



Language Variations in Arabic Food Vlogger on the S7S YouTube Channel: A Sociolinguistic Study

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Abstract

Language variation is a person's dissimilarity in expressing an expression. The existence of language variations means that someone with other individuals has differences in language. The inequality makes humans more diverse. Food vlogger-type content was taken by researchers. The Food vlogger's content was rich in words or sentences, and they used sentences that were easy to understand because their content provided various information related to food. This research aimed to describe the language variations of the Arabic YouTuber Hussain Sallam on the S7S YouTube channel. The research method that has been used qualitative descriptive method. The results above showed four language variations: code-switching, code-mixing, jargon, and slang. From this, we could conclude that all the detected language variations were included in informal language.

Keywords: *Language Variation, Content Creator, YouTube*

Introduction

This article is a study of sociolinguistics. Therefore, we need to know in advance the limitations of sociolinguistics. Talking about sociolinguistics means the same as talking about other linguistic studies. Linguistics can be studied from two sides, namely, it can be studied internally and externally. If referring to studies internally, it means the study of phonetics, phonology, syntax, morphology, and semantics. Meanwhile, if it is studied externally, we can see it in terms of psycholinguistics, anthropolinguistics, sociolinguistics, neurolinguistics, and so on (Maulana, 2012). Therefore, to know the boundaries of sociolinguistics, we must understand about sociology and linguistics. According to (Abdul Chaer, 2010) sociology is an objective scientific study relating to humans in society and regarding institutions and social processes that exist in society. Linguistics, according to (Kushartanti, Untung Yuwono, 2005), is a science of language that aims for readers to distinguish between the use of a common language word that is used by the general public and also a term with a special meaning.

Language plays an essential role in life. Language is a form of human intermediary to communicate and interact with each other. With language, we can exchange and get information in this world. Language can unite us with various kinds of diversity (Dewi & Novitasari, 2022). Language is a tool for dynamic human communication and development, along with the dynamics and development of human life itself (Rika Astari 2014). It is further understood that language that contains vocabulary or terms that perpetuate culture cannot be separated from problems of meaning. Because language and culture are symbols that embody meaning (Astari et al., 2014).

Therefore, it is suggested that it would be better to study linguistics to understand a language before starting to learn a language. (Abdul Chaer, 2010) Reveals that sociolinguistics is a branch of linguistics that is interdisciplinary with sociology and has the object of research on the relationship between language and social factors in a speech community. Language is a means to communicate and interact. Humans are social creatures who need language to understand each other. Every human being is different, as well as language, which also has variations because humans are diverse, so it influences the language itself. The existence of widespread people with differences in geographical location, cultural diversity, and different daily lives also causes language variations. According to Satria and Wahidah (Prayudi & Nasution, 2020), language variations are not single and homogeneous, but consist of several varieties of languages. The occurrence of language diversity is due to groupings in social life. The grouping can be based on age, education level, socioeconomic status, profession, region of origin, and so on.

Still according to Kushartanti et. al., he revealed that language is a system of sound signs that have been agreed to be used and applied by members of certain community groups in communicating, identifying themselves, and working together. From the description above, we can see that language is a speaker's way of communicating. With language, speakers can convey aims and objectives and can express themselves with mutually agreed upon expressions in a particular environment or group.

According to Kushartanti et al (2005), language has variations because human groups use language to communicate and work together. There are many kinds of human groups, such as consisting of women, men, old, young, village people, city people, and other professions. Therefore one of the human characteristics can be seen from the language he speaks. Language also has various aspects of conventions, symbols, and arbitrariness, making it have various variations. Variations in Arabic are called التَّوَع (tanawwu'). According to (Crystal, 1980) language is a form used as an alternative way of replacing the original, initial or standard language. The Arabic language can be distinguished into *fushhâ* (formal) it is also referred to as official Arabic and *'ammīyah* (informal) or we can say it non-formal Arabic language (Mahfud et al., 2021).

