

(Research/Review) Article

Informal Language and Sentiment Analysis in Brooklyn Rap Style

(A Study of Ageng Carlitos' Instagram Videos)

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Abstract: The use of informal language has become increasingly common in social media communication, especially among content creators who aim to make their content more engaging and relatable. This study aims to analyze the types and functions of informal language used in Ageng Carlitos' Instagram videos and to examine viewers' responses through sentiment analysis. This study employed a descriptive qualitative method. The data were collected from two Instagram videos, "Warung Es Cekek Asli Brooklyn" and "Stereotype", along with viewers' comments. The findings revealed five types of informal language: slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures. Slang was identified as the most frequently used type and reflected the characteristics of the Brooklyn rap style. The analysis also showed that informal language served several communicative functions, such as creating a friendly atmosphere, simplifying communication, and attracting viewers' attention. In addition, the sentiment analysis indicated that positive comments dominated viewers' responses, suggesting that Ageng Carlitos' conversational style successfully increased viewers' interest and helped them understand the intended messages. Therefore, informal language can be considered an effective strategy for delivering English-learning content through social media.

Keywords: English Learning; Informal Language; Instagram; Brooklyn Rap Style; Sentiment Analysis.

1. Introduction

The rapid development of digital technology has significantly transformed the way people communicate in everyday life. Social media platforms have become one of the most popular means of communication, allowing users to exchange information, share ideas, and interact with audiences from different backgrounds (Kapoor et al. 2018). Among the various social media platforms, Instagram has become one of the most widely used platforms for creating and consuming short-form video content. Through Instagram, content creators communicate not only to entertain but also to educate and influence audiences by adopting communication styles that are more engaging and relatable (Faisal Reza, 2023). As a result, the use of informal language has become increasingly common because it enables creators to establish closer relationships with their viewers and deliver messages in a more natural and understandable way (Rahma and Moetia 2024).

The emergence of new forms of digital communication has led to the evolution of language use in online environments. Modern digital technologies have significantly changed speech communication, affecting its forms, content, structure, and dynamics (Sharipova 2025). Informal language, which refers to language commonly used in casual and everyday communication rather than in formal situations, has become a defining characteristic of digital discourse. It includes various linguistic features such as slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures (Lotherington and Bradley 2024). These language features help speakers express ideas more naturally, create solidarity, and strengthen social relationships within particular communities. On social media, informal language is frequently used because it reflects spontaneous communication and

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allows audiences to feel more connected to the speaker, thereby enhancing audience engagement and comprehension (Pujiati et al. 2025).² Furthermore, research has demonstrated that informal language serves as an effective strategy for delivering educational content through digital platforms, particularly when combined with entertainment value (Zhang 2026).

The increasing popularity of social media has also encouraged the emergence of content creators who combine entertainment with educational purposes. One of the Indonesian content creators who consistently applies this communication strategy is Ageng Carlitos. He is well known for producing humorous videos that imitate the speaking style of Brooklyn rap while introducing English expressions to Indonesian audiences. His videos combine English and Indonesian expressions, slang, contractions, abbreviations, colloquial language, and simplified grammatical structures, making his content distinctive and easily recognized by viewers (Gumanay 2026). Rather than presenting English through conventional learning methods, Ageng Carlitos delivers educational messages in an entertaining and conversational manner, encouraging audiences to engage with English in a more enjoyable context. This approach aligns with contemporary findings on how content creators can effectively use informal language and visual storytelling to enhance learning outcomes and audience engagement on social media platforms (Singhi et al. 2026).

Previous studies have investigated informal language from different perspectives. The use of informal language, especially slang, plays an important role in creating closeness between speakers and audiences in social media communication (Rahma and Moetia 2024). Similarly, informal language functions as a marker of identity and solidarity among speakers while making communication more effective in digital environments (Pujiati et al. 2025). Research on sentiment analysis in online communication has revealed that it can be used to identify users' opinions and emotional responses expressed through online comments (Ngaji et al. 2025). Studies emphasizing the relationship between informal language and sentiment expression in social media texts highlight the importance of analyzing how language choices affect audience reception (Aadil and Samad 2023). Additionally, recent investigations into emotional communication on social media have demonstrated that informal and conversational language styles significantly influence sentiment expression and user engagement (Kapoor et al. 2018). Research on digital communication and language use in educational contexts further supports the finding that informal communication styles enhance audience comprehension and emotional connection to content (Kapoor et al. 2018).

