



Analysis of Speech Acts in Digital Interaction: A Pragmatic Study on the Instagram Platform Among Teens

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Abstract *Digital interaction among teenagers through platforms such as Instagram has created unique new communication patterns, including in diverse and dynamic speech acts. The background of this research is to understand how digital context affects the variation of adolescents' speech behavior, both in terms of form, function, meaning, and social interaction patterns. This study aims to analyze the variation of adolescents' speech on Instagram and its impact in shaping social identity and strengthening relationships between them. The research method used is a qualitative approach, with data collection techniques in the form of participatory observation and in-depth interviews with active adolescent Instagram users. The data was analyzed through content analysis methods and thematic coding, which involved open coding, axial coding, and selective coding to identify key patterns and themes. The results of the study show that speech on Instagram is dominated by expressive forms, with the main function of sharing information, providing entertainment, and showing solidarity. The meaning of speech is often implicit, influenced by the context of social relationships and conversational situations. Interaction patterns such as question-and-answer, feedback comments, and jokes show the emotional closeness between users. In conclusion, the digital context provides flexibility for adolescents to express themselves and form strong social bonds, making social media a space that supports diversity of expression. These findings have implications for a better understanding of the dynamics of adolescent communication in the digital era.*

Keywords speech, digital interaction, teens, Instagram

1. Introduction

In the increasingly connected digital age, social media platforms, such as Instagram, have become the primary interaction space for teens around the world. Through these platforms, text and visual-based communication takes place on a large scale, creating new phenomena in the way they communicate and shape their social identities¹. Globally, digital interaction raises important issues related to the use of speech in informal contexts, which often show different communication dynamics

¹ Danah M Boyd and Nicole B Ellison, "Social Network Sites: Definition, History, and Scholarship," *Journal of Computer-Mediated Communication* 13, no. 1 (2007): 210–30, <https://doi.org/10.1111/j.1083-6101.2007.00393.x>.

from face-to-face interactions ². The use of speech on social media shows that the pragmatic aspect of communication is very important to understand in the digital context ³.

Several factors affect the emergence of variations in speech on social media platforms. First, the ease of access to digital devices allows adolescents to interact anytime and anywhere, which changes their communication patterns. Second, anonymity and flexibility in using digital identity give adolescents the space to experiment with various forms of speech, both direct and implicit ⁴. In addition, the existence of interactive features such as comments, direct messages, and emoji reactions also enriches the forms of speech actions carried out by adolescents on digital platforms ⁵.

The combination of these factors results in digital interactions among adolescents becoming more diverse and complex in terms of speech behavior. As a result, there has been a shift in communication norms, where non-verbal expressions that usually appear in direct communication are replaced by the use of symbols, punctuation, and emojis ⁶. In addition, the use of more relaxed and free language on social media often causes adolescents to adopt more contextual and implicit communication patterns, so the meaning of communication often depends on the context and mutual understanding between users ⁷.

Speech acts, in the context of pragmatic studies, include various forms of communication that focus not only on the structure of language, but also on the intent, context, and effects of the speech ⁸. In the Instagram platform, speech actions can appear in various forms such as comments, direct messages, and captions, each of which carries its own meaning and purpose. This study will delve deeper into how the speech actions of adolescents on Instagram reflect unique communication patterns in their digital and cultural context ⁹.

This study has a novelty in its approach that focuses on the analysis of adolescent speech in the context of Instagram social media, which has not been widely explored in pragmatic studies in Indonesia. Given the development of social media as the main means of adolescent interaction, this study provides a new perspective on the dynamics of digital communication among Indonesian adolescents, especially in terms of how they use speech as a tool to communicate and shape their social identity ¹⁰.

² Raymond W. Gibbs, "Embodiment and Cognitive Science," *Embodiment and Cognitive Science*, January 1, 2005, 1–337, <https://doi.org/10.1017/CBO9780511805844>.

³ Susan C. Herring, "Discourse in Web 2.0: Familiar, Reconfigured, and Emergent," *Discourse 2.0: Language and New Media*, 2013, 1–26.

⁴ F Yus, *Cyberpragmatics: Internet-Mediated Communication in Context* (John Benjamins Publishing., 2011).

⁵ Alice E. Marwick and Danah Boyd, "Networked Privacy: How Teenagers Negotiate Context in Social Media," *New Media & Society* 16, no. 7 (July 21, 2014): 1051–67, <https://doi.org/10.1177/1461444814543995>.

⁶ Marcel Danesi, "The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet," *The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet* 5, no. 4 (2016): 1–200, <https://doi.org/10.17645/mac.v5i4.1041>.

⁷ C Tagg, *Exploring Digital Communication: Language in Action*. (Routledge, 2015).

