and its role in maintaining national identity. Through dakwah, students can be encouraged to use language that is not only expressive and contemporary but also respectful of the linguistic standards set by language authorities, such as the Language Development and Guidance Agency. Dakwah, in this regard, aims to instill a sense of responsibility in using language appropriately in formal and informal contexts.

Dakwah and the Impact of Slang on Language Standardization

The growing phenomenon of slang, particularly the influence of sociolects like K-Popers slang, poses challenges to the standardization of the Indonesian language. Slang terms, often used in informal contexts, contribute to a more relaxed and casual mode of communication. For students, especially those who are part of the K-Pop fandom, such slang terms have become a part of their daily interactions. This can lead to a decline in the awareness of using standard Indonesian, particularly in academic settings where formal language use is expected.

Dakwah can play a pivotal role in addressing this issue by providing guidance on how to balance informal expressions, such as slang, with the need for maintaining linguistic standards in academic and professional environments. Dakwah emphasizes the significance of using language that aligns with societal and educational expectations, while still allowing for cultural expressions. By doing so, dakwah helps preserve linguistic integrity while embracing the dynamic aspects of language.¹²

¹⁰ Cerina RA, Indrawati D. Variasi Bahasa Sosiolek dalam Film Yowis Ben 2. *Jurnal sapala* 2021;8(3):99–104.

¹¹ Sutiono, S. (2021). Education From Islamic Perspective. *Al-Risalah: Jurnal Studi Agama dan Pemikiran Islam*, 12(2), 312-330.

¹² Arif, M. K. (2021). Islam Rahmatan lil Alamin from Social and Cultural Perspective. *Al-Risalah: Jurnal Studi Agama dan Pemikiran Islam*, 12(2), 169-186.

Dakwah as a Vehicle for Language Preservation

Language is not only a tool for communication but also an essential component of cultural identity. Dakwah can contribute significantly to preserving the linguistic heritage of Indonesia by encouraging the use of standard language while promoting respect for cultural and religious values. Through dakwah, individuals are reminded of the importance of using language in a manner that is in harmony with the norms and ethics of the society, especially in formal contexts such as education and professional interactions.¹³

The role of dakwah in fostering language preservation is crucial, particularly in an era where language tends to evolve rapidly due to globalization and the widespread use of social media. Dakwah can act as a bridge, ensuring that the use of language remains grounded in cultural and religious principles while also adapting to the modern world. This dual approach helps in maintaining both cultural identity and social harmony.

Dakwah in the Context of Digital and Informal Communication

The rise of digital communication platforms, especially social media, has brought about new challenges for language standardization. Informal language, including slang and abbreviations, has become commonplace. While slang can serve as a tool for group identity and social bonding, its overuse can pose a threat to formal communication skills. Dakwah has a role in guiding individuals, particularly students, on when and how to use slang appropriately, without undermining the standards of formal language.

Dakwah can educate the youth on distinguishing between situations where informal language is acceptable, such as in casual settings or with close friends, and situations where formal language is necessary, such as in academic papers, professional communication, or public speaking. By incorporating language education into the dakwah, students can be encouraged to use language that reflects both their cultural identity and their academic or professional aspirations.¹⁴

Dakwah and the Preservation of Language in the Modern Era

Dakwah plays a fundamental role in educating students about the importance of language and its appropriate use in different contexts. As sociolects like K-Popers slang continue to influence the younger generation, it becomes imperative for dakwah to guide them towards a balanced approach—embracing linguistic diversity while ensuring the preservation of standard language. Through dakwah, students can be reminded of the significance of using language that reflects their cultural identity, upholds societal norms, and aligns with religious values. By integrating dakwah into language education, we can help ensure that the next generation of Indonesians maintains a strong connection to their national language, while also adapting to the globalized, ever-changing world of digital communication.¹⁵

¹³ Rodhiyana, M. (2023). Transformation of Islamic Religious Education in the Era of Society 5.0. *Al-Risalah: Jurnal Studi Agama dan Pemikiran Islam*, 14(2), 555-568.

¹⁴ Sutiono, S. (2024). Humanbeings in Islam and Their Implications in Education. *Al-Risalah: Jurnal Studi Agama dan Pemikiran Islam*, 15(2), 606-620.

