

ARABIC LEXICAL CHANGE IN THE DIGITAL ERA: NEOLOGISMS, SEMANTIC SHIFTS, AND SOCIAL MEDIA ADAPTATION

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ARTICLE INFO:

Received: 15/03/2026

Revised: 29/07/2026

Accepted: 28/08/2026

Published online:

30/08/2026

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DOI:

<https://doi.org/10.51190/muaddib.v02i03.76>

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Muaddib: Journal of Arabic
Language and Literature



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ABSTRACT

This study examines Arabic lexical change on social media, focusing on lexical innovation, linguistic adaptation, and the sociolinguistic practices that accompany the development of digital Arabic. The study employs a narrative literature review with a systematic search and screening procedure covering studies published between 2015 and 2025. Relevant literature was identified through academic databases using search terms related to Arabic lexical innovation, digital Arabic, neologisms, Arabish, and semantic shift. The selected literature was analyzed thematically to identify patterns of direct borrowing and Arabization, digital neologism formation, semantic change, and the use of Arabish and emerging digital varieties. The findings show that social media has accelerated the incorporation of foreign lexical items into Arabic through phonetic transliteration, semantic translation, and morphological adaptation. At the same time, Arabic speakers have developed neologisms such as منشور (manshūr), متابع (mutābi'), and تغريدة (taghridah) to express emerging digital practices. Existing Arabic words may also acquire new meanings in digital contexts, while Arabish, characterized using Latin letters and numerical representations, reflects patterns of digital communication and identity. Overall, Arabic demonstrates substantial lexical adaptability while maintaining an ongoing tension between standard Arabic norms, colloquial usage, and global digital communication.

Keywords: Digital Arabic; social media; neologism; semantic shift

ABSTRAK

Penelitian ini mengkaji perubahan leksikal bahasa Arab di media sosial dengan berfokus pada inovasi leksikal, adaptasi kebahasaan, serta praktik sosiolinguistik yang menyertai perkembangan bahasa Arab digital. Penelitian menggunakan pendekatan *narrative literature review* dengan prosedur pencarian dan penyaringan literatur secara sistematis terhadap penelitian yang diterbitkan pada periode 2015–2025. Literatur yang relevan diidentifikasi melalui basis data akademik menggunakan kata kunci yang berkaitan dengan inovasi leksikal bahasa Arab, bahasa Arab digital, neologisme, Arabish, dan perubahan semantik. Literatur terpilih dianalisis secara tematik untuk mengidentifikasi pola peminjaman langsung dan arabisasi, pembentukan neologisme digital, perubahan semantik, serta penggunaan Arabish dan varietas bahasa digital. Hasil penelitian menunjukkan bahwa media sosial mempercepat masuknya unsur leksikal asing ke dalam bahasa Arab melalui transliterasi fonetis, penerjemahan semantis, dan adaptasi morfologis. Pada saat yang sama, penutur bahasa Arab membentuk neologisme seperti منشور (manshūr), متابع (mutābi'), and تغريدة (taghridah) untuk merepresentasikan praktik digital yang berkembang. Sejumlah kata bahasa Arab yang telah ada juga mengalami perluasan atau perubahan makna dalam konteks digital. Sementara itu, penggunaan Arabish, yang memanfaatkan huruf Latin dan representasi numerik, menunjukkan pola komunikasi dan identitas tertentu dalam ruang digital. Secara keseluruhan, bahasa Arab menunjukkan kemampuan adaptasi leksikal yang kuat, sekaligus menghadapi dinamika antara norma bahasa Arab standar, penggunaan bahasa kolokial, dan komunikasi digital global.

Kata kunci: Bahasa Arab digital; media sosial; neologisme; semantic shift

INTRODUCTION

The development of digital technology over the last two decades has significantly altered global communication patterns, including the context of Arabic language usage in digital spaces. Social media platforms such as X (Twitter), Instagram, TikTok, Facebook, and WhatsApp function not only as means of social interaction but also as primary arenas for dynamic linguistic innovation and lexical change. This digital communication transformation has given rise to various new vocabularies, loanwords, neologisms, and shifts in the meaning of classical words within Modern Arabic. This phenomenon demonstrates that language no longer evolves solely through conventional formal institutions, but through rapid and massive interactions among digital media users. In this context, the Arabic language is undergoing a complex adaptation process in response to the demands of modern communication that emphasize speed, efficiency, creativity, and the expression of social identity.