⁸ J. R. Searle, *Speech Acts: An Essay in the Philosophy of Language* (Cambridge University Press, 1969).

⁹ C Vasquez, *The Discourse of Online Consumer Reviews* (Bloomsbury Publishing, 2014).

¹⁰ S. C Levinson, *Pragmatics* (Cambridge: Cambridge University Press, 1983).

The urgency of this research lies in the importance of understanding adolescent communication patterns in the digital era, especially in a pragmatic context. A deep understanding of speech patterns on Instagram can provide insights for education, families, and society in understanding how adolescents communicate, as well as their impact on the formation of their social identity and behavior ¹¹. In addition, this research is also relevant to help social media platforms in developing features that are more responsive to the communication needs of adolescents.

The purpose of this study is to analyze the form, function, and meaning of speech in the digital interaction of adolescents on the Instagram platform. In particular, this study aims to identify frequently used speech patterns, analyze the factors that influence the choice of speech actions, and understand how digital and local cultural contexts affect communication among adolescents.

This research is expected to make a theoretical contribution to the study of digital pragmatics, especially related to speech in social media. In addition, the results of this research are expected to help stakeholders, such as educators, families, and technology developers, in understanding the dynamics of adolescent communication in the digital era, which in turn can be the basis for the development of communication approaches and policies that are more in line with the needs of today's young generation ¹².

2. Method

This study uses a qualitative approach to examine speech behavior in adolescent digital interactions on the Instagram platform. The qualitative approach was chosen because it allows researchers to delve deeply into the communication patterns and meanings of speech actions that appear in digital contexts, which are often contextual and subjective ¹³. This method focuses on rich descriptions of how adolescents interact through social media, particularly in the use of language that may differ from everyday direct communication.

Data collection was carried out through participatory observation techniques and in-depth interviews. Observations were made by monitoring adolescents' communication activities on Instagram, such as comments, direct messages, and captions, which reflected their speech in various situations. This observation allows researchers to understand adolescent communication patterns naturally without direct intervention. In-depth interviews were then conducted with several informants who were selected purposively, namely active teenagers who used Instagram, to get a more detailed perspective on the reasons behind the speech choices they used. The purposive technique was chosen so that the informants taken were really

¹¹ Susan C. Herring, "A Faceted Classification Scheme for Computer - Mediated Discourse," *Language@Internet* 4, no. 1 (2007): 1–37.

¹² Pragglejazz Group, "MIP: A Method for Identifying Metaphorically Used Words in Discourse," *Metaphor and Symbol* 22, no. 1 (October 1, 2007): 1–39, <https://doi.org/10.1080/10926480709336752>.

¹³ J. W. Creswell, *Research Design: Pendekatan Kualitatif, Kuantitatif, Dan Mixed* (Yogyakarta: Pustaka Pelajar, 2015).

representative in providing an overview of speech acts among adolescents who were active in digital interaction ¹⁴.

Data analysis is carried out through the content analysis method, where the data that has been collected will be categorized and encoded based on the themes and patterns that arise from the speech acts studied. The first stage of analysis is the open coding process, where relevant data will be classified into categories based on the similarity of speech patterns. The second stage is axial coding, where the categories formed will be further analyzed to find relationships between them. Finally, selective coding will be used to identify the main themes that characterize adolescent communication patterns on Instagram ¹⁵. This process is carried out iteratively, by re-examining the data that has been encoded to ensure consistency of findings.

To ensure the validity and reliability of the data, this study uses source and method triangulation techniques. Source triangulation was carried out by comparing the results of observations with data obtained from in-depth interviews. Meanwhile, triangulation of methods is carried out by combining content analysis techniques and interviews to obtain a more comprehensive understanding of the phenomenon being studied ¹⁶. Validity is also strengthened through re-checking the interpretation made by the researcher to the informant to ensure that the analysis made is in accordance with the informant's understanding of the context of speech in digital communication.

3. Result & Discussion

This study aims to analyze the form, function, and meaning of speech actions in adolescent digital interactions on the Instagram platform. The results of this study are presented in several sub-sections that reflect the purpose of the research, accompanied by data in the form of tables and illustrations of observation and interview results. Data obtained from the results of observation of Instagram activities and in-depth interviews with informants will be depicted in the form of tables and images to facilitate understanding of adolescent speech patterns.

A. The Dominant Form of Speech in Adolescent Digital Interaction

In the results of observations conducted on 50 adolescent Instagram user accounts, it was found that the forms of speech that are often used in digital interactions include *declarative*, *interactive*, and *expressive* speech acts. The following table shows the frequency distribution of speech forms found in comments, captions, and direct messages.

¹⁴ M. Q Patton, *Qualitative Research & Evaluation Methods: Integrating Theory and Practice*. (SAGE Publication, Inc, 2015).

