

**YOUTH IDENTITY REPRESENTED BY YOUNG INFLUENCERS
ON TWITTER**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2020**

YOUTH IDENTITY REPRESENTED BY YOUNG INFLUENCERS ON TWITTER

THESIS

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2020**

STATEMENT OF THESIS AUTHORSHIP

I, Siti Muliana Qurnia Ilahi, certify that the thesis I wrote to fulfill one of the requirements for the degree of Sarjana Sastra (S.S.) entitled "Youth Identity Represented by Young Influencers on Twitter" is genuinely my original and authentic work. It does not incorporate any materials previously written or published by another author except those indicated in the quotations and references. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim for others.

Malang, February 25, 2022



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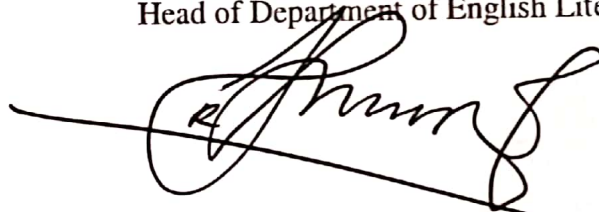
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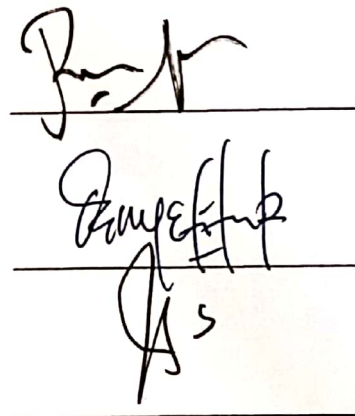
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MOTTO

•Allah SWT makes the impossible possible•

DEDICATION

This thesis is proudly dedicated to:

The hero of my life Bapak tuan H. M. Mahmud Misbah Hasyim
and my beloved Inaq tuan Hj. Johariyah.

Thanks for your unconditional love and affection all the time. Thanks for giving me everything you could. I love you beyond melodies, beyond pain, and beyond words.

To my dearest siblings Uswa, Hulwa, and Nia, who always support me.

To my cutest nephews and niece Danik, Azka, Azi, and Ziat, where my happiness
comes from.

Also, to all my families, especially my uncles, who always give me advice and bring
me up to be a better individual.

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I want to deliver my exceptional respects to the accompanying individuals that help me to endure and complete this undergraduate thesis by giving me support, inspirations, and exhorts perpetually:

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Finally, as a human being, I am clearly aware this research would not be outstanding work without all readers' constructive criticism and suggestions. May this have a practical and beneficial use in order to comprehend youth identity.

ABSTRACT

Ilahi, Siti Muliana Qurnia. 2020. *Youth Identity Represented by Young Influencers on Twitter*. Thesis. English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Meinarni Susilowati M.Ed.

Keywords : *youth identity, identity, social media, influencer*

The purpose of this research is to describe how young influencers represent youth identity on Twitter. Nowadays, youth identity can be presented through digital media every day because young people intensively use social media as an inseparable part of their lives. As technology develops, digital media becomes a tool that can facilitate the lives of youth. Digital media is used as a means of learning and interacting with others wherever and whenever they are. Therefore, digital media used by young people unwittingly helps shape their character and identity.

Methodologically, I used the constructivism paradigm since it aimed to construct an understanding of youth identity. In this study, I used qualitative method therefore, I could interpret and describe the research descriptively. It is analyzed by using the youth identity theory proposed by Androutsopoulos (2003). This study used a sociolinguistic approach because it focuses on analyzing the youth identity represented on Twitter. I made a deep understanding of every tweet by myself, therefore, the instrument used in this research is the researcher herself. They are 26 data I have collected to analyze in this research.

From the findings and discussion, the influencers represent their youth identity on twitter by posting a tweet using a vernacular that only young people understand to show their opinion about something. There are four categories of youth identity represented by young influencers in this research. On discussion, I showed my analysis of all tweets using those four categories. The young influencers used vernacular to express their opinion in a cool and savage way, especially when it came to describe a remark as hilariously but ruthlessly on point. Finally, based on the research result, I suggest that the next researcher investigate other literary works from the same objects or analyze the same works from a different point of view or theories.

ABSTRAK

Ilahi, Siti Muliana Qurnia. 2020. *Representasi Identitas Anak Muda oleh Para Influencer Muda*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Meinarni Susilowati M.Ed.

Keywords : *Identitas anak muda, identitas, media sosial, influencer*

Tujuan dari penelitian ini adalah untuk mendeskripsikan bagaimana identitas anak muda direpresentasikan oleh influencer muda di twitter. Identitas anak muda dewasa ini juga dapat dibentuk melalui media digital yang digunakan setiap hari karena anak muda dan media digital tidak dapat dipisahkan. Seiring berkembangnya teknologi, media digital menjadi alat yang dapat memfasilitasi kehidupan anak muda. Media digital digunakan sebagai sarana belajar dan berinteraksi dengan sesama dimanapun dan kapanpun mereka berada. Oleh karena itu, media digital yang selama ini digunakan oleh kaum muda tanpa disadari membantu membentuk karakter dan identitas mereka dan melalui media digital tersebut merepresentasikan identitas muda mereka.

Secara metodologis, peneliti menggunakan paradigma konstruktivisme karena bertujuan untuk membangun pemahaman tentang identitas muda. Peneliti juga menggunakan kualitatif untuk mengumpulkan data. Dengan menggunakan metode kualitatif, peneliti dapat menginterpretasikan dan mendeskripsikan penelitian secara deskriptif. Hal tersebut dianalisis dengan menggunakan teori identitas pemuda yang dikemukakan oleh Androutsopoulos (2003). Penelitian ini menggunakan pendekatan sosiolinguistik karena berfokus pada analisis identitas muda yang direpresentasikan di twitter. Peneliti memahami secara mendalam setiap tweet, sehingga instrumen yang digunakan dalam penelitian ini adalah peneliti sendiri. Terdapat 26 data yang telah dikumpulkan untuk dianalisis dalam penelitian ini.

Dari temuan dan pembahasan, para influencer merepresentasikan identitas mereka dengan mengunggah tweet menggunakan bahasa yang hanya difahami oleh mereka. Terdapat empat kategori identitas anak muda yang direpresentasikan oleh mereka dalam penelitian ini. Dalam diskusi, peneliti menuliskan analisis dari semua tweet menggunakan keempat kategori tersebut. Mereka biasanya menggunakan bahasa gaul untuk menunjukkan opini mereka dengan cara yang tidak biasa. Akhirnya berdasarkan hasil penelitian, peneliti menyarankan kepada peneliti selanjutnya untuk menyelidiki karya sastra lain dari objek yang sama atau menganalisis karya yang sama dari sudut pandang atau teori yang berbeda.

ألملخص

إلهي ، سبتي موليانا قرني. 2020. تمثيل هوية الشباب حسب الفقرة. البحث الجامعي. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلامية الحكومية مولانامالك إبراهيم مالانج.

المشريف : الدكتور مينارني سوسيلواتي.

الكلمات الرئيسية : الحقيقية التعريفية للشباب ، الهوية ، وسائل التواصل الاجتماعي ، المؤثرون

الغرض من هذه الدراسة هو وصف كيف يتم تمثيل هوية الشباب من قبل المؤثرين الشباب على تويتر. يمكن أيضًا تشكيل هوية شباب اليوم من خلال الوسائط الرقمية التي يتم استخدامها يوميًا لأنه لا يمكن الفصل بين الشباب ووسائل الإعلام الرقمية. مع تطور التكنولوجيا ، أصبحت الوسائط الرقمية أداة يمكن أن تسهل حياة الشباب . تُستخدم الوسائط الرقمية كوسيلة للتعلم والتفاعل مع الآخرين أينما كانوا ومتى كانوا. لذلك ، فإن الوسائط الرقمية التي يستخدمها الشباب عن غير قصد تساعد في تشكيل شخصيتهم وهويتهم ومن خلال هذه الوسائط الرقمية تمثل هويتهم الشبابية .

من الناحية المنهجية ، يستخدم الباحث نموذج البنائية لأنه يهدف إلى بناء فهم للهوية الفتية. كما إلى البيانات جمع. باستخدام الأساليب النوعية ، يمكن للباحثين تفسير tatif يستخدم الباحثون من الفخار Androutsopoulos ووصف البحث وصفيًا. تم تحليل ذلك باستخدام نظرية هوية الشباب التي اقترحها البحث في هذا النهج في علم اللغة الاجتماعي لأن بيرفوكو عن تحليل هويات الشباب ممثلة على . (2003) تويتر. يفهم الباحثون بعمق كل تغريدة ، لذا فإن الأداة المستخدمة في هذه الدراسة هي الباحث نفسه. هناك 26 بيانات تم جمعها لتحليلها في هذا البحث

من النتائج والمناقشات ، يمثل المؤثرون هويتهم من خلال تحميل التغريدات باستخدام لغة لا يفهمها أحد. هناك أربع فئات لهوية الشباب التي تمثلها في هذه الدراسة. في المناقشة ، كتب الباحث تحليلًا لجميع التغريدات باستخدام هذه الفئات الأربع. عادة ما يستخدمون العامية للتعبير عن آرائهم بطريقة غير تقليدية. أخيرًا ، بناءً على نتائج الدراسة ، يقترح الباحث على الباحث التالي التحقيق في الأعمال الأدبية الأخرى لنفس الشيء أو تحليل نفس العمل من وجهة نظر أو نظرية مختلفة

TABLE OF CONTENTS

THESIS COVER	i
STATEMENT OF THESIS AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
TABLE OF CONTENTS	xii
CHAPTER I: INTRODUCTION	1
A. Background of the Study.....	1
B. Problem of the Study.....	6
C. Objective of the Study.....	6
D. Significance of the Study	6
E. Scope and Limitations.....	7
F. Definition of Key Terms	7
G. Research Methodology	8
1. Research Design	8
2. Research Instrument	9
3. Data Sources	10
4. Data Collection.....	10
5. Data Analysis	11
CHAPTER II: REVIEW OF RELATED LITERATURE	14
A. Youth Identity	14
B. Youth Identity on Twitter.....	17

C. Androutsopoulos' Youth Identity	19
D. Previous Studies	24
CHAPTER III: FINDINGS AND DISCUSSION.....	27
A. Findings.....	27
1. The use of language which symbolic assertion of autonomy.....	28
2. The use of language as an index of affiliation to a relevant group.....	34
3. The use of vernacular	37
4. The use of language crossing	49
B. Discussion	51
1. The Use of Vernacular.....	52
2. The Use of Language which Symbolic Assertion of Autonomy.....	55
3. The Use of Language as an Index of Affiliation to a Relevant Group.....	57
4. The Use of Language Crossing	58
CHAPTER IV: CONCLUSION AND SUGGESTION	59
A. Conslusion.....	59
B. Suggestion	60
REFERENCES.....	61
APPENDIX	

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, problem of the study, objective of the study, significance of the study, scope and limitation, definition of key terms, and research methodology.

