



## The Influence of Sarcasm on Social Media: The Dilemma of Eroding Manners and Politeness in Language among Gen Z

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### ABSTRACT

The advancement of digital technology and social media has significantly changed communication patterns, especially among Generation Z. As digital natives, they are accustomed to using sarcasm in online communication, which contributes to the erosion of politeness and language etiquette. This study adopts a qualitative descriptive approach using a literature review method. Data were collected from various journals, articles, and academic sources discussing the use of sarcasm by Gen Z on social media. The findings indicate that sarcasm is frequently used to express criticism, mockery, and disapproval, particularly toward public figures. However, uncontrolled sarcasm often leads to negative impacts such as hate speech, body shaming, and cynical comments that are increasingly normalized. This phenomenon reflects a shift in communication values. Therefore, strengthening digital literacy and language ethics education in families, schools, and social media platforms is essential to foster a healthy, respectful, and civilized digital communication environment.

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## INTRODUCTION

Digital technology and the rise of social media have drastically changed communication patterns. As a generation born and based in the digital era, Generation Z views social media as a primary means of communication and self-development. Research by (Rahmadhanti, T, M et al., 2024) highlights that Generation Z grew up in a digital environment that shaped the way they communicate. Social media has become their primary platform for interaction and self-expression, but often without considering good communication etiquette. One linguistic phenomenon revealed in today's direct communication style is the use of sarcastic language.

Although sarcasm can be used as a means to express criticism in a calm manner, its use is often seen in negative contexts, such as teasing, sharp sarcasm, or even insults. A study by (Merlina & Dewi, 2020) shows that the use of sarcasm on social media, especially Twitter, is quite common and often violates the principles of politeness in good and correct Indonesian. In short, this habit has the potential to increase sensitivity to communication ethics and, in an emergency, can create a digital culture that is acceptable compared to oral communication. If this phenomenon is not addressed, it can contribute to the development of polite language character and diminish the nation's noble values. Research (Silaban, G et al., 2024) shows that the use of inappropriate language on social media can lead to problems with understanding and ineffective communication.

This highlights the need for greater awareness and attention when using Indonesian on social media to identify its negative aspects. Given this situation, it is important to examine in detail the impact of sarcasm use on social media attitudes among Gen Z. This study serves as a strategic tool for analyzing current digital communication dynamics and highlights the need for digital literacy that promotes ethics and customs in virtual public spaces. A study by (Saadillah et al., 2023) emphasized that the use of sarcasm by internet users on social media often violates the rules of sarcasm. This highlights the importance of digital education and literacy in fostering effective communication in cyberspace.

## LITERATURE REVIEW

### *Generation Z*

Generation Z, which generally includes individuals born between 1995 and 2012, is known as digital natives because they grew up amidst the rapid advancement of digital technology. They are very familiar with digital devices and the internet, which influences various aspects of their lives, including lifestyle, communication, and learning (Arum, L et al., 2023). For example, a study by (Ramadhani & Khoirunisa, 2024) shows that Generation Z is highly dependent on technology, with most of their activities related to the digital world, enabling them to multitask more efficiently than previous generations.

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### *Sarcasm*

Sarcasm is a form of content seen on social media, such as text, images, or videos. The use of sarcastic language suggests that many Indonesians use expressions that lack linguistic depth, character, and demonstrate poor language skills. If this practice continues, it will highlight and create a new culture that challenges Indonesian characteristics (Merlina & Dewi, 2020). According to research by Noormufidah et al., 2024, the use of sarcasm on social media is very common, which results in the use of clear and proper principles of politeness in Indonesian.

Meanwhile, according to (Aflikhah, A, 2012), sarcasm refers to harsh language characterized by teasing, sarcasm, and provocative criticism. Furthermore, (Agestianti et al., 2023) stated that the use of sarcasm on social media, including sarcasm, has a significant negative impact on people's mental health. In the view of (Lutfiyani et al., 2021), sarcasm is a type of language that contains humor and witty remarks, and is sharper than irony and cynicism. For example, the popular phrase "mulut kau Harimaumu" encourages people to be more careful in their actions. Sarcasm is often perceived as annoying and unpleasant.

### *Social Media*

Social media is an interactive platform that allows users to participate, share, and create various types of content, such as text, images, videos, and audio. This medium facilitates social interaction by utilizing web-based technology that transforms communication into interactive discussions (Liedfray et al., 2022). Social media is not only used for communication but also as a means for individuals to construct virtual identities. Users often choose profile photos, avatars, or even pseudonyms that reflect their desire to project a particular identity online (Putri et al., 2022).