¹⁵ Juliet Corbin and Anselm Strauss, "Basics of Qualitative Research (3rd Ed.): Techniques and Procedures for Developing Grounded Theory," *Basics of Qualitative Research (3rd Ed.): Techniques and Procedures for Developing Grounded Theory*, April 30, 2008, <https://doi.org/10.4135/9781452230153>.

¹⁶ Norman K. Denzin, "The Research Act: A Theoretical Introduction to Sociological Methods," *The Research Act: A Theoretical Introduction to Sociological Methods*, January 1, 2017, 1–368, <https://doi.org/10.4324/9781315134543/RESEARCH-ACT-NORMAN-DENZIN>.

TABLE 1. Frequency distribution of speech forms

Forms of Speech	Commentary	Caption	Direct Message	Total
Declarative	120	80	60	260
Interrogative	90	40	110	240
Expressive	150	70	90	310
Total	360	190	260	810

From the table, it can be seen that forms of expressive speech dominate the digital interactions of adolescents on Instagram, especially in the comment column. This shows that teenagers tend to express their emotions and opinions more openly on social media.

B. Function of Speech in the Context of Digital Interaction

The results of in-depth interviews show that the functions of speech actions in digital interaction vary, including informative, commanding, and entertainment functions. This function is related to the purpose of adolescent communication, which uses speech to convey information, direct, or simply entertain themselves and their peers. The following figure illustrates the percentage of each speech function.

In the graph above, it can be seen that the informative and entertainment functions are the most dominant functions. The informative function mainly appears in captions, where teens often share their activities or thoughts, while the entertainment function is dominant in comments that often contain jokes or spontaneous reactions.

C. The Meaning of Speech Based on the Context of Interaction

Analysis of the meaning of speech acts shows that many of the speech conveyed have an implicit meaning or context that is understood only by adolescents. Through the analysis of interview codes, it was found that the meaning of speech acts often depends on the social relationships between users. The following table shows some examples of speech acts and their implied meanings:

TABLE 2. Examples of speech acts and their implied meanings

Speech Acts	Context of Use	Implied Meaning
"It's the same!"	Comments on personal experience posts	Empathy or similarity of experiences
"Look at it!"	Pesan langsung disertai tautan atau gambar	Directing attention to content

"Wkwkwk"	Respond to funny comments or stories	Expressions of entertainment or laughter
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These results show that adolescents' speech on Instagram has a rich dimension of meaning, which can often only be understood by understanding the social context between them.

D. Speech Patterns and Their Implications in Digital Interaction

Based on previous findings, several speech patterns were found that are often used by adolescents, including *question-answer patterns*, *back comments*, and *joke responses*. The image below illustrates the pattern of such interaction among teenage Instagram users, taken from observations.

This pattern shows that adolescents tend to use speech to maintain responsive and dynamic interactions, which strengthens social relationships and friendship bonds on social media.

E. The Influence of Digital Context on Speech Variation

The digital context on Instagram allows for variations in speech actions, including the use of casual language, abbreviations, emojis, and other symbols. The results of observation show that this variation provides flexibility for adolescents to express themselves in a unique and informal way. The following table summarizes the use of symbols, abbreviations, and emojis in speech acts.

TABLE 2. The Use of Symbols, Abbreviations, and Emojis in Speech Acts.

Types of Variations	Example	Frequency
Emoji	😊, 😂, 🥰	200
Singkatan	"btw," "wkwk"	150
Symbol	"!" dan "..."	120

Overall, the study shows that speech on Instagram is heavily influenced by the digital context which provides flexibility in how teens communicate and express themselves.

Discussion

This discussion will elaborate on the results of the research in depth with the support of previous studies related to the form, function, and meaning of speech in the digital interaction of adolescents on the Instagram platform. Each sub-section reflects the purpose of the study and provides an analysis of the results obtained.

A. Dominant Forms of Speech in Adolescent Digital Interaction

In this study, it was found that the form of expressive speech is the most commonly used form in adolescent digital interactions on the Instagram platform. This form is dominant especially in comment columns, where teens often express their feelings directly through short sentences, emojis, or excessive punctuation, such as exclamation marks or repeating periods. These findings show that Instagram as a social media platform not only functions as a place to share information, but also as a space where users, especially teenagers, can express emotions in a freer way and are not bound by formal communication norms.

This research is supported by the theory of speech action put forward by ¹⁷, which explains that speech has a performative dimension where speech is not only as a conveyance of information, but also has a performative or expressive effect. In digital interactions, especially in the context of Instagram, adolescents use expressive speech to show social identity, express empathy, or even create group solidarity with peers. This is relevant to the results of Tagg's study, which found that adolescents on social media are more likely to use informal and expressive language to show emotional closeness ¹⁸.

