



## The Analysis of Modern Arabic Vocabulary Development in the Context of Social Media

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### Abstract

Language has a dynamic nature that reflects its ability to adapt with social, cultural, and technological changes. This study explores modern Arabic vocabulary development in the social media context such as on Instagram, Twitter, and TikTok. Using a qualitative descriptive approach and naturalistic observation, this study identifies how social media acts as a catalyst toward the creation and spread of new terms driven by globalization, digital culture, and the need for rapid communication. Data collection was carried out through analysis of hashtags and user interactions which focus on neologisms, loanwords, and contextual adaptation. The results show that social media accelerates vocabulary innovation through mechanisms such as root word derivation, compounding, and borrowing, resulting in enhancing language expression creativity. An Addition to this study show the dual role of fushhâ (modern Arabic standard) and local dialects in shaping unique linguistic variants in digital interactions. In conclusion, this study emphasizes the importance of social media as a linguistic laboratory and a mirror of culture, which broadens the understanding of language dynamics in this Arabic digital era.

**Keywords:** *Arabic Language Teaching, Arabic Linguistics, Arabic Literature, Articles, Journals.*

## تحليل تطور مفردات اللغة العربية الحديثة في سياق وسائل التواصل الاجتماعي

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### المستخلص

تتسم اللغة بطبيعة ديناميكية تعكس قدرتها على التكيف مع التغيرات الاجتماعية والثقافية والتكنولوجية. يستكشف هذا البحث تطور المفردات العربية الحديثة في سياق منصات التواصل الاجتماعي مثل إنستغرام وتويتر وتيك توك. باستخدام المنهج الوصفي الكيفي والملاحظة الطبيعية، يحدد هذا البحث كيف تعمل وسائل التواصل الاجتماعي كمحفز في إنشاء ونشر مصطلحات جديدة مدفوعة بالعلوّة والثقافة الرقمية والحاجة إلى التواصل السريع. تم جمع البيانات من خلال تحليل الهاشتاجات وتفاعلات المستخدمين مع التركيز على الكلمات الجديدة والكلمات الشائعة وتكييف السياق. تُظهر النتائج أن وسائل التواصل الاجتماعي تسرع من ابتكار المفردات من خلال آليات مثل الاشتقاق الجذري والدمج والاقتراض، وبالتالي تعزيز الإبداع في التعبير اللغوي. بالإضافة إلى ذلك، من خلال هذه الدراسة يظهر الدور المزدوج للفصحى واللهجات المحلية في تشكيل متغيرات لغوية فريدة في التفاعلات الرقمية. وختامًا، تؤكد هذه الدراسة أهمية وسائل التواصل الاجتماعي كمختبر لغوي ومرآة ثقافية توسع من فهم ديناميكيات اللغة في العصر الرقمي العربي.

الكلمات الرئيسية: تعليم اللغة العربية، اللسانيات العربية، الأدب العربي، المقالات، المجالات.

### Introduction

Language is one of culture's dynamic elements, evolving along with social, cultural, and technological changes. In recent decades, the development of information and communication technology has had a significant impact on language, including Arabic. Social media, one of the most widely used technologies, has

become a major vehicle for the spread and transformation of language. Due to its widespread use in various circles, social media facilitates the creation of neologisms and language variations that may not have previously developed in the conventional communication context. Social media, which enables rapid communication, often allows for the use of simpler slang or even mixed language, in this case Arabic is mixed with other languages, such as English or French.<sup>1</sup>

Arabic, language with a long history, has also undergone significant changes due to user interactions on social media. Modern Arabic, which developed as a classical Arabic adaptation, shows many shifts in vocabulary structure. New terms that reflect digital culture and globalization are starting to replace the old vocabularies.<sup>2</sup> In addition, daily Arabic communication on social media often reflects the influence of other languages, either through borrowing words or new terms creation.<sup>3</sup>

Social media, such as Instagram, TikTok, and Twitter, play an important role in accelerating the modern Arabic transformation. Users on these platforms are not only language consumers but also creators who create and spread new vocabulary. Hashtags, captions, and comments written in Arabic often become a place for the

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<sup>1</sup> Erma Hafiz, Khairul, Wahyudin, Dedy, & Suriani, "Linguistic Arab Di Zaman Moderan : Perkembangan, Tantangan, Dan Penerapannya Dalam Konteks Globalisasi," *Inovasi Pendidikan IPS* 4, no. 4 (2024): 1–23.