A. Background of the Study

Nowadays, Twitter has become one of the most popular social media among young people. Twitter is an online social networking service that gives users the freedom to send, receive, and read text-based messages known as a tweet. The reason Twitter becomes quite popular among young people because it is easy to access. Anyone can access Twitter without having to register as a user. Not just writing an ordinary tweet, but tweets could also be used as a means of expressing.

I chose Twitter influencers over influencers on other platforms because of some reasons. As we know, Twitter is a text-based application where all posts from these influencers are more focused on writing and they are very rich in language. Therefore, the post in the tweets is easy to research in terms of language. In the end, Twitter is the best choice that fits into this research compared to other platforms such as Instagram, Youtube, and Path that are more focused on visualizing posts.

On Twitter, there is the term named worldwide trends that provide the hottest events that are happening around the world. Based on the *Omnicores* website (2020), which offers information about Twitter statistics and demographics, it is stated that 80% of Twitter users are millennials originating from young people whose ages range from 18 to 24 years old and the first quarter of 2019 shows the total number of monthly active Twitter users are 330 million and the total number of tweets sent are 500 million per day. Based on Twitter demographics, 34% of Twitter users are females and 66% are males. This fact indicates that the information delivered on twitter can be world widely accessed. This is the reason this study used twitter as the subject.

Tweets that are often viral usually from young artists or young influencers. Some of the young influencers who are often going viral are James Charles, Bretman Rock, Rich Brian, and Jake Paul. Their followers increase every day because of viral tweets. Through their tweets, their followers and everyone could find out their identity. Inadvertently in their tweets, they represent their youth identity. In this study, I chose to investigate international influencers rather than national influencers because they attracted young people's attention more than national influencers. The number of youth retweets on international influencers' accounts is huge. This is related to the number of followers they have. If compared, the followers of international influencers are more than national influencers. Moreover, the young used natural language on Twitter to freely express their opinions and tweet anything.

Nowadays, young people show their youth identity through social media, in line with this statement, Blommaert explains youth identity in this digital age is not only formed through self-qualify but can be formed through identity labeling by others. According to Blommaert (2005), youngsters communicate through directions to peer groups standards, in that way, they recreate the peer group and arrange it opposite other groups to make the group recognizable. While Jørgensen explained that through social media, young people could represent various identities, based on Jørgensen's (2010) statement, the available identity for young people is not only the identity of categories such as social class, gender, ethnicity, or other publicly appear.

This research uses Androutsopoulos' theory of youth identity. Androutsopoulos (2003) explain youth identities cannot be understood outside their particular socio-cultural context. It means that the youth identity is explicitly affected by their surrounding, social, and cultural factors. Moreover, this digital media era of globalization is actively involved in shaping youth identity. Specifically, youth identity can be recognized from the language used daily. In this case, Androutsopoulos explained that language use in adolescence is often a symbolic assertion of autonomy and as an index of affiliation to relevant groups. Youth can also be recognized easily through the frequent use of 'vernacular' and 'language crossing.' So, youth identity can be analyzed through four things, the use of language, which symbolic assertion of autonomy, and as an index of

affiliation to the youth group, often using vernacular and language crossing. These four things will be used to analyze youth identity in this research.

Youth identity has been conceptualized by some experts. First, Lesko (2001) defines youth identity as an ongoing, interactional accomplishment formed through self-other relationships, and not as an attribute or essential property of teens themselves. Secondly, Altheide (2000) proposes youth identity as more negotiated than institutionally grounded. It is a social production and not an individual property. Thirdly, Jones (2009) describes youth identity is self-achieved and ascribed from social background since they allow young people to explore through a collective identity. From these concepts, I prefer using Androutsopoulos (2003) for my study because it will be easier to analyze youth identity represented in a tweet posted on Twitter.

Nowadays, youth identity can also be formed through digital media used every day because young people and digital media are inseparable. As technology develops, digital media becomes a tool that can facilitate the lives of youth. Digital media is used as a means of learning and interacting with others wherever and whenever they are. Therefore, digital media that is used by young people all the time unwittingly helps shape their character and identity. Buckingham (2008) also gives an explanation on how identity is formed in the relation between youth and the media is inseparable from its relation with society and culture. In this case, social and culture determine young people's identity by seeing how these young people interact through digital media or social media. In this case, youth

identity is an identity that is related to gender, social class, or ethnicity they have. Nowadays, young people are not only consumers or victims of globalization, digital media, and pop culture, but they could also create their image through it. Moreover, young people adapt and describe themselves or their youth identity through digital media.

There are several previous studies related to this study, the first previous study focuses on how the identity of Indonesian young adult influencers is represented through the Instagram post (Hasanah, 2018). In this study, the researcher analyzes Instagram posts by Indonesian young adult influencers using Burke and Stets' theory of identity. The second research focuses on how youth identity is represented in Fathia's vlog (Rizqia, 2018). In this study, the researcher analyzes youth identity on Fathia's youtube channel using the same theory as the first previous studies. The third research, Cassidy and Schijndel (2011), investigates youth identity ownership from a fashion marketing perspective. This paper investigates the influence that marketing has on teenagers and their identity development using Erikson's model of identity versus role confusion to identify passive and active personality types within the youth. The last previous study is Nkuna (2013), Nkuna analyzes youth identity and popular culture at the Zone, a shopping mall in Rosebank. Nkuna's research focuses on how youth identity construction in South Africa Johannesburg focuses on the main elements of popular culture such as music, fashion, and technology.

Hence, this study is different from previous studies because it will focus on finding how the young international influencers represent youth identity on twitter as social media. Moreover, the language used on Twitter is also natural since the young influencers as the users could freely deliberately express anything on it. To extend the broader result, the research is expected to highlight youth identity through those four categories proposed by Androutsopoulos (2003). Above all, this research of youth identity remains trustworthy to be conducted.

B. Problem of the Study

Based on the explanation above, this study has one main problem to be researched. This study was conducted to answer the following question: How is youth identity represented on Twitter by young influencers?

C. Objective of the Study

To keep in line with the problem of the study above, the purpose of this study is to describe how young influencers on Twitter represent their youth identity.

D. Significance of the Study

In line with the topic, this research is done with theoretical and practical contributions. Theoretically, this research is expected to develop the theory of youth identity using the theoretical framework of Androutsopoulos.

Practically, this research can provide empirical data on how young influencers represent their youth identity. In addition, this research was expected to help the next researchers have further research related to this era. Hence, they could also use the result of this study as a reference to investigate youth identity in different discourses. This research is also expected to help the readers, especially young people, to be more concerned about how they represent their identity in social media, especially on Twitter.

E. Scope and Limitations

This research focused on the representation of youth identity on Twitter. Several tweets from young influencers have been selected from January to March 2020. Therefore, if there are potential different findings from data published after the period, it is beyond my study. I also selected only four male influencers based on several criteria, among others age, having over 2M followers on twitter, and American based.

F. Definition of Key Terms

1. **Youth identity:** youth is a period of transition from the reliance of childhood to adulthood's freedom. Youth is more out of character than other fixed age groups. However, age is the most effortless approach to characterize this group, especially compared to education and employment, since youth regularly alludes to an individual between the

ages of leaving necessary education and finding their first job. Identity is the way they describe themselves.

2. **Twitter:** A free social communication microblogging administration that permits registered individuals to broadcast short posts called tweets. Those tweets focused on writing and rich in language therefore it can be analyzed easily.
3. **Tweet:** what the registered Twitter users write and post.
4. **Influencer:** someone who can influence the purchasing decisions due to their power, knowledge, position, or relationship with their audiences or fans.

G. Research Methodology

In order to reach the best analysis, I applied a specific research method. There are five stages that were discussed below; research design, research instrument, data sources, data collection, data analysis.

1. Research Design

This study used the constructivism paradigm since it aimed to construct an understanding of youth identity. Therefore, this study is categorized as a constructivism paradigm that is typically seen as an approach to qualitative research that aims to understand how texts represent the writer's identity (Mertens, 2015). In this study, I used qualitative as the research design for collecting the data. By using

the qualitative method, I could interpret and describe the research descriptively. Qualitative research is a means for exploring and understanding how individuals or groups describe a social or human problem (Creswell, 2009). This study involved qualitative descriptive because I did not include any experimental, statistical, and numerical data to collect the data or investigate the research in this study.

This study used a sociolinguistic approach because it focused on analyzing the youth identity represented on Twitter. Susilowati (2014) stated that sociolinguistic approach provides sensitivity in capturing identity representation within its bound cultural setting. Sociolinguistic has made various ways of investigating identity, especially by taking into account different social identities. This approach is also an effective way to analyze the linguistic phenomena related to identity, especially youth identity. Therefore, this research covers the strategy of how youth identity represents on twitter.

2. Research Instrument

The instrument used in this research is a human instrument, that is, the researcher herself. This research used the qualitative descriptive method. Therefore, I have to make a deep understanding of every tweet by myself because I could not interview or ask each Twitter account owner. Therefore, to analyze and understand the youth identity represented on Twitter, I am the only one who collect the data from James Charles, Bretman Rock, Rich Brian, and Jake Paul's Twitter account.