Although previous studies have provided valuable insights into informal language and sentiment analysis, several significant gaps remain in the literature. Most studies have focused only on identifying the types of informal language or classifying sentiments expressed in online communication, often treating linguistic features and audience responses as separate phenomena (Lotherington and Bradley 2024). Only a few studies have examined the communicative functions of informal language while simultaneously investigating how audiences respond to the use of such language in educational content on social media (Selfa-Sastre et al. 2022). Specifically, the integration of linguistic analysis with audience sentiment analysis in the context of educational content delivery remains understudied. Furthermore, research on content creators who employ code-switching, stylistic variations, and informal registers in educational contexts is limited (Mulaudzi, Makhwathana, and Nndwamato 2026). In addition, research focusing on Ageng Carlitos' Brooklyn rap style remains virtually nonexistent in academic literature, even though his communication style has attracted considerable public attention and represents a unique combination of entertainment and English learning. This gap represents an important opportunity to advance our understanding of how informal language functions in digital educational contexts.

Based on these identified gaps in the literature, the present study investigates the use of informal language in Ageng Carlitos' Instagram videos entitled "Warung Es Cekek Asli Brooklyn" and "Stereotype." Specifically, this study aims to (1) identify the types and communicative functions of informal language employed in the videos based on established linguistic frameworks, and (2) analyze viewers' sentiment responses through a comprehensive sentiment analysis approach (Kapoor et al. 2018). By integrating linguistic analysis with audience responses, this study is expected to provide a more comprehensive understanding of how informal language functions as an effective communication strategy in English-learning content shared on social media. This approach bridges the gap between linguistic feature analysis and audience reception studies, offering insights into the relationship between informal language use and educational effectiveness (Wakhyuningtyas and Rahmadiva 2025). Furthermore, the findings are expected to contribute to the field of sociolinguistics,

particularly studies on informal language in digital communication, and to provide useful insights for English educators, content creators, and future researchers interested in language use on social media platforms. The research also has implications for understanding how entertainment-educational hybrid content can leverage linguistic innovation to achieve pedagogical goals in informal learning environments.

2. Literature Review

Digital communication through social media has fundamentally transformed how individuals interact and exchange information, particularly in educational contexts where content creators employ innovative linguistic strategies to enhance audience engagement (Sharipova, 2025). Research on informal language in digital environments reveals that this linguistic phenomenon serves multiple communicative functions beyond mere casualness; it establishes solidarity between speakers and audiences, reduces perceived social distance, and facilitates knowledge transfer in non-traditional learning settings (Reza et al., 2023). Slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures have been identified as core components of informal language, with slang demonstrating particular effectiveness in creating identity markers and strengthening community bonds (Rahma & Moetia, 2024). Sentiment analysis has emerged as a critical methodological tool for understanding audience responses to digital content, enabling researchers to classify expressions as positive, negative, or neutral while accounting for the nuanced emotional undertones embedded in informal discourse (Kapoor et al., 2017). Studies examining code-switching practices in multilingual educational contexts demonstrate that intentional language mixing—similar to the Brooklyn rap style employed by Ageng Carlitos—functions as a scaffolding mechanism that clarifies complex concepts while maintaining cultural authenticity and viewer engagement (Gumanay, 2026). Furthermore, research on digital communication campaigns in educational and health promotion contexts reveals that consistent, interactive, and audience-centered content strategies utilizing informal language significantly increase viewer comprehension and behavioral engagement (Wakhyuningtyas & Rahmadiva, 2025).

While existing literature has comprehensively documented the characteristics of informal language and the effectiveness of sentiment analysis in social media research, a significant gap remains in studies that simultaneously integrate linguistic analysis of communicative functions with empirical measurement of audience responses to informal language in English-learning content specifically. Most prior research has either focused exclusively on typological classification of informal language features (such as Rahma & Moetia's 2024 analysis of slang in social media) or isolated sentiment trends without connecting these findings to the specific linguistic mechanisms that produce positive audience responses (Rahma & Moetia, 2024). The present study addresses this gap by examining how specific types of informal language—particularly the Brooklyn rap stylistic performance—function communicatively to generate educational value while simultaneously analyzing viewer sentiment to validate the effectiveness of this approach. Additionally, limited research has explored the unique intersection of entertainment and English-language education through culturally-specific speech styles like Brooklyn rap, which represents a novel pedagogical application of informal language in digital platforms (Zhang, 2026). This research contributes to sociolinguistic theory by demonstrating that informal language in educational content should not be dismissed as linguistically deficient but rather recognized as a sophisticated, purposeful communication strategy that balances accessibility, cultural identity, and learning outcomes—bridging the theoretical frameworks of Communication Accommodation Theory and Vygotskian scaffolding within the contemporary digital learning ecology (Gumanay, 2026).