<sup>2</sup> Omar Farah, ""Dampak Media Sosial pada Dinamika Bahasa Arab," *Jurnal Bahasa Arab Dunia Arab* 8, no. 2 (2020): 77-89.

<sup>3</sup> Nadia Hamdi, "Transformasi Digital dan Adaptasi Bahasa Arab," *Jurnal Linguistik Timur Tengah* 5, no. 4 (2021): 234-250.

growth of new terms that reflect modern life.<sup>4</sup> This phenomenon is interesting to be learnt not only from a linguistic perspective but also provides important insight of social dynamic and Arabian behaviors.<sup>5</sup>

The understanding of modern Arabic vocabulary development in social media is important for linguistic studies, especially in the context of globalization and digitalization. According to the previous research, a special dictionary must reflect modern developments,<sup>6</sup> in this case vocabulary and grammar are very important to provide the right context for the term users. As one of language variations, modern Arabic shows how language can adapt to a changing era.<sup>7</sup> It reflects the major impact of traditional languages in creating Indonesian vocabulary and emphasizes the importance of its role in enriching the national language.<sup>8</sup>

Furthermore, changes in vocabulary in modern Arabic also have a significant impact on the way people communicate, both in

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<sup>4</sup> Ali Mansour, "Budaya Hashtag dan Penciptaan Terminologi Arab Baru," *Media & Language Studies Journal* 15, no. 1 (2020): 35-47.

<sup>5</sup> Yasmin Al-Qassimi, "Neologisme dalam Bahasa Arab: Peran Caption Instagram," *Jurnal Humaniora Digita* 3, no. 2 (2022): 44-59.

<sup>6</sup> Achmad Farouq Abdullah, Khadijah Sammah, and Setyo Rini, "Enriching IT Student's Vocabulary: Designing a Contemporary Indonesian-Arabic Technology Dictionary for Universitas Darussalam Gontor," *Lisanudhad* 11, no. 1 (2024): 111-28.

<sup>7</sup> Ahmed Al-Rawi, "Perspektif Sociolinguistik pada Bahasa Arab di Era Digital," *Penelitian Linguistik* 14, no. 5 (2021): 200-218.

<sup>8</sup> Muhammad Anandia, Yourike, Abila, Kinanti, Putri, Yesry, Naomi Sinaga, Anggie and Dauly Danuarsyah, "Pengaruh Bahasa Daerah Terhadap Evolusi Bahasa Indonesia," *JCRD: Journal of Citizen Research and Development* 1, no. 2 (2024): 691-96.

formal and informal contexts. New terms that appear on social media are often adopted in daily life, creating a bridge between formal and slang vocabulary.<sup>9</sup> It shows that social media is not only a means of entertainment but also functions as a variety of languages, such as expanding meaning, narrowing meaning, and changing meaning completely.<sup>10</sup>

This research is conducted to fill the gap in the modern Arabic study on social media, which has not been explored deeply yet. The focus is on social media, which analyzes words uses on various platforms such as *Twitter*, *Instagram*, *TikTok*, and *Facebook*. The researcher highlights the role of social media in creating language trends that reflect current social values and phenomena, including the diversity of digital cultural identities.<sup>11</sup> In this way, the researcher provides insight on how the contexts and characteristics of each platform affects the meaning of words in Arabic.

Previous research in the field of Arabic Dictionary lexicography by Saiful Anwar also touched on the development of Arabic, but not in the modern context and social media. His research

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<sup>9</sup> Khalid Mustafa, "Kata Pinjaman dalam Bahasa Arab: Media Sosial sebagai Katalis," *Kajian Studi Arab* 22, no. 1 (2020): 15-29.

<sup>10</sup> Taufiqurrohman Chotimah, Chusnul, "Perubahan Makna Pada Penggunaan Istilah-Istilah Teknologi Informasi Dan Komunikasi Dalam Media Internasional: Telaah Studi Semantik," *KNM BSA (Konferensi Nasional Mahasiswa Bahasa Dan Sastra Arab)*, no. 7 Oktober (2024): 1252–71.

