INDONESIAN LANGUAGE DEVELOPMENT IN THE DIGITAL AGE: CHALLENGES AND INNOVATIONS

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Abstract
Indonesian language is undergoing significant changes in the digital era, facing complex challenges and opportunities. Globalisation and technological developments threaten the dominance of the Indonesian language with the increasing use of foreign languages, especially English, on various digital platforms. However, innovations in linguistic technology offer potential solutions to maintain and develop the Indonesian language in the digital world. Technologies such as natural language processing (NLP), automatic translation, and speech recognition play an important role in ensuring the accessibility and relevance of the Indonesian language. Concerted efforts from the government, academia and the tech industry are needed to address these challenges and promote wider and more effective use of Indonesian in the digital age.
Keywords: Indonesian Language, Digital Age, Challenges and Innovations.

Introduction

Language is not only a means of communication, but also the identity and cultural reflection of a nation. Indonesian, as the national and unifying language of a country with more than 270 million inhabitants, has a very important role in uniting the ethnic and cultural diversity in Indonesia. Through language, individuals can convey their thoughts, feelings, and ideas to others clearly and effectively (Sulaiman, 2021) . Fluent communication facilitates various aspects of life, ranging from personal relationships, education, to business. In this increasingly connected world, the ability to communicate well is essential to foster cooperation and build solid relationships between individuals and groups. In addition, language helps in storing and disseminating knowledge from

generation to generation, thus enabling society to learn from history and innovate in the future (Putra, 2021) .

Apart from being a means of communication, language is also a reflection of national and cultural identity. Language contains the unique values, norms, customs and history of a group of people, thus becoming a marker of identity that distinguishes it from other groups. Indonesian, for example, in addition to being a national communication tool, also reflects the diversity and richness of Indonesian culture. It unites the various ethnic and tribal groups in Indonesia, and promotes a sense of national pride and solidarity (Kurniawan, 2018) . In a global context, maintaining and promoting a nation's language helps preserve cultural heritage, as well as contributing cultural richness to the international community. Therefore, maintaining language preservation and development is an integral part of efforts to maintain the identity and cultural sustainability of a nation (Yulianti, 2023) .

Along with the rapid development of technology, especially in the digital era, Indonesian has undergone a significant transformation in both its usage and structure. The digital era brings with it various new communication platforms such as social media, blogs, short message applications, and content sharing platforms. All of these provide new spaces for people to communicate and express more widely and quickly. However, the adaptation of Bahasa Indonesia in this digital space does not always go smoothly. There are various challenges faced, such as the increasingly easy spread of foreign languages, the increasing use of informal language, and often the declining quality of grammar (Noor, 2020) .

Amidst these challenges, technological advances also offer new opportunities and innovations to maintain and develop Indonesian. These innovations include the development of software for natural language processing (NLP), language learning applications, as well as various initiatives from the government and private sector to promote the good and correct use of Bahasa Indonesia through the digital platform (Suharianto, 2022) . However, it cannot be denied that there is an urgent need to formulate effective strategies in addressing the existing challenges as well as capitalising on the innovative opportunities that come with technological developments. Awareness of the importance of preserving Bahasa Indonesia in the digital era is a must so that this language is not only a means of communication but also remains a symbol of national identity and pride.

Research Methods

The study in this research uses the literature method. The literature research method is a research approach that relies on library sources or literature to collect data and information relevant to the research topic. This method involves systematic steps such as determining the topic, identifying, accessing and selecting credible sources such as scientific journals, books, research reports, and articles, and analysing and

synthesising the information obtained (Paré & Trudel, 2007) ; (Snyder, 2019) . The main purpose of the literature research method is to gain an in-depth understanding of the topic under study, summarise previous findings, identify research gaps, and offer new perspectives based on existing evidence. Therefore, this method is essential in providing a theoretical foundation and context for further research (Kitchenham, 2004).

