

Digital Multilingual Practices and Identity Negotiation on Social-Media from a Critical Discourse Perspective

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ARTICLE INFO

Received: 19 January 2026
Revised: 16 February 2026
Accepted: 23 February 2026
Available online: 10 March 2026

Keywords:

Digital Multilingualism
Code-Switching
Identity Negotiation
Social Media Discourse
Multimodal Analysis

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ABSTRACT

Purpose: This study aims to examine how multilingual practices in social media function as strategic resources for identity construction, audience management, and meaning-making in digital communication.

Subjects and Methods: The study analyzes 120 multilingual social media posts collected from Instagram, X, and Facebook, complemented by 15 semi-structured interviews with active multilingual users. Data were selected using purposive sampling and analyzed through a qualitative critical discourse approach to explore linguistic patterns, communicative functions, and identity representations.

Results: The findings reveal that multilingual practices are systematically structured rather than random. Intra-sentential code-switching emerges as the dominant form, reflecting flexible and integrated language use. English is predominantly associated with professional identity, global orientation, and credibility, while local languages are linked to emotional expression, cultural belonging, and interpersonal closeness. Users strategically combine these linguistic resources to construct hybrid identities that integrate global and local dimensions. The study also identifies high levels of metalinguistic awareness, where users consciously adjust language based on audience expectations and platform norms. Additionally, language choice is closely aligned with visual elements, indicating that multilingual practices operate within broader multimodal identity performances.

Conclusions: Multilingualism in social media functions as a dynamic and strategic semiotic resource, enabling users to negotiate identity and social positioning within complex digital environments.

INTRODUCTION

The rapid expansion of social media has fundamentally transformed the ways individuals communicate, interact, and construct identities in contemporary society. Platforms such as Instagram, X (formerly Twitter), Facebook, and TikTok are no longer used merely for exchanging information but have evolved into highly visible social arenas where users continuously negotiate how they wish to be perceived by diverse audiences. In these digitally mediated environments, linguistic choices have become increasingly strategic, extending beyond their traditional communicative function to serve as symbolic resources for expressing social affiliation, professional aspirations, cultural belonging, and personal authenticity (Mensah, 2021; Skulsuthavong & Wang, 2025). As digital interactions increasingly transcend geographical and linguistic boundaries, multilingual communication has become an ordinary yet socially meaningful feature of everyday online practices.

Users frequently combine global languages, particularly English, with national and local languages within a single post, caption, or interaction to accommodate heterogeneous audiences

and project multiple dimensions of identity simultaneously. Rather than representing random linguistic alternation, these multilingual practices reflect deliberate communicative decisions shaped by platform affordances, audience expectations, and broader sociocultural dynamics. Consequently, digital multilingualism should be understood not simply as a linguistic phenomenon but as a complex social practice through which individuals position themselves within overlapping local and global communities. Examining how multilingual resources are strategically employed in digital discourse has therefore become increasingly important for understanding the evolving relationship between language, identity, and power in contemporary online communication (Adebayo et al., 2025; Haroon et al., 2025).

Recent scholarship has substantially advanced our understanding of multilingual communication in digital environments, demonstrating that language practices on social media extend far beyond the conventional functions of information exchange (Androutsopoulos, 2015; Firdaus, 2026). Rather than serving as neutral communicative tools, multilingual resources are increasingly understood as strategic semiotic repertoires through which users perform social actions, construct interpersonal relationships, and negotiate multiple identities across digitally networked spaces. Contemporary studies consistently report that multilingual users deliberately combine English, national languages, local languages, emojis, hashtags, and other multimodal resources to adapt their communication to different audiences and interactional contexts.

This shift reflects an emerging consensus that digital multilingualism is best conceptualized as a dynamic and context-sensitive practice shaped by technological affordances, communicative purposes, and broader sociocultural environments rather than by rigid linguistic boundaries alone. Recent investigations further demonstrate that translanguaging and code-switching on social media are not random linguistic phenomena but highly strategic practices that enable users to simultaneously project cosmopolitan orientations and maintain local cultural affiliations (Boumaza, 2024; Sweet et al., 2025).

Building upon this perspective, an expanding body of research has examined the relationship between multilingual language use and digital identity construction (Thorne et al., 2015; Sugiarto & Manara, 2026; Rusk, 2019). Existing studies suggest that individuals continuously negotiate professional, cultural, ethnic, and personal identities through their linguistic choices while simultaneously responding to audience expectations and platform-specific norms. Nafees & Farid (2025), Nigar & Kostogriz (2025) said that English is frequently associated with professionalism, international mobility, and global visibility, whereas local and indigenous languages are commonly employed to communicate intimacy, authenticity, and cultural belonging.