¹⁵ Rodhiyana, M. (2023). Transformation of Islamic Religious Education in the Era of Society 5.0. *Al-Risalah: Jurnal Studi Agama dan Pemikiran Islam*, 14(2), 555-568.

Method Research

This study uses a qualitative approach with descriptive research to analyze the influence of K-Popers slang on the standardization of the Indonesian language among students at Universitas Singaperbangsa Karawang (UNISKA). The research is aimed at understanding how the sociolect used by K-Popers, particularly among members of the Carat fandom, affects students' use of standard Indonesian in both informal and formal contexts.

The data for this study was collected through in-depth interviews with students who are active in K-Pop fandoms, specifically those in the Carat fandom of the K-Pop group Seventeen. These interviews provided insights into how slang terms used in the K-Pop community influence daily communication and language practices among students. In addition to interviews, content analysis was performed on students' online communication, particularly on social media platforms, where K-Popers slang is frequently used. This helped capture real-world examples of slang usage and its prevalence in casual settings.

The data collected was analyzed using sociolinguistic theory, which focuses on language variation and change within social groups. Specifically, the analysis examined how the K-Popers slang sociolect functions as a language variation among the students and how it interacts with the standard Indonesian language. The findings were analyzed to assess: The prevalence of slang language use: How often and in what contexts students use K-Popers slang; The impact of slang on language standardization: Whether the use of slang affects students' awareness and practice of using formal, standard Indonesian in academic or professional settings; Social identity and group membership: How the use of slang contributes to the formation of group identity among K-Popers and the role of language as a marker of social belonging; and The impact on language rigor: The degree to which slang language use diminishes the rigor or formality of students' language in academic and professional contexts.

The participants in this study were selected based on their active participation in K-Pop fandoms, particularly the Carat fandom. A total of 20 students from UNISKA, both male and female, with varying years of study, were interviewed to ensure a diverse range of perspectives on the influence of slang.

The study adheres to ethical standards by ensuring that all participants voluntarily agreed to participate in the research. Informed consent was obtained from all participants, and their identities were anonymized to protect confidentiality. The research also abides by ethical guidelines concerning the use of online data, ensuring that only publicly accessible content was analyzed.¹⁶

Result And Discussion

The findings from this study reveal that the influence of K-Popers slang on the standardization of the Indonesian language among UNISKA students is significant. This influence is seen primarily in the informal language used in casual conversations, social media interactions, and within the K-Pop fandom community. In this section, the results are discussed in relation to language standardization, group identity, implications for formal language use,

¹⁶ Setyawati N. Pemakaian bahasa gaul dalam komunikasi di jejaring sosial. Sasindo : Jurnal Pendidikan Bahasa dan Sastra Indonesia 2014;(2):1–8.

and the role of *dakwah* in addressing these issues. The K-Popers slang sociolect used by Uniska students, especially those who are members of the Carat fandom (fandom for K-Pop group Seventeen), tends to be more informal and non-standard. The use of this slang, which is inspired by the K-Pop world, has influenced the standardization of their Indonesian language in daily communication.

Sociolect is a variety of language used by a particular social group, which includes vocabulary, speech styles and language rules that differ from the standard language. In this context, K-Popers slang refers to the use of typical words or expressions often used by K-Pop fans, especially in their interactions on social media, fan meetings, or even in daily conversations. Some terms such as "bias" (favorite member of the group), "stan" (rabid fan), or "daebak" (great/awesome) are part of the vocabulary prevalent among K-Popers, which does not always follow the rules of standard Indonesian.