3. Data Sources

The data sources of this research are four websites. Firstly, <https://twitter.com/jamescharles> as the original account managed officially by James Charles, who is 21 years old, has 7.4M followers and 26K tweets. The second website, <https://twitter.com/bretmanrock> as the original account managed officially by Bretman Rock, 22 years old, has 5.4M followers and 2K tweets. The third website, <https://twitter.com/richbrian> as the original account managed officially by Rich Brian, who is 21 years old, has 2.1M followers and 19K tweets. The last website is <https://twitter.com/jakepaul> as the original Twitter account managed officially by Jake Paul, who is 23 years old has 3.7M followers and 10K tweets. I did not take all of their tweets for data but took several tweets that are related to youth identity.

4. Data Collection

To obtain accurate data, I did several stages. The first step is to find out the number of tweets of each twitter account from January to March 2020. Twitter account of James Charles *@jamescharles*, who has 26.000 tweets, Bretman Rock *@bretmanrock*, who has 2000 tweets, Rich Brian *@richbrian* who has 19.000 tweets, and Jake Paul *@jakepaul* who has 10.000 tweets. Secondly, I screenshot the tweets that contain youth identity.

5. Data Analysis

The data collection in this research is done in the following stages. First, I read all the screenshot tweets in order to have a deep understanding. Then I categorize the data in accordance with what Androutsopoulos (2003) stated, namely the use of language, which symbolic assertion of autonomy, and an index of affiliation to the youth group, often using vernacular and language crossing. Afterward, I explained and gave reasons for each category by analyzing it using those four categories. Last but not least, the conclusion was made to summarize the findings and discussion of the research.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theoretical frameworks that are related to this research, such as the discussion about youth identity, youth identity on Twitter, Androutsopoulos' youth identity, and previous studies.

A. Youth Identity

Youth is a period that is certain and will be passed by all individuals. Youth is a period that can be characterized by freedom, immature, sometimes rebellious, and changeable. This is in line with the explanation of youth identity by Heaven and Tubridy (2003) childhood means a period of acceptance, youth implies a period of rebelliousness, and adulthood means a period of conservatism. Youth is defined as a rebellious period because of their desire to showcase or show themselves or their groups to others. Youth tend to want more attention to do everything they can to get attention, including by carrying out the rebellion.

Hall stated (1904) that youth or adolescence was a period characterized as "storm and stress." It means, in this period, young people often experience mood swings, engage in fights, and often endanger themselves. This can be justified because we often see many crimes committed by young people. For example, many young people fight against each other and kill themselves because they fail in their education. Another example related to their emotions is when youth are in a happy time or a good mood. In an instant, their emotions can turn into sadness

or anger because of their love relationships. Youth are easily influenced by their surroundings and it is challenging to regulate their emotions to stabilize.

Youth can be defined differently according to discipline. The concept of youth is used in various variations, such as psychology, sociology, anthropology, and other disciplines. In general, the youth period begins with puberty and ends when they reach the adult period marked by adulthood attainment. When someone socially and psychologically has reached maturity, they tend to obey the rules and tend to be more manageable, which means they are no longer referred to as a youth. Although youth is defined differently, the World Health Organization (WHO) stipulates that youth are people aged 15-24. Therefore, this study used youth in a general sense according to WHO's age, who feels young and behaves like young people in general.

In general, identity means self-reflection owned by each individual. What we show and how we behave daily is a reflection of our identity. Identity can be interpreted in several aspects of Linguistics. Identity has many definitions, and it is crucial to be identified because of the various social sciences. Sociolinguistically, identity can be defined in how a person places him/herself in the social environment. There are several aspects related to how identity is formed, for example, aspects of culture and language. According to Hall stated in Susilowati (2013), identity is formed through social relations and is symbolically marked. In line with this definition, Susilowati (2010) also explains by providing several examples. If someone does not take care of something that taboo considers taboo, then it will make a real impact on those who do not take care of it because

they can be expelled from the group, thereby eliminating the characteristics inherent in the community.

According to Burke & Stets (2009), identity defines who we are when we associate with society, become members of a group, and characterize ourselves as unique people. This explanation can be defined when someone from any society has an identity that varies according to position, conditions, and situation. For example, a seller, a student, a doctor, a teacher, or an artist will have different roles to form their own identity. This is what causes social identity is not a fixed thing but a dynamic and reflexive thing. In line with this, Androutsopoulos (2000) stated that identity formation is characterized by conditions and situations that allow some aspects of identity to be more prominent than others so that identity can be consciously reshaped.

Youth identity can be defined as psychologically and socially. If we talk based on the psychological side, youth identity will be related to young people's nature and emotions. As explained by Crocetti, Branje, Rubini, Koot, & Meeus (2017), if we have a family that always supports their children, it will help stabilize youth identity formation. The stabilization that young people got will help them grow and behave like young people normally. Besides that, youth identity can be formed by how young people socialize with other people around them. How they interact and respond to the people around them can help establish their youth identity.

While at present, the formation of youth identity is very much influenced by the development of digital media. Young people use digital media all the time.

Moreover, when studying online, digital media helps young people learn and interact with lecturers or friends. Ease of access also causes digital media to be used anytime and anywhere. Therefore, this digital media indirectly helped shape the youth identity.

According to Jørgensen, young people can display a variety of identities through the use of social media. Jørgensen (2010) stated that the formation of identity for young people is categorized as social, gender, ethnicity, or other physical things but is formed locally and can be made and changed at any time. This relates to the frequency of youth displaying a different identity from what appears physically. For example, if we see a tribe of young people who should behave like their tribe but instead contradict and behave like other tribes. A recent example is there is a black youth who shows a different identity on social media. This black youth behaves like a white youth. This is done because they can imitate various kinds of identities that exist in social media. Therefore, young people can show different identities in different places.

B. Youth Identity on Twitter

Twitter, as social media used by young people today, can be used to build their identity. Twitter is the most popular and most used social media found by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. Besides Twitter, various social media types are actively used by young people today, including Instagram, Facebook, Pinterest, LinkedIn, Snapchat, Youtube, etc. Although there are many

other social media types, Twitter is the right type of social media to study identity, especially about youth identity.

Twitter has gained popularity rapidly and is growing well since it was launched and has become one of the social media used for many things and various purposes (Highfield et al., 2013). We can find anything we want to find on Twitter because there are all kinds of things on it. Although Google provides a variety of information, discussions on Twitter can be more personal than Google. Another thing that makes it superior to Google is that we can send direct messages or reply and ask whatever we want to whoever it is.

Twitter becomes a medium to share various things, including ongoing events, the latest news, personal feelings, opinions and criticisms, and general matters to information about politics (Muralidharan et al., 2011). By sharing personal feelings, a person's identity will be clearly seen. Whatever we write on Twitter will show each of our identities. The visible identity will vary from person to person, depending on how much we share our personal feelings on Twitter. The more tweets we share, the more clearly our identities will be seen. Especially in youth who are very enthusiastic about sharing what they feel and think. The Twitter accounts of young people evidence this, most of the tweets contain personal feelings and speak up about their honest opinions. Through these tweets, we can easily recognize the identity of young people.

C. Androutsopoulos' Youth Identity

Nowadays, the digital media era of globalization is actively involved in shaping youth identity. Specifically, youth identity can be recognized from the language used daily. In this case, Androutsopoulos explained that language use in adolescence is often a symbolic assertion of autonomy and as an index of affiliation to relevant groups. Youth can also be recognized easily through the frequent use of 'vernacular' and 'language crossing.' Therefore, the strategies to analyze youth identity proposed by Androutsopoulos and Georgakopoulou in 2003 include:

- a. The use of language which symbolic assertion of autonomy

The language used in adolescence is usually interpreted as a symbolic assertion of autonomy. As explained by Pujolar, the use of various kinds of particular speech in the cultural context of young people is an essential part of the process by which young people build and shape their views about the world and their relationships with young people and with other social groups (Pujolar 2001: 7). Besides being defined about how their thoughts and opinions about the world, a symbolic assertion of autonomy is also defined about how young people make their own decisions. Therefore, the language used by young people in their tweets related to how they make their own decisions is included in the symbolic assertion of autonomy. The example of a language which symbolic assertion of the autonomy of youth identity's tweet, as follows:

Imagine being as stupid as you areI wish I could wake up and be a sheep...ppl grow up...my audience is 18-24...you're an ignorant critic who has never accomplished anything...try having a belly laugh or getting laid buddy...I bet you haven't in a while

@jakepaul posted 12.25 P.M.-24 Apr 2020 via
<https://twitter.com/jakepaul/status/1253540669299159040?s=19>

From the tweet above, Jake Paul expressed his frustration to the people on Twitter who often gave hate comments toward him. When people on Twitter attacked Jake Paul with various hate comments, he replied to every tweet that had an evil tone written for him. Without thinking about his tweet's risks, Jake Paul immediately responded to people with a pretty hurtful tweet. It happened because Jake Paul was young, he did not think about the impact of his tweets because he was filled with emotions and anger from other people's tweets aimed at him. He should be patient or reciprocate in more polite language or just delete the hate comments. From the tweet, we can find out how he sees and thinks about the people who hate him. The underlined sentences are examples of Jake Paul's identity as a free-minded young, even if he uses unfavorable words.

b. The use of language as an index of affiliation to a relevant group

A few groups' languages use that are only understood by them are an important part of analyzing youth identity. Young people have a variety of groups, each group has different identity characteristics. Each group will have specific languages that only the people in the group will understand.

For example, in this study, as a beauty vlogger, James Charles and Bretman Rock have certain languages that their followers only understand. Although they are in the same community as a beauty vlogger, both even have different languages because they are two different young people. Likewise, with Rich Brian, as a singer and young rapper, he has specific languages that are used to attract his listeners. As a big Youtuber who is reported to have followers from most young people, Jake Paul also has his own language character, which is commonly used to communicate with his followers and groups. The example of language as an index of affiliation to a relevant group is as written below:

RETWEET to be the next video's sister shoutout!!

My 21st Birthday DRUNK Make up Tutorial is now LIVE on my channel🎥🍷 First and definitely last time ever getting drunk...hope you enjoy! 🍷 <https://t.co/WJCpvmcl4L><https://t.co/xCePXE7a6l>

@jamescharles posted 3.00 A.M. 30 May 2020 from <https://twitter.com/jamescharles/status/1266444229712191497?s=19>

From the tweet above, James Charles uses words that are only understood by his group or followers. The word "sister" used by James Charles in the tweet is a word that characterizes him to his followers. "Sister" is the word James Charles addresses all his followers regardless of gender. Whether male or female, James Charles always uses the word "sister" to greet his followers and friends who are undoubtedly still young.