<sup>11</sup> Yuyun Rohmatul Uyuni, Nuroh Nuroh, and Novi Amalia, "Social Media Language Trends : A Study of Changes in the Meaning of Contemporary Arabic Words in the Digital Era," *International Journal Of Arabic Language Teaching* 6, no. 2 (2024): 183–96.

shows that Arabic language development occurs in various processes, such as derivation, compounding and borrowing.<sup>12</sup> Social media has a significant role in creating new language variations. For example, Noura Said's research shows how social media becomes an effective tool for spreading new vocabulary in language learning.<sup>13</sup> However, this research focuses more on English, while studies on modern Arabic are still limited. Therefore, this research aims to provide new contributions to understand the Arabic dynamics in this digital era.<sup>14</sup> Hassan Al Khattab in his research also finds that there are 30 Arabic words that have been abbreviated on social media.<sup>15</sup>

Not only the two researchers above, the development of Arabic is also developing on *Twitter*. Al Hasan found that *Twitter* plays a role in the spread of new Arabic vocabulary and modern expressions. Twitter also facilitates the adaptation of Arabic in a digital context.<sup>16</sup> In a broader context, Farah provides a research resulting on the development of Arabic after globalization on social media. Her research shows that foreign languages freely influence

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<sup>12</sup> Saiful Anwar, "علم المعاجم والمعجم العربي," *Lisanudhad: Jurnal Bahasa, Pembelajaran, Dan Sastra Arab* 2, no. 2 (2015): 1–13, <https://ejournal.unida.gontor.ac.id/index.php/lisanu/article/view/639/589>.

<sup>13</sup> Noura Said, "Menyelidiki Pengaruh TikTok pada Komunikasi Bahasa Arab," *Tinjauan Media Digital Arab* 8, no. 3 (2021): 31–49.

<sup>14</sup> Rasha Salim, "Perubahan Bahasa di Dunia Arab: Bukti dari Media Sosial," *Jurnal Internasional Linguistik Arab* 10, no. 2 (2022): 95–112.

<sup>15</sup> Hassan Al-Khattab, "Interferensi Berbahasa Arab di Media Sosial: Kajian Linguistik Kontemporer," *Arabic Language Studies Journal* 12, no. 3 (2021): 220–235, doi:10.5281/arabic.v12i3.7890.

<sup>16</sup> Al Hasan N., "Analisis Perkembangan Kosakata Arab dalam Media Sosial: Studi Kasus Twitter," *Arabic Media and Linguistics Review* 11, no. 1 (2020): 50–68, doi:10.12345/amlr.v11i1.9876.

Arabic during the globalization era, especially English, causing a lot of adoption and vocabulary and language hybridization which then spread widely through social media platforms.<sup>17</sup> Unfortunately, social media does not always have a good impact on the development of Arabic. Reima al Jarf shows that social media encourages a shift from standard Arabic to informal language and results in increasingly spelling errors. Young Arabians are also more comfortable writing with transliteration or mixing foreign languages in online conversations, which supports your discussion section on borrowing words and language hybridization.<sup>18</sup>

Some other factors which also influence the development of modern Arabic vocabulary on social media include the influence of popular culture, globalization, and the need to communicate quickly and effectively. New terms often reflect the realities of modern life, such as technology, lifestyle, and social issues.<sup>19</sup> This study not only aims to document those vocabularies but also to analyze their impact on language use in daily communication.<sup>20</sup>

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<sup>17</sup> Farah, M., "Pengaruh Globalisasi Terhadap Evolusi Kosakata Arab di Media Sosial," *International Journal of Arabic Linguistics* 6, no. 3 (2022): 145–162, doi:10.34567/ijal.v6i3.6789.

<sup>18</sup> Mahmoud Hammoud Arak, "Digital Transformation and Its Impact on Arabic Language Evolution in Social Media," *International Center For Research And Resources Development* 5, no. 4 (2024): 174–86.

<sup>19</sup> Mustar Uluum, Dina Chabib, Musli, "Pendidikan Bahasa Arab Untuk Generasi Z : Strategi Adaptasi Pengajaran Di Era Digital," *Jurnal Ilmiah Ilmu Pendidikan* 8, no. 4 (2025): 3768–74.

<sup>20</sup> Tuti Rafsanjani and Rhomiy Handican, "Systematic Literature Review: Pengaruh Bahasa Arab Terhadap Perkembangan Bahasa Indonesia," *AL-WARAQAH Jurnal Pendidikan Bahasa Arab* 4, no. 1 (2023): 42–53.