The occurrence of language variations is not only caused by diverse speakers but also because the social interaction activities carried out are also very diverse (Wati et al., 2020). Hartman and Stork (1972) classify variations into several criteria, namely: 1)

Geographical and social background of speakers, 2) Media used; and 3) Main points of discussion (Klausenburger et al., 1974). Based on the criteria of Hartman and Stork's theory, each person has their own variation, so that when interacting with other people, diversity and variation will be seen that are identical to each person's background. The following are the types of language variations that are often found in society (Hoffmann, 2014; Azizah, 2019; Firmansyah, 2021).

Based on the classification, there are several kinds of variations. If we classify variations based on their use, there are two kinds: formal and informal. The formal or ordinary variation that we call the formal or high variety is only used by people or groups who are in a formal environment. The formal variety is often used in official events, for example, in conveying information such as news, conversations with respectable or older people, and other official activities.

The next variation is the informal variety. Quoting from (Maulana, 2012) he wrote that informal variety can be divided into two parts: casual variety and intimate variety. Variety of business is one of the common language variations and is applied in conversations such as at school or oriented conversations such as at meetings. He stated that this variety is a variety of languages whose use tends to be relative and can at any time become a formal or informal variety.

Maulana also revealed that relaxed or casual variety is a variation of language that is applied in informal circumstances or situations, to chat with family, close friends, and friends during breaks, recreation, sports, leisure, and so on. The characteristics of this relaxed variety are the shortened forms of words and utterances, then a large vocabulary, filled with lexical dialect elements, and morphological and syntactic structures which incidentally are rarely used.

According to Abdul Chaer and Leonie (2004), familiar variety, or intimate variety, is one of the language variations often used by speakers whose relationships are already very close, such as between family members or friends and acquaintances, due to their close emotional relationship. He also wrote that the characteristics of this variety are that the language used is incomplete, tends to be brief and with speech or articulation that is often unclear. From the description above we can get the result that this familiar variety is only used by speakers and interlocutors who have a very close relationship so that the use of language variations tends to be short, not comprehensive and the articulation is not clear. Most of the expressions are only understood by speakers and opponents of speakers who incidentally are friends. This is because the speakers already understand each other and have the same emotional meaning. From this we can also see that the variety of languages used by content creators such as Hussain Salam on his YouTube channel entitled S7S uses informal variations with a relaxed style. This is because the variations of language used on the internet or cyberspace tend to be informal with the aim of making their video content look more attractive.

Language variation is a person's dissimilarity in expressing an expression. The existence of language variations means that someone with other individuals has differences in language. The inequality that occurs is what makes humans more diverse. There are two views on variations of this language. First, variations or varieties of language are seen as a result of the social diversity of language speakers and the diversity

of language functions. Second, variations or varieties of language already exist to fulfill its function as a means of interaction in diverse community activities (Muliawati, 2017). Language variations do not only occur because of diverse speakers, but because social interactions that occur in society are also very diverse (Wati et al., 2020). Variations in language occur not only in individuals but also in a group.

The development of social media is so fast, one of which is the development of YouTube, where YouTube is a platform that was originally just to expose oneself voluntarily and then grew longer as its users increased so that YouTube became one of the platforms that is widely used in the world. As a platform with users from various countries, of course many languages are used, either in the form of direct speech or writing contained in titles, descriptions, translations, and so on.

YouTube is currently a source of entertainment, inspiration, news, motivation, business, and education that can be accessed unlimited and up-to-date. The number of YouTube users is now increasing, as seen from the growing popularity of the YouTube platform around the world, including in Indonesia. A survey from 'We Are Social' shows that Indonesians who actively use social media have reached 150 million users. Of all the existing social media, the most active domain is YouTube with 88%. It is recorded that more than 600 channels in Indonesia have more than 1 million subscribers.