This makes it easy for us to recognize James Charles's group and followers. For example, on Twitter, if some men or women use the word "Hi sister" to greet others in their tweets, people will easily find out that they are followers or a group of James Charles.

c. The use of vernacular

The use of vernacular might be the most commonly used thing to prove the sociolinguistic features in adolescence, meaning that the term vernacular refers to all levels of a phenomenon in linguistics (Androutsopoulos, 2003). In this case, young people are the most frequent vernacular users than adult speakers who come from the same socio-economic background (Romaine 1984; Chambers 1995). The vernacular used in adolescence is generally explained by refining it as the symbolic meaning of vernacular utterances, such as showing intelligence, opinions about something, anti-politics, and many other things. The following tweet highlighted this category:

It seems like 3rd would be the easiest to prove incourt. IMO, they have a case for 1st since Floyd & the officer worked together, & 2nd because kneeling on someone's neck for 9 mins definitely intent to kill. I'm not a lawyer, just happy first steps are being taken for justice.

@jamescharles posted 2.36 A.M. 30 May 2020 via <https://twitter.com/jamescharles/status/1266438391899414534?s=19>

The use of IMO in the tweet is included in the slang or, vernacular which is commonly used by young people. IMO stands for in my opinion,

young people deliberately use it to make it shorter in their texting. In the tweet above, James Charles uses vernacular to show his opinion about his country's current situation. By using the vernacular, James Charles clearly explains the situation that happened with a detailed story that makes him look insightful because of the use of the right word without hurting the other people in his tweet.

d. The use of language crossing

Another thing that is evident in the adolescent group, especially in contemporary multi-ethnic urban environments, is the use of "language crossing," which means the use of minority languages or other languages that are not native to the speaker, for example, young people from Indonesia use English or other languages. In this case, the use of language crossing is related to ethnic groups and indirectly becomes part of traditional challenges in terms of the concept of ethnicity. This also relates to communicative skills that are crucial enough to recognize members of a group and their status from childhood to their future, for example, language crossing is used to insult others (Labov 1972; Goodwin 1990; James 1995; Hoyle and Adger 1998; Lytra). There are many examples relating to language crossing that is used by young influencers on Twitter, one of the examples is:

*I sent random stuff to ppl from my using a drone from my backyard for a music video & it was fun as h*ll.*

"BALI" out now ❤️👉 <https://t.co/mpvui757xH>

@richbrian posted 4.52 A.M. 30 Apr 2020 from
<https://twitter.com/richbrian/status/1255600774635126784?s=19>

As an Indonesian, Rich Brian rarely writes tweets in Bahasa. He uses English more often and maybe stricken only three times using Bahasa on Twitter. Rich Brian did this to attract listeners to his music. Rich Brian's music is aimed at international listeners, and therefore he always uses English to communicate with his fans or followers.

D. Previous Studies

Youth identity is a fascinating topic to be studied more deeply. The characterization of young people who have diverse and very nature makes this topic be researched many times. There are many empirical studies related to this study that was analyzed and investigated through different perspectives. This research aims to analyze the youth identity represented by young people on Twitter.

There are several early previous studies related to this study, and these studies are focused on youth identity. The first study, entitled *The Identity Representation of Indonesian Young Adult Influencers Through Instagram Post*, which was analyzed by Hasanah (2018). In this study, the researcher commented on the Instagram post by Indonesian young adult influencers by using Burke and Stets' theory of identity. This study analyzes a person's identity by looking at how young people choose words to write in their Instagram post captions. This study revealed that Indonesian young adult influencers more often show role and person identity

rather than social identity. The similarity with this study is that they both use social media platforms to obtain data, but the way to analyze the data is completely different. This study has exposed how young influencers represent their youth identity on Twitter. Furthermore, there is no investigation on the representation of youth identity.

The second research, entitled *The Youth Identity Represented in Fathia Izzati Vlogs*, which was written by Rizqia (2018). In this study, the researcher analyzes youth identity on Fathia's youtube channel using Erickson's theory. The finding from this study shows that young people who have a stable identity can be indicated to be 7 categorical, namely knowing their strengths and weaknesses, having full self-confidence, being able to overcome challenges for the future, knowing their position in society, being able to make important decisions, and being responsible in any situations. In her study's abstract, the researcher states that her research will use Burke and Stets' theory, but she used Erickson's theory in her finding. It makes the study less clear and uses only one data of a young person, namely Fathia, to explain youth identity, and it is certainly not enough. Therefore, this study uses more data, and the theory is more straightforward.

The third research was written by Cassidy and Schijndel (2011) entitled *Youth Identity Ownership from a Fashion Marketing Perspective*. This journal aims to investigate the influence that marketing has on teenagers and their development of identity using Erikson's model of identity versus role confusion to identify passive and active personality types within the youth. This paper's finding shows that the majority of the sample data is identified as passive, which means

that most of these young people were aspirational by their desire to be cool. This is why marketers are very easy to target by increasing the urge to buy cool products. The study only shows youth identity from a fashion marketing perspective, while this study uses a lot of data that makes it observable from all perspectives.

The last empirical evidence is a mini-dissertation entitled *Youth Identity and Popular Culture at the Zone, Rosebank (Johannesburg)*, which was written by Nkuna in 2013. Nkuna analyzes youth identity and popular culture at the Zone, a shopping mall in Rosebank. Nkuna's research focuses on how youth identity construction in South Africa Johannesburg by focusing on the main elements of popular culture such as music, fashion, and technology. This study examines the popular culture among young people so that it is more focused on young people's culture. The subject used in this study is clearly different from the present study, which is more focused on youth identity within online communication, namely through social media.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion. Firstly, the findings consist of the data presentation and the analysis of the selected data to answer the research question. Then the result of the analysis will be discussed in the next part.

A. Findings

The purpose of this research is to investigate how young people on Twitter represent youth identity. The research data consisted of 26 tweets representing youth identities posted by James Charles, Rich Brian, Bretman Rock, and Jake Paul. To obtain the latest data, I collected the data starting from January to April 2020. The total of the data is chosen by considering tweets related to youth identity, which are then supported by the context of the tweets. Furthermore, to specify the investigation in order to understand the context of each tweets before conducting the analysis, the data is classified by the youth identity proposed by Androutsopoulos (2003).

Therefore, to facilitate analysis, I categorized the types of youth identity represented by young international influencers on Twitter based on Androutsopoulos theory. In order to simplify the identification process, I typed their tweets in italic words by adding the number of likes to find out how many tweets they are able to infect other young people. In this finding, I sorted the analysis data by following the order of the youth identity categories by

Androutsopoulos. The data in each category are written based on the date the tweet was posted.

1. The use of language which symbolic assertion of autonomy

A symbolic assertion of autonomy is defined by young people's choice of language in determining their own decisions. Based on this category, researchers obtained 6 data whose tweets related to this category as bellows:

Data 1.1.

As a young person who lives in a digital era like today, sending messages online is common. Young people are accustomed to sending messages all the time even though there is nothing important to talk about. There are various types of young people when doing chatting, there are fast responders, there are people who leave people with unread, and there are those who just read the message without replying. Besides, there are various other problems in texting, such as the data below:

dont send me long text messages because that means i have to send a long text message back to reciprocate the energy and i do not want to do that –
 posted by @richbrian on January 13, 2020. Hits 82.5K likes.

Based on the tweet above, Rich Brian writes his views on people who often send long messages. According to him, if someone sends a rather long message, he must reply with a lengthy message. This is done to appreciate the sender who has taken the trouble to write a long message. In the tweet above, we

can see that Rich Brian does not like people who send long messages to him. We can understand this because, from the data above, Rich Brian wrote, "dont send me long text messages" indicating that he had tried to tell people not to send long messages because he did not like it. From the last sentence in the tweet, he also wrote "I don't want to do that" it clearly shows that he does not like to be sent a long message. Therefore, it is clear that the tweet above shows Rich Brian's personal view of people who are likely to send a long message.

Data 1.2.

As a famous young influencer, many people will give love and hate. All the influencers' behavior will certainly be in the spotlight and public consumption no matter how small it is. Young influencers Bretman Rock and James Charles are from the same community, the beauty community. Therefore sometimes, they collaborated to make a video of beauty content. Even though they are from the same community, they have quite a lot of fans and haters. Most of Bretman fans do not like James Charles because he is a racist and problematic past. After the collaboration video was released, they immediately flooded with hate comments for James. In response to this, Bretman wrote his tweet about his views with the haters:

First screen shot is from my post and second is from James post.. Look at the difference in the energy... there's so much hate comming from people who support me and I'm so disappointed, I understand and respect you

guys opinions but just don't watch it simple <https://t.co/DKNgwHZIS9> -
posted by @bretmanrock on February 29, 2020. Hits 90.8K likes.

In the tweet, Bretman included two screenshots that showed netizen comments in his tweet and James' tweet. The screenshot shows that in James's tweet, many comments showed support for both of them. However, in Bretman's tweet, almost all of the comments about hatred against James, so that in the next tweet, Bretman wrote, "*there's so much hate comming from people who support me*". Feeling disturbed by the many hate comments in his tweet, Bretman added with "*I'm so disappointed*" which showed that he felt angry and disappointed with the hateful comments written by his fans for James. To calm the situation so that fans are not disappointed Bretman wrote "*I understand and respect you guys opinions*" which shows that he still appreciates his fans. Then he ended his tweet with "*just don't watch it simple*" as the right suggestion for fans who do not like James, so they do not have to watch the collaboration video. In this tweet, Bretman wrote his opinion about people who hate others. According to Bretman, if we do not like other people, we do not need to care about what those people do, just stay away from people you hate and do not hate comments.

Data 1.3.

Continuing the drama of hatred from Bretman's fans with James due to the collaboration video they made, Bretman continued his tweet:

I've expressed my opinions about his past in the video if you had bothered to watch it. I don't agree with everything he's done.. I'm not here to defend

any of that but what I don't agree with is the internet pushing him in the verge of suicide. I can only imagine what thats like – posted by @bretmanrock on February 29, 2020. Hits 369 likes.