Digital linguistic studies indicate that social media has become a major catalyst for language change across various global speech communities. Research by Würschinger (2021) explains that social media plays a significant role in spreading lexical innovations and forming neologisms through digital social networks. Meanwhile, (Arak, 2024) asserts that the digital transformation has driven the emergence of new linguistic forms in Arabic, such as Arabizi, Arabic–English code-switching, and the dominance of regional dialects in online communication. A similar phenomenon was found by Uyuni, Nuroh, and Amalia (2024), stating that social media development causes shifts in the meaning of contemporary Arabic vocabulary through expansion, narrowing, and the adaptation of terms within digital contexts. These changes illustrate that contemporary Arabic is in a phase of linguistic evolution influenced by cultural globalization and advancements in digital communication technology.

Despite the progressive dynamics of Arabic lexical changes, this phenomenon also raises several linguistic and sociocultural issues. One primary concern is the increasing use of foreign terms, particularly English, in the digital communication of Arab society. Words such as “like,” “post,” “follow,” “hashtag,” and “influencer” have become part of daily communication practices on social media. In the process, these terms undergo transliteration and Arabization, resulting in new forms like “لايك” and “فولو.” According to the dominance of foreign terms in digital communication potentially weakens the younger generation's awareness of Modern Standard Arabic (Fusha) and shifts the authority of formal language in digital public spaces (Al-Jarf, 2021). Furthermore, the emergence of hybrid Arabic–English forms or “Arabish” raises

concerns regarding the erosion of Arabic linguistic identity due to intensifying global cultural penetration.

On the other hand, some linguists view these changes as a natural part of language evolution in modern society. From the perspective of lexical innovation, vocabulary innovation is understood as an indicator of linguistic vitality, showing a language's ability to survive and adapt to social changes. The concept of lexical innovation explains that the emergence of new terms and meanings is a consequence of ever-evolving communication needs. Research shows that social media serves as fertile ground for the formation of digital neologisms through word shortening, linguistic hybridization, and morphological innovation. In the Arabic context, the flexibility of the Arabic morphological system allows foreign terms to be absorbed and modified without losing the language's internal characteristics (Karimbayeva, 2025)). Therefore, lexical changes in Arabic during the digital era should not be viewed merely as a threat, but as a form of linguistic adaptation to the times.

Several previous studies have attempted to explain the phenomenon of Arabic language change on social media through linguistic and sociolinguistic approaches. Hamdan (2021) found that approximately 60% of new terms in Arabic digital communication originate from English, subsequently undergoing Arabization and semantic adjustment. Fitrianto and Hamid explain that morphosemantic changes in Arabic on social media reflect the linguistic creativity of the younger generation in building more expressive and efficient communication (Fitrianto and Hamid, 2024). Additionally, Harianto demonstrate that changes in the meaning of Arabic vocabulary on social media occur through processes of broadening, narrowing, and metaphorical extension influenced by digital culture and cross-cultural interaction (Harianto et al., 2025). Al-Jarf also highlights the influence of social media on the declining use of formal Arabic among the Arab youth (Al-Jarf, 2021).

In addition to focusing on semantic shifts and loanwords, several studies discuss the phenomenon of Arabish and digital Arabic dialects as forms of modern communication adaptation. Arak explains that Arabizi or Arabish emerged because of the blend between the Latin alphabet, English, and local Arabic dialects in online communication. This phenomenon shows that social media has shifted Arabic usage patterns from formal forms toward more flexible, multimodal, and informal communication styles (Arak, 2024). Research by Al-Jarf also confirms that modern Arabic morphological innovation is influenced by processes of borrowing, clipping, blending, and hybrid compounds that develop rapidly via social media. Thus, social media does not only produce new vocabulary but also creates new communication patterns and linguistic identities in contemporary Arab society (Al-Jarf, 2021).

Although various studies have discussed digital Arabic lexical innovation, most studies still focus partially on specific aspects, such as semantic shifts, code-switching, or the use of Arabizi. A comprehensive study integrating the process of absorbing foreign terms, neologism formation, semantic change, and sociolinguistic implications within a single analytical framework remains relatively limited. Furthermore, previous research generally emphasizes linguistic phenomena without deeply connecting them to the social identity dynamics of the Arab youth in digital spaces. In fact, language change on social media relates not only to linguistic structure but also reflects cultural negotiation, social identity, and the relationship between globalization and the preservation of standard Arabic. This research gap indicates the importance of a deeper study regarding the dynamics of Arabic lexical change in the digital era.

