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Factors Influencing Non-Standard Words in Instagram Captions

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ABSTRACT

This study aims to understand the various factors that influence the use of non-standard pronunciation in photo captions on the Instagram account of Fadil Jaidi, a well-known content creator in Indonesia. The subject of this study is the written representation of variations in spoken pronunciation specifically, non-standard forms of pronunciation intentionally written in photo captions to reflect the speaker's informal speech patterns. The method used is a qualitative descriptive approach, employing documentation and content analysis based on theories of phonology, sociolinguistics, and the relationship between language and cultural identity. Data were collected through non-participant observation of photo captions on the Instagram account @fadiljaidi, then analyzed phonologically to identify patterns of sound deviations in the text along with their underlying factors. The results of the study indicate that non-standard pronunciation arises due to four main factors. Sociolinguistic factors, namely the use of informal language as a means to build rapport and social connections with the audience. Factors related to dialect and culture, as evidenced by the influence of the Betawi dialect and the interplay of regional languages such as Javanese and Sundanese on pronunciation. Factors related to digital identity and persona, which indicate that everyday language use serves as a tool for building a personal brand and affirming the authenticity of content creators. Contextual factors in everyday communication, which encourage the use of shorter, more practical, and efficient language forms that align with the fast-paced and interactive nature of social media. The findings indicate that non-standard

pronunciation is not merely a linguistic error but rather a form of language adaptation influenced by social, cultural, and digital contexts thus, it can serve as a guide for educators in developing Indonesian language teaching materials that align with linguistic phenomena in the digital age.
Keywords: Non-standard Pronunciation; Betawi Dialect; Indonesian Sociolect; Social Media Phonology; Digital Persona.

INTRODUCTION

Advances in information and communication technology in the digital age have transformed various aspects of human life, including the ways people interact and communicate with one another. Social media, particularly Instagram, has become an extremely popular platform among the public especially young people for interacting, expressing feelings, and sharing information, as noted by Soraya et al., 2024. On this platform, users typically share experiences in a relaxed, creative, and informal atmosphere, giving rise to a trend of using words that do not follow standard rules, including in photo captions, which often contain text that does not conform to established language standards. This phenomenon becomes even more apparent when content creators with large followings post such content, as the speaking style they use can serve as a model for many people not merely as a personal habit, but as a way of speaking that is adopted by their followers. A relevant example to analyze is Fadil Jaidi, a content creator and influential public figure who frequently uses non- standard words in the captions of photos on his Instagram account. According to Ningrum et al. in Sipahutar et al. (2024), social media users typically add explanations when uploading photos or videos.

In practice, non-standard words are frequently found, such as "*rame*" instead of "*ramai*," "*bener*" instead of "*benar*," and "*kalo*" instead of "*kalau*." Because the way public figures like Fadil Jaidi speak can influence how his millions of followers speak, the pattern of non-standard word usage in his captions warrants linguistic analysis. The relevance of this study is not limited to linguistic aspects alone but is also closely related to the formal process of learning Indonesian. Putri et al. (2025) state that social media has a dual impact on Indonesian language proficiency: on the one hand, it diminishes proficiency in standard Indonesian on the other hand, it opens opportunities to learn the language in situations that are more aligned with real-world contexts and can be applied in practice. This situation is reinforced by the perception that standard Indonesian seems rigid according to Mansyur (2019), this can diminish the younger generation's pride in the Indonesian language. Thus, analyzing non-standard words in the captions of well-known content creators such as Fadil Jaidi is important not only for understanding their linguistic style but also for examining how that style might influence the younger generation's attitudes toward standard Indonesian in the context of Indonesian language learning. Based on this explanation, this study aims to analyze non-standard words in Fadil Jaidi's Instagram photo captions using a phonological approach, in order to identify their causes and their impact on Indonesian language learning. This study employs a descriptive qualitative approach using documentation and content analysis

methods. The results of this study are expected to provide a better understanding of how the Indonesian language is used in the digital age and to serve as a guide for educators in creating appropriate, creative, and up-to-date teaching materials.