The emergence of YouTube in cyber space provides many benefits for its users, because we can find out various kinds of the latest information available from all corners of the world and of course all of that is free of charge. The advantage of this platform is that it provides video-based information. In general, most of the content on YouTube is uploaded by individuals, call them content creators/YouTubers. Some people who create content use it as their main job, and some make it a side job. In addition, content creators on YouTube usually collaborate to attract the audience's attention. As their popularity grew, they formed a team to make it easier to create their content. There are various types of video content on YouTube, such as reactions, reviews, vlogs, Q&A, games, travel and other content.

Creator is someone who creates entertainment content or the various types of content mentioned earlier. Vlog is an abbreviation of video blog and is a type of video content that is included in an old trend and continues to exist among video content creators, especially on YouTube. Vlogs are a light type of entertainment content and are in great demand. In addition, vlogs also have various types of ideas (Syed, 2019), such as: Daily vlogs, Travel vlogs, Opinion vlogs, Music vlogs, Beauty vlogs, and Food vlogs. Of course, with this acceptance, different people will filter communication messages with different thoughts (Astari et al., 2023).

Food vlogs are content that discusses all aspects of food, namely reviewing various kinds of food, places to eat and culinary tours in various places. Apart from being able to taste food, the advantage of being a food vlogger is traveling because there are countless types of food both domestically and abroad. According to (Briliana et al., 2021), "Many YouTubers are competing to create various kinds of content, including video content related to food" or various and interesting terms when describing and providing reviews of the food eaten. They will use certain words to express things about the food such as the taste, texture, or visuals of the food to the audience. (Pratiwi &

Delliana, 2022) With the increase in food vlogger viewers on YouTube, they can also increase purchases of products or food that food vloggers have reviewed. The reliability of the vlog platform lies in its ability to present and visualize facial expressions, tone of voice, emotions, and body language. Audiences tend to believe in emotion and the tone of the vlogger when presenting the product being reviewed. Characteristics of the interaction between users with vloggers will determine the effectiveness. This will facilitate the process sharing experiences, complaints, personal opinions and thoughts about the products reviewed (Effendy et al., 2021). So far there is still little research regarding the use of code switching and code mixing in YouTube vlogs as research objects. Research on code switching and code mixing, especially in Arabic, tends to draw heavily from novels, films, speeches and group conversations in certain areas (Rika Astari, Uminia Amina, 2023).

In the case of sociolinguistics, we can easily detect various language variations of content creators. This is because the utterances spoken on social media tend to have interesting language variations for the audience to hear. This is in line with the goals of content creators, namely to make viewers like their content and increase the number of subscribers, which will also affect the income provided by platforms such as YouTube. In contrast to the speaking community in the real world, people generally speak using good, straightforward, and clear language with the aim of the listener being able to catch the speaker's intent.

Method

According to data from Statista via (Knowladge, 2021), YouTube had more than 2 billion active users per month. Around 400 hours of video are uploaded to YouTube in a matter of minutes, and more than one billion hours of video are watched on the platform every day. This means that YouTube is the second most frequently accessed search engine worldwide after Google. The YouTube platform is often popular for public browsing because internet users prefer visual displays in the form of online videos. Still from the same source, Statista said that as many as 55% of internet users watched videos online daily. YouTube is also a highly accessible platform.

This study aims to analyze the language variations of the Arabic YouTuber Hussain Sallam on the S7S YouTube channel. This research focuses on the variety of languages used by Arabic content creators. The research method in this research used descriptive method with a qualitative approach. Researchers observed video samples and analyzed the contents of the video content. This was in line with (Fithrah & Luthfiyah, 2018) which reveals that qualitative research is a procedure in research that uses descriptive data in the form of written or oral words of the actors being studied.

The data sources for this research came from scientific journals, books, and a several videos on YouTube uploaded by Hussain Sallam as the owner of the S7S YouTube channel. Hussain Sallam is a well-known public figure in Saudi Arabia. Had a number of followers of 8.07 million with an average number of viewers of 1-5 million views for each video, even in one of his videos it once reached 46 million viewers (December 27, 2022). He is a native Arabic speaker who lives in Saudi Arabia and uses

Fushhâ Arabic as his main language. Has been an Arab food vlogger since March 3, 2006. Their channel has various types of food content, ranging from food challenges, food reviews, to eating traditional and international culinary delights. However, their YouTube icon has become the food challenge content, where they ate the selected food in large portions.