Based on this background, this study aims to analyze the dynamics of Arabic lexical change in the digital era with a focus on word innovation and social media term adaptation. This research emphasizes that Arabic lexical change occurs through three main mechanisms: direct borrowing of foreign terms, the formation of neologisms based on Arabic morphology, and semantic shifts of classical vocabulary in digital contexts. The novelty of this research lies in its effort to integrate lexicology, sociolinguistics, and digital linguistics to explain the relationship between technology, social media, and the evolution of contemporary Arabic. Additionally, this study seeks to provide a conceptual contribution to the development of digital Arabic linguistic studies and offer an academic basis for developing Arabization policies for technological terms and more contextual Arabic language learning. The scope of this research is focused on a scientific literature review related to Arabic lexical changes on social media during the 2015–2025 period, emphasizing loanwords, digital neologisms, semantic shifts, Arabish, and the dynamics of Arabic usage on modern social media platforms.

METHOD

Research Design

This study employs a descriptive qualitative approach with a Systematic Literature Review (SLR) design to examine lexical changes in Arabic during the digital era, specifically focusing on vocabulary innovation, social media term adaptation, and linguistic transformation in online communication. The qualitative approach was selected for its capacity to contextually explain the relationship between language, digital culture, and the social dynamics of Arab society. The SLR design is utilized to systematically identify, evaluate, and synthesize various previous studies to obtain a comprehensive overview of digital Arabic development (Snyder, 2019). This approach further assists in elucidating language change patterns influenced by advancements in communication technology and digital culture.

Research Focus and Scope

The focus of this research is to analyze lexical changes in digital Arabic through the phenomena of loanwords, digital neologisms, and semantic shifts. This study also examines "Arabish," Arabic–English code-switching, and the development of digital Arabic dialects on social media. The research scope is limited to scientific literature published between 2015–2025 that discusses Arabic language usage on digital platforms such as X (Twitter), Instagram, TikTok, Facebook, WhatsApp, and YouTube. The study encompasses Modern Standard Arabic (*fusha*), informal varieties (*'ammiyah*), and hybrid Arabic–English forms using a sociolinguistic approach to understand the nexus between language, social identity, and communication technology (Al-Jarf, 2021; Al-Aghbari, 2024).

Data Collection Techniques

Data collection was conducted through a directed literature search using scholarly databases, including Google Scholar, JSTOR, Scopus, ResearchGate, Semantic Scholar, Academia.edu, and indexed Arabic journal portals. Searches were performed using keywords such as "*Arabic lexical innovation*," "*Arabic digital language*," "*Arabic neologisms*," "*Arabish*," and "*semantic shift in Arabic*." the research data consists of secondary sources, including journal articles, conference proceedings, theses, dissertations, and research reports related to digital Arabic language change. Literature was selected based on specific inclusion criteria: discussing digital Arabic, published within the 2015–2025 period, possessing a clear scientific methodology, and originating from credible academic sources. The selection process followed the stages of identification, screening, and eligibility. Data validity was maintained through source triangulation, peer-reviewed source validation, and cross-checking between studies to ensure the consistency and credibility of the findings.

Data Analysis Techniques

Data analysis was performed using thematic coding and content analysis to identify primary themes regarding digital Arabic lexical changes, such as lexical borrowing, semantic shift, morphological innovation, code-switching, Arabish, and digital dialects. The analysis process refers to the stages outlined by Miles and Huberman (2014), consisting of data reduction, data display, and conclusion drawing/verification. Selected data were then categorized thematically to discover patterns of change in digital Arabic.

Conclusions were drawn through comparative interpretation of various previous studies to identify general trends in Arabic language adaptation to digital technology. Additionally, a sociolinguistic approach was applied to explain the relationship between language change, social identity, digital culture, and the characteristics of social media users.

RESULT AND DISCUSSION

Direct Borrowing of Foreign Terms in Digital Arabic

The results of the literature analysis indicate that one of the most dominant forms of lexical change in the Arabic language during the digital era is the emergence of direct borrowing of foreign terms, particularly from English, into the digital communication of Arab society. This phenomenon has grown significantly alongside the increasing use of social media as the primary space for modern communicative interaction. Platforms such as X (Twitter), Instagram, TikTok, WhatsApp, and Facebook not only accelerate information exchange but also expand language contact between Arabic and global languages. In this context, Arabic is undergoing an intensive process of lexical borrowing as a form of adaptation to the development of communication technology and global digital culture.