LITERATURE REVIEW

Advances in information and communication technology have brought about major changes in the way people communicate using everyday language. The emergence of social media as a digital communication platform provides users with the opportunity to express ideas, feelings, and news using a freer and more diverse language. This has given rise to various linguistic variations, such as the use of non-standard words, abbreviations, changes in pronunciation, and other creative forms that are increasingly common in online interactions. In this study, the term "non-standard words" is used consistently to refer to word forms that do not conform to the standard rules of the Indonesian language, such as phonetic changes evident in written captions accompanying photos. Therefore, studying language use on social media is crucial for understanding the changes and developments in language occurring in the digital age. To support this study, the researcher reviewed several relevant previous studies as a foundation for determining the direction and focus of the research.

Previous Related Studies

This study is based on several previous related studies, which serve as its theoretical and practical foundation. These studies examine how people use language on social media, as well as the various forms of language errors that arise during online communication. Sipahutar et al. (2024) conducted a study on language use in Instagram photo captions, covering spelling errors, word choice, and sentence structure. Sipahutar and his team's findings emphasize that the use of non-standard words on social media is not merely a matter of chance but represents a structured pattern that warrants linguistic analysis. Soraya et al. (2024) conducted a study on the influence of social media on the understanding and use of the Indonesian language among adolescents. These findings indicate that social media has significantly influenced how the younger generation understands and uses the Indonesian language, leading them to use non-standard, more casual, and creative words more frequently. These findings are related to ongoing research, which is currently focusing on one of the most popular social media platforms Instagram and how that platform influences users' use of non-standard words.

As a reference for this study, the researchers reviewed various previous studies related to the topic and objectives of the research. These studies helped shed light on how people use language on social media, particularly the non-standard word forms that have emerged in the digital age. Nababan et al. (2024) discussed various challenges in the field of language today, such as the use of abbreviations, emojis, changes in speech conventions on social media, variations in language use, and cross-cultural interaction. Although the research by Nababan and his team has

already addressed these issues in general terms, this study aims to supplement that explanation by specifically analyzing the phonological patterns that form non-standard words in photo captions created by a content creator with a large following. Therefore, this study helps deepen our understanding of linguistic phenomena in the digital age.

Variable Theory

The theory underlying this study is phonology. Phonology is the branch of linguistics that studies the sounds of a language based on their roles within a specific system. Its primary focus is on the analysis of phonemes and sound distinctions that can affect meaning, as well as non-standard written forms. Salliyanti, as explained by Devianty (2021), states that formal language is the type of language considered the norm or standard. Words used I social media posts typically do not adhere to established rules, and are therefore considered non-standard. This view aligns with the findings of Setiawati (2016), who noted that the standardness of a word can be assessed by how it is pronounced, how it is written, and how it conforms to grammatical rules. Phonetic variations found in non-standard words in Instagram photo captions include sound changes, sound omissions (such as apocope or syncope), sound additions (such as epenthesis), and sound adjustments according to specific dialects. This is then evident in the written form of photo captions and comments.

The second theory is sociolinguistics, which studies how language changes and how social factors influence the way people choose word forms in speech, including the use of non- standard words. Sociolinguistics views language not only as a means of communication, but also as part of social activity that depends on the situation and the relationships between speakers. Pawestri et al. (2020) explain that social media consists of websites that allow users to form connections and communicate within online communities. In this context, a person's language choices depend on the person they are speaking with, the communication situation, and the goals they aim to achieve. Content creators like Fadil Jaidi deliberately use non-standard words to connect more intimately with their audience; this is not merely a habit but also a way to strengthen social bonds with their audience.

The third theory used in this study is the theory of language and cultural identity. Herawati (2021) states that humans use language as a tool to convey thoughts, feelings, and desires through symbols. The phonetic variations found in non-standard words in the explanatory text reflect the phonological system used by the speakers. Furthermore, Mansyur (2019) also notes that language is closely tied to cultural identity. When someone uses non- standard words, this can influence how they view the standard language as well as their sense of pride in the Indonesian language. Therefore, this study is significant not only from a linguistic perspective but also has implications for the teaching of the Indonesian language.