The technique of collecting data in this study was observing and documenting; in other words, we could say that it was a technique of observing and noting. Researchers watch and listen to five YouTube videos released between 1-5 years ago because these videos tend to have a high level of popularity, ranging from 1 to 53 million views. As a research sample, the researchers detected language variations contained in video content. After finding several language variations, the researcher recorded all available data starting from the duration, video links, and sentences or words of the detected variations and documented the language variations found. After completing the data collection stage, the researcher classified them into several types of variations using the analysis method of literature studies. The process with this analysis technique is carried out by looking for study data or scientific studies that align with research.

Diagram 1. Research Procedure

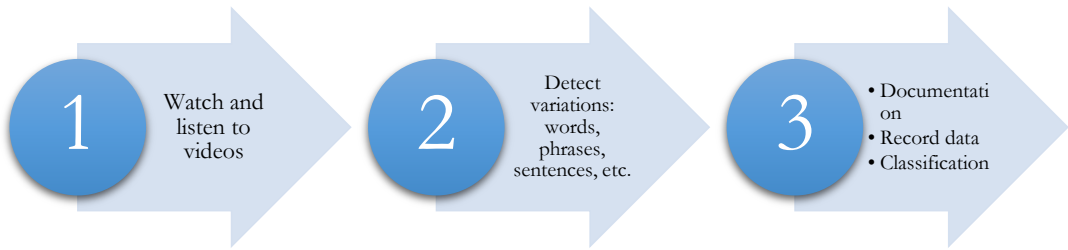


Figure 1. Five lists of S7S videos that have been selected to be sample research objects





اختر عنا ساندوتش ممترين بنكهات خرافية 🍔 🍌
1,3 jt x ditonton • 1 tahun yang lalu
S7S
Snapchat <https://www.snapchat.com/add/hussain.cozy> Instagram ...
4K



50 نونلز كوري حار والغاب 🌶️ Spicy Korean Noodle
Challenge 50 Packs
53 jt x ditonton • 4 tahun yang lalu
S7S
المنظر ايو - افكار خصم
https://twitter.com/Cambly_AR 67520 100% مجاني
.../https://www.instagram.com/cambly_ar
4K



تحتوي احزرر شحات العالم - والغاب The Hottest Hot Sauces In
The World
12 jt x ditonton • 4 tahun yang lalu
S7S
PERFECT ROYALTY FREE MUSIC FOR YOUTUBE - اعاني وصوتك للويوب - Get 2 months free here:
<https://bit.ly/2PLzift> ...
4K

Result and Discussion

One of the factors that made YouTubers and vloggers famous, of course, starts with the video packaging that they presented in an attractive, unique way, and can meet the needs of their followers. In addition, the language used must be easy to understand, up-to-date, and aligned with the video content. The styles or language variations found on Hussain Sallam's S7S (food vlogger) YouTube channel were as follows:

1. Code-Switching

According to Ash & Coulmas (1998), code-switching is defined as a controlling strategy, differentiating between original and borrowed lexical elements in the same conversation. In some S7S videos, code-switching was often found, as in one of the following examples:

Example: “No طبيع” (not normal)

“Talk شوي شوي” (talk slowly)

(Hoffmann, 2014) Put forward in his book entitled "Introduction to Bilingualism" writes that there are three forms of code-switching which are based on the sociolinguistic scope in which the language is located. The three forms referred to include Inter-sentential switching, Intra-sentential switching, and Emblematic switching. The explanation below:

1. Inter-sentential switching (takes place between sentences) is a form of code-switching that takes place between sentence or clause boundaries, where the clause or sentence comes from one language or another.