Based on the review of previous research, it was found that digital terms such as “like,” “post,” “follow,” “hashtag,” “comment,” “share,” “story,” and “influencer” have become part of the daily communication practices of Arab society on social media. Hamdan (2021) explains that approximately 60% of new terms in Arabic digital communication originate from English, which then undergo an Arabization process through phonetic transliteration and morphological adjustment. This suggests that social media serves as the primary medium for the dissemination of foreign terms in modern Arabic.

In practice, these foreign terms are not maintained entirely in their original form but undergo adjustments to the Arabic phonological and morphological systems. For example, the term “like” is transliterated into “لايك”, “follow” into “فولو”, and “comment” into “كومننت”. This adaptation process demonstrates that Arabic possesses structural flexibility in accepting foreign linguistic elements without completely losing its internal characteristics. According to Al-Awthan (2019), the process of Arabizing digital terms is carried out through three main mechanisms: phonetic transliteration, semantic translation, and morphological hybridization. The following table summarizes examples reported in the reviewed literature:

Table. 1 Examples of Direct Borrowing of Foreign Terms in Digital Arabic

Original term	Arabic form	Adaptation process	Research source
like	لايك	phonetic/transliterated adaptation	Hamdan (2021); Al-Awthan (2019)
follow	فولو	phonetic transliteration	Hamdan (2021)
comment	كومننت	phonetic transliteration	Al-Awthan (2019)

post	منشور	lexical/semantic adaptation	Fitrianto & Hamid (2024)
tweet	تغريدة	Arabic lexical formation	Fitrianto & Hamid (2024)
hashtag	Arabic adapted usage	borrowing/Arabization	Hamdan (2021)

Furthermore, the phenomenon of foreign borrowing in digital Arabic reflects the influence of globalization on the communication practices of modern Arab society. From the perspective of language contact theory, intensive contact between languages results in the transfer of linguistic elements from the dominant language to the recipient language. English, as the *lingua franca* of technology and global digital media, holds a dominant position in the formation of technological terms. Consequently, many digital terms are more quickly adopted in their original or semi-Arabized forms rather than being fully translated into formal Arabic.

Research by Fitrianto and Hamid (2024) indicates that the use of foreign terms on social media is influenced not only by linguistic factors but also by the social and cultural identity factors of the Arab youth. Foreign terms are often viewed as more modern, practical, and prestigious than their formal Arabic counterparts. This shows that language change on social media is related not only to communication efficiency but also to the construction of social and cultural identity.

Formation of Digital Arabic Neologisms

The literature review shows that besides direct borrowing, lexical change is also characterized by the emergence of digital neologisms formed through the internal morphological system of Arabic. This phenomenon proves that Arabic is an active language capable of creating new terms to meet modern needs. Neologisms emerge as a response to the demand for linguistic expressions that are more concise and contextual.

Digital neologisms develop through morphological derivation, word composition, and semantic adaptation. Fitrianto and Hamid (2024) explain that the morphological innovation of digital Arabic reflects the linguistic creativity of the younger generation. For instance, the term “منشور” (*manshur*) has seen a functional expansion to become the standard term for a “social media post.” Previously, this word was used in a general context to mean something published or distributed. Similarly, the word “متابع” (*mutabi*), which previously meant “follower” in a general sense, is now used specifically to refer to social media “followers.”

Another prominent example is the term “تغريدة” (*taghridah*), used to replace the term “tweet” on X (Twitter). This term is derived from the Arabic root “غرد” (*gharrada*), which means “to chirp,” thus maintaining a semantic and symbolic connection to the platform's identity. Hamdan (2021) suggests that the formation of digital Arabic neologisms is heavily influenced by the rapid communication patterns of social media, where users prefer terms that are short and expressive.