In this tweet, Bretman continues his opinion about haters who made nasty comments after they viewed a video of his collaboration with James. After uploading his collaboration video, Bretman incessantly gets hate comments even from his fans on his Twitter. Feeling the situation getting out of control, Bretman finally tweeted his opinion about the situation. He said, *"I don't agree with everything he's done"* which indicates that he agreed with his fans' opinion that he also did not like the old James. However, he disagreed with the nasty comments they wrote for James. He wrote, *"I don't agree with the internet pushing him on the verge of suicide"* which explains that in hateful comments there are comments that tell James to commit suicide. Bretman disliked the comment that he wrote the sentence in his tweet, intending to commemorate his fans to stop giving hate comments.

Data 1.4.

Nowadays, we are in a time when we are forced to be open-minded. If we cannot accept something new or contrary to us, we will be judged as someone who is close-minded. One of them is the existence of the LGBTQ+ community, which we are used to hearing because the community has accepted by society. Even though society has become more open with this community, being gay at

this time is not easy. This happened to James, who claimed he was gay, but until now, he has been struggling because of his sexual, such as the tweet below:

fyi a man can compliment another man without being gay – posted by @jamescharles on March 6, 2020. Hits 45.8K likes.

In his Twitter account, James often replies to tweets from fans. James is seen usually reply to tweet male fans, whether to joke or greet fans. Besides, James also often makes tweets aimed at other influencers. Most of the influencers are handsome and straight men. In his tweet, James often praised the good looks possessed by fans and other influencers. This makes James often get a reprimand on Twitter for not praising other men, especially if the man is straight. Seeing this situation, James made a tweet above "*a man can compliment another man without being gay*" to tell people that what he did just to praise someone he admires. James clearly wrote that men might also praise other men without feeling involved. Moreover, the man James praised was a straight man, so James could not possibly write the praise with the aim of seducing. In the tweet, James wrote his opinion that men could praise other men, as well as women, can praise other women, or men praise women.

Data 1.5.

The beauty community is currently at the peak of its famous. It can be seen that whatever social media we use, things related to the beauty community always become viral, whether it is on TikTok, Instagram, Youtube, or Twitter.

Even though it is getting viral, the beauty community often gets hate because it is often seen making drama. James's tweet explains this:

you're one of the prettiest, best makeup artists the show has ever seen and it's been a pleasure watching you so far!! never understand why our own community is so hateful but please try to not let them dim your flame ❤️👍 -

posted by @jamescharles on March 30, 2020. Hits 1.289 likes.

James Tweet was made to reply to one of the influencers from the beauty community whose tweet content was made many people sent him a direct message stating that he was too ugly and too gay to be in the beauty community. Then James tweeted above, intending to encourage that influencer. James who is quite famous among the beauty community also expressed his opinion by writing, *"never understand why our own community is so hateful"* because he often gets hate comments. He was surprised by people who hated the beauty community even though in that community there were many things related to very beneficial beauty, especially for women. James encouraged the influencer by saying, *"please try not to let them dim your flame"* so that the influencer will continue his career by making better content without listening to hate comments directed at him. According to him, the content of this tweet is James's view of haters, do not let haters discourage us from doing anything we want.

Data 1.6.

Deciding to use social media makes us have to be more careful in making posts. As people say that your writing can kill someone. Therefore, in using social

media, we must first think about whatever we want to write or post, as tweeted by Bretman:

PLEASE let this be a lesson that everything you post online stays with you. that video still haunts me to this day & I am so ashamed of it. What you think is acceptable when youre young isn't going to age well. WORDS MATTER. they hurt and they will live with you forever.- posted by @bretmanrock on April 23, 2020. Hits 67.9K likes.

In the past, Bretman had made videos that what he said was rude. Until now, people often picked up the old video and said that Bretman was originally a rude person. Then Bretman tweeted above to explain how he felt when he saw his old video, which is still often posted by others. Bretman began with "*everything you post online stays with you*" to make people aware and emphasize that anything we post on the internet will always be with us. So he suggested that when we want to make a post, we should really think about it carefully, lest what we post will harm us and others. Therefore, on social media, we should post only good things.

2. The use of language as an index of affiliation to a relevant group

Young people have various groups, each group has certain languages that only the people in the group will understand. For example, in this study, as a beauty vlogger, James Charles and Bretman Rock have certain languages that their followers only understand. As a singer and young rapper, Rich Brian also has certain languages that are used to attract his listeners. Lastly, as a big

Youtuber who is reported to have followers from most young people, Jake Paul also has his language character, which is commonly used to communicate with his followers and groups. The data collection below shows 3 tweets that indicate this category:

Data 2.1.

bro. Drive safe – posted by @richbrian on February 17, 2020. Hits 620 likes.

drive safe – posted by @richbrian on February 25, 2020. Hits 85 likes.

The two tweets above are Rich Brian's tweets aimed at his fans. There is a fan who makes a tweet by uploading a video of himself driving a car. After seeing the tweet, Rich Brian replied by writing the tweet "*drive safe*". Non-fans will think that Rich Brian said drive safe to his fans to be careful on his way. However, Rich Brian fans must have understood that the tweet's purpose is an invitation from Rich Brian to listen and stream his song. Drive safe is one of Rich Brian's songs released in 2019, and it was Rich Brian's latest song at that time. Rich Brian wrote drive safe for one of his fans who was driving a car, not to tell him to be careful but to stream his song. In this situation, Rich Brian and his fans can only understand the true meaning of drive safe.

Data 2.2.

*A few weeks ago, I learned about a beautiful girl named Jilyn who was battling cancer. She was **a sister** & wanted to meet me, and this morning I*

was supposed to get on a plane to surprise her. Unfortunately, she didn't make it. 🕯️ RIP Jailyn, you'll forever be in our hearts. 🌸📺📺
<https://t.co/sNlpSU5CMK> - posted by @jamescharles on March 3, 2020.
 Hits 185K likes.

*Wow... just wow. Thank you so much for 17 million **Sisters** on YouTube. This feels absolutely unreal. I am so grateful and I love each and every single one of you so much. 📺 New video coming today that will have you guys crying from laughing so hard. 😄* <https://t.co/FWPgo7nk17> - posted by @jamescharles on March 7, 2020. Hits 18.7K likes.

The tweet became one of the tweets with the most number of likes in James's account. The word "**sister**" in the two tweets above does not refer to the true meaning of sister but *sister* is named of James fans. In the first tweet above, maybe someone else will think that Jailyn is his sister and thinks that James's sister died even though she is a fan of James. The second Tweet shows James's gratitude for the 17 million sisters who wrote it on YouTube. Similar to the first tweet, 17 million sisters are not sisters of James, but the word refers to James fans.

Data 2.3.

*my skin hates me right now but at least my **blending** doesn't 😊*
<https://t.co/baEKQhEftf> -posted by @jamescharles on March 13, 2020.
 Hits 12K likes.

In a beauty community, various terms can only be understood by beauty gurus and people who like beauty communities. One of them is the term written in James' tweet above is "***blending***" which is often used in the beauty community. The term blending is often heard in terms of cooking, especially in making coffee. *Blending* in the beauty community is used for mentioning techniques in using makeup. Therefore, the term blending in the beauty community is used when our makeup is already flat and blends with the skin.

3. The use of vernacular

The vernacular or slang used in adolescence is generally explained by refining it as the symbolic meaning of vernacular utterances, such as showing intelligence, clumsy, famous, friendly, anti-politics, and many other things. Below are some data included in this category:

Data 3.1.

*my friends made me a 20 min birthday video & it's the funniest sh*t ever*

I cried laughing fr

also 1st time in 3 years i haven't vlogged my bday

love disconnecting from the unhealthy social media addiction we all have

thx for all the bday wishes

this will be our best year yet – posted by @jakepaul on January 18, 2020.

Hits 14.4K likes.

Jake Paul is known as an actor who is now moving as a young YouTuber. Now he has become a successful YouTuber who has more than 20 million subscribers. The YouTube content contains vlogs that are very interesting to watch for young people. In the vlog video, he often collaborates with other YouTubers until they become friends. Every year Jake Paul is increasingly famous, accompanied by various scandals that befall him. However, fortunately, his friends are always there for him at all times. It is known from the vlog that he uploads always with his friends. Until his birthday, his friends make videos about him. Jake also replied to the video through his tweet to convey his happiness. In the tweet above, he uses one of the slang, "**fr**". *Fr* is a slang commonly used by young people in texting. *Fr* is an abbreviation *for real*, which means seriously. So, Jake uses this slang to show that he is delighted when watching videos made by his friends.

Data 3.2.

*been a huge fan of jack harlow lately maaannnn what a **talented a*s** individual that man* – posted by @richbrian on January 26, 2020. Hits 10.3K likes.

The tweet of Rich Brian above praised one of the young rappers named Jack Harlow. He praised it by writing "**talented a*s**" which meant Jack was extremely competent. Writing *a*s* is not to swear or say a bad word but the word indicates something extra or extremes that are usually written with *really*, *very*, or *extremely*. As fellow young rappers, both understand the meaning of writing *a*s*

on the tweet. So no one felt hurt when they saw the tweet. Brian uses that slang in his tweet to praise someone he admires

Data 3.3.

good job you the goat – posted by @jakepaul on February 4, 2020. Hits 6.8K likes.

Jake Paul wrote the Tweet above for his brother Logan Paul. Recently, Logan received many awards for its YouTube content. Then Jake made the tweet above to congratulate his brother. Jake congratulates Logan by saying "*goat*". If we see or hear the word goat the basic meaning we think is an animal. However, that tweet aims to praise someone, *goat* means *cool* or *awesome*. The term goat is also equated with *excellent* because *the goat* is an abbreviation of *greatest of all time*. Also, goat can be interpreted as *good*, *okay*, or *fun*. Through the tweet, Jake uses slang to show his joy over what his brother has achieved by giving him praise.

Data 3.4.

save the saltiness for your food Michael – posted by @richbrian on February 11, 2020. Hits 83.1K likes.