At the same time, platform architecture, algorithmic visibility, and interactional affordances have been shown to influence how these linguistic resources are selected, interpreted, and circulated within online communities. Identity construction in digital spaces is increasingly recognized as an ongoing social process emerging from the interaction between users' communicative intentions, multilingual repertoires, and the technological infrastructures that shape digital participation (Kianpour et al., 2016; Biró, 2019; Al, 2019). Collectively, these studies demonstrate that multilingual practices constitute socially meaningful and multimodal resources for negotiating identity in increasingly interconnected digital environments, providing an important theoretical foundation for further investigation into the complex relationship between language, identity, and digital discourse.

The growing prevalence of multilingual communication in digital environments has intensified scholarly attention to the relationship between language use and identity negotiation. Stamou (2018), Sabaliauskienė (2024), Ericson & Kjellander (2018), Kaplan & Garner (2017) found that, Contemporary perspectives no longer conceptualize identity as a stable or predetermined attribute but rather as a dynamic and continuously evolving social process constructed through discourse and interaction. Within social media environments, users constantly make linguistic choices that position them in relation to particular communities, values, and social expectations. These choices are shaped not only by individual preferences but also by the anticipated interpretations of diverse audiences who simultaneously occupy local, national, and global communicative spaces. Multilingual practices have become important resources through which

users negotiate multiple and often overlapping identities while navigating increasingly complex digital interactions.

Recent studies indicate that multilingual language use enables individuals to simultaneously project different identity dimensions depending on communicative context. English is frequently employed to signal professionalism, international engagement, educational attainment, and cosmopolitan orientation, whereas national and local languages often function to communicate solidarity, emotional authenticity, cultural continuity, and interpersonal intimacy. Rather than representing contradictory identity positions, these linguistic resources are strategically combined to construct hybrid identities that accommodate both global participation and local belonging. Such practices illustrate that identity negotiation in digital environments is inherently relational, emerging through continuous interaction between linguistic repertoires, audience expectations, technological affordances, and broader sociocultural contexts. Accordingly, multilingual practices should be understood as socially situated identity work in which language operates not only as a communicative medium but also as a symbolic resource for positioning the self within multiple communities of practice (Kim, 2018; Rojas, 2025; Canagarajah, 2021).

Although previous studies have provided valuable insights into multilingual communication and digital identity construction, much of the existing literature primarily emphasizes linguistic patterns or individual communicative intentions. Such perspectives, while informative, often pay limited attention to the broader ideological, political, and sociocultural structures that shape multilingual practices in digital environments. Language choices on social media are not produced within neutral communicative spaces but are embedded in unequal relations of power, symbolic capital, language ideologies, and platform governance that influence which languages become visible, legitimate, or socially valued. Multilingual practices cannot be fully understood without considering the structural conditions under which digital discourse is produced, circulated, and interpreted.

Critical Discourse Analysis provides a comprehensive analytical perspective for addressing these complexities by conceptualizing language as a form of social practice through which power relations, ideological assumptions, and social inequalities are simultaneously reproduced, negotiated, and contested. From this perspective, multilingual practices extend beyond observable instances of code-switching or translanguaging to become discursive strategies through which users construct legitimacy, negotiate authority, express resistance, and position themselves within competing social and cultural discourses.

The integration of Critical Discourse Analysis with digital multilingualism therefore enables a more comprehensive understanding of how linguistic choices intersect with multimodal resources, audience design, and platform-specific affordances in shaping identity negotiation. Rather than viewing multilingual discourse solely as evidence of linguistic diversity, this perspective highlights its role in revealing the complex interaction between language, ideology, identity, and power that characterizes contemporary digital communication.

Despite the significant advancement of research on digital multilingualism, several important limitations remain evident in the existing body of literature. Previous studies have predominantly examined multilingual practices from linguistic or sociolinguistic perspectives by focusing on structural features such as code-switching, translanguaging, and language choice, while other investigations have explored identity construction as an individual or interactional process within online environments. Although these studies have generated valuable insights, relatively few have systematically integrated multilingual practices, identity negotiation, and Critical Discourse Analysis within a single analytical framework capable of explaining how language simultaneously reflects and reproduces broader ideological structures, power relations, and sociocultural inequalities across different social media platforms.