2. Intra-sentential switching (takes place in the sentence) is a form of code-switching that takes place in clauses and phrases.
3. Emblematic switching (as symbolic in code-switching) in this third form is a type of code-switching in the form of exclamations, tags, certain phrases in one other language which then become spoken expressions.

From the example above, it was clear that there has been code-switching in their conversation during the broadcast. They often do code-switching between English and Arabic, and it was one of the language variations usually found in their content considering the types or ingredients of food unfamiliar to Arabs.

The phrase “No طبيع” is found in their content video entitled “تحدي ٢٠٠ حبة كستناء + Sugar Chestnut 200 Piece Challen + Chef Burak Özdemir” at 16:04. In the video, Hussain Sallam and his team collaborate with one of the famous chefs from Turkey, Chef Burak. Meanwhile, the expressions of “Talk شوي شوي” were found in the video content entitled “تحدي ١٥,٠٠٠ سعرة من الريسيس” (Reese's 15,000 Calorie Challenge) at minute 1:27 of the video.

If we classify from the examples of findings that detected language variations with the three forms of code-switching described by Hoffman in his book, the expressions “No طبيع” and “Talk شوي شوي” were included in the form of intra-sentential switching (takes place in sentences).

2. Code-Mixing

Not a few people tend to confuse the difference between code-switching and code-mixing. We can find the difference between the two from the theories and opinions of linguistic experts. According to (Thelander, 1976) in his journal article entitled "Code-Switching or Code-Mixing (1976)" he revealed that what is meant by code-mixing is a combination or mixing of different language variations contained in one clause. As for other theories, it reveals that code-mixing is transferring elements from all levels and linguistic units starting from lexical items to sentences, so it is not always easy to distinguish between code-switching and code-mixing (Cooper & Grosjean, 1984).

Thelander provides additional features regarding code-mixing in his arguments. Thelander assumed that code-mixing occurs in clauses through the mixing of different language variations. Meanwhile, according to Cooper and Grosjean, code-mixing is a transfer of elements of language items in terms of their level. If you look through Cooper and Grosjean's arguments, then one will find it a little complicated to understand and distinguish between code-switching and code-mixing. In Hussain Sallam's video content on the S7S YouTube channel, we detected code-mixing in the video entitled “تحدي ١٥,٠٠٠ سعرة من الريسيس” and entitled “اختراعنا ساندويتش مترين بنكهات خرافية” (Reese's 15,000 Calorie Challenge). The examples of the utterances were as follows:

Example: "Yeah, this is my friend" – minute 4:39

"We love you!" – minute 15:43

"Like, share, subscribe" – minute 15:36

"No Reese's, no Reese's. In Jeddah no Reese's. I need Reese's" – minute 1:11

The example above was the code-mixing disclosed in the S7S YouTube content video. Some YouTubers with high subscribers often used code-mixing between *fushbâ* Arabic and English. The words "Yeah, this is my friend" were uttered by content partner Hussain Sallam when he ate a large portion of food, as a form of encouragement and appreciation for being able to finish all the food in their video content.

On the phrase "We love you!" expressed by Hussain Sallam for his subscribers because they had loyally subscribed to and watched video content on their YouTube channel. And the phrase "Like, share, subscribe" is an expression that content creators often use in their videos to promote the YouTube channel. The expression "Like, share, subscribe" was English which had become an absorption for content creators when starting and ending their video content. And also the sentence of "No Reese's, no Reese's. In Jeddah no Reese's. I need Reese's" explained that the content creator, who was of Arab descent, used English as best he can and compulsively. The video showed that the creator was communicating with customer service from an international food brand and protesting about the stock being sold out.

From the explanation above, we can all understand that the prominent features of code-mixing were relaxedness and informal situations. However, it did not rule out that code-mixing can also take place in formal language situations if in that situation the right words or expressions were not found to replace the language being used by the speaker (Umami, 2020) In his writings, Umami also concluded that code-mixing is a situation in which one or more languages are used by incorporating bits or elements of other languages without requiring language mixing and is done in a relaxed situation.