The term *salty* may we often hear in cooking and food. However, the *salty* is referred to as a satire for one of his fans. A fan wrote a tweet, he felt disappointed because one of the Asian films won many Oscar categories. Feeling insinuated that Brian is also from Asia, he wrote the tweet above. The term

"saltiness" was written in Brian's tweet to express his annoyance and anger at the envious fans. Instead of using harsh words, Brian chose the word salty to insinuate that fans tweet.

Data 3.5.

where tf did u find this picture of me – posted by @richbrian on February 19, 2020. Hits 38.6K likes.

One of Brian's fan tweets uploaded a small animal photo with the caption that the animal looks like Brian. Thinking it was funny, Brian also gave a reply by writing the tweet above. *"Tf"* stands for *the f *ck* to indicate a questioning interjection. The term *tf* in his tweet does not refer to abusive language at all. Some interpret *tf* as a transfer but in the tweet above Brian wrote it as an affirmation. Brian added the slang to his tweet to confirm his question about where the fans got the photo.

Data 3.6.

Not to bring up old tea, but this shows that this stuff is VERY REAL. It was happening before my scandal and continues to happen even MORE now. Many boys are closeted, curious or clout hungry and will do anything for attention. It makes dating extremely difficult and confusing. – posted @jamescharles on March 6, 2020. Hits 44.7K likes.

Often referred to as the problematic person, James felt that the problematic person was not himself but those who called him the problematic person. Being

gay makes James often quipped for seducing straight men. Then through the tweet above, James tried to explain that many straight men started chatting only to seek attention. James wrote "*tea*" not to refer to drinks. However, the *tea* referred by James is gossip. People understand the term tea as scandals celebrities, personal information owned by other people that are spread on the internet, and something that is being talked about lately. James's gossip is gossip about him who is often thought to seduce straight men and even once there was a big scandal in the past, which states that he often seduced someone else's husband. So the old *tea* tweeting by James referred to his scandal in the past about seducing people's husbands. Through the tweet above he said that it was very difficult to have a relationship because he was afraid of being insinuated and exploited by his popularity. James wrote the tweet above to explain and express his disappointment at the people who often insinuated him.

Data 3.7.

*JUST FINISHED MY FIRST SONGWRITING SESSION AND LET ME TELL YOU... A **BOP** IS IN THE WORKS* – posted @jamescharles on March 14, 2020. Hits 27K likes.

Besides being in the beauty community, James lately also likes to sing and even once held a private concert with a very expensive ticket price. Even though he held a private concert without releasing a song, the tickets were still in demand and sold out. This year James decided to release his first song and his fans very much await this. Through Twitter, James told his fans that he had finished writing

his first song and said "*a bop*" would be released soon. The term bop is used to refine a good song and is sure to be liked by many people or simply to say that a song is very good. So, in his tweet, James would like to say that soon a dope song will be released.

Data 3.8.

*How the he*l do y'all fat shame someone who's pregnant... when I say I hate it here I really do **f*cking hate** it here, y'all so **damn ugly** I swear –*
 posted by @bretmanrock on March 16, 2020. Hits 150K likes.

As time went by and Bretman's popularity grew, his sister Princess Mae was also popular. Bretman's sister often gets hate comments because it is said to gain popularity from her brother. His sister also often gets hate comments for having children when she is still very young. Until the second pregnancy, Princess Mae got a hate comment that said that she was getting fatter. Princess Mae also made a tweet stating that she was fed up reading the comments of people who said she was fat and decided to leave her social media until she felt ready to return. Seeing this happen, as a brother who wants to protect his sister, Bretman also tweeted above. The word "*y'all*" written above is a contraction of *you all* because Standard American English does not have a 2nd person plural personal pronoun so *y'all* is used to fill this gap. *Y'all* is also used for someone with an unspecified gender and is sometimes used to make it sound cooler. Furthermore, Bretman also wrote "*f*cking hate*" to emphasize that he really hates people who give bad comments to his sister. To end his anger, Bretman wrote "*damn ugly*" to show

that people writing hate comments for his sister were very bad people. Bretman expressed his anger to fans who insinuated his younger sister who was pregnant. To show this anger, he uses several slang terms to emphasize the things he wants to convey.

Data 3.9.

*I didn't wanna go out to a shop at these times Bc Miss Corona is the **vibe**...
but my barber cuts my hair at his house sooooo Imma just get a buzz cut
teehee* – posted by @bretmanrock on March 20, 2020. Hits 41 likes.

In the current pandemic, everyone is encouraged to stay at the house. All activities are constrained and it takes a long time to get back to normal times. Nobody else goes to the salon, goes to hang out with friends, or eats in cafes. Even when we want to go shopping we should obey and follow existing health protocols. Bretman wrote the Tweet above in reply to one of his fans who asked if he often goes out of the house to go piercing his nose. Bretman wrote in his tweet that he did not want to go outside the house because he was afraid to go to the shop. After all, the corona is the "**vibe**". The meaning of the vibe written by Bretman is related to the current situation. At present what is happening around the world is a pandemic due to corona. Therefore Bretman wrote corona is the vibe. The term vibe can also indicate chill, referring to the emotional atmosphere and feelings. So, in his tweet, Bretman wants to convey his fear because now it is still a pandemic and he wants to remind his fans to be careful if they want to leave the house and whatever activities should be done at home.

Data 3.10.

*my WiFi is down this quarantine is officially **cancelled*** – posted by @jamescharles on March 20, 2020. Hits 40.3K likes.

Things that can be done while at home are very limited due to current conditions. The only solution to find entertainment at this time is the internet. Many things can be done and seen on the internet. James Charles also does this because every time he has to stay connected to the internet to stay connected with his fans. However, James said that the internet was down through his tweet because the wifi suddenly had problems. This is a big problem because without wifi there is no internet. This makes James can not connect with fans and can not upload YouTube content for several days. James also wrote down his annoyance at the wifi he used by saying *my wifi is officially canceled*. James uses the word *canceled* to indicate that he was upset with the wifi and decided not to use the wifi again. The word canceled is commonly used as an effective term to cut something or someone down fast. Canceled is also used to reject something, someone, or someone's idea. The Urban Dictionary's definition of canceled means that if we see someone doing something that is considered bad, then we will cancel him/her that means that we will not see his/her as a good person and we will never respect the person again because he/she has canceled. In essence, canceled shows that we will not appreciate something or someone we think is not good. James expressed his frustration through his tweet because the wifi suddenly had problems that caused him not to update his YouTube video and decided not to use the wifi again.

Data 3.11.

*ahh thank you for 5 million people on twitter! that's a lot of people that watch my scandals happen before they **blow up!*** – posted by @jamescharles on March 24, 2020. Hits 36.8K likes.

Having 17 million subscribers on YouTube makes James more popular every time. Not only on YouTube, but he also began to gain popularity in all of his social media. One of them is Twitter because this year he officially gets 5 million followers on Twitter. Having a problematic background and having a scandal that every year makes him often lose fans even when people discussed his last scandal, James lost a lot of fans. This is evidenced by the fact that he once lost 3 million subscribers just in a weekend. However, this year he seemed to rebuild people's trust for him so that people seemed to have begun to take it back. It was proven by the increasing number of followers and subscribers this year even though he had previously lost many fans. James Tweet above was written to thank and tell people that he has 5 million followers on Twitter. According to him, this is a pretty big achievement because James has scandals every year but people still want to accept it and make it survive as internet celebrities. In the tweet, he added that he had many followers on Twitter who knew the scandal even before James told it. In the tweet above, James wrote "**blow up**" which means to inform. Every time he is involved in a scandal, James will always make a clarification video to tell his fans about the scandal by uploading the video on YouTube. However, before James explained about his scandal, people on Twitter always knew better even when James had not said anything. Therefore in his tweet, James said that on

Twitter many people knew the scandal even before it blows up. Besides, there are many other meanings of blow ups that are very different from one another, for example, to *make money*, be under the influence of illegal drugs, become freak out, and to destroy something. So, James uses the slang to show gratitude to his fans which is increasing every year even though they know about his scandals in the past.

Data 3.12.

*This look is absolutely stunning babe you **killed it*** – posted by @jamescharles on March 25, 2020. Hits 251 likes.

Praising fans is a very natural thing for celebrities and famous people to do. This was done to please the fans and to maintain fans. One day one of James's fans wrote a tweet by adding a video of himself using makeup from a product owned by James. James felt amazed by the results of the makeup by the fans so he made a tweet intended for the fans. James praised his fans by saying that his fans looked attractive and absolutely "*killed it*" which meant the results of the fans' makeup looked very good and even better than James. In general, the purpose of kill it means someone is doing something very well and beyond expectations. James's purpose in writing the tweet is to compliment one of his fans so he looks humble by directly saying that the make-up from the fan successfully amazed him and said that the makeup was very epic.

Data 3.13.

*These Tik Tok boys with perms really have the nerves to comment homophobic sh*t...*

B*TCH PULL UP – posted by @bretmanrock on April 5, 2020. Hits 86.8K likes.

Joining the lgbtq+ community makes Bretman sensitive to issues related to the community. Although the community has been accepted by society because now society is always open-minded, many people are showing their hatred towards this community. TikTok is a viral social media application during this quarantine that provides various kinds of entertainment in it. TikTok is used as a facility for various short videos that have many benefits, for example, it contains entertainment, important and interesting information, and some various tricks and tips that can be used in everyday life. The application is also used as one of the internet applications to popularize themselves by doing various ways. For example, by making a video that contains hate comments to someone or something like commenting on the lgbtq+ community. With so many people commenting on the lgbtq+ community in TikTok, Bretman wrote the tweet above. He said that the men in TikTok with perms that are nicknames for eboys, a name for men famous through TikTok have no shame in talking nonsense about lgbtq+. In his tweet, Bretman was upset by saying "***PULL UP***" which means he was rebuked but in a state of anger with the intention that the eboys stop doing that.

Bretman used the term so that the eboys felt his anger so he hoped they would stop commenting on lgbtq+.

Data 3.14.