Existing research has rarely combined naturally occurring multilingual discourse with participants' reflexive accounts to provide a comprehensive understanding of both observable linguistic practices and the underlying motivations guiding language choice in digital communication. Addressing these limitations, the present study offers three principal contributions. First, it integrates Critical Discourse Analysis with digital multilingualism to

examine multilingual practices as socially situated and ideologically informed discursive strategies rather than merely linguistic phenomena. Second, it adopts a multimodal qualitative approach by combining discourse analysis of multilingual social media posts with semi-structured interviews, thereby providing a more comprehensive account of how identity is negotiated through both observable discourse and users' metalinguistic awareness. Third, by comparatively examining multilingual practices across Instagram, X, and Facebook, this study extends current knowledge regarding the interaction between platform affordances, audience orientation, and identity construction within contemporary digital communication. Accordingly, this study aims to investigate how multilingual practices are strategically employed across different social media platforms to negotiate identity from a Critical Discourse Analysis perspective, with particular attention to the interplay between language choice, multimodal resources, power relations, and users' identity construction in digitally mediated environments.

METHODOLOGY

Research Design

This study adopts a qualitative research design grounded in a social constructionist paradigm to investigate how multilingual practices are employed in social media for identity negotiation. From this perspective, language is understood as a social practice through which meanings, identities, and power relations are continuously constructed within digitally mediated communication. A qualitative approach is considered appropriate because it enables an in-depth exploration of the contextual meanings underlying multilingual language use and users' identity construction across different social media platforms. The study is guided by Critical Discourse Analysis (CDA), which conceptualizes discourse as a socially situated practice embedded within broader ideological and sociocultural contexts. CDA provides an appropriate analytical framework for examining how multilingual practices extend beyond linguistic choices to function as discursive strategies through which users negotiate identities, position themselves within different communities, and reproduce or challenge existing language ideologies and power relations. Accordingly, the research combines digital discourse analysis with semi-structured interviews to examine multilingual practices from both textual and experiential perspectives, allowing linguistic patterns identified in social media discourse to be interpreted alongside participants' reflections on their language use and communicative practices.

Data Sources and Corpus Construction

The study utilized two complementary qualitative data sources consisting of a social media corpus and semi-structured interviews. The primary dataset comprised 120 publicly accessible multilingual posts collected from Instagram, X (formerly Twitter), and Facebook over a three-month observation period, while the secondary dataset consisted of 15 semi-structured interviews with active multilingual social media users. These platforms were selected because they represent different forms of digital communication and self-presentation, providing diverse contexts for examining multilingual practices across online environments. The social media corpus was constructed through systematic observation of publicly accessible posts that met predetermined inclusion criteria. Posts were included when they contained multilingual language use, such as code-switching, code-mixing, or translanguaging, and reflected communicative contexts relevant to identity negotiation. Monolingual posts, commercial advertisements, automated content, and duplicated materials were excluded to maintain analytical consistency. All selected posts were manually archived and anonymized prior to analysis. The interview data complemented the discourse corpus by providing participants' perspectives on their language choices, audience considerations, and communicative practices, thereby offering additional contextual understanding of multilingual language use in digital communication.

Sampling Strategy and Participant Selection

A purposive sampling strategy was employed to ensure that all selected data were directly relevant to the research objective of examining multilingual practices as a means of identity negotiation in social media discourse. Consistent with qualitative research principles, the selection process prioritized information richness rather than statistical representativeness, enabling the study to obtain data capable of providing in-depth insights into the phenomenon under investigation.

Social media posts were therefore selected based on their analytical relevance rather than their frequency of occurrence across digital platforms. The social media corpus comprised 120 publicly accessible posts collected from Instagram, X (formerly Twitter), and Facebook. This number was considered sufficient because recurring linguistic patterns, communicative functions, and identity-related themes became increasingly consistent throughout the data collection process, indicating that additional posts were unlikely to generate substantially new analytical categories. Consequently, corpus construction was concluded after the data demonstrated adequate thematic depth and variation across platforms, while maintaining analytical manageability for qualitative discourse analysis. Interview participants were selected purposively from active multilingual social media users who regularly employed two or more languages in their online interactions. To capture diverse perspectives, participant selection considered variation in demographic and sociolinguistic characteristics, including gender, age, professional background, and multilingual experience. Participants represented a range of occupations, including university students, academics, professionals, entrepreneurs, and content creators, all of whom routinely engaged in multilingual communication within digital environments. This variation enabled the study to examine identity negotiation across different social experiences while maintaining coherence with the research objectives. A total of fifteen semi-structured interviews were conducted. The interview process continued until analytical saturation was achieved, as subsequent interviews repeatedly confirmed previously identified themes regarding language choice, audience orientation, identity performance, and platform-specific communication practices without generating substantially new conceptual insights. The principle of data saturation, rather than numerical adequacy, therefore guided the final number of interview participants, ensuring that the dataset provided sufficient conceptual depth for qualitative interpretation.