Results and Discussion
Indonesian Language Development in the Digital Age

The digital era has brought significant changes in the development of the Indonesian language. Advances in information and communication technology allow Indonesian to be disseminated more quickly and widely through the internet and social media. Digital tools such as blogs, forums, social media platforms and instant messaging applications have become new platforms for the use of Indonesian. Innovations in technology not only change the way we communicate but also introduce new developments and variations in everyday language (Marlina, 2022) .

One of the striking changes in Indonesian in the digital era is the evolution in vocabulary. The emergence of new terms derived from English and foreign languages and referring to digital technology shows the adaptation of Indonesian to the changing environment. Words such as "upload" (upload), "gawai" (gadget), and "swafoto" (selfie) are examples of adoptions that enrich Indonesian vocabulary. This shows that Indonesian language develops dynamically following the times (Wahyuni, 2019) .

Social media platforms such as Facebook, Twitter, Instagram, and TikTok have become the dominant places to communicate in Indonesian. Active users of these platforms consistently use Indonesian in various forms; from text, images, to videos. Social media has also enabled the spread of this unifying language to different layers of society at an unimaginable speed. This facilitates the promotion of Indonesian in both national and international contexts (Pranoto ., 2022)

However, the digital era also presents challenges to the preservation of formal Indonesian. The use of slang and the tendency to abbreviate words, such as "aku" to "ak", "tidak" to "g", or "how" to "gimana", often results in degradation in grammar and spelling. Although the use of slang can make communication more relaxed and familiar, it can erode the ability of people, especially the younger generation, to write and communicate in good and correct Indonesian (Wulandari, 2023) .

On the other hand, digitalisation also offers great opportunities for language education. Online learning platforms such as language apps and virtual classes allow anyone to learn Indonesian from anywhere. The use of technology in education can distribute educational resources more evenly and effectively. For example, the Kamus Besar Bahasa Indonesia (KBBI) application that can be accessed online makes it easier for users to find word meanings and grammatical rules (Iskandar, 2019) .

In the context of globalisation, Indonesian is increasingly known and learned by people from all over the world. The existence of digital platforms facilitates the launch of online Indonesian language courses accessed by foreign learners. This effort can introduce the richness of Indonesian culture more widely, as well as strengthen the position of the Indonesian language in the international arena. However, along with these developments, the protection and preservation of formal languages must still be considered to maintain an intact and sustainable national identity (Fitri ., 2021)

Thus, the development of Indonesian in the digital era reflects a significant process of adaptation and innovation, although it does not escape the challenges that must be overcome to maintain the purity and integrity of the language. Technology can be a friend in expanding and enriching the use of Indonesian, as long as it is used wisely and still holds the principles of politeness and language accuracy.

Innovative Linguistic Technology Development for Indonesian Language

In facing the challenges of the digital era, innovation in the development of linguistic technologies for the Indonesian language is very important. Linguistic technologies can include everything from natural language processing (NLP), automated translation, to speech recognition. The use of these technologies has great potential to support the spread and use of Indonesian in various digital platforms, ensuring our language remains relevant and can compete in the global arena (Suryana ., 2018)

One significant innovation is the use of NLP algorithms in Indonesian language processing. These algorithms are able to analyse and understand the structure of the language, which can then be used for application development such as auto-correction, sentiment analysis, and virtual assistants capable of communicating in Indonesian. Optimisation of NLP for Indonesian still needs to be developed, given the complexity and richness of the structure of this language which is different compared to other languages (Gunawan, 2019) .

On the other hand, machine-based automatic translation is an equally important innovation. Although there are many platforms that provide translation features, such as Google Translate, the quality of translation to and from Indonesian still needs to be improved. The development of more sophisticated machine models with more extensive and high-quality training data can improve the accuracy and fluency of translation results, so that they can be used for business, education, and tourism purposes (Dewi, 2018) .

Speech recognition also plays an important role in linguistic technology innovation. The development of applications that are able to recognise and interpret Indonesian in the form of speech can benefit the needs of people with disabilities, education, and provide new experiences in user interaction with technology. The

improvement of this speech recognition system requires diverse data collection, covering various dialects and accents that exist in Indonesia (Hasan & Ayu, 2019) .