METHOD

Design and Sample

This study employs a qualitative descriptive method with a focus on content analysis grounded in descriptive phonology. The focus of this study is the official Instagram account of Fadil Jaidi (@fadiljaidi), a popular influencer in Indonesia who has millions of followers and regularly uses informal language with roots in the Betawi dialect in the captions of his posts. Observation data were collected through non-participatory observation of photo captions posted on the account from June to July 2026, with a total of ten captions successfully collected and analyzed. The sample was selected using a purposive sampling method, with inclusion criteria covering photo captions that (1) were written in informal Indonesian, (2) contained at least one non-standard pronunciation that could be identified phonologically, and (3) were posted during the specified observation period. These ten captions were selected because they were deemed most representative of the variations in non-standard forms that consistently appeared in the language style used on the account. The objects of analysis included the non-standard pronunciations identified in these captions, such as changes in vowel and consonant sounds, sound omissions (such as apocope and syncope), sound additions, and dialectal influences that deviate from the KBBI and EYD standards.

Instrument and Procedure

Data collection was conducted by recording and observing the public Instagram account @fadiljaidi in an uninvolved manner.Data collection utilized three main tools a linguistic observation sheet to record non-standard words along with their standard forms a phonological analysis guide to classify sound changes into four types sound changes, sound deletion, sound addition, and dialectal influence; and screenshots as digital evidence. The data selection process was conducted continuously and iteratively in five stages. First, initial scanning, which involved routinely reviewing all posts (e.g., every three days) to identify words that sounded unusual compared to commonly used forms. Second, a word validity check was performed by cross-referencing with the online KBBI words that were clearly non-standard in pronunciation were designated as data, while commonly used abbreviations or spellings (such as "*yg*") were excluded. Third, documentation and recording screenshots are taken of posts containing non-standard words, which are then recorded in a worksheet along with the date, quotation, phonological process, and presumed dialect of origin; if a single post contains more than one non-standard word, each word is recorded as a separate data unit. Fourth, cross-verification among researchers to ensure accurate classification, with disagreements resolved through discussion referencing the analysis guidelines and theoretical framework. Fifth, continuous data updating, meaning new data is continuously added throughout the research period until saturation is reached that is, when subsequent data uploads no longer yield distinct phonological patterns.

Data Analysis

Data analysis was conducted using the Holsti model from Tresia (2024), a research method used to draw clear conclusions and identify the characteristics of messages in a structured manner. During the data reduction stage, each non-standard speech form was analyzed phonologically and then categorized into four groups: sound changes (vowels or consonants), sound loss (elision and apocope), sound shifting or simplification (metathesis and monophthongization), and the influence of dialects such as Javanese, Sundanese, and Betawi. This categorization involves two aspects simultaneously the sound processes that occur and the dialectal background of the speakers. The findings are presented in descriptive tables containing non-standard forms, standard forms, categories, phonological reasons, and the contexts of their use in communication.

Data validity was ensured using theoretical triangulation each non-standard form was analyzed from a phonological perspective, then verified from a sociolinguistic perspective (including the influence of dialect and social context), and checked again through error analysis to ensure that the form represented a systematic pattern rather than a random error. These three lenses form the basis for the four factors discussed in the Results and Discussion section namely, sociolinguistics, dialect and culture, identity and digital persona, and informal communication contexts such that these four factors serve as further elaborations of this triangulation rather than separate categories.