Semantic Shift of Classical Vocabulary

Lexical changes also occur through the semantic shift of classical vocabulary. This involves the reinterpretation and expansion of traditional Arabic words within a digital context. Uyuni, Nuroh, and Amalia (2024) explain that social media accelerates semantic change because language users constantly create new contexts for old vocabulary. According to Harianto et al. (2025), these shifts occur through mechanisms such as broadening, narrowing, and metaphorical extension. Broadening is particularly dominant. For example, the word “جدار” (*jidar*), which literally means “wall,” is used to refer to a “wall” or the main profile feed on a social media account. This represents a metaphorization of physical concepts into virtual digital spaces. The transformation can be represented as follows:

Table 2. Examples of Semantic Shift of Classical Vocabulary

Arabic term	Earlier meaning	Digital meaning	Type of change
جدار	physical wall	profile/feed wall	metaphorical extension
نشر	publish/disseminate	publish/upload digital content	functional specialization
منشور	published/distributed item	social media post	semantic extension
متابع	person who follows	social media follower	specialization

These examples demonstrate that semantic shift is analytically different from borrowing. The lexical material already exists in Arabic, but its meaning or communicative function is transformed through digital usage.

This distinction is important because digital lexical change should not be measured only by counting entirely new words. A language can experience significant lexical transformation through changes in how existing words are interpreted. Social media intensifies this process because users repeatedly encounter the same words in technologically specific contexts.

Arabish and the Emergence of Digital Arabic Dialects

Social media has also given birth to a new form of communication known as Arabish (or Arabizi) and the emergence of digital Arabic dialects. Arabish is a digital communication form that combines Arabic, the Latin alphabet, numbers, and English elements. According to Arak (2024), Arabish emerged as a practical solution when Arabic keyboards were not yet widely developed, using numbers to represent specific Arabic sounds (e.g., "3" for "ع" and "7" for "ح").

Beyond Arabish, social media has fostered "digital Arabic dialects"—a mix of Modern Standard Arabic (*fusha*), local dialects (*'ammiyah*), and digital symbols like emojis and memes. Al-Jarf (2021) notes that the use of informal dialects on social media has increased significantly as they are perceived as more natural and communicative.

The research results indicate that lexical changes in digital Arabic are a complex and multidimensional phenomenon. Social media functions as the primary arena for lexical innovation. From the perspective of lexical innovation theory, these changes demonstrate that Arabic has high adaptability. The adoption of terms like "لايك" and "فولو" proves that the language is not static. This aligns with Karimbayeva (2025), who states that social media is the most productive space for neologism formation in the digital age.

The research also reinforces language contact theory. The dominance of English as the language of technology accelerates lexical borrowing (Hamdan, 2021). However, Arabic is not a passive recipient. Through morphological derivation—such as turning "follow" into the verb "يفولو" (*yufawwilu*)—Arabic maintains its internal identity (Alshehri, 2025).

Furthermore, the role of the younger generation is central. Zenasni (2020) explains that digital language innovation is part of the social identity of Arab youth. While scholars like Al-Jarf (2021) worry that this might weaken *fusha*, the data shows that digital communication is multimodal and flexible, with users often code-switching based on context.

This study demonstrates that the development of digital technology and social media has become a primary factor in the dynamics of contemporary Arabic lexical changes. The transformation of digital communication not only influences the interaction patterns of Arab society but also produces significant changes in vocabulary structures, word meanings, and language usage practices in daily life (Arak, 2024). Based on the literature review, lexical changes in Arabic within the digital era occur through three main mechanisms: direct borrowing of foreign terms (loanwords), the formation of digital neologisms based on Arabic morphological

structures, and the semantic shift of classical vocabulary. Furthermore, this study finds that the emergence of Arabish and digital Arabic dialects serves as an important indicator of changes in the communication practices of the Arab youth on social media (Zenasni, 2020).

Research findings reveal that English exerts a profound influence on the development of digital Arabic vocabulary. Terms such as “like,” “follow,” “post,” and “hashtag” have become integral to the daily communication of Arab society, undergoing processes of both transliteration and Arabization into the Arabic language system (Hamdan, 2021). However, this research indicates that the Arabic language is not merely a passive recipient of foreign elements; it actively performs phonological, morphological, and semantic adjustments to these digital terms (Alshehri, 2025). This phenomenon proves that Arabic possesses high linguistic flexibility in facing technological changes and the globalization of communication.

In addition to the borrowing of foreign terms, this study shows that Arabic lexical innovation develops through the creation of neologisms based on classical Arabic roots. Terms such as “تغريدة” (*taghridah*), “منشور” (*manshur*), and “متابع” (*mutabi*) demonstrate the internal capacity of the Arabic language to generate new terms that meet modern digital communication needs (Fitrianto & Hamid, 2024). On the other hand, social media encourages the reinterpretation of classical vocabulary through semantic shifts. Words that previously held traditional meanings have undergone expansion and functional changes according to digital contexts, such as the word “نشر” (*nashr*), which has evolved to mean “uploading content” (Harianto et al., 2025). This suggests that Arabic language change in the digital era is not only structural but also semantic and cultural in nature.