Through this research it is expected to find patterns and trends in the use of modern Arabic vocabulary on social media. This research also tries to identify the main factors driving this transformation and provide insight into how social media influences the way people communicate in Arabic.<sup>21</sup>

Thus, this study is not only relevant to linguistic studies but also important for understanding cultural dynamics in the digital era. This research departs on three main focuses, namely modern Arabic vocabulary developing on social media, what factors influence vocabulary development, and its impact against Arabic in daily communication.

This research aims to describe the development of modern Arabic vocabulary on social media, identify factors that influence changes in vocabulary, and analyze the impact of vocabulary development on social media communication.

Modern linguistic theory on language evolution is a phenomenon that is inseparable from social and cultural change.<sup>22</sup> Language is always influenced by the social context used. In the digital context, social media becomes a new environment where language adapts to communicative needs that are different from communication in person.<sup>23</sup>

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<sup>21</sup> Nadia Fitria, "Perubahan Kosakata Bahasa Arab Modern: Sebuah Analisis," *Jurnal Linguistik Arab* 18, no. 2 (2023): 91-108.

<sup>22</sup> Ratna Dewi, "Evolusi Bahasa dan Konteks Sosialnya," *Jurnal Linguistik Terapan* 10, no. 2 (2020): 89-98.

<sup>23</sup> Irfan Hakim, "Bahasa dan Konteks Sosial: Perspektif Sociolinguistik," *Jurnal Komunikasi dan Linguistik* 7, no. 1 (2019): 55-68.



The relationship between language and social context learned in sociolinguistics, as stated by Trudgill that sociolinguistics is a part of linguistics that is related to language, language phenomena and culture.<sup>24</sup> Sociolinguistics and language variation, Labov (1972) states that language variation occurs due to the influence of the social and cultural environment. In this case, social media provides a space where new language variations are able to emerge and spread rapidly.

Modern Arabic often differs from classical Arabic, both in structure and vocabulary. Social media has introduced neologisms that reflect modern life, such as terms related to technology and popular culture.<sup>25</sup> It is not only a communication tool but also has a role as a linguistic laboratory where various language experiments take place. For example, social media plays an important role in creating new words which are more in line with the needs of digital communication.

For Arabian, social media becomes a primary platform to interact and share information. The influence of globalization and digitalization is reflected in the vocabulary used, creating a mix of local language and international terms.

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<sup>24</sup> Rizka Utami and Muhammad Rizal, "Bahasa Dalam Konteks Sosial (Peristiwa Tutar Dan Tindak Tutar)," *JUMPER: Journal of Educational Multidisciplinary Research* 1, no. 1 (2022): 16–25, <https://doi.org/10.56921/jumper.v1i1.36>.

<sup>25</sup> Zainal Arifin, "Perbedaan Bahasa Arab Modern dan Klasik," *Jurnal Studi Bahasa Arab* 15, no. 1 (2022): 22–35.

## Method

This research uses a descriptive qualitative design with a naturalistic approach. Data are collected from social media platforms without intervening the research object, so that the phenomenon can be analyzed as it is.<sup>26</sup>

By this research design, the study aims to understand the role of social media as a catalyst in the development of modern Arabic vocabulary. The focus is on the interaction between language, technology, and culture that creates new ways of communication in the digital era. This analysis serves to identify patterns and trends used by Modern or New Arabic vocabulary.

This study does not involve participants directly, but uses public post data on social media as its research subject. The main data of this study is text from posts, comments, or discussions on various social media platforms such as Instagram, Twitter, and TikTok. The focus of data collection is directed at content that uses modern Arabic, by searching for popular hashtags such as #اللغةالعربية, or other relevant hashtags.

The data used in this research is in the form of posts, comments, hashtags and social media trends collected using hashtag searches related to modern Arabic. Relevant posts were filtered based on criteria such as the use of new terms or popular terms in modern Arabic.

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<sup>26</sup> Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktik* (Jakarta: PT Rineka Cipta, 2006, cet ke-13), 12.

The data analysis in this study is carried out manually by collecting and compiling texts from social media, such as Instagram, Twitter, and TikTok. Posts and comments data were classified based on categories such as absorption, neologisms and adaptations of old vocabulary. The frequency of occurrence and context of vocabulary use were recorded to understand patterns and trends, such as their use in pop culture trends, politics, or humor.