The development of informal language on social media is growing rapidly due to the ease and speed of digital interaction (Malik in Nasution et al., 2026), as seen in the caption of an Instagram post by Fadil Jaidi. These variations typically occur through processes such as elision, consonant shifts, diphthong simplification, and apocope, influenced by Javanese, Sundanese, and Betawi dialectal backgrounds. Here are ten examples of such findings: "*kalo*" from "*kalau*," omitting the final vowel /u/. "*jaman*" from "*zaman*," where the /z/ sound changes to /j/ due to Javanese-Sundanese influence. A similar pattern is seen in "*rejeki*" from "*rezeki*." "*sodara*" from "*saudara*," omitting the initial vowel /u/. "*sendal*" from "*sandal*," where the /a/ sound changes to /e/, and is now more commonly used. "*goib*" from "*gaib*," where the diphthong /ai/ changes to /oi/, used in a joking context. "*aja*" from "*saja*," omitting the /sa/ sound commonly used in Betawi. "*rame*" from "*ramai*," omitting the /ai/ sound and replacing it with /e/. "*nasip*" from "*nasib*," where the /b/ sound changes to /p/ due to a process of sound reduction, and "*apal*" from "*hafal*," omitting the initial /h/ sound.

RESULTS AND DISCUSSION

Social media, particularly Instagram, has changed the way people communicate and has also influenced the structure and understanding of the Indonesian language among the younger generation, according to Soraya et al. (2024). These changes demonstrate creative language skills but can also diminish the quality of formal

language use, making a solid understanding of formal language still necessary. Ten non-standard forms that had been categorized in the subsequent data-reduction phase were analyzed in terms of their causes, based on three triangulated approaches (phonology, sociolinguistics, and error analysis), which were then consolidated into four factors, sociolinguistics, dialect and cultural background, identity and digital persona, and the context of informal communication. The phonological category explains how sound changes occur, and the four factors explain the reasons why these changes occur.

Captions on social media are typically written in a casual and creative style users often alter their writing style, grammar, and pronunciation to make their posts sound more familiar, humorous, or to reflect a group identity. Sipahutar et al. (2024). This non-standard pronunciation often arises due to sound changes, the omission of certain sounds, the addition of sounds, or adjustments based on specific dialects, as explained by Simarmata and Agustina (2025). Because it does not follow the standard rules established by Setiawati (2016), Fadil Jaidi's language style is considered non-standard.Although the function of standard language as a unifying tool and an indicator of authority, according to Sitorus et al. (2025), is often overlooked in informal spaces such as Instagram, this casual use of language aims to connect with the audience and adapt to the way the younger generation speaks.

Factors Influencing the Use of Non-Standard Words

The following four factors are the result of a theoretical re-examination using a triangulation approach, which is used to explain the background of the phonological patterns that were previously categorized. Errors in language use usually occur due to the influence of the native language, a lack of understanding of language rules, or ineffective teaching methods, according to Simarmata and Mastuti (2024).

Sociolinguistic Factors

The language used is chosen according to the conversation partner, the situation, and the purpose of communication Alimin and Ramaniyar, (2020). What sets Fadil Jaidi's case apart is his audience size the consistently casual language choices of a creator with millions of followers can serve as a model for how to speak that is emulated by a broader audience than in ordinary everyday conversations. Factors such as globalization and the social environment of adolescents including family, school, and friends also contribute to the acceptance of non-standard language as a marker of modern identity Widodo in Nurrahma et al., (2021). For example, the word "*sodara*" (derived from "*saudara*") helps create a more familiar impression, while also emphasizing that Fadil Jaidi is a figure on the "same level" as his audience not a public figure who comes across as distant and unapproachable.

Dialect and Cultural Background Factors

An idiolect is a person's way of speaking, including their tone of voice, word choice, and distinctive speaking style. Setya et al. (2022). In Fadil Jaidi's study, the Betawi dialect revealed speech disorders such as sound omission (a type of sound deletion), apophony (initial sound changes), apocope (final sound changes), syncope (mid-word sound changes), and monophthongization, as noted by Adityarini et al. (2020). The choice of the Betawi dialect was not coincidental, as this dialect is characterized by a candid and friendly speaking style that aligns with the popular culture of Jakarta a city that serves as the hub of Indonesia's digital content industry thereby reinforcing Fadil Jaidi's image as a creator who is close to his urban audience.