Data Collection Procedures

Social media data were collected through systematic observation and manual archiving of posts that met the inclusion criteria. Only publicly available content was analyzed to ensure ethical compliance. Identifying information was anonymized to protect user privacy, and excerpts used in the analysis were slightly modified where necessary without altering their linguistic structure or meaning. Interviews were conducted online and lasted between 30 and 45 minutes. An interview guide was used to ensure consistency while allowing flexibility for participants to elaborate on their experiences. Interview questions focused on language choice, perceived functions of different languages, audience considerations, platform-specific norms, and the relationship between language and visual presentation.

Analytical Framework and Data Analysis Techniques

Data analysis was conducted through an iterative qualitative procedure integrating thematic analysis, multimodal analysis, and Critical Discourse Analysis (CDA). The analytical process began with repeated reading of the social media corpus and interview transcripts to achieve data familiarization. Subsequently, open coding was undertaken to identify recurring multilingual features, communicative purposes, and identity-related expressions. Similar codes were then grouped into broader analytical categories, which were synthesized into overarching themes representing patterns of multilingual practices across the dataset. The identified themes were subsequently interpreted using Fairclough's three-dimensional Critical Discourse Analysis framework. At the textual level, the analysis focused on linguistic and multimodal features embedded in social media posts. At the level of discursive practice, attention was directed toward language production, audience orientation, and platform-specific communication practices. Finally, the social practice dimension examined how multilingual discourse reflected broader sociocultural processes, including language ideologies, power relations, globalization, and identity negotiation. To identify both recurring and platform-specific patterns, findings from Instagram, X (formerly Twitter), and Facebook were systematically compared. The emerging themes were subsequently integrated with participants' interview accounts to examine the consistency between observable multilingual practices and users' reflections on their language choices. This iterative analytical process enabled a comprehensive interpretation of multilingual practices by connecting textual evidence, multimodal resources, participant perspectives, and broader social contexts.

RESULTS AND DISCUSSION

Corpus Description and Data Overview

The dataset analyzed in this study consists of 120 publicly accessible social media posts collected from Instagram, X (formerly Twitter), and Facebook over a three-month observation period. In addition, 15 semi-structured interviews were conducted with active social media users who regularly employ more than one language in their online interactions. The posts were selected using purposive sampling based on explicit multilingual usage and identity-related content (e.g., self-presentation, work, cultural affiliation).

Table 1. Overview of Research Data

Data Type	Quantity	Description
Social media posts	120	Multilingual posts from 3 platforms
Instagram posts	45	Captions and comments
X (Twitter) posts	50	Tweets and threads
Facebook posts	25	Status updates and comments
Interviews	15	Semi-structured, 30–45 minutes each

Source: *Research Data Analysis (2026)*

The composition of the corpus enables a balanced examination of multilingual practices across different social media environments, each characterized by distinct communicative norms and interactional dynamics. The inclusion of multiple platforms allows the analysis to capture variations in language use shaped by platform affordances, such as differences in audience reach, post length, and interaction intensity. This diversity strengthens the empirical basis of the study by ensuring that multilingual practices are not interpreted as platform-specific phenomena but as broader patterns of digital discourse. The integration of social media texts and interview data provides methodological triangulation, enhancing the robustness of the findings. While the social media posts offer naturally occurring linguistic data, the interviews contribute insight into users’ intentions, awareness, and reflections regarding their language choices. This combination makes it possible to examine not only how multilingual practices are enacted in digital discourse but also how they are consciously understood and negotiated by users themselves.