*Nobody is “**exposing me**” - that video has always existed...like I said its stupid as f*ck and ignorant as f*ck. But it exists. thats not a reflection of who I am now. If you wanna **cancel** me, **cancel** 15 year old Bretman. Let me learn & grow & mature please. – posted by @bretmanrock on April 23, 2020. Hits 56K likes.*

Known as a young influencer who is very funny and has no scandals makes Bretman has a lot of fans. However, recently someone spread an old Bretman video that mentions n-word which is considered very rude and racist. Even though the video was an old video, fans began to look poorly at Bretman and told him to apologize for his words. Bretman also clarified by writing the tweet above humbly saying that no one was "exposing me" even though people were competing to upload the old video. The fact that people are exposing Bretman but he tries to understand the whole situation is why this happens because of himself. The term exposing is often used by celebrities when their scandals and personal information are suddenly spread by people they trust. Then Bretman also added that if people want to "cancel" the Bretman cut down, they should cancel the old Bretman because in the video the old Bretman is still childish. Bretman wants people to know that as he gets older he learns a lot and is now mature.

Data 3.15.

*Just woke up to a video of me resurfacing from 5 years ago - I've apologized for that video before & will happily do it again. It was as stupid & ignorant then as it is now. Im no longer a 15 year old piece of sh*t and I know that behavior is unacceptable... **Period.** – posted by @bretmanrock on April 23, 2020. Hits 99.7K likes.*

This Tweet is a continuation of a previous tweet that talked about the Bretman scandal in the past. In the tweet, Bretman explained that he was so stupid and not mature enough to do that in the past. Therefore Bretman apologized for himself in the past and according to him all problems have been resolved by saying "period". By writing down the period, it means that the current problem has been solved. Period means the emphasis from Bretman that the problem is over and there will be no explanation for the scandal. The word period is usually used at the end of a statement that indicates that the statement is final. The term is commonly used to sound more savage. That's how Bretman finally ended his scandal by apologizing in a cool way.

4. The use of language crossing

The use of language crossing means the use of minority languages or other languages that are not native to the speaker, for example, young people from Indonesia use English or other languages to talk and communicate with others. It relates to communicative skills that are crucial enough to recognize members of a

group and their status from childhood to their future (Labov 1972; Goodwin 1990; James 1995; Hoyle and Adger 1998; Lytra). 2 tweets indicate in this category:

Data 4.1.

Happy Valentines Day mi amore 🍷 🍷🌟🌟🌟🌟🌟🌟 <https://t.co/L5Ziut1A4V> - posted by @bretmanrock on February 15, 2020. Hits 326K likes.

Bretman is an influencer from the Philippines but in his daily life, he often uses English. Every tweet is written in English. The Tweet above is the only tweet that shows Bretman uses the Spanish "mi amore". He said happy valentine's day in the tweet and uploaded a photo with his girlfriend by calling it mi amore. The Tweet was instantly viral and got lots of likes. The comments in the tweet above were also filled with comments from fans who speak Spanish. Some of them felt proud because Bretman wrote mi amore even though he was not from Spain.

Data 4.2.

Ugh me encantaría pero no soy muy bueno hablando español 🇪🇸 – posted by @jamescharles on March 24, 2020. Hits 11.6K likes.

The Tweet above is a reply from James to one of his fans from Spain. A fan advised James to try using Spanish both on Twitter and on his YouTube later. The fan Tweet became viral on Twitter until it was quoted by James. James also replied to the fan's tweet in Spanish by saying that he really wanted to do it but he could not use Spanish. This James Tweet became viral on Twitter and was seen by many Spaniards. Comments in James's tweet were immediately filled with fans

and people who responded using Spanish. Some of the comments said that they would suspend and follow James if he used Spanish. By using a language that is not his mother tongue language makes James more popular in Spain. This also became one of the strategies to gain popularity and fans in different countries, namely by learning the language of each country.

B. Discussion

The discussion describes the data that has been collected and analyzed in previous studies. Besides, here also will answer the research problem mentioned in the previous chapter. Based on the findings above shows that young influencers often represent their youth identity by using vernacular or slang when writing tweets on Twitter. The purpose of writing a vernacular tweet was used to express the feelings of each young person who was the subject of this study. Using Androopoulos' youth identity strategies and applied in the data of this research, young influencers frequently represented their youth identity using vernacular, the language which symbolic assertion of autonomy, language as an index of affiliation to relevant scope, and the use of language crossing. In the study, there were 26 data with information about 15 tweets related to vernacular, 6 tweets that indicated language which symbolic assertion of autonomy, 3 tweets related to language as an index of affiliation to a relevant group, and 2 tweets included in the language crossing category. It will be discussed and elaborated in more detail below and is written based on the most commonly found categories in the data:

1. The Use of Vernacular

The youth identity most represented by young influencers on Twitter is the use of vernacular or slang. Almost every tweet of the four influencers who are the subject of this study uses vernacular. Total sentences that use vernacular are 15 out of 26 tweets. Their purpose in using slang in their tweets also varies. Some are used to praise, anger, explain resentment, and much more. In fact, there are various kinds of slang that circulate among young people that they used to communicate with each other to make it look more savage and cool.

In this study, James Charles and Bretman Rock are young influencers who most often use vernacular in their tweets. The number of tweets that James Charles uses vernacular is 5 out of 15 tweets. Likewise with the number of tweets belonging to Bretman Rock. This shows that these two young influencers are very active in using social media so they know quite a variety of slang and often apply it to their tweets.

James's various examples of slang are tweeting, for example, tea, a bop, canceled, blow up, and kill it. Various slang used by James has different meanings. From the finding, in data 3.6 *tea* if translated literally it should be drinking tea. However, the tea referred to in James's tweet means information, this slang is commonly used when talking about the hottest gossip. For example, your friend said he would tell you about the latest news from the next class. In response, you can say give me the tea. When you want to know about what's going on lately you can just say what's the tea?. Next is the meaning of *a bop* in

data 3.7 which means a good song or dope. This tube is usually used when we listen to good songs that spontaneously make us happy and want to dance.

The word *cancel* in data 3.10 is usually used when we are going to postpone a schedule that we should do. However, at this time the term slang canceled is interpreted as a bad thing, when we feel someone is good but one day we know that he is a very bad person both in the past and now then we can say you are canceled. Cancel culture can be interpreted as stopping giving support to someone or something. Cancel is also often used to someone famous as a response to their behavior or opinions that we think are not good or because they have done something unacceptable. This also means refusing to promote their work again by boycotting it. The last one is the use of *killed it* in data 3.12, which means slang that is commonly used when someone succeeds in something unbelievably amazing, or something that has good results even perfect then we can respond with you killed it. This term is commonly used when we want to praise someone. The slang used by James in his various tweets shows that he uses slang not only to praise but also to respond to things that are not good.

Bretman Rock used various kinds of slang. Among them are, yall, vibe, pull up, expose, and period. Most of the slang used by Bretman shows his savage because on his Twitter it is difficult to find tweets intended to praise others. In data 3.8 *yall* is the abbreviation of you all used for the 2nd person plural, this slang is also used to show genderless. Then the *vibe* in data 3.9 is used to describe the feeling, situation, or atmosphere being felt. An example is when we are somewhere and then we like it, we can say I feel good vibes when I came here.

Furthermore, data 3.13 *pull up* are used when we want to insinuate someone to stop doing something. This term is used to indicate that we are really angry and want them to stop doing things that we do not want. Then the term *expose* in 3.14 is often used by people today to express information about someone famous that we have never known. Finally, the term *period* in 3.15 is used when we are tired of explaining something and then we say period as a sign that we will not explain anything anymore. Through the slang written by Bretman in the tweet, it can be seen that he represents a youth identity that shows a free young man because in some of his tweets he expresses all his thoughts to the public without the slightest fear.

In Rich Brian's tweet found some slang was used such as a*s, salty, and tf. The term *a*s* in 3.2 is used to indicate extremely something. Maybe some people think that this word is very rude, but for young people, this word is not rude at all because it is used to replace really or very. Then the term *salty* in data 3.4 is used to insinuate someone jealous. This term can be used in a good way because we can insinuate someone by using this term without using harsh language. Finally, the term *tf* in data 3.5 is short for the f*ck to indicate questioning interjection. This word is not rude because it is used to indicate the firmness of a question. This term is usually written with where tf, how tf, or why tf. Through the slang data, Rich Brian represents his youth identity by using words that other people consider rude to praise and insinuate someone. When He wants to praise, Rich Brian uses language that others think is rude but when he wants to insinuate he uses language that is not rude.

Finally, the use of slang in Jake Paul's tweets where he writes *fr* and *goat*. Both are slang in the form of abbreviations. *Fr* in data 3.1 is an abbreviation of for real which is used to show the seriousness in doing something can also be used to praise someone or something. Examples of using *fr* in young people's language are you are pretty *fr* and I laugh *fr*. The word *goat* in data 3.3 is used by Jake to praise his brother. Goat here is not an animal but it means awesome and it is an abbreviation of greatest all the time. Compared to Rich Brian who praised using language that was considered rude, Jake Paul in his tweets used polite or good language to praise something or someone. This represents that Jake Paul always uses good slang in his tweets.

2. The Use of Language which Symbolic Assertion of Autonomy

This category shows how young people represent their youth identity by looking at how they think about someone or something that is happening around them. According to Pujolar, the use of various kinds of particular speech in the cultural context of young people is an important part of the process by which young people build and shape their views about the world and their relationships with young people and with other social groups (Pujolar 2001: 7). In this category, young influencers who express their views the most by writing tweets are Bretman with 3 tweets, 2 tweets belonging to James Charles, and 1 tweet owned by Rich Brian.

From the above data, findings found two Bretman Rock's tweets that conveyed their views on haters. According to Bretman in data 1.2, it is natural to

hate someone because of their unkind behavior but do not let the hate hurt someone else. Bretman added in data 1.3 that if we hate someone, it is best not to comment on the person's life, especially to tell him to commit suicide, the thing that should be done is that we do not need to care about what that person is doing. In the next tweet data 1.6, Bretman wrote his opinion about how we should post something on our social media. In the tweet, Bretman advised fans to be careful in writing something on the internet. According to Bretman what we write on the internet will be with us forever. Do not let what we write on the internet harm yourself and others later. The tweets above show that Bretman is a young man who is very caring and often pays attention to the circumstances around him.