3. Method

This study employed a descriptive qualitative research design to examine informal language use in English-learning content (Rahma and Moetia 2024). The data were collected from two Instagram videos uploaded by Ageng Carlitos entitled "Warung Es Cekek Asli Brooklyn" and "Stereotype," including video transcripts and viewer comments (Pujiati et al. 2025). The analysis proceeded through three integrated stages: first, identifying types of informal language based on Holmes' theory, including slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures (Ngaji et al. 2025); second, analyzing the communicative functions of each feature to determine their role in establishing

the Brooklyn rap style and facilitating audience engagement (Aadil and Samad 2023); and third, classifying viewer comments into positive, negative, and neutral sentiments to assess how Ageng Carlitos' conversational style influenced comprehension and viewer interest (Rahma and Moetia 2024).

4. Findings and Discussion

This section presents the findings of the study and discusses them in relation to previous research. The results are divided into two main parts. The first part presents the types and functions of informal language identified in Ageng Carlitos' Instagram videos based on Holmes' theory. The second part discusses viewers' responses toward the use of informal language through sentiment analysis. The findings are interpreted to explain how informal language contributes to the Brooklyn rap style and how it influences viewers' understanding and interest in the content.

Types and the Functions of Informal Language on Brooklyn Rap Style in Ageng Carlitos' Instagram Videos

The first analysis focuses on identifying the types and functions of informal language found in Ageng Carlitos' Instagram videos entitled *Warung Es Cekek Asli Brooklyn* and *Stereotype*. The analysis was conducted based on Holmes' theory of informal language, which classifies informal language into slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures. In addition to identifying the types of informal language, this section also explains the communicative function of each type in supporting Ageng Carlitos' Brooklyn rap style and delivering messages to viewers.

Table 1. Slang used in Ageng Carlitos' Instagram Videos

No	Video	Example	Functions
1.	<i>Warung Es Cekek Asli Brooklyn</i>	Aight	Shows agreement and creates a casual conversational tone.
2.	<i>Warung Es Cekek Asli Brooklyn</i>	Broke ass	Expresses criticism in a humorous and informal way.
3.	<i>Warung Es Cekek Asli Brooklyn</i>	Shit	Adds emotional emphasis in casual speech.
4.	<i>Warung Es Cekek Asli Brooklyn</i>	Yo	Addresses the listener informally and reflects Brooklynrap style.
5.	<i>Stereotype</i>	Bro	Creates closeness and solidarity with the audience.
6.	<i>Stereotype</i>	Motherfucker	Expresses strong emotion and frustration.
7.	<i>Stereotype</i>	Y'all	Refers to a group of people in an informal way.
8.	<i>Stereotype</i>	Ain't	Represents non-standard English commonly used in informal speech.
9.	<i>Stereotype</i>	Mo'fucke	An abbreviated slang form used for humorous emphasis.

Based on the analysis results in Table 1, Slang was the most frequently identified type of informal language in both videos. Ageng Carlitos used slang expressions to create a relaxed atmosphere, strengthen his identity through the Brooklyn rap style, and make the conversations more entertaining. These findings support (Rahma and Moetia 2024), who argued that slang helps establish solidarity and reduces social distance between speakers and audiences in social media communication.

Table 2. Contractions Used in Ageng Carlitos' Instagram Videos

No	Video	Example	Functions
1.	<i>Warung Es Cekek Asli Brooklyn</i>	I'm	Simplifies communication and creates natural speech.
2.	<i>Warung Es Cekek Asli Brooklyn</i>	That'll	Makes the sentence more conversational.
3.	<i>Warung Es Cekek Asli Brooklyn</i>	You're	Produces a more fluent speaking style.
4.	<i>Stereotype</i>	I'm gonna	Expresses future intention informally.
5.	<i>Stereotype</i>	I'mma	Indicates future action in African American Vernacular English (AAVE).
6.	<i>Stereotype</i>	Can't	Shortness communication in spoken English.

7.	<i>Stereotype</i>	Don't	Makes speech sound more natural.
8.	<i>Stereotype</i>	Who's	Simplifies spoken interaction.

Based on the analysis results in Table 2, Contractions were frequently used to make conversations shorter, more fluent, and more natural. Their use reflects everyday spoken English and contributes to the conversational style found in Ageng Carlitos' videos. This finding is consistent with Anjani et al. (2025), who stated that contractions are commonly used to create more natural communication in digital interactions.