Globally, Indonesia ranks fourth as the most populous country in the world, after China, India, and the United States. With its growing number of internet users, Indonesia has contributed to significant growth in the digital sector across various sectors, including e-commerce, digital finance, and online education (Abdillah, 2022). Furthermore, as the world's largest Muslim population, Indonesia has significant potential for developing a sharia-based digital economy. This is evident in the growing public awareness of the importance of halal products and the emergence of various sharia-based marketplaces (Putri et al., 2024). Social media is also being utilized to widely promote halal products and services, strengthening the role of the digital sector in supporting national economic growth.

The most commonly used social media platforms are usually Whatsapp, Instagram, Facebook, Tiktok, Twitter. The following are the types of social media categorized based on their function and purpose of use according to (Qadir, A, & Ramli, 2024) there are Social Networking, Social networks are platforms used to build relationships both personally and professionally, for example Facebook, LinkedIn, and Twitter, which are usually used to find work or expand relationships. Then Media Sharing (Content Sharing Platforms), these platforms make it easier for users to share photos, videos, or documents such as Instagram, YouTube, and TikTok. Then Blogs and Microblogging, these platforms are used personally to convey opinions or information, such as Wordpress, Blogger, and Twitter. And there are also Discussion Forums, Discussion forums are a type of social media that allows people to share ideas and information on certain topics, such as Reddit and Kaskus. Next are Collaboration Media (Collaboration Platforms), these platforms are for loading real-time collaboration, such as Google Drive and Trello. To simplify shopping, there's Marketplace, or business social media. These platforms facilitate virtual commerce for users and sellers, like Tokopedia, Bukalapak, and Shopee. There's also entertainment, like game-based social media, for entertainment like Mobile Legends, PUBG, and Free Fire.

## **METHODOLOGY**

This study uses a qualitative approach with descriptive methodology to detail the phenomenon of sarcasm use among Generation Z on social media and its impact on manners and politeness in written language. Qualitative research produces descriptive data that reflect phenomena consistent with empirical facts obtained through observation, study, and documentation (Rustamana et al., 2024). Research conducted to determine the value of a particular variable without making comparisons or seeking relationships with other variables is known as descriptive research (Hidayat & Indrawan, 2022).

Data obtained from various references were analyzed descriptively to identify patterns of sarcasm use on social media and their implications for written politeness norms. Through this study, researchers were able to provide a comprehensive understanding of whether the use of this type of sarcasm improves the manners and language skills of Gen Z.

### ***Data Collection Technique***

Data collection for this study was conducted using a library research method, which involves collecting and analyzing various relevant sources of information, such as scientific journals, articles, books, and research findings discussing sarcasm on social media. Library research is a type of research used to collect data and information using various available sources, such as documents, books, magazines, and historical accounts (Aqil, 2020).

Data was collected systematically by selecting literature directly related to the research focus, namely the impact of sarcasm on language in social media. The data collection process was conducted by reviewing various credible publications, both printed and digital. Using this technique,

researchers used theoretically and conceptually valid data to conduct a more in-depth analysis and address the research questions.

### ***Data Validity Techniques***

To ensure the accuracy of the data in this study, researchers used source and theory triangulation techniques. Triangulation is a multi-method approach used by researchers to collect and analyze data during research. One of its main ideas is that a phenomenon that has been observed and will be studied can be understood well enough to establish a higher level of truth if it is distinguished from various perspectives. By explaining a phenomenon from multiple perspectives, the level of truth triggered by certain aspects will become more debatable (Nurfajriani, V, W. et al., 2024).

Furthermore, theoretical triangulation was applied by comparing the data with other interpretation theories, such as pragmatics, linguistic principles, and digital communication theory. This approach can improve data interpretation and reduce subjective bias in the research. By using both types of triangulation mentioned above, it is hoped that this research will produce accurate, objective, and enlightening results.

### ***Data Analysis Techniques***

In this study, meta-analysis was used to analyze the data and combine various previous studies related to sarcasm, politeness, and social media communication etiquette. Studies on meta-analysis (Mansyur & Iskandar, 2017) describe meta-analysis as a technique used to summarize the findings of two studies, or more specifically, to summarize, summarize, and compare previous research. Furthermore, (Deo & Deo, 2022), by combining data from various studies, meta-analysis can increase the overall sample size and provide more accurate results.

## **RESULTS AND DISCUSSION**

As a rapidly evolving technology, social media has transformed the way people interact and portray themselves online. Its impact extends beyond social aspects to psychological aspects, such as self-perception and identity formation. Therefore, it is important to investigate how social media can help people develop their self-management skills and how they can develop and modify their identities through various digital activities. In this context, this research will focus more on the impact of social media on these two aspects and their implications for adolescent development.