Identity and Digital Persona Factors

Casual language serves as a way for creators to introduce themselves and showcase the authentic nature of Nababan et al., (2024). The high frequency of non- -standard language patterns on this account is also influenced by platform characteristics: the short caption format encourages the use of short words such as "*aja*" and "*kalo*," and the routine nature of content production leads to the same language patterns being used repeatedly without being reconsidered with each upload so that linguistic variation is centered on specific forms rather than being random.

This is a paradox the consistency of forms such as "*goib*," "*sodara*," and "*aja*" reveals a pattern that functions as a stylistic marker, rather than merely spontaneous speech. Non- standard language serves two functions: it conveys a sense of natural closeness (displayed authenticity) and acts as a deliberate branding strategy, meaning that the apparent "authenticity" is actually constructed, not naturally occurring. For example, "*goib*" derived from the word "*gaib*" with the diphthong /ai/ changed to /oi/ appears in a playful context, creating a recognizable style or persona while also serving as a strategy to differentiate oneself in the process of building a personal brand.

Contextual Factors in Informal Communication

Social media is freer from the rules of formal language (Neyarasmi and Musyawir, 2025). Situational factors such as place and time influence the choice between standard and non- standard language Sitorus (2025). However, this blurring of the formal-informal boundary is not uniform across all creators it varies depending on the extent to which non-standard language has become a hallmark of their personal style. In the case of Fadil Jaidi, non-standard patterns recur consistently in certain forms, so the argument of writing efficiency alone is not sufficient to explain them. For example, "*kalo*" (shorter than "*kalau*"), "*apal*" (from "*hafal*"), "*nasip*" (from "*nasib*," devoicing), and "*sendal*" (from "*sandal*") all indicate that writing efficiency overlaps with the function of establishing a distinctive stylistic voice.

These four factors reinforce one another in explaining why non-standard variations appear so consistently in Fadil Jaidi's account. This pattern of systematic repetition

indicates that non-standard language has shifted in function from merely adapting to informal contexts to becoming a deliberate self-presentation strategy. The line between “authentic ” and “language constructed for branding” is becoming increasingly blurred on social media a dynamic worth noting in the study of Indonesian among the younger generation, who look to figures like Fadil Jaidi as role models for language style.

CONCLUSION

Based on the research findings, ten forms of non-standard pronunciation were identified in the captions of Fadil Jaidi’s Instagram photos. These forms resulted from various phonological processes such as elision, apocope, sound changes, and dialectal influences, as explained in the Data Analysis section. These findings were then analyzed using theoretical triangulation involving three perspectives phonology, sociolinguistics, and error analysis leading to the conclusion that the use of these non-standard pronunciations is influenced by four main factors. First, sociolinguistic factors indicate that using informal language is a way to connect with and strengthen social bonds with followers. Second, dialect and cultural background factors can be seen in the influence of the Betawi dialect as well as the influence of local languages such as Javanese and Sundanese on how people pronounce words. Third, identity and digital persona factors show that a casual speaking style is used as a way to build a personal brand and assert the creator’s personality in the eyes of the public. Fourth, contextual factors in informal communication show that non-standard language reflects the use of shorter, more practical, and efficient language forms that align with the fast-paced and interactive nature of social media. These four factors are interrelated and demonstrate that non-standard pronunciation is a form of linguistic adaptation influenced by social, cultural, and digital conditions. In terms of its impact on learning, this finding has significant implications for the teaching of Indonesian, particularly in understanding how the younger generation uses language in today’s technology-driven world. Language educators can use this insight to develop learning materials that not only focus on the rules of correct language use but also help students understand how to distinguish between formal and informal language, especially when communicating on digital media, which is now widely used in their daily lives.

This study has several limitations that need to be addressed in future research. It focuses solely on one Instagram account Fadil Jaidi so the findings regarding non-standard speech apply specifically to the Betawi language style and dialect used by that creator. These findings may not be applicable or usable for other content creators with different dialectal backgrounds or communication styles. Furthermore, the sampling technique used was purposive, and the descriptive qualitative approach emphasized depth of analysis over breadth of data coverage. Therefore, further research with a broader scope and a quantitative approach could provide a more comprehensive understanding of the phenomenon of non-standard speech on social media.

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