Table 3. Abbreviations Used in Ageng Carlitos' Instagram Videos

No	Video	Example	Functions
1.	<i>Warung Es Cekek Asli Brooklyn</i>	GC	Refers to "Gercep" (Gerak Cepat) as a nickname in an abbreviated form.
2.	<i>Warung Es Cekek Asli Brooklyn</i>	1K	Represents one thousand rupiah efficiently.

Based on the analysis results in Table 3, Abbreviations appeared less frequently than the other types of informal language. However, they helped simplify communication and reflected the habit of using shortened forms in everyday conversations and social media interactions.

Table 4. Colloquial Expressions Used in Ageng Carlitos' Instagram Videos

No	Video	Example	Functions
1.	<i>Warung Es Cekek Asli Brooklyn</i>	Gue	Refers to oneself in an informal Indonesian context.
2.	<i>Warung Es Cekek Asli Brooklyn</i>	Bang	Informal way to address someone.
3.	<i>Warung Es Cekek Asli Brooklyn</i>	Anjir	Expresses surprise or emotion casually.
4.	<i>Warung Es Cekek Asli Brooklyn</i>	Yaudah	Indicates acceptance in casual conversation.
5.	<i>Stereotype</i>	Lu	Informal second-person pronoun.
6.	<i>Stereotype</i>	Kangkung aja sama tempe	Represent a local cultural expression.

Based on the analysis results in Table 4, Colloquial expressions contributed to making the conversations sound more authentic and familiar to Indonesian audiences. These expressions strengthened the cultural identity reflected in Ageng Carlitos' videos while maintaining the humorous atmosphere.

Table 5. Simplified Grammatical Structures Used in Ageng Carlitos' Instagram Videos

No	Video	Example	Functions
1.	<i>Warung Es Cekek Asli Brooklyn</i>	My mom from cawang	Simplifies spoken communication.
2.	<i>Warung Es Cekek Asli Brooklyn</i>	Just this?	Makes speech more natural.
3.	<i>Stereotype</i>	Everybody deserve to learn.	Reflects informal spoken grammar.
4.	<i>Stereotype</i>	No matter where the fuck you from.	Creates spontaneous conversational style.

Based on the analysis results in Table 5, Simplified grammatical structures were found in both videos and reflected spontaneous spoken communication. Instead of following formal grammatical rules, Ageng Carlitos intentionally omitted or simplified certain grammatical elements to make the conversations sound more natural and conversational. This finding supports previous studies suggesting that simplified grammar is a common feature of informal communication on social media.

The findings show that Ageng Carlitos uses five types of informal language in his Instagram videos, namely slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures. Among these types, slang was the most frequently used, reflecting the characteristics of the Brooklyn rap style. Each type of informal language serves different communicative functions, such as creating a casual atmosphere, expressing emotions, strengthening solidarity, and making conversations more natural and engaging.

These findings are consistent with Rahma and Moetia (2024), who stated that informal language helps build closer relationships between speakers and audiences on social media. Likewise, Anjani et al. (2025) explained that informal language functions as a communication strategy and an identity marker in digital interactions. However, unlike Laili et al. (2023), which mainly identified the types of informal language, the present study also analyzes the communicative functions of each type within the Brooklyn rap style. Therefore, this study

provides a more comprehensive understanding of how informal language is used in English-learning content on Instagram.

The use of Ageng Carlitos language affect viewers' understanding and interest in the content being conveyed by sentiment analysis.

To examine viewers' responses toward Ageng Carlitos' use of informal language, sentiment analysis was conducted based on comments collected from the Instagram videos Warung Es Cekek Asli Brooklyn and Stereotype. The comments were classified into three categories: positive, negative, and neutral sentiments. This analysis aims to identify how viewers perceived the use of informal language and conversational style, as well as how these language features influenced their understanding and interest in the content. The results are presented in the following tables.

Table 6. Positive Sentiment of Viewers' Comments

No	Comment	Interpretation
1.	<i>"I totally agree with you bro, no matter we made a mistake in English but keep going to learn dude"</i>	The viewer supports Ageng Carlitos' motivational message and encourages others to continue learning English despite making mistakes.
2.	<i>"I hope all children can have mentality likee yours"</i>	The viewer appreciates Ageng Carlitos speaking style and considers him an inspiration.
3.	<i>"Englishnya keren. Kayak bahasa nya komunitas Afro America. Tapi yang kek gini yang sebenarnya bikin Gen Z jadi tertarik"</i>	The viewer praises Ageng Carlitos' speaking style and believes it makes English learning more attractive to young people.
4.	<i>"Keep it up brother, keep learning!"</i>	The viewer gives encouragement and appreciates Ageng Carlitos' effort in promoting English learning.
5.	<i>"Bro, you are so cool"</i>	The viewer expresses admiration for Ageng Carlitos' communication style and personality.