The following are the results of the analysis of the sociolect aspects of K-Popers slang among students in influencing the standardization of Indonesian language among Unsika students. There are 4 aspects of sociolect that are assessed, namely: 1) The use of slang language among Unsika students. 2) 3) Social Aspects and Group Identity, 4) Impact on Good and Correct Indonesian Language Skills. Based on these 4 aspects, there are several findings, among others:

- 1) *Doy, Lele, Echan, UwU*: Nicknames used to refer to group members, often in a playful tone.
- 2) *Anj*: An admiring remark or expression of admiration.
- 3) *Buset, Vibes, Kuy*: Interjections or words used to express feelings.
- 4) *Fandom*: A group of fans.
- 5) *Bias*: Group member
- 6) *Sebong*: A term used to refer to the group Seventeen.
- 7) *Akga*: Fans who only focus on one member in the group.
- 8) *Bias*: A fan's favorite K-Pop group member.
- 9) *Rookie*: A K-Pop member who just debuted.
- 10) *Sunbae*: K-Pop members who are more senior than other members.
- 11) *Hoobae*: A K-Pop member who is junior to another member.
- 12) *Maknae*: The youngest member in a K-Pop group.
- 13) *Fanchant*: A chant performed by fans during a concert or event.

The results that can be seen based on the findings and aspects assessed are: Aspects of Slang Language use among Uniska students: Uniska students who are part of the K-Pop fan community, especially the Carat fandom, tend to use slang-influenced language in their daily conversations. Although their Indonesian can still be understood by others, the use of slang indicates a change in a more relaxed and less formal way of speaking. The use of words such as "carat", 'seventeen', or "kpopers" shows the dominance of foreign languages that affect the standardization of their Indonesian.

Aspects of the Effect on Indonesian Language Rigor: The use of this non-standard slang language has the potential to shift or even reduce the level of rigor in Indonesian language among Uniska students. Indonesian language standardization refers to the use of words, sentence structures, and grammar in accordance with the rules set by official language

institutions such as the Language Development and Guidance Agency (Language Agency). K-Popers slang, which is more expressive and informal in nature, often ignores these standard rules, thus causing non-conformity with these rules. For example, students who are used to using the expressions “bias” or “stan” in everyday conversation may feel more comfortable using these terms rather than the more formalized standardized terms. In this case, students are not only adapting these slang words, but also more casual ways of speaking, which indirectly affects the way they speak in a wider context.

Social Aspects and Group Identity: The use of K-Popers slang is also closely related to the social identity of Uniska students as part of the K-Pop fan community. In this context, language functions as a symbol of group identity and solidarity. Students who use K-Popers slang feel connected to each other through the use of a common language, creating a sense of togetherness within their community. Although the use of this language has the potential to reduce standardization, it does not reduce the meaning or social value that the language provides within the social group of K-Pop fans.

Impact on Good and Correct Indonesian Language Skills. Although the use of K-Popers slang can enrich the variety in language, its continued use can lead to a decline in the understanding of standard Indonesian. Uniska students who are accustomed to nonstandard language may find it difficult or even reluctant to use more formal or standard language in situations that require it. This may impact their ability to write essays, take exams, or communicate professionally, where the standardization of Indonesian is essential.

Frequent use of slang reduces students' ability to use proper Indonesian, leading to a decline in their language acquisition.¹⁷ This weakens the Indonesian language among young people, so it requires the right strategies and ways to continue to have a good impact on the use of Indonesian. Slang often involves shortening words and combining numbers, which can confuse standard language rules and hinder effective communication.¹⁸ Indeed, sometimes slang can facilitate good communication, but good things are needed for the placement and awareness of students, especially when in formal situations, it is necessary to tighten the use of more formal language.

Slang serves as a symbolic system for students, allowing them to express social identity and values, especially in casual settings.¹⁹ Comfort in using slang reflects shifting communication norms among peers, which may affect their perception of Indonesian as a cultural asset.²⁰ The purpose of this study is to describe the forms of Kpopers slang variations

¹⁷ Manalu DR, Manik L, Tarigan SW, Patrisa Panjaitan Y, Daulay MAJ. Pengaruh Penggunaan Kata Gaul dalam Bahasa Indonesia terhadap Kemampuan Berbahasa Siswa SMA. *Indo-MathEdu Intellectuals Journal* 2024;5(2):2514–2519.

¹⁸ Yuliana Y. Pengaruh Penggunaan Bahasa Gaul Terhadap Bahasa Indonesia pada Remaja Milenial. *Concept: Journal of Social Humanities and Education* 2022;1(4):39–48.