This study also affirms that social media functions as a primary space for the formation of the linguistic identity of Arab youth. The use of Arabish, Arabic–English code-switching, and digital Arabic dialects reflects a negotiation of identity between local Arab culture and digital globalization influences (Al-Jarf, 2021). The younger generation utilizes digital linguistic variations as a form of expression for modernity, creativity, and global connectivity (Zenasni, 2020). In this context, language functions not only as a communication tool but also as a symbol of social and cultural identity.

Conversely, the research results highlight a tension between the use of Modern Standard Arabic (*fusha*) and informal varieties (*‘ammiyah*) in social media communication. The dominance of foreign terms and informal language raises concerns regarding the weakening of formal Arabic in education and public spaces (Nabilah & Romadan, 2025). However, this study indicates that lexical change does not necessarily mean linguistic degradation; rather, it can be understood as a form of

linguistic adaptation to social and technological shifts. Thus, the phenomenon of digital Arabic language change must be viewed dynamically as part of modern linguistic evolution (Uyuni, Nuroh, & Amalia, 2024).

The primary contribution of this research lies in its effort to integrate lexicological, sociolinguistic, and digital linguistic perspectives in explaining the dynamics of Arabic language change in the social media era. This study reinforces lexical innovation theory and language contact theory by showing that intensive contact between Arabic and global languages produces new vocabulary, meanings, and communication practices. Furthermore, it provides a conceptual contribution to the development of digital Arabic linguistic studies, which have remained relatively limited, particularly regarding the intersection of language, technology, and cultural identity.

From a practical standpoint, this research offers important implications for the development of modern Arabic language teaching and technological term Arabization policies. Arabic curricula need to be more responsive to digital language developments to ensure that learning remains relevant to the communication practices of the younger generation. Additionally, Arabic language academies and educational institutions must develop strategies capable of balancing linguistic innovation with the preservation of standard Arabic.

Nonetheless, this study has limitations as it utilizes a systematic literature review approach and does not yet involve direct empirical analysis of social media corpora. Therefore, future research is encouraged to use corpus linguistics, digital ethnography, and discourse analysis to obtain a deeper understanding of the digital communication practices of Arab societies across various social and geographical contexts. Future studies could also examine the influence of artificial intelligence, social media algorithms, and global digital culture on the evolution of contemporary Arabic.

Overall, this research confirms that lexical change in Arabic during the digital era is a form of linguistic evolution reflecting the language's ability to adapt to the times. Social media has become a primary arena for linguistic innovation, allowing Arabic to remain vibrant, dynamic, and relevant in the face of modern global communication transformations. Consequently, digital Arabic language change represents not only a linguistic challenge but also evidence of the vitality and sustainability of the Arabic language in contemporary digital society.

CONCLUSION

This study concludes that lexical change in digital Arabic is a dynamic, multidimensional, and adaptive process driven primarily by the development of

social media and digital communication. The findings identify three major mechanisms of lexical change: direct borrowing of foreign terms, particularly from English; the formation of digital neologisms through Arabic morphological structures; and semantic shifts in existing Arabic vocabulary. Terms such as “فولو”, “لايك”, and “كومننت” demonstrate the adaptation of foreign lexical elements, while terms such as “منشور”, “تغريدة”, and “متابع” demonstrate the internal capacity of Arabic to generate vocabulary for new communicative needs. Semantic transformations, such as the digital use of “جدار” and “نشر”, further demonstrate that lexical change involves not only the emergence of new words but also the transformation of existing meanings and functions.

The study also concludes that digital Arabic reflects the interaction between linguistic innovation, globalization, and the social identity of Arab youth. The emergence of Arabish, Arabic–English code-switching, and digital Arabic dialects indicates that social media has created flexible and multimodal spaces in which users negotiate between *fusha*, *‘ammiyah*, and global linguistic influences. Although the increasing use of foreign and informal forms raises concerns about the position of *fusha*, lexical change should not necessarily be interpreted as linguistic degradation; rather, it represents Arabic's ability to adapt while maintaining its internal linguistic resources. Therefore, digital Arabic can be understood as evidence of the vitality and sustainability of the Arabic language in contemporary society. Nevertheless, further research using social media corpora, digital ethnography, and discourse analysis is needed to provide more direct empirical evidence of these ongoing changes.

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