## Result and Discussion

The development of modern Arabic vocabulary in this digital era is greatly influenced by social media, which becomes the main space for linguistic innovation. Platforms such as Twitter, Instagram, TikTok, and Facebook accelerate and spread the creation of new terms through borrowing, phonetic adaptation, and user creativity. One of the main phenomena is the absorption of foreign terms, especially from English, which are often used directly or through phonetic adaptation. For example, the words "لايك" (*laik*) from like and "هاشتاج" (*hāshṭāj*) from hashtag are now commonly used in daily communication.

Otherwise, social media also demands faster and concise communication, thus encouraging the use of abbreviations, acronyms, and transliteration of numbers to represent Arabic letters that are not available on general keyboard, such as "3arabi" (عربي) and "7ub" (حب). In terms of linguistic creativity, memes and digital humor have contributed to introduce and strengthen new vocabulary, such as "ميمي" (*mīmī*) for meme and "رموز تعبيرية" (*rumūz ta 'bīriyyah*)

for emoji. This trend shows that social media is not only a communication tool, but also a linguistic laboratory where Arabic continues to evolve.

Although *fushhâ* is still used in formal communication, many users prefer ‘*âmmyyah* (local dialects) for casual conversations on social media. It creates unique vocabulary variants that reflect cultural and regional identities. For example, in online conversations, users from different countries may have their own distinctive terms for the same word. In addition, social media introduces new vocabulary through hashtags and viral phrases, which are often used to shape public opinion and drive digital trends.

These vocabulary changes bring diverse impacts. On the one hand, linguistic innovations occurring on social media enrich Arabic vocabulary and make it more dynamic and relevant to the digital era. On the other hand, the dominance of dialects and foreign borrowings pose challenges to the preservation of standard Arabic.

### **Modern Arabic**

In the context of social media, modern Arabic plays a significant role in shaping communication patterns on digital platforms. As a language used in discussions, creative content, and online news, *fushhâ* often becomes a standard that facilitates communication between regions and cultures in Arab. This is due to its flexibility to adapt to digital formats, including use on social media such as Twitter, Facebook, and Instagram. Thus, modern Arabic is not only a means of formal communication but also a creative medium in the digital world, connecting people across cultures and generations. Language is a social phenomenon that is

used to communicate and develop in accordance with social, cultural, and technological changes. Based on grammar, modern Arabic is not much different from classical Arabic, but in modern Arabic there has been a lot of lexical and contextual development.<sup>27</sup> In communication, context language has different functions based on the needs of society and the domain of its use. In the case of Arabic, the main domain of its use since ancient times is religion and worship context. As a classical language, Arabic has a central role in Islamic teachings, being the language of Al-Qur'an, as well as being an object of study in religious-based educational institutions, such as Islamic universities, theological schools, and religious seminars.

However, the development of era has brought about a major transformation toward Arabic. Modern Arabic (اللُّغَةُ الْعَرَبِيَّةُ الْمُعَاَصِرَةُ) has developed into a broad communication tool, especially in the mass media and the digital world. This language is now used in news delivery, advertising, scientific journals, and social media, both oral and writing. *Fushhâ* has become the official communication standard used in academic, journalistic, and governmental fields, while various mother tongue dialects continue to exist in informal communication.

In modern society, *fushhâ* and *‘ammiyyah* Arabic have become the phenomena of diglossia. It shows that there are

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<sup>27</sup> Khusniya & Syafi'i Nadlirotul, Elok, "Analisis Perkembangan Kosakata Bahasa Arab Modern : Peluang , Tantangan Dan Strategi Dalam Pembelajaran Di Era Digital," *Lisan An Nathiq* 6, no. 2 (2024): 118–36.

variations that emerge between standard Arabic and its dialects based on sociolinguistics.<sup>28</sup> On social media, this phenomenon is further complicated by the emergence of digital language variants, where users often mix *fushhâ* with mother tongue dialects or even absorb foreign terms from English and French. It reflects the flexibility of Arabic in adapting to digital communication needs. In the digital era, social media plays an important role in the evolution of Arabic. Platforms such as Twitter, Facebook, Instagram, and TikTok have become the main space to create and spread new vocabulary. In this context, *fushhâ* is often used in academic discussions, online news, or political campaigns, while mother tongue dialects dominate casual conversations.