In line with Bretman's tweet that talks about haters, James Charles also wrote a tweet intended for his haters. James was astonished at people who called themselves haters but still cared about what the people they hated were doing. According to James in data 1.5, it should not make us go down no matter how much said or done by haters. We have to do no need to care and keep going because if we care about what is said by haters then the only person who will feel pain is ourselves. In another tweet data 1.4, James explained his views on mutual praise. According to James, men who give praise to other men are a normal thing. Men who praise other men are not gay and women who praise other women are not lesbians. So, through his tweet, James wants to change the way people think about something that is considered not good to be a normal thing.

The last Tweet was Rich Brian's tweet that wrote in data 1.1 his views on the person who sent the long message. This needs to be discussed because texting

can be a sensitive thing for some people. According to Rich Brian, if someone sends us a long message, we must reply with a long message to appreciate the sender of the message. In his tweet, Rich Brian directly said that he prefers to be sent a short message rather than a long message. Rich Brian is a very busy person so he doesn't have time to reply to messages with long writing. Therefore Rich Brian wrote the tweet so that people and friends just write a short message for him.

3. The Use of Language as an Index of Affiliation to a Relevant Group

Some young influencers use terms or languages that are only understood by fans or their communities. There are 3 tweets included in this category, 2 tweets belonging to James Charles and 1 tweet owned by Rich Brian. As an influencer in the beauty community, James Charles often uses several terms that James only understood. James once wrote the term blending in data 2.3 which is used as a technique using makeup. Some people might misunderstand this term, the brand might assume this term by mixing things up. But for people who often watch the beauty community, they will immediately understand this term. besides that James also often mentions his fans in a few tweets. In some of his tweets, James wrote a sister in data 2.2 who is intended for his fans and is a calling for his fans. The term does not refer to siblings but refers to their fans. These tweets show that James is a person who appreciates what he has, this is evidenced by the use of several terms that come from his community and often mentions his fans.

As a young rapper, Rich Brian often uses several terms that fans and rapper circles can only understand. Rich Brian once wrote a drive safe data 2.1 tweet not to show concern for people to be careful when using their vehicles. Some people might be misunderstood and assume that Brian is a person who cares about his fans. However, drive safe is one of Rich Brian's newest songs at that time. Brian wrote the title of the song in his tweet so that fans still remember to stream to listen to the song.

4. The Use of Language Crossing

The use of language crossing which is not the native language of speakers can be used to investigate youth identity. The above findings found only 2 tweets data 4.1 and 4.2 that use language crossing. The 2 tweets belong to James Charles and Bretman Rock. Both tweets are written in Spanish. Fans agree that Bretman and James tweeted in Spanish to show their popularity. Bretman and James have a lot of fans who are from Spain, so writing these tweets can please fans. In addition to greeting fans, through the tweet, they can also attract the attention of other Spaniards and if they like it of course they will become fans of Bretman and James. The method used by James and Bretman is a good strategy in increasing the number of their fans.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter covers the conclusion and suggestion of the study. It provides conclusion of the data findings in the previous chapter in line to answer the research problem. Also, it shows the suggestion for future reseraches regarding the topics for the next researchers in conducting similar topics of linguistic studies.

A. Conclusion

With regard to the rationale described above and through all of the analyzed data, I confirmed that the youth identity theory proposed by Androutsopoulos (2003) was successfully applied in the written context. I have analyzed the selected data based on the context and situation in Twitter according to the theory used in this study. It concludes that different context and situation influences what kind of youth identity will represent by young influencers. From the findings and discussion, we can conclude that youth identity has commonly appeared in a tweet that written by the young influencers.

There are 4 categories to find out what kind of youth identity that represented by the young people on Twitter that are the use of language which symbolic assertion of autonomy, the use of language as an index of affiliation to a relevant group, the use of vernacular, and the use of language crossing. The most common category that the young influencers used to represent their identity is the

use of vernacular or slang. The young influencers used vernacular to express their opinion in a cool and savage way.

B. Suggestion

Since this study analyzed about the representation of youth identity by young influencers on Twitter, it is highly recommended for those who are interested in discovering identity to follow up the findings of this research by analyzing other identities on Twitter. The youth identity is interesting to be discussed and analyzed because it will give a deep understanding for the reader who wants to apply youth identity in analyzing online post captions or movies. It is suggested to the next researcher who is interested in analyzing youth identity to fill the gap to use the data which are selected from other social media or genres to conduct a new analysis on the youth or other kinds of identity.

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APPENDIX

TABLE OF SCREENSHOTS OF YOUNG INFLUENCERS' YOUTH
IDENTITY TWEETS

NO	DATA	TWEET	POST	YOUTH IDENTITY REPRESENTATION
1.	1.1.	<i>dont send me long text messages because that means i have to send a long text message back to reciprocate the energy and i do not want to do that</i>	Rich Brian	The use of language which symbolic assertion of autonomy
2.	1.2.	<i>First screen shot is from my post and second is from James post.. Look at the difference in the energy... there's so much hate comming from people who support me and I'm so disappointed, I understand and respect you guys opinions but just don't watch it simple https://t.co/DKNgwHZIS9</i>	Bretman Rock	The use of language which symbolic assertion of autonomy
3.	1.3.	<i>I've expressed my opinions about his past in the video if you had bothered to watch it. I don't agree with everything he's done.. I'm not here to defend any of that but what I don't agree with is the internet pushing him in the verge of suicide. I can only imagine what thats like</i>	Bretman Rock	The use of language which symbolic assertion of autonomy
4.	1.4.	<i>fyi a man can compliment another man without being gay</i>	James Chr ales	The use of language which symbolic assertion of autonomy
5.	1.5.	<i>you're one of the prettiest, best makeup artists the show has ever seen and it's been</i>	James Charles	The use of language which symbolic assertion of

		<i>a pleasure watching you so far!! never understand why our own community is so hateful but please try to not let them dim your flame ❤️👍</i>		autonomy
6.	1.6.	<i>PLEASE let this be a lesson that everything you post online stays with you. that video still haunts me to this day & I am so ashamed of it. What you think is acceptable when youre young isn't going to age well. WORDS MATTER. they hurt and they will live with you forever</i>	Bretman Rock	The use of language which symbolic assertion of autonomy
7.	2.1.	<i>bro. Drive safe</i>	Rich Brian	The use of language as an index of affiliation to a relevant group
8.	2.2.	<i>A few weeks ago, I learned about a beautiful girl named Jailyn who was battling cancer. She was a sister & wanted to meet me, and this morning I was supposed to get on a plane to surprise her. Unfortunately, she didn't make it. 🕊️ RIP Jailyn, you'll forever be in our hearts. 🌸📱👉 https://t.co/sNlpSU5CMK</i>	James Charles	The use of language as an index of affiliation to a relevant group
9.	2.3.	<i>my skin hates me right now but at least my blending doesn't 😊 https://t.co/baEKQhEjTf</i>	James Charles	The use of language as an index of affiliation to a relevant group
10.	3.1.	<i>my friends made me a 20 min birthday video & it's the funniest sh*t ever I cried laughing fr</i>	Jake Paul	The use of vernacular

		<p><i>also 1st time in 3 years i haven't vlogged my bday</i></p> <p><i>love disconnecting from the unhealthy social media addiction we all have</i></p> <p><i>thx for all the bday wishes</i></p> <p><i>this will be our best year yet</i></p>		
11.	3.2.	<p><i>been a huge fan of jack harlow lately</i></p> <p><i>maaaannnn what a talented a*s individual that man</i></p>	Rich Brian	The use of vernacular
12.	3.3.	<p><i>good job you the goat</i></p>	Jake Paul	The use of vernacular
13.	3.4.	<p><i>save the saltiness for your food Michael</i></p>	Rich Brian	The use of vernacular
14.	3.5.	<p><i>where tf did u find this picture of me</i></p>	Rich Brian	The use of vernacular
15.	3.6.	<p><i>Not to bring up old tea, but this shows that this stuff is VERY REAL. It was happening before my scandal and continues to happen even MORE now. Many boys are closeted, curious or clout hungry and will do anything for attention. It makes dating extremely difficult and confusing</i></p>	James Charles	The use of vernacular
16.	3.7.	<p><i>JUST FINISHED MY FIRST SONGWRITING SESSION AND LET ME TELL YOU... A BOP IS IN THE WORKS</i></p>	James Charles	The use of vernacular
17.	3.8.	<p><i>How the he*I do y'all fat shame someone who's pregnant... when I say I hate it here I really do f*cking hate it here, y'all so damn ugly I swear</i></p>	Bretman Rock	The use of vernacular
18.	3.9.	<p><i>I didn't wanna go out to a shop at these times Bc Miss Corona is the vibe... but my barber cuts my hair at his house sooooo</i></p>	Bretman Rock	The use of vernacular

		<i>Imma just get a buzz cut teehee</i>		
19.	3.10.	<i>my WiFi is down this quarantine is officially cancelled</i>	James Charles	The use of vernacular
20.	3.11.	<i>ahh thank you for 5 million people on twitter! that's a lot of people that watch my scandals happen before they blow up!</i>	James Charles	The use of vernacular
21.	3.12.	<i>This look is absolutely stunning babe you killed it</i>	James Charles	The use of vernacular
22.	3.13.	<i>These Tik Tok boys with perms really have the nerves to comment homophobic sh*t... B*TCH PULL UP</i>	Bretman Rock	The use of vernacular
23.	3.14.	<i>Nobody is "exposing me" - that video has always existed...like I said its stupid as f*ck and ignorant as f*ck. But it exists. thats not a reflection of who I am now. If you wanna cancel me, cancel 15 year old Bretman. Let me learn & grow & mature please</i>	Bretman Rock	The use of vernacular
24.	3.15.	<i>Just woke up to a video of me resurfacing from 5 years ago - I've apologized for that video before & will happily do it again. It was as stupid & ignorant then as it is now. Im no longer a 15 year old piece of sh*t and I know that behavior is unacceptable... Period</i>	Bretman Rock	The use of vernacular
25.	4.1.	<i>Happy Valentines Day mi amore 🍷 🐾🌟🌈🍷🍷 https://t.co/L5Ziut1A4V</i>	Bretman Rock	The use of language crossing
26.	4.2.	<i>Ugh me encantaría pero no soy muy bueno hablando español 🇪🇸</i>	James Chrales	The use of language crossing