The purposive selection of posts foregrounding identity-related content ensures that the dataset is analytically aligned with the research focus on identity negotiation. Rather than treating multilingualism as a purely structural feature of language use, the corpus captures instances where linguistic choices are closely intertwined with self-presentation, social positioning, and expressions of belonging. This focus enables a more nuanced analysis of multilingual practices as socially meaningful actions within digital environments. The structure of the corpus supports a multi-layered critical discourse analysis that connects textual features with discursive strategies and broader social contexts. By situating multilingual language use within authentic communicative settings and supplementing it with participant perspectives, the dataset provides a solid empirical foundation for examining how identity is negotiated through digital multilingual practices on social media.

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One participant explained:

"In my daily social media use, I rarely stick to just one language. When I post on Instagram, I usually mix English and Indonesian depending on who I expect will read it. For example, if my followers include international friends, I tend to use English more, but I still include Indonesian to express personal feelings. I think social media is a space where we can adjust language freely. It also reflects how we live in real life, where we switch languages naturally when talking to different people. So, for me, mixing languages is not something unusual but something very normal." (P3, university student)

Another participant stated:

"I use different languages across platforms because each platform has a different audience and purpose. On LinkedIn, I mostly use English because it looks more professional and is widely understood. But on Facebook or Instagram, especially when I post about personal experiences, I prefer using my local language because it feels more genuine and closer to my identity. Sometimes I combine both languages in one post to balance professionalism and authenticity. This is important because my audience is not only local but also includes colleagues from different backgrounds." (P11, private sector employee)

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Frequency and Types of Multilingual Practices

Analysis of the corpus shows that multilingual practices are consistently present across platforms. Three dominant linguistic forms were identified: code-switching, code-mixing, and translanguaging. Code-switching occurs most frequently within sentences rather than between sentences.

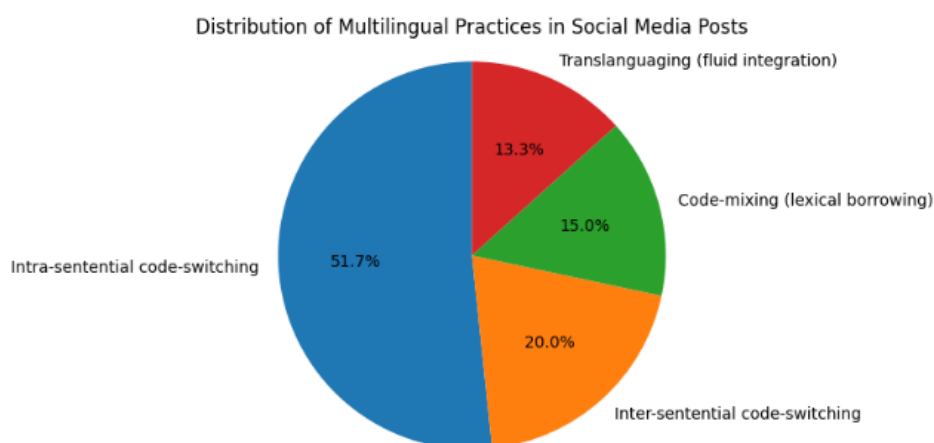


Figure 1. Distribution of Multilingual Practices in Social Media Posts

Source: Processed by Authors (2026)

The distribution illustrated in the diagram indicates that intra-sentential code-switching constitutes the most salient multilingual practice in social media discourse. This pattern suggests that users tend to alternate languages within a single syntactic unit rather than separating

languages across sentences. Such practice reflects a high level of linguistic flexibility and indicates that language boundaries in digital communication are relatively fluid.

A representative example of intra-sentential code-switching is found in the following Instagram caption:

“This journey hasn’t been easy, tapi aku belajar banyak tentang diri sendiri.”

Although structurally framed in English, the post exemplifies a broader tendency in the dataset where English clauses are frequently combined with local-language expressions within the same sentence to convey nuanced personal meaning. Interview participants confirmed that this form of code-switching is often used to express complex thoughts efficiently while maintaining authenticity. One participant explained that mixing languages within a single sentence feels “more natural” and allows them to express emotions and experiences that cannot be fully captured in one language alone. This indicates that intra-sentential code-switching is not merely a stylistic choice but a communicative strategy shaped by users’ linguistic repertoires and digital interaction norms. The prominence of intra-sentential code-switching shown in the diagram reflects a broader trend of integrated multilingual expression in social media discourse, where linguistic resources are combined seamlessly to support identity expression, emotional engagement, and audience alignment.

Although structurally framed in English, the post exemplifies a broader tendency in the dataset where English clauses are frequently combined with local-language expressions within the same sentence to convey nuanced personal meaning. Interview participants confirmed that this form of code-switching is often used to express complex thoughts efficiently while maintaining authenticity.