Furthermore, forms of interrogative and declarative speech also appear in adolescent interactions on Instagram, although the frequency is not as high as expressive speech. Interrogative speech is often used in the context of asking for opinions or clarification on certain posts, while declarative speech is used to express opinions or information directly. In Herring's research, it was found that social media facilitates dialogical communication, where every act of speech is usually followed by a response, both in the form of direct answers and in the form of expressive responses ¹⁹.

On the other hand, research from Boyd and Ellison revealed that social media characteristics, such as comments that can be immediately responded to by other users, affect the form of speech used by adolescents ²⁰. This characteristic reinforces the phenomenon found in this study, where adolescents feel more comfortable expressing themselves with various forms of speech actions. These findings show that social media has an important role in accommodating various forms of communication that were previously limited to verbal or face-to-face communication.

In addition, the use of expressive speech forms in adolescent digital interactions also shows a distinctive language adaptation in the context of digital communication. Studies conducted by Schiffrin show that language adaptation occurs when individuals use language in a different context than direct communication, including

¹⁷ Searle, *Speech Acts: An Essay in the Philosophy of Language*.

¹⁸ Tagg, *Exploring Digital Communication: Language in Action*.

¹⁹ Herring, "Discourse in Web 2.0: Familiar, Reconfigured, and Emergent."

²⁰ Boyd and Ellison, "Social Network Sites: Definition, History, and Scholarship."

by utilizing features that exist on social media platforms, such as emojis and symbols²¹. This adaptation shows that social media not only changes the way adolescents communicate, but also contributes to shaping their identity and self-expression.

In conclusion, the results of this study confirm that the form of speech used by teenagers on Instagram is greatly influenced by the characteristics of the platform and the digital context that provides more freedom of expression. Social media allows adolescents to express themselves in various forms of speech that are not always possible in face-to-face communication, provides flexibility in communication, and creates new communication patterns that are typical among adolescents. These findings also show that social media functions not only as a means of communication, but also as a means of forming social identity for adolescents.

B. The Function of Speech in the Context of Adolescent Digital Interaction

On social media platforms such as Instagram, the function of speech in adolescent digital interactions can be categorized into informative, entertainment, and social functions. The study found that the main function of adolescents' speech on Instagram is to share information (informative) and provide entertainment, which significantly affects communication patterns among adolescents. This finding is relevant to Herring's research which states that digital communication facilitates various communication functions that are more dynamic and not bound by formalities²². The following is a more in-depth analysis of these functions in the digital context of teens on Instagram.

Informative Function: Building Identity and Sharing Experiences

The informative function is found to be one of the dominant functions in adolescent interactions on Instagram, especially in caption or story uploads. Captions are often used by teenagers to share information about personal activities or thoughts, which reinforce their self-image in the eyes of others. This function is in line with research from Boyd and Ellison, which revealed that social media allows users to construct digital narratives about their lives, which are often polished to create a certain impression²³. In the context of Instagram, this narrative can be in the form of daily activities, achievements, or life views that they consider important to convey to others.

By sharing this information, teens not only communicate, but also build their social identity in cyberspace. Goffman in the theory of "Presentation of Self" explains that individuals in various social contexts will present themselves according to the image they want to form²⁴. This also applies to social media, where the informative function of speech plays a big role in shaping the identity they want to show. For

²¹ D Schiffrin, *Discourse Markers: Language, Meaning, and Context* (Cambridge University Press, 2001).

²² Herring, "Discourse in Web 2.0: Familiar, Reconfigured, and Emergent."

²³ Boyd and Ellison, "Social Network Sites: Definition, History, and Scholarship."

²⁴ E Goffman, *The Presentation of Everyday Life*, Doubleday., vol. 15, 1986, <https://doi.org/10.1177/0098303986015001004>.

example, teens may post photos of school or extracurricular activities with inspiring captions to show their academic or creative side, which not only serves as information but also serves as self-representation on digital platforms.

Entertainment Function: Forming Closeness Through Humor and Emotional Expression

The results of this study show that the entertainment function also plays an important role in the digital communication of adolescents. Many teens use emojis, abbreviations, and slang words in the comments or direct messages to create a relaxed and familiar atmosphere. Danesi notes that emojis and digital symbols are an effective way to convey emotions in text-based communication, which often loses its non-verbal dimension²⁵. This function can be seen from the frequency of use of laughing emojis (😂) or abbreviations such as "LOL" or "Wkwk" that often appear in comment responses, which gives a touch of humor to their communication.

