

# ANALYSIS OF GLOBALIZATION AND ITS IMPACT ON LANGUAGE IN THE ALPHA GENERATION

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## Article Information

### Article History:

Sent: 12-01-2025  
Revision: 24-01-2025  
Recieved: 02-02-2025

### Keywords:

Globalization,  
Languages,  
Alpha Generation,  
Language Impact,  
Social Media.

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### ABSTRACT

This study aims to analyze the impact of globalization on the language used by Generation Alpha. Using qualitative methods, data were collected through interviews and surveys of children aged 6 to 12 years. The results of the study indicate that globalization has introduced new vocabulary and influenced their way of communicating, especially through social media and digital technology. In addition, there is a shift in the use of local languages, where English and other foreign languages are increasingly dominant. The conclusions of this study highlight the importance of understanding language dynamics in the context of globalization, as well as the need for efforts to preserve local languages so that they do not become extinct amidst increasingly strong global currents. This study provides insights for educators and policy makers in designing relevant language learning strategies for Generation Alpha.

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## INTRODUCTION

In the context of ever-growing globalization, the influence of language on Generation Alpha has become a major focus in linguistic and educational studies. This generation, born between 2010 and 2024, is raised in an environment heavily influenced by technology and global communication. Research shows that globalization has changed the way language is used and understood, with English serving as the lingua franca that dominates international

interactions (Ramli et al., 2021). The study by Ramli et al. also emphasizes the threats faced by regional languages due to the dominance of global languages, which can lead to the loss of linguistic diversity and cultural identity.

Therefore, it is important to investigate how Generation Alpha adapts to these changes and how language influences their identity and social interactions. A major problem in this research is the lack of understanding of how globalization

influences language use among Generation Alpha and how this contributes to their identity formation. Although many studies have discussed the impact of English as a global language, there is still a lack of literature examining the specific impact on young people growing up in this context (Bukhari, 2023). This study aims to fill this gap by providing an in-depth analysis of how Generation Alpha interacts with language in the context of globalization, as well as how they construct multilingual identities amidst the pressure to master global languages. Thus, this study is not only relevant but also important for understanding the dynamics of language and identity in the modern era. The purpose of this study is to explore and analyze the impact of globalization on language use among Generation Alpha, and to identify factors that influence the formation of their language identity. Theoretical studies related to this issue include literature on globalization, language as a tool of identity, and the social impact of global language use. It is hoped that this study will provide new insights for educators and policymakers in designing more inclusive and relevant curricula, as well as increasing understanding of the importance of language diversity in a global context.

## RESEARCH METHODS

This study aims to analyze the influence of globalization on language among

Generation Alpha. The method used in this study is descriptive with a qualitative approach. A total of 60 children from Generation Alpha will be respondents, focusing on children aged 6 to 12 years, because they are quite familiar with the use of gadgets.

Data will be collected through two techniques, namely questionnaires and interviews. The questionnaire will be designed to evaluate the influence of globalization on language use, including everyday language, formal language, and the impact of social media. In addition, interviews will be conducted with several parents to gain additional perspectives on the language changes that have occurred. With this approach, it is hoped that this study can provide a deeper understanding of how globalization affects language among children.

## RESULTS AND DISCUSSION

The results of the study show that there is a significant influence of globalization on language use among the alpha generation. Based on data analysis, 75% of respondents reported that they use slang influenced by social media in everyday communication.

*Table 1: Frequency of Slang Use among Gen Alpha.*

No	Language Types	Frequency
1	Slang	75%

2	Formal Language	25%
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*Table 2: The Influence of Social Media Use on Language*

No	Gender	Age	Use of Slang	Formal Language Usage
1	Man	8-12	80%	20%
2	Woman	6-10	75%	25%

From the table above, it can be seen that the majority of alpha generation children tend to use slang rather than formal language. This shows that globalization through social media and digital interaction has changed the way alpha generation communicates.

From the results of the analysis, it can be concluded that globalization has brought significant changes in language use among the alpha generation. This finding is in line with the theory that states that global interaction and rapid access to information can affect the language used by the younger generation. This study also opens up opportunities for further research on the long-term impact of this language change on cultural identity and communication in the future.

## CONCLUSION

This study shows that globalization has a significant impact on the way Generation Alpha communicates. The results indicate that 75% of children prefer to use slang in everyday interactions, while only 25% use formal language. One of the main factors causing the dominance of slang is the

influence of social media, where platforms such as Instagram, TikTok, and WhatsApp often use informal language that is more familiar and easier for children to understand.

In addition, a more relaxed social atmosphere and interaction with peers also encourage them to use slang, which is considered more relevant and reflects their identity. Although formal education teaches formal language, many children feel that formal language feels stiff and does not reflect the way they communicate in everyday life. This suggests the need to integrate the use of formal language in more interesting and appropriate contexts for the younger generation.

This study also emphasizes the importance of understanding how changes in language use can affect cultural identity and communication in the future. Thus, the results of this study provide valuable insights for educators and researchers to design more effective language teaching strategies in the era of globalization.

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