3. Jargon

The dictionary (Webster, 1828) stated that jargon is a technical term or idiom characteristic of a particular activity or group. Jargon itself is a term for the use of certain phrases and words in certain situations and professions as expressed by (Abdul Chaer, 2004) Jargon is a type of language variation based on the speaker's perspective. Jargon is a social variation used by certain social groups in a limited way, the expressions used by speakers are only understood by certain groups, while people from outside the group do not understand and understand it and are usually secret and only individuals who belong to that group. can understand and understand (Wulandari, 2016).

The use of jargon did not only take place in honest conversations but also can take place through cyberspace, namely the internet. The internet was one of the communication media that functions as information as well as entertainment by its users. In accordance with the term sociolinguistics studies language by taking into account the relationship between language and speakers, especially the language-speaking community itself, it is clear that sociolinguistics takes into account the relationship between two things, namely linguistics in terms of language and with sociology in terms of society. (Rahardi, 2001). The following was an example of a jargon expression detected by researchers in Hussain Sallam's video content.

Example: "it's *طهجه* time!" (it's time to eat)

In the S7S videos, one jargon sentence was found that is often spoken by Hussain Sallam in each of his videos, namely "it's *طهجه* time!". This jargon was spoken before he ate a large portion of food. One of which was detected in the video entitled *تحدى ٥٠ نودلز كوري حار والعقاب؟؟؟* (Spicy Korean Noodle Challenge 50 Packs) at minute 8:50 of the video. If we relate it to the previous theory, it can be observed that speaking people in general will easily understand and understand a jargon if the speakers of the jargon come from the same environment. At the beginning of watching the video, the researcher also experienced confusion when the content creator shouted his jargon before eating or eating a large portion of delicious dishes. This was because listeners and speakers come from different environments. However, this can be adjusted if the listeners start subscribing to the YouTube channel or often watch video content from speakers. We observed that the variety of jargon in the video content serves as an encouragement and at the same time an icon of the content creator which made the video content that was make look more exciting and enjoyable.

4. Slang

Slang was a variety of language commonly used in everyday language which is quite different from the *Fushhâ* Arabic in general. This variety of language consists of various words and expressions. Slang is usually used in informal situations such as hanging out with friends, joking, making jokes, etc. Every slang word usually has a meaning that makes people feel like they are always following the latest trends. Sometimes the words are spoken spontaneously. As content creators, Hussain Sallam and his friends also often use slang in their videos to make their content look more attractive to the audience.

Example: "و الله هذا كبير!" (Swear, this was so big!) – minute 3:08

"حبيب قلبي" (My love heart) – minute 12:10

"جماعة!" (Guys!) – minute 12:15

"الله!" (Oh, my Goodness) – minute 12:20

"يَلاً!" (Has a momentum meaning) – minute 10:08

In Hussain Sallam's YouTube videos, several slang expressions such as "و الله هذا" and "كبير", "حبيب قلبي", "جماعة!", and "الله!" have been detected in one of the content videos entitled *اخترعنا ساندويتش مترين بنكهات خرافية* in the middle of the video. The expression "و الله" and "هذا كبير" mean revealed that something was really big also this was an expression of emphasis. The phrase of "حبيب قلبي" was said by the vlogger to his fans when reading comments from fans. Word "جماعة!" was spoken as an informal greeting to the audience. And word "الله!" said by them because they enjoyed reading comments from one of the fans, same as the expression "Mashaallah".

The expression of "يَا!" (Yalla!) which was spoken in almost all of the videos as in one of the video content entitled "الحمدى احمرر شططات العالم - والعقاب؟؟" (The Hottest Hot Sauces In The World)" at 10:08 minutes, was a sign of the speaker's reaction form to something interesting. However, based on our analysis, we found different meanings of the word "يَا" expressed by speakers as content creators. At the 10:08 minute, the expression "يَا" is interpreted like the word "come on" in English or "come on" in Indonesian. Whereas at minute 12:33 in the same video the word "يَا" is interpreted as "gosh" or "wow". This showed that the expression of the word "يَا" had a meaning based on the moment or situation that was taking place. (Allan, Keith, 2006) argues that slang was the language used in daily life and was temporary, it was also considered very low compared to informal speech, which is even polite.