Table 6 shows that positive comments were the most dominant responses from viewers. Most comments expressed appreciation for Ageng Carlitos' unique way of introducing English through humor and the Brooklyn rap style. Viewers also acknowledged that his conversational style made English learning more enjoyable and motivating. These findings indicate that the use of informal language successfully attracted viewers' attention and encouraged positive engagement. This result is in line with Prastyo et al. (2025), who stated that positive sentiment reflects audience satisfaction and effective communication between content creators and viewers. Similarly, Rahma and Moetia (2024) argued that informal language helps establish a closer relationship between speakers and audiences, which is also evident in Ageng Carlitos' interaction with his viewers.

Table 7. Negative Sentiment of Viewers' Comments

No	Comment	Interpretation
1.	<i>"udah yappingnya?"</i>	The viewer shows annoyance and implies that Ageng Carlitos talks too much without appreciating the intended message.
2.	<i>"Bahasa Inggris gak gitu. Belajar lagi sama native speaker, mereka nggak ngomong modefaka"</i>	The viewer criticizes Ageng Carlitos' English pronunciation and believes that his language use does not accurately represent native speakers.

As shown in Table 7, only a small number of comments were categorized as negative. These comments mainly criticized Ageng Carlitos' speaking style and the accuracy of his English pronunciation rather than the overall content. Despite these criticisms, the number of negative responses was considerably lower than positive responses. This finding suggests that although some viewers questioned the authenticity of his language, the majority still appreciated the educational value and entertainment provided by the videos. This finding supports A. Ganie and Dadvandipour (2023), who explained that negative sentiment often reflects differences in viewers' expectations regarding language use in online communication.

Table 8. Neutral Sentiment of Viewers' Comments

No	Comment	Interpretation
1.	<i>"semangat terus, Bang."</i>	The comment expresses encouragement but does not provide a specific opinion about the content or language used.
2.	<i>"Mantap"</i>	The viewer gives a brief response without expressing a clear positive or negative of the content.

Table 8 presents the neutral comments identified in the selected Instagram videos. These comments neither strongly praised nor criticized Ageng Carlitos' content. Instead, they

consisted of short expressions that did not clearly indicate the viewers' attitudes toward the use of informal language. Although neutral comments contributed less to the overall analysis, they demonstrate that some viewers preferred to respond briefly without providing detailed opinions. Similar observations were reported by Prastyo et al. (2025), who noted that neutral comments generally contain limited emotional expression and do not explicitly indicate agreement or disagreement.

The sentiment analysis indicates that positive comments dominated viewers' responses to Ageng Carlitos' Instagram videos, while negative and neutral comments appeared less frequently. This suggests that viewers generally appreciated his humorous communication style and the use of informal language in delivering English-learning content. The findings also show that informal language can increase viewers' interest and make the content more engaging and easier to understand.

These findings support Prastyo et al. (2025), who found that positive sentiments reflect successful communication between content creators and audiences. Similarly, A. Ganie and Dadvandipour (2023) explained that informal language influences the way people express opinions and emotions in social media. However, unlike A. G. Ganie (2023), which focused on computational sentiment analysis, the present study applies a qualitative approach to explain how viewers' responses reflect their understanding and interest in the content. Therefore, this study demonstrates that informal language can effectively enhance audience engagement in social media communication.

4. Conclusions

This study concludes that Ageng Carlitos employs five types of informal language in his Instagram videos, namely slang, contractions, abbreviations, colloquial expressions, and simplified grammatical structures. Among these, slang was the most dominant type and served various communicative functions, such as creating solidarity, expressing emotions, and making conversations more natural. In addition, the sentiment analysis revealed that positive comments dominated viewers' responses, indicating that Ageng Carlitos' use of informal language successfully attracted viewers' interest and supported their understanding of the content.

Compared with previous studies, this research provides a more comprehensive analysis by examining both the types and functions of informal language as well as viewers' responses through qualitative sentiment analysis. Therefore, this study contributes to a better understanding of how informal language can be used as an effective communication strategy in English-learning content on social media. Future studies are encouraged to investigate other social media platforms or include a larger dataset to obtain broader findings.

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