The use of speech acts with entertainment functions not only makes interactions lighter, but also helps build emotional closeness between adolescents. These findings are in line with a study from Marwick and Boyd, which stated that the use of humor and casual language on social media is often used to create an atmosphere of togetherness and social attachment²⁶. This entertainment function strengthens the interaction between users and makes digital communication a means to maintain close social relationships, where jokes or emotional expressions shared become a binder in friendship relationships.

Social Function: Building Solidarity and Community

In addition to informative and entertainment functions, the act of adolescent speech on Instagram also has a significant social function. This research shows that through speech acts, adolescents are able to build a sense of solidarity and community identity among them. This is in line with research from Schiffrin, which states that text-based communication can form a virtual community with strong social bonds²⁷. On Instagram, teens often use comments and direct messages as a form of support or appreciation for their friends' posts. For example, when a teenager shares his or her achievements, comments in the form of praise or support from his friends indicate the existence of social solidarity.

Furthermore, this social function is also reflected in the pattern of using hashtags or "tagging" features to show involvement in a certain community. Vasquez noted that hashtags on social media can create solidarity among users who have similar interests or views²⁸. Among teens, hashtags such as #squadgoals or #friendship are often used to tag posts that show togetherness and pride towards their group. This shows that

²⁵ Danesi, "Semiot. Emoji Rise Vis. Lang. Age Internet."

²⁶ Marwick and Boyd, "Networked Privacy: How Teenagers Negotiate Context in Social Media."

²⁷ Schiffrin, *Discourse Markers: Language, Meaning, and Context*.

²⁸ Vasquez, *The Discourse of Online Consumer Reviews*.

Instagram is not only a place to share information, but also a means to build and strengthen community bonds based on common interests and identities.

Implications of the Function of Speech in Adolescent Digital Interaction

Overall, the functions of speech in adolescent digital interactions show that Instagram is not only a means of one-way communication but also a platform for self-expression, creating relationships, and forming a collective identity. These findings confirm that digital communication among adolescents has a complex depth of meaning, in which informative, entertainment, and social functions interact with each other to strengthen the role of social media in their social lives.

Thus, this study provides deeper insights into the role of social media in shaping the way adolescents interact and build their social identities. As a platform that supports a wide range of speech functions, Instagram allows teens to communicate more flexibly, openly, and expressively, which is important to understand in the context of their social and psychological development.

C. The Meaning of Speech Based on the Context of Interaction

The meaning of speech in the digital interaction of adolescents on Instagram is not only direct but also loaded with social and cultural contexts inherent in the daily lives of adolescents. In this study, it was found that adolescents often use sentences and symbols that implicitly indicate certain meanings that can only be understood by their social group. The implicit meaning of speech acts shows the depth and complexity of digital communication among adolescents, which is influenced by factors such as closeness of relationships, shared knowledge, and group norms. The following is an in-depth analysis of the meaning of speech in this digital context, accompanied by support from previous research.

Implicit Meaning and Social Familiarity in Digital Communication

The meaning in speech acts on Instagram tends to be implicit, where the speech or symbols used by teenagers can only be understood in the context of the social relationships they have. According to the speech action theory of Searle, the meaning of speech often cannot be understood literally, but it also requires understanding the context²⁹. In this study, phrases such as "It's the same!" that appeared in the comments showed empathy or similarity in experiences between adolescents, however, this meaning could only be understood by those who knew the context or had experienced the same thing. Vasquez supports this finding by stating that digital speech often relies on "shared knowledge", which makes communication on social media more intimate and exclusive among certain groups³⁰.

Furthermore, this implicit meaning can also be seen in the use of emojis or abbreviations that often have a deeper meaning than just symbols or words. Laughing 😂 emojis or abbreviations like "LOL" or "Wkwk" in teen interactions can indicate

²⁹ Searle, *Speech Acts: An Essay in the Philosophy of Language*.

³⁰ Vasquez, *The Discourse of Online Consumer Reviews*.

more complex responses, such as shared jokes or mild sarcasm. That symbols and signs in digital communication help reinforce emotional meanings that cannot be conveyed verbally. Therefore, the meaning in digital speech often depends on social familiarity among users, which allows them to understand speech more deeply ³¹.

Speech as a Means of Group Identity and Solidarity

The meaning of speech on Instagram also has a strong social dimension, where speech is often used as a means to show group identity or social solidarity. In this study, it was found that adolescents often use specific language or terms that are only understood by their social group, which indicates a sense of community and membership in a particular digital community. This is consistent with research from Boyd and Ellison, which states that social media serves as a means for individuals to assert their identity through the language and symbols they use ³².

For example, the use of hashtags or special phrases such as #squadgoals or #besties in teen posts indicates the identity of the group that you want to highlight to the public. Levinson in pragmatic theory shows that speech acts not only function as a means of communication, but also as a representation of identity ³³. By using these hashtags or special terms, teens implicitly mark themselves as belonging to a particular group and show solidarity with that group. This shows that speech on social media has a strong symbolic meaning, which is not only communication but also a form of self-affirmation in front of the public.