¹⁹ Listiana H, Muhlis A, Maimun, Usman. Penggunaan Bahasa Gaul di Lingkungan Mahasiswa IAIN Madura: Perspektif Interaksionisme Simbolik. *ICONIS: International Conference on Islamic Studies* 2024;8(1):165–174.

²⁰ Nuraini N, Loudwig AP, Sherly AHBG, Fitriani L. Bahasa Gaul Di Media Sosial Dan Ancaman Terhadap Kebudayaan Bahasa Indonesia Pada Remaja. *Jurnal Riset Sosial Humaniora dan Pendidikan* 2023;2(2):23–36.

in the #ArmyIndonesia comment column on Tiktok social network and their interactions in Indonesian language learning.²¹

The integration of slang in educational contexts may interfere with learning, as students may struggle to distinguish between informal and formal language use.²² There are calls for increased awareness and education about the importance of maintaining the integrity of the Indonesian language among youth.²³ Based on the results of the research conducted, it turns out that Korean is still used by students and this affects the use of language in campus life where it should use good and correct Indonesian in accordance with the rules in higher education as a habit for students to be better.

The use of K-Popers slang is not merely a linguistic trend but also a symbol of social identity. Through the language they use, Carat fandom members create a sense of in-group solidarity, where shared slang terms strengthen their group identity. As noted by Eckert and McConnell-Ginet, language serves as a tool for social categorization and helps individuals align themselves with specific cultural or social groups.

In the case of K-Popers, the slang allows for a unique form of communication that reinforces their bond as fans of K-Pop culture. This process is evident in how the Carat students at UNISKA use the terms “bias,” “stan,” and “daebak” as part of their daily lexicon, which connects them to the larger global K-Pop community. The use of these terms provides a sense of camaraderie and belonging within the fandom, fostering a group identity that transcends geographical boundaries.

While the use of slang contributes to socialization and identity formation, it has implications for students' formal language proficiency. The more students engage with K-Popers slang, the less likely they are to practice formal Indonesian language skills, which are essential in academic and professional settings. This was reflected in the students' responses during the interviews, where they expressed discomfort or uncertainty when asked to use formal language in academic assignments.

Previous research by Puspitasari et al. has shown that the frequent use of slang can hinder the development of formal language skills, particularly when students fail to recognize the distinction between informal and formal language registers. This study found that some students, accustomed to using slang in everyday interactions, struggle to adopt the standard Indonesian language rules required in formal academic writing.²⁴

However, from the perspective of dakwah, language is not only a tool for identity but also for moral and social education. Dakwah can guide students to recognize when and where slang can be used, while also promoting the use of language that upholds respect and propriety, in line with Islamic principles. Dakwah plays a crucial role in educating the younger generation

²¹ Oktavianingsih Y, P DR, Nasucha Y, A. dan GK. Kpopers Slang Variations in the Comments Column #ArmyIndonesia and Its Implications for Indonesian Language Learning. 2022

²² Puspitasari ASD, Handayani DAP, Ulya C. Analisis Penggunaan Bahasa Gaul pada Pembelajaran Bahasa Indonesia di Sekolah. Bastrando: Jurnal Bahasa dan Sastra Indonesia 2023;3(2):161–166.

²³ Yuliana Y. Pengaruh Penggunaan Bahasa Gaul Terhadap Bahasa Indonesia pada Remaja Milenial. Concept: Journal of Social Humanities and Education 2022;1(4):39–48.

²⁴ Puspitasari ASD, Handayani DAP, Ulya C. Analisis Penggunaan Bahasa Gaul pada Pembelajaran Bahasa Indonesia di Sekolah. Bastrando: Jurnal Bahasa dan Sastra Indonesia 2023;3(2):161–166.

about maintaining the integrity of language in all contexts. Through dakwah, students can be reminded of the importance of using language that reflects both their cultural identity and religious values. While slang can promote social bonding within groups like K-Popers, dakwah encourages the preservation of proper, respectful language in formal or academic settings, aligning with the teachings of Islam regarding the use of good and respectful language in all circumstances.