This was in line with research that concluded that slang is the younger generation's language. The article explains that slang on social media used by the younger generation in the millennial era was still found to use language that violates the rules of linguistic ethics, especially from the General Guidelines for Indonesian Spelling (PUEBI). This error is because the slang language has specific characteristics such as having its language code and prioritizing the use of familiar language among its user groups. This violation of the PUEBI guidelines is one of the characteristics of Slang (A. Sulaiman, 2019).

The results above showed that four kinds of language variations were detected: code-switching, code-mixing, jargon, and slang. From this, we observed that all the detected language variations are included in informal language. This is because in every discussion it is necessary to be in harmony with the place or environment of the speaker. The speaker was a native of Saudi Arabia, so the language used was *Fushbhá* Arabic, and it is rarely found in other Arabic dialects. On the other hand, this was because Hussain Sallam's profession is a content creator who often interacts in cyberspace. (Crystal, 2002) states that internet users greatly influence language, in his book entitled "Language and Internet" he also terms language activities in the internet world as Netspeak. Crystal still observes that communicating on the internet has the potential to be interactive. From this view, we can understand that for the sake of realizing interactive interaction activities in cyberspace, speakers need to use a variety of different languages so that those who access or listen to speakers don't easily experience boredom or boredom in interactions.

The results of this study also reinforced the researcher's assumption that the various languages used on the internet are languages that tend to be informal. Sulaiman (2013) in his research stated that formal communication cannot be separated from informal communication in the research and implementation of empowerment. and he also mentioned that the failure of the informal communication process resulted in resistance, lack of support, suspicion arose, and even rejection from research informants could occur. he concluded that formal communication has a structured, focused nature, and there is an interaction of symbols on behalf of the status of the institution or institution of the communicators. Whereas informal communication is unstructured,

the dialogue process is freer or less rigid which can last a long time, even though the discussion may not be focused. Interaction prioritizes intimacy or establishes an intense relationship (A. I. Sulaiman, 2013).

We found easily various types of interesting expressions on the internet, because most internet users feel excited when they get or receive attention from netizens. This is what causes the emergence of exciting and interesting language variations. Just like content creators who make creative, fun, and useful content by getting increasing followers and viewers.

This has been caused in every discussion by harmony with the place or environment of the speaker. The speaker was a native of Saudi Arabia, so the language uses *Fushhâ* Arabic and was rarely found using other Arabic dialects. From this we observed that there are several reasons speakers tend to use informal language, including:

1. So that their video content looks more attractive.
2. Excitement and expression can be realized by using informal language.
3. The speakers come from among the youth.
4. As a form of promotion for their channel.
5. Relaxed environment and feel
6. Follow the trend of the times

Various food-related content had more expressive descriptions than other content. Starting with shopping, cooking, and eating activities. This is because when they start all activities related to food or drink, the food vlogger will then try to convey what they feel in various languages in the hope that the audience can understand the taste of the food they are eating.

Conclusion

Based on the results of the discussion above, it can be concluded that four kinds of language variations have been detected on Hussain Sallam's S7S YouTube channel as a food vlogger, including code-switching, code-mixing, slang, and jargon. The speaker was a native of Saudi Arabia, so the language used was *Fushhâ* Arabic, and it is rarely found in other Arabic dialects. The variations of the language used on the internet are languages that tend to be informal so that we can easily find various types of expressions online. The language style used in the internet mostly comes from informal variations, both casual and familiar styles. Phrases that were often found in YouTube video content such as "like, share, and subscribe" have become a familiar and common language variation (code-mixing) by content creators throughout the country, which was not even an Arab country like Saudi Arabia.

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