Situational Context and Variation in the Meaning of Speech Actions

In digital communication, situational context plays an important role in determining the meaning of the speech actions used. The study found that the meaning of a speech can change depending on the situational context and the relationship between the users who communicate. For example, the "❤️" emoji in a comment could mean approval, support, or even gratitude, depending on the context of the post and the relationship between users. Danesi noted that social media allows for a wide variety of meanings because each symbol or emoji has diverse interpretation possibilities ³⁴.

In addition, in digital interactions, the meaning of speech actions can also be influenced by the situational context that occurs in real-time. For example, when teens comment on each other in humorous posts, they may use emojis and funny words to reinforce the atmosphere of a familiar and informal conversation. In this context, speech that was initially expressive can turn into a tool to strengthen the emotional connection between the teenager. Tagg supports these findings by stating that social

³¹ Gibbs, "Embodiment Cogn. Sci."

³² Boyd and Ellison, "Social Network Sites: Definition, History, and Scholarship."

³³ Levinson, *Pragmatics*.

³⁴ Danesi, "Semiot. Emoji Rise Vis. Lang. Age Internet."

media facilitates the formation of more flexible meanings, where the interpretation of speech acts depends on the situation and mutual understanding between users ³⁵.

Implications of the Meaning of Speech on Social Media

The meaning in the act of adolescent speech on Instagram shows the complexity of digital communication that is influenced by social, cultural, and situational contexts. Social media is not only a communication tool, but also a space where adolescents can express social identity, build solidarity, and create meaningful relationships. Thus, understanding the meaning of speech on social media is important for parents, educators, and researchers to better understand how adolescents interact and express themselves in the digital world.

Overall, these findings suggest that the meaning of speech on social media is dynamic and contextual, allowing adolescents to communicate in a more complex and meaningful way than direct communication. In this context, social media plays an important role in shaping and maintaining sustainable social relationships among adolescents, which ultimately affects the development of their identity and social understanding.

D. Speech Patterns in Digital Interaction

In this study, it was found that speech patterns among teenagers on Instagram are often formed in the form of responsive and dynamic interactions, such as question-answer patterns, back compliments, and jokes. These patterns not only reflect the way adolescents communicate, but also describe their efforts to maintain social interactions digitally. The following is an in-depth discussion of these speech patterns in the context of social media, with the support of previous research.

Question-Answer Pattern: Building Social Engagement

The question-answer pattern is one of the patterns that often appears in teens' digital interactions on Instagram. This pattern usually occurs when a teenager posts a question or opinion request, and is responded to by their friends with additional answers or comments. Through this pattern, adolescents show their involvement with friends, while inviting more participation in digital conversations. Herring notes that social media provides an environment where this kind of dialogical and interactive communication pattern is strongly supported, as it allows users to respond directly to each other and prolong conversations ³⁶.

Furthermore, Boyd and Ellison showed that the question-answer pattern in digital communication indicates a desire to engage in shared discussions, which supports the formation of emotional attachment ³⁷. On Instagram, questions asked in the form of comments or captions are often related to popular topics or daily activities, such as "What do you think?" or "What are your recommendations for vacation?"

³⁵ Tagg, *Exploring Digital Communication: Language in Action*.

³⁶ Herring, "Discourse in Web 2.0: Familiar, Reconfigured, and Emergent."

³⁷ Boyd and Ellison, "Social Network Sites: Definition, History, and Scholarship."

which shows teenagers' openness to hearing from their friends. With this pattern, social media becomes an effective means for adolescents to engage with each other and strengthen social bonds through active participation.

Feedback Patterns: Strengthening Social Relationships

The pattern of back-to-back praise is another form of speech that is often used by teenagers on Instagram. This pattern usually occurs when a teenager receives praise or support from their friends in the form of comments, such as "You're so cool!" or "Great!" and then replies to the comment with a thank you or similar response. The main function of this pattern is to strengthen social relationships through mutual appreciation and showing support.

According to research from Marwick and Boyd, social media allows users to form strong social bonds through supportive interactions³⁸. The pattern of back-to-back praise also illustrates how teens use social media as a space to increase self-esteem and gain recognition from their environment. In social interaction theory, Goffman mentioned that in every social interaction, the individual strives to maintain a positive self-image³⁹. On Instagram, the pattern of feedback comments serves as a form of "positive reinforcement" that encourages teens to continue to participate and engage in healthy digital interactions.