Dakwah can act as a tool for shaping language habits by promoting awareness among students about the distinction between informal and formal language use. Through dakwah, students can be educated on the significance of adhering to the standard language in academic settings, which is essential not only for academic success but also for presenting themselves as respectful individuals within society. From a dakwah perspective, language serves as a means of fostering social cohesion within any community. However, it is essential to balance group identity with the understanding that language should also reflect respect for others and adherence to societal norms. Dakwah can guide students in using their language for both social bonding and promoting positive, respectful communication that aligns with religious and cultural values.

While the use of slang contributes to socialization and identity formation, it has implications for students' formal language proficiency. The more students engage with K-Popers slang, the less likely they are to practice formal Indonesian language skills, which are essential in academic and professional settings. This was reflected in the students' responses during the interviews, where they expressed discomfort or uncertainty when asked to use formal language in academic assignments. The frequent use of slang can hinder the development of formal language skills, particularly when students fail to recognize the distinction between informal and formal language registers. This study found that some students, accustomed to using slang in everyday interactions, struggle to adopt the standard Indonesian language rules required in formal academic writing.

From a dakwah perspective, it is important to emphasize that language is a means of building character and should be used as a reflection of a person's respect for themselves and others. By integrating dakwah into language education, students can be reminded of the importance of mastering both formal and informal language registers, which are essential for effective communication in various contexts. While the use of K-Popers slang among UNISKA students strengthens group identity and fosters social cohesion within the fandom, it also poses challenges to the standardization of Indonesian. The extensive use of slang leads to a more informal style of communication, which, if not addressed, may compromise the students' ability to use formal Indonesian in academic and professional contexts. As highlighted by sociolinguistic studies, language variation is an inevitable part of social dynamics, but the overuse of non-standard language can impede effective communication in formal settings.²⁵ Dakwah plays a key role in guiding students towards balancing informal language usage with the maintenance of language standards, promoting respectful communication in all settings and ensuring the preservation of the Indonesian language as a vital part of the nation's identity.

²⁵ Holmes, J. (2013). *An Introduction to Sociolinguistics*. Routledge.

Conclusion

This study highlights the significant influence of K-Popers slang on the standardization of the Indonesian language among UNISKA students, particularly in informal communication. While slang serves as a tool for group identity and social cohesion within the K-Pop fandom, it presents challenges for the use of formal Indonesian, especially in academic contexts. The excessive use of slang can diminish students' awareness of and proficiency in standard Indonesian, which is essential for academic writing, professional communication, and maintaining the integrity of the language in formal settings.

Incorporating dakwah into the education system offers a potential solution to this issue. Dakwah can help guide students toward understanding the balance between informal and formal language use, emphasizing the importance of language as a means of respectful communication and as a reflection of Islamic values. By promoting awareness of language rigor in formal contexts, dakwah plays a critical role in ensuring that students can navigate both informal social interactions and formal academic or professional environments without compromising the quality of their communication.

The findings of this study suggest that while slang can enrich language and foster a sense of belonging within social groups, its unchecked use can pose a risk to the standardization and formal application of the Indonesian language. Therefore, it is crucial to integrate language education with dakwah to encourage students to maintain the integrity of the Indonesian language while also embracing cultural and social dynamics. This balance will help students develop language skills that are not only expressive but also aligned with societal and academic expectations.

Recommendations

It is recommended that dakwah-based language education be integrated into university curricula to raise awareness among students about the importance of using standard Indonesian in formal settings. Additionally, efforts should be made to foster greater understanding of how language influences identity and cultural values, while also promoting the use of language that aligns with societal norms and religious teachings.

Ethics Statement

Ethical review and approval were waived for this study due to its non-invasive and low-risk nature. The research involved digital ethnographic observation and voluntary in-depth interviews with adult participants discussing public religious activities. All participants provided informed consent, and their identities were anonymized to ensure confidentiality.

Informed Consent Statement

Informed consent was obtained from all subjects involved in the study. Participation was voluntary, and all participants were informed about the purpose of the research, their right to withdraw at any time, and the measures taken to ensure confidentiality and anonymity.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. Due to ethical and privacy considerations, interview transcripts and observational data are not publicly available to protect participant confidentiality.

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Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

AI Usage Statement

During the preparation of this work, the authors used ChatGPT to improve readability and language. After using this tool/service, the authors reviewed and edited the content as needed and take full responsibility for the content of the publication.

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