### ***The Impact of Social Media on Adolescent Self-Perception and Identity Development***

The impact of social media on self-perception and identity development is a real phenomenon that can have varying effects depending on the context and the individual (Ananda et al., 2024). Social media can be a powerful tool for adolescents to explore their identity, express themselves, and build social connections. A systematic review by (Avci et al., 2024) showed that social media

use can help people explore their identity and better understand themselves, especially if online interactions are constructive and enlightening. Furthermore, social media can increase people's awareness and empathy for the outside world.

However, social media can also help adolescents set certain, often unrealistic, standards of behavior and beauty. This can lead to decreased self-esteem and a decreased sense of personal belongings. Yamout & Ghaddar (2023) found that images of idealized bodies on social media correlated with increased body dissatisfaction and self-esteem among adolescents. Social media facilitates social comparison, where people compare themselves to others, often resulting in unfavorable outcomes.

Research by (Alluhidan et al., 2025) shows that discussions about body image in Instagram direct messages can reinforce feelings of dissatisfaction and insecurity about their bodies, especially in group conversations. Social media has a significant impact on adolescents' self-perception and identity development. On the other hand, these platforms can enhance social connections and identity exploration. They can also increase unrealistic expectations and facilitate social comparison. It is crucial for parents, guardians, and students to understand this and develop strategies to mitigate negative impacts, such as through media literacy education and promoting healthy social media use.

### ***Social Changes in the Influence of Social Media among Gen Z***

Social media has brought significant changes to the lives of teenagers, influencing how they communicate, use language, and express themselves through fashion. While it makes it easier to interact and access information, social media use also brings challenges, such as changes in language use and pressure to follow certain fashion trends.

The development of information technology has resulted in significant changes in the field of adolescent communication. Social media allows people to communicate instantly without wasting time or money. Research by (Hasibuan, S et al., 2023) shows that social media use has a significant negative impact on high school students' communication skills, with a decline of 51.2%. This indicates that social media has emerged as a major factor in adolescent social interactions, thus hindering face-to-face communication. However, this change also has negative impacts. Research by (Auliya et al., 2023) states that social media use can contribute to negative behaviors such as cyberbullying and digital harassment in the adolescent community. Therefore, it is important for adolescents to use social media responsibly and independently.

Social media also influences language use among adolescents. The use of slang and foreign languages in everyday communication is increasingly common. Research by (Fatjeriyah et al., 2017) shows that social media has caused changes in the use of Indonesian, with the emergence of several new phenomena that damage the integrity of the language. Furthermore, research by (Hasibuan, S et al., 2023) highlights that social media use impacts students' communication skills, including language use. In adventurous communication,

adolescents consistently use more informal and concise language, which can hinder their ability to use formal language.

Social media also plays a role in influencing fashion trends among teenagers. Platforms like Instagram and TikTok have become primary sources of information on the latest fashion trends. Research by (Salsabila, 2024) shows that emerging trends on TikTok often influence fashion preferences and daily life choices, leading to significant changes in how they select and use clothing and accessories. Furthermore, research by (Salsabila, 2024) revealed that social media has an impact on the fashion industry among teenage consumers and is an effective promotional tool to influence purchasing decisions. Therefore, it is important for teenagers to use social media critically and impartially, and for parents and educators to support them in adapting to ongoing social changes.

### *The Influence of Sarcasm among Gen Z*

Linguistic impoliteness is essentially the difference between linguistic politeness and sarcasm. According to the KBBI (Indonesian Dictionary), politeness in language is an attitude of caring about "face," namely the face of the speaker and the interlocutor, or "self-respect," in the context of Indonesian society. (Buana & Huda, 2023).

Furthermore, a study by (Saadillah et al., 2023) highlighted that social media gives people the opportunity to express themselves honestly, including through sarcasm. However, this freedom is often misused to portray hate speech, such as body-shaming or negative comments about public behavior. Using anonymous or fake accounts can help people in these situations because they are not fully committed to their own beliefs. Therefore, it is important to instill communication ethics in social media use, so that interactions remain respectful of norms of polite language.

Sarcasm is a method used by netizens to express their presence, dislike, and disappointment with the policies or statements of public figures in a sharp and mocking manner (Tarwiyati & Sabardila, 2020). This phenomenon suggests that for most Gen Z, the use of sarcasm is often seen as a form of courage or self-expression in the online public space.

### *Eroding Manners*

Sarcasm is a form of linguistic expression that contains sharp sarcasm, either explicitly or implicitly, with a tendency to hurt the feelings of or belittle the interlocutor. This phenomenon is categorized as a violation of the principles of politeness in language, which is contrary to communication ethics that emphasize respect, empathy, and careful speech. A study (Noormufidah et al., 2024) noted that sarcastic remarks are often not recognized as a form of impoliteness, because they are considered funny or witty by some people, when in reality they can be offensive and damage social relationships.