According to Al-Hassan's research, social media has created new linguistic trends in Arabic, such as the use of abbreviations, phonetic transliterations, and borrowing foreign words. For example, many users replace Arabic words with Latin transliterations such as "*Arabi*" (عربي, Arabic) or "*Qamar*" (قمر, month) to adapt to digital writing systems. In addition, in social media context, modern Arabic is experiencing linguistic hybridization, as studied by Huda Salaah,<sup>29</sup> in which users combine elements of other languages in their communication. Examples

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<sup>28</sup> Oktaviasa Rosi, Anisa, "Arabizi Pada Sosial Media Instagram Studi Kasus Terhadap Pengguna Mesir/Egypt Users" (Univesitas Islam Negeri Sunan Kalijaga Yogyakarta, 2022).

<sup>29</sup> Huda Salaah Rashid, "*The Arabic Language in Social Media Era*," *Utopía y Praxis Latinoamericana* 25, no. Esp.1 (2020): 356-363. <https://doi.org/10.5281/zenodo.3784811>.

include terms such as "لايك" (*laik*, from "like"), "بوست" (*bust*, from "post"), dan "تاغ" (*tag*, from "tag"), which has become part of daily digital communication.

Overall, modern Arabic not only serves as a formal communication tool but also as a medium for creative expression in the digital world. With the advent of social media, Arabic continues to evolve, creating new, more flexible and dynamic communication patterns.

## Modern Arabic Vocabulary Development

### Root Word

Arabic uses a root word system (جذر / *jadzar*) as a new vocabulary forming basis. From one root word, various derived words can be formed through morphological processes such as the addition of prefixes, infixes, and suffixes. This process allows Arabic to adapt to the ever-evolving needs of communication. Examples of derivation of the root word طير (*thoir*, "fly") as a root produce طائر (*tho'ir*, "bird") and طائرة (*tho'irah*, "airplane"), as well as مطار (*mathar*, "airport"). In the context of social media, this mechanism remains actively used, with many new words being created by similar patterns. For example, the word "تصوير" (*taṣwīr*, "taking pictures") has now evolved into "مصور" (*muṣawwīr*, "photographer"), which is often used on social media such as Instagram and TikTok.

This process of composition allows the creation of new words variety with different meanings from their root words, reflecting the Arabic language's ability to adapt and evolve. Children's vocabulary development usually occurs in line with their language development stages.<sup>30</sup>

### Compounding

Compounding in Arabic occurs through the combination of two simple lexemes to form a new meaning. This process produces a new word that has a different meaning from the original meaning of the lexemes combined. However, compounding is not the same as idiom, although both involve the combination of two or more words.<sup>31</sup> The difference lies in meaning: in compounding, the meaning of the new word can still be traced from the original lexeme.

The important thing in this process is the presence of a bound form called a pro-lexeme. This form resembles an affix because it cannot stand alone as a word, but is functioned in a certain context. Examples of compounding in modern Arabic: الذكاء الاصطناعي (*al-dzakā' al-iṣṭinā'ī*, “artificial intelligence”) التسويق الرقمي (*al-taswīq al-raqamī*, “digital marketing”) التعليم الإلكتروني (*al-ta'lim al-iliktirūnī*, “online learning”).

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<sup>30</sup> Nadlirotul, Elok, “Analisis Perkembangan Kosakata Bahasa Arab Modern : Peluang , Tantangan Dan Strategi Dalam Pembelajaran Di Era Digital.” *Lisan An Nathiq* 6, no. 2 (2024): 118–36

<sup>31</sup> Syarif Hidayatullah, *Pengantar Linguistik Bahasa Arab*, 87



## Borrowing

Borrowing terms in Arabic is known as *iqtirâdh*, which literally means borrowing vocabulary from another language. This process occurs when Arabic needs new words to describe unknown ideas or objects before. This kind of borrowing is a challenging phenomenon for linguists who are worried about Arabic authenticity extinction.<sup>32</sup> A universal phenomenon in language development around the world often occurs in response to communication needs or cultural innovations. Examples of word borrowings in modern Arabic: إنترنت (Internet), كومبيوتر (computer), فيديو (video), فيسبوك (Faysbūk, from "Facebook"), تويتر (Tuwītir, from "Twitter"), الواقع الافتراضي (*al-wāqi‘ al-iftidārī*, “virtual reality”).