In addition, the development of digital-based language learning platforms is also an important innovation. These platforms can provide interactive curriculum and content materials, using artificial intelligence to adapt to users' individual needs and abilities. The use of gamification in language learning can increase the engagement and motivation of users, especially the younger generation, in learning Indonesian more effectively and fun (Subagyo, 2020)

Innovation in linguistic technology development is not enough if it only relies on one party. Collaboration between the government, academia, and the technology industry is needed to ensure the development of this technology can run smoothly and in accordance with the needs of the Indonesian people. It is hoped that with these innovations, the Indonesian language can not only be maintained but also continue to develop in various aspects of life, supporting the progress of the nation in this digital era.

Indonesian Language Challenges in the Digital Age

In the rapidly growing digital era, Indonesian language faces various challenges that require serious attention. One of the main challenges is the invasion of foreign languages, especially English, which is rampant through social media, television, and other internet platforms. The younger generation often mixes Indonesian with English in their daily conversations, both spoken and written. This phenomenon, if not managed properly, can threaten the purity and identity of the Indonesian language itself (Lestari, 2021) .

In addition, the development of information technology also raises new challenges in the form of limited vocabulary in Indonesian that can accommodate the growing technology terms. Many technology terms are directly adopted from foreign languages without any effort to translate or create word equivalents in Indonesian. As a result, Indonesians feel more comfortable using foreign terms rather than trying to use or understand Indonesian equivalents (Aryanto ., 2020)

The next challenge is the spread of fake news or hoaxes that are increasingly prevalent in digital media. The language used in spreading hoaxes is often provocative and sensationalised, which can influence people's understanding and attitudes. Hoaxes that spread quickly through social media can create confusion and unrest in the community, so strong digital literacy efforts are needed so that people can be more critical in receiving and disseminating information (Ahmad, 2020) .

Providing educative and quality digital content in Indonesian is also a challenge. Much of the content available tends to be entertainment and lacks educational value or knowledge enhancement. The availability of educational content that is interesting and easily accessible is needed to increase the interest in reading and knowledge of the

Indonesian people, especially the younger generation, towards the nation's language and culture (Rustandi ., 2023)

In addition, the digital divide that still occurs in various regions in Indonesia is also a challenge in equalising the mastery of good and correct Indonesian. Uneven access to information and communication technology makes learning through digital media cannot be enjoyed by all people. The efforts of the government and various parties to improve digital infrastructure in all regions of Indonesia are very important so that all people can enjoy the development of digital literacy evenly (Sadiman, 2020) .

To overcome these challenges, cooperation is needed from various parties, from the government, educational institutions, to the general public. The strengthening of digital literacy, the development of up-to-date Indonesian vocabulary, and efforts to improve the quality and quantity of educational content in Indonesian need to be continuously improved. That way, Indonesian can remain an important part of our identity as a nation in the midst of globalisation and ever-changing technological developments.

Conclusion

The development of Indonesian in the digital era faces various challenges, especially in maintaining its relevance amidst globalisation and rapid technological developments. Technology has opened up tremendous access to information, but on the other hand, it has also encouraged the dominance of English and other languages that are more commonly used in the digital world. This requires strategic efforts to maintain the use of Indonesian so that it is not displaced and remains the main language in various aspects of life.

Amidst these challenges, innovations in linguistic technology offer potential solutions. These range from the use of NLP algorithms to improve language understanding and processing, to more accurate automatic translation, to speech recognition that is capable of understanding various dialects of Indonesian. These innovations not only support the use of Indonesian on digital platforms, but also ensure that the language can be accessed and used by all levels of society more easily and effectively.

In conclusion, maintaining and developing Indonesian in the digital era requires an integrated and sustainable effort. The challenges of globalisation and the dominance of other languages must be answered with adequate innovation and technology to maintain the sustainability of Indonesian language use. Collaboration between the government, academics, and the technology industry is crucial in ensuring that the development of the Indonesian language can continue to sustain the nation's progress amid the rapid development of technology.

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