The use of sarcasm in online communication, such as in comments on Instagram, Twitter, or other public forums, is often triggered by a lack of awareness of digital ethics and a false sense of courage that arises from the anonymity of social media. Other researchers (Noormufidah et al., 2024) assert

that low digital literacy and a lack of understanding of politeness values lead the younger generation to readily use sarcastic remarks as a means of existence and expression of protest online.

### ***Language Politeness***

Sarcasm is used to discuss something or support the other person's statement. This use of language tends to be offensive, so sarcastic remarks can come across as unprofessional. The constant use of sarcastic language in online forums to criticize others violates the principles of polite language. This violation of polite language is further characterized by these netizens. Because of their language, netizens are often viewed negatively (Nugraha, A, 2017).

Speakers and conversation partners must use the principles of politeness in a balanced manner so that the message conveyed can be understood clearly and does not offend others. Because in communication, the use of the principles of politeness in language means that people who are speaking slowly can communicate with others using whatever language they use (Ubaidullah et al., 2023). According to (Tarwiyati & Sabardila, 2020) politeness in language is an important aspect in communication that reflects respect for the interlocutor and maintains harmonious social interactions. In the context of social media, the use of sarcastic language by netizens often violates the principles of politeness, such as the maxim of tact and the maxim of appreciation. This can create negative perceptions of the social media user.

According to research by (Nuraeni et al., 2024), the use of sarcastic language in online comments on social media platforms like Instagram exposes users to the principles of sarcasm. According to this study, sarcasm is used to mock or insult others, which can cause listeners and digestive upset. This is a typical characteristic of netizens commenting on social media.

A speaker's success depends on politeness. This ensures effective communication and is understandable to both parties. In communication activities, it is crucial to adhere to the principles of politeness to facilitate smooth communication between the speaker and the audience. The primary goal of understanding the principles of politeness is to ensure that both the speaker and the audience are consistently competent (Samsulhadi & Sabardila, 2022).

### ***Solution***

The best solution to address this issue is to foster an awareness of polite language through early childhood education, fostering empathetic communication habits, and pragmatic literacy, especially in the digital age. Children and adolescents need to be taught to express their opinions politely and constructively, rather than sarcastically. School, family, and social media environments should be places to practice healthy and respectful communication (Fatmawati et al., 2023). Empathetic communication, or the ability to understand and comprehend others' feelings, should be practiced in everyday interactions. Research by (Nugraha, 2023) shows that fostering empathetic communication habits can increase awareness of the impact of

sarcastic language and encourage the use of more polite language on social media.

The family and school environment have an important role in fostering good and respectful language. Research by (Juhaeni et al., 2020) emphasizes the importance of parents and educators in providing role models and education about politeness in other languages to children and teenagers. Social media platforms also need to be proactive in educating users about the importance of language proficiency. According to research by (Nugraha, 2023), supervision and education regarding the use of polite language can be done through educational features and reminders provided by social media platforms.

## **CONCLUSION AND RECOMMENDATION**

Digital technology and the widespread use of social media have significantly changed the way people communicate, especially among Generation Z. As digital natives, this generation views social media as a primary means of communication and identity development. However, a concerning phenomenon is the widespread use of sarcastic language in bold communication, which often violates the principles of etiquette and politeness in Indonesian. Unrecognized sarcasm has the potential to undermine acceptable digital culture and values of politeness in relation to verbal communication. Furthermore, social media influences self-perception, communication styles, lifestyles, and fashion trends among adolescents, which can have both positive and negative impacts. Unrealistic beauty standards; social comparison, including cyberbullying and phubbing, are examples of behaviors that Gen Z should be wary of. This research demonstrates the importance of raising awareness about language etiquette and the wise use of social media. If the phenomenon of sarcasm and impoliteness in language continues to be ignored, this could have an impact on weakening the character and noble values of the nation in the long term.

Given this phenomenon, it is crucial to raise awareness of digital ethics. Generation Z needs to be equipped with digital literacy that encourages communication, both written and visual. Parents, educators, and educational institutions play a crucial role in preparing students to use social media critically, impartially, and responsibly. Furthermore, language literacy campaigns that emphasize national identity must be strengthened to ensure the thriving culture of modern communication remains intact amidst digitalization. This collective is believed to be capable of creating a safe, friendly, and civilized digital world. As a result, social media becomes not only a means of self-expression but also a tool that fosters intelligence and polite language among the younger generation.

## **ADVANCED RESEARCH**

Future research should explore digital communication behavior among Generation Z using broader samples and diverse social media platforms to capture evolving language patterns. Studies are also recommended to evaluate the effectiveness of digital ethics and language literacy education in promoting

polite and responsible online communication. Additionally, further research can examine the psychological and social impacts of sarcastic language use on adolescents' well-being and character development.

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