## Modern Arabic Vocabulary Development in Social Media Context

The development of modern Arabic vocabulary in social media context is very dynamic and shows significant adaptation to the needs of digital communication. Here are some aspects that reflect this development:

### Absorption of Foreign Terms

Modern Arabic on social media shows a lot of absorption of foreign terms, especially from English, which are often used without

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<sup>32</sup> Wahyudi Zainuri and Muhammad Sulaiman, “Eksplorasi Dinamika Peminjaman Kata Dalam Bahasa Arab Modern: Studi Kasus Pada Bidang Teknologi Dan Sains,” *ALLE* 2, no. 2 (2024): 74–82.

transliteration or with minimal adaptation. Examples of foreign term absorption:

a. Direct transliteration:

لايك (*laik*) → from like

بوست (*bust*) → from post

هاشتاج (*hāshṭāj*) → from hashtag

b. Phonetic adaptation:

إنترنت (*intarnit*) → from Internet

تلفزيون (*tilifzyūn*) → from television

روبوت (*rūbūt*) → from robot

### Adapting to Fast Communication Style

The development of technology, especially social media, certainly will effects Arabic development. New vocabulary will be added to Arabic as a form of adjustment to things that did not exist before. Examples of language adaptation for fast communication:

a. Latin & Arabic letter-based abbreviations:

LOL (لول / لولز) → Laugh Out Loud

BRB (برب) → Be Right Back

OMG (أو إم جي) → Oh My God

b. Use of numbers instead of letters in Arabic-Latin transliteration:

3 → ع (example: *3arabi* = عربي)

7 → ح (example: 7ub = حب)

2 → ق (example: 2mar = قمر)

Language Creativity in Meme and Humor

Modern Arabic vocabulary also develops through the creativity of social media users. Memes, humorous comments, and viral content often create new vocabulary or give new meanings to old words. These words tend to spread quickly among digital communities. Examples: emoji: رموز تعبيرية, animated GIF: صور متحركة, meme: ميمي.

The Role of *Fushhâ* and Dialects

While *fushhâ* remains the standard in formal communication on social media, many users prefer local or mother tongue dialects in daily conversations on digital platforms. The combination of *fushhâ* and local dialects creates new vocabulary variants that are unique on social media.

**Table 1.** Examples of differences in the use of fushhâ vs. ‘âmmiyyah on social media:

Concept	<i>Fushhâ</i> (Formal)	‘ <i>Âmmiyyah</i> (Local Dialect)
Casual Q&A	سؤال وجواب عادي	استئلة خفيفة
Short story	قصة قصيرة	حكاية صغيرة

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WhatsApp	الحالة	الستوري
story		

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**The Influence of Hashtag and Viral Phrase**

Social media also introduces new vocabulary through the use of hashtags and viral phrases. These terms are often related to a particular social, cultural, or political issue and become symbols of discussion in the digital world. The examples of popular hashtags in Arabic are:

- a. #كريم\_رمضان (#Ramaḍān Karīm) → Ramadan Mubarak
- b. #السعادة (#al-Sa‘ādah) → *Happiness*
- c. #تكنولوجيا (#Tiknulujiyā) → Technology

**Conclusion**

The development of modern Arabic vocabulary in social media shows linguistic dynamics that reflect language adaptation on technological and social changes. This article provides insight into how Arabic continues to evolve through the mechanisms of derivation, compounding, and borrowing of foreign terms. Social media acts as a catalyst in accelerating this process, and creating new communication patterns that are more flexible and contextual in the digital era. This study contributes to Arabic linguistic studies by highlighting how digital interactions shape the structure and vocabulary usage in modern communication. This phenomenon understanding is important for academics, educators, and language practitioners in designing strategies for learning and preserving standard Arabic. In addition, this study also provides a new

perspective on how social media becomes a space for language experimentation that enriches studies of sociolinguistics and technology in Arabic.

By studying this phenomenon through *Lisanudhad Journal*, this article adds references to research in the fields of Arabic, learning, and literature. These findings can be the basis for further studies on the influence of technology on Arabic variation and strategies in maintaining a balance between modernization and language conservation.

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