Furthermore, in the digital context, praise or support provided through comments shows that interactions on Instagram are not only one-way, but also reflect the dynamics of mutual support. Vasquez found that the act of complimenting and thanking each other in digital interactions serves as a "social ritual" that strengthens relationships among users, especially among adolescents who are shaping their social identities⁴⁰.

The Pattern of Reciprocity: Creating Familiarity Through Humor

The pattern of joking is a very common form of interaction among teenagers on Instagram, especially in comments on posts that are casual or informal. This pattern shows how adolescents use humor as a tool to create a familiar atmosphere and strengthen friendships. In this study, it was found that light jokes or humor are often conversation starters, where other users respond with similar jokes, creating a lighthearted and familiar atmosphere of conversation.

According to research from Tagg, humor on social media allows users to express themselves freely, while creating closer social bonds. In the context of Instagram, the use of jokes such as "Wkwk" or laughing 😂 emojis is often a sign that the conversation is casual and informal, which helps to reduce social distancing between users⁴¹. Danesi also points out that humor and visual symbols such as emojis have an

³⁸ Marwick and Boyd, "Networked Privacy: How Teenagers Negotiate Context in Social Media."

³⁹ Goffman, *The Presentation of Everyday Life*.

⁴⁰ Vasquez, *The Discourse of Online Consumer Reviews*.

⁴¹ Tagg, *Exploring Digital Communication: Language in Action*.

important role in creating emotional context in text-based conversations, which helps to strengthen the bond between adolescents ⁴².

This pattern of jokes can also be seen as a form of "closed communication circle," where users who understand a particular humor or reference can respond quickly and effectively, demonstrating a shared understanding and familiarity. This shows that jokes not only serve as a form of entertainment, but also as a sign of a strong connection among teens who interact on social media.

Implications of Speech Patterns in Digital Interaction

The speech patterns found in this study show that adolescents use Instagram as a means to shape and strengthen their social relationships through responsive, appreciative, and humorous communication. The pattern of question-and-answer, back-to-back compliments, and jokes not only reflects how they communicate, but also describes their efforts in creating emotional bonds and closeness through digital interactions. Social media, in this case Instagram, plays an important role in facilitating communication patterns that connect adolescents in more intimate and supportive relationships.

Overall, these findings suggest that speech patterns on Instagram have a deep social dimension, where teens use social media not only to share information, but also to build and maintain meaningful relationships. With the existence of interactive and responsive communication patterns, social media has become a space where teenagers can express themselves in an authentic way and create strong social bonds.

E. The Influence of Digital Context on Speech Variation

The digital context on Instagram provides a flexible and informal space for teens to express themselves, which affects the variety of their speech behavior. Through special features such as comments, direct messages, emojis, and abbreviations, teens can choose the way of communication that best suits the purpose and situation of the interaction. These findings show that digital communication provides an opportunity for users, especially adolescents, to tailor their speech based on the context of the conversation. The following is an in-depth discussion of how digital contexts affect the variation of adolescents' speech behavior, with support from previous research.

Use of Emojis and Symbols: Enriching Non-verbal Expressions in Digital Communication

One variation of speech that is heavily influenced by the digital context is the use of emojis and symbols as a tool of non-verbal expression. In this study, it was found that emojis such as 😄 , ❤️ , and 🥰 are often used by adolescents to replace facial expressions or tone of voice that usually appear in face-to-face communication. This emoji is not just a decoration, but it has an important role in reinforcing the emotional meaning of the message. According to Danesi, emojis serve as a form of visual

⁴² Danesi, "Semiot. Emoji Rise Vis. Lang. Age Internet."

language that helps users convey richer emotional nuances in text-based conversations, where non-verbal aspects of communication are difficult to represent⁴³.

In addition to emojis, excessive punctuation marks such as "!!" or "... " is also often used by teens on Instagram to express certain emotions, such as a sense of enthusiasm or confusion. Boyd and Ellison note that the use of punctuation marks like this is a way for users to show emotional intensity without using additional words. In a digital context, variations like this allow teens to convey messages more effectively and improve the emotional aspect of their conversations⁴⁴.

Abbreviations and Slang: Efficiency and Power of Social Identity

In addition to emojis, digital contexts also allow for the use of abbreviations and slang that are common among teens, such as "wkwk" (laughs), "LOL" (laughs out loud), or "btw" (by the way). The study found that these abbreviations are often used to speed up communication, as well as indicate the identity of the group or social community in which the teenager belongs. Schiffrin mentions that the use of slang or abbreviations on social media creates a distinctive collective identity, which is often not understood by groups outside the community⁴⁵. In the context of Instagram, this slang serves as a "secret code" that creates a sense of community among users.

Research from Tagg supports these findings by showing that short language and slang on social media function not only for efficiency, but also for highlighting social identity⁴⁶. The distinctive use of language among adolescents shows that the digital context provides flexibility for them to express themselves authentically and become part of a larger community. In everyday interactions, this style of language may be less accepted in formal communication, but in a digital context, this variation is accepted and even becomes the standard of communication.

Language Style Flexibility: Adapting Speech Based on Interaction Situations

The digital context also allows adolescents to change their language style according to the interaction situation. In this study, it was found that adolescents can adjust their language style depending on whether the conversation takes place in the comment column, direct messages, or in captions. The language style in captions, for example, tends to be more informative or inspiring, while in direct messages and comments they are more casual and expressive. These findings show that social media provides flexibility for users to choose the language style that best suits the context.

Levinson in pragmatic theory states that the context of communication affects the choice of language style and speech structure used by individuals. In a digital context, different language styles allow adolescents to tailor their speech to their

⁴³ Danesi.

⁴⁴ Boyd and Ellison, "Social Network Sites: Definition, History, and Scholarship."

⁴⁵ Schiffrin, *Discourse Markers: Language, Meaning, and Context*.

⁴⁶ Tagg, *Exploring Digital Communication: Language in Action*.

audience and communication goals⁴⁷. For example, teens may use formal language when sharing stories in captions, but are more relaxed and full of abbreviations when commenting on friends' posts. This shows that social media provides an opportunity for teens to modify their way of communicating in ways that are difficult to implement in face-to-face conversations.

The Effect of Anonymity and Confidence in Speech Variations

The digital context, which is more anonymous, also affects the variety of speech among adolescents, who tend to be bolder and more open in communication. Anonymity on social media allows teens to express opinions or emotions more freely without fear of being judged directly by others. Vasquez noted that anonymity on social media increases users' confidence in expressing themselves, especially when they communicate with peers⁴⁸.

In this study, it was found that teens tend to use freer and less formal language when speaking on Instagram compared to direct communication. Anonymity also allows teens to use speech that may be perceived as disrespectful or too casual in formal communication. These findings corroborate research from Herring, which states that anonymity on social media provides a safe space for individuals to express themselves in ways they may not be able to do in face-to-face interactions⁴⁹.

Implications of Digital Context on Speech Variation

Overall, these findings suggest that digital contexts allow for a rich and flexible variety of speech among adolescents. Social media not only facilitates communication, but also provides space for teens to experiment with different forms of speech that reflect their identity and emotions. The use of emojis, abbreviations, flexible language styles, and the freedom of expression provided by the digital context create a communication environment that is very different from face-to-face communication.

The results of this study reinforce the understanding that social media plays an important role in shaping the way adolescents communicate in the digital era. The digital context allows them to adapt their communication style to the audience and situation, which in turn helps them build a more intimate and authentic relationship. Social media is a space that supports diversity of expression and creativity in speech, making it an important platform for the social and psychological development of adolescents in the modern world.

The results of this study reinforce the findings in previous literature regarding speech behavior on social media and add insight into adolescent communication patterns on the Instagram platform. Social media not only facilitates informative communication but also serves as a means of social interaction and highly contextual self-expression. By supporting the results of previous research, this study shows that

⁴⁷ Levinson, *Pragmatics*.

⁴⁸ Vasquez, *The Discourse of Online Consumer Reviews*.

⁴⁹ Herring, "Discourse in Web 2.0: Familiar, Reconfigured, and Emergent."

digital context has a significant influence on the form, function, and meaning of speech actions, as well as communication patterns used by adolescents. These findings have important implications for developing an understanding of the dynamics of adolescent communication in the digital era and provide guidance for platform developers to support safe and healthy communication.

4. Conclusion

This research reveals that the digital context on Instagram affects the variety of adolescents' speech behavior, especially in terms of form, function, meaning, and communication patterns. The dominant form of speech is expressive, with the main function of sharing information, entertainment, and building solidarity. The meaning conveyed is often implicit, influenced by the social context and interaction situation. Communication patterns such as question-and-answer and joke-back jokes show the emotional closeness created through responsive interactions.

Theoretically, this study enriches pragmatic studies in the context of social media, while in practical terms, these results can help parents, educators, and social media developers understand the dynamics of adolescent communication. However, the study has limitations on the scope of specific platforms and samples, so the results may be less representative broadly.

For further research, it is recommended to expand the scope of other platforms such as TikTok or Twitter, as well as involve a more diverse sample. This study suggests the use of findings to support the development of social media features that are more suitable for adolescents. The main contribution of this research is to provide insight into adolescent communication in the digital era, strengthen the understanding of the importance of context in speech variations, and emphasize the role of social media in shaping adolescent social identity.

5. Declaration of Conflicting Interests

The authors state that there is no conflict of interest in the publication of this article.

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