One participant explained:

"When I write captions, I often mix English and Indonesian in one sentence because it reflects how I actually think. Sometimes I start in English but then switch because certain feelings are easier to express in my own language. If I force everything into one language, it feels incomplete. Mixing languages helps me sound more natural and less formal. I also notice that many of my friends do the same thing, especially on Instagram. It feels like a normal way of communicating, not something unusual anymore." (P2, graduate student)

This response indicates that intra-sentential code-switching emerges from cognitive and expressive needs rather than mere stylistic preference. The participant’s emphasis on “naturalness” and incomplete meaning when using a single language suggests that multilingual users draw on their full linguistic repertoire to achieve semantic precision. This supports the interpretation that code-switching functions as an integrated communicative strategy rather than a deviation from monolingual norms.

Another participant stated:

"On social media, especially when I post frequently, I don’t really think about switching languages consciously. It just happens because I’m used to consuming content in both English and Indonesian. For example, I might use English for general statements but switch to Indonesian when I want to add a personal touch. My audience is also mixed, so using both languages helps me connect with more people. It also makes my content feel more relatable and not too rigid." (P7, content creator)

This statement highlights the role of habitual exposure and audience design in shaping multilingual practices. The participant’s reference to mixed audiences and content consumption patterns indicates that code-switching is influenced by digital environments where multilingual input is normalized. Rather than being purely intentional, language alternation is partially routinized, reflecting broader sociolinguistic shifts in online communication.

A further perspective was provided by another participant:

"I feel that switching languages in one sentence is more efficient. Sometimes English terms are shorter or more familiar for certain topics, especially related to work or trends. But when I want to emphasize something emotional or personal, I switch to my local language. It creates a balance between being informative and expressive. I think if I only use one language, the message might not be as strong or engaging." (P12, private employee).

This response demonstrates that multilingual practices are also shaped by functional efficiency and symbolic meaning. The participant distinguishes between informational clarity and emotional depth, assigning different roles to different languages within a single utterance. This reinforces the finding that intra-sentential code-switching is a strategic mechanism that allows users to optimize communication by combining linguistic resources with distinct social and affective values.

Language Distribution and Functional Use

To further examine how multilingual practices operate beyond structural patterns, the analysis focuses on the functional distribution of language use across different communicative purposes. Rather than treating language choice as arbitrary, this section investigates how specific languages are systematically associated with particular types of social meaning and interactional goals. By categorizing posts according to their dominant communicative function, the analysis highlights recurring associations between language selection and the ways users present themselves, express emotions, and engage with audiences in digital environments. The following table summarizes the distribution of dominant language use across these communicative functions.

Table 2. Functional Distribution of Language Use

Communicative Function	Dominant Language Used	Number of Posts
Career / professional identity	English	38
Personal reflection / emotions	Local language	42
Cultural or national identity	Local language	27
Self-branding / motivation	English	33
Humor / informal interaction	Local language	29

Source: Research Data Analysis (2026)

For example, a post related to professional identity reads:

“Excited to start this new role as a project coordinator—semoga bisa berkembang dan belajar lebih banyak.”

The pattern illustrated in the table indicates that language choice is closely aligned with the communicative intent of social media posts. Posts oriented toward professional self-presentation and achievement tend to privilege English as the primary medium, reflecting its perceived appropriateness for formal, career-related communication. The example provided demonstrates how English is used to frame professional milestones, while the inclusion of a local-language clause allows the user to express personal aspirations and emotional nuance that complement the professional narrative. In contrast, posts centered on personal reflection, humor, and cultural expression predominantly employ local or national languages. This suggests that users associate these languages with intimacy, authenticity, and shared cultural understanding. The qualitative data indicate that local languages enable users to convey affective meaning and relational closeness more effectively, particularly when addressing familiar or culturally specific audiences.

Interview responses further corroborate these patterns. Participants reported that they consciously adjust their language choice depending on the type of message they intend to communicate. English was frequently described as “appropriate,” “safe,” or “expected” in professional and motivational contexts, while local languages were perceived as more suitable for emotional expression and informal interaction. This indicates that language choice in social media discourse is not random but guided by socially shared norms regarding the symbolic value of different languages. The findings show that functional considerations play a central role in shaping multilingual practices. Language selection operates as a strategic resource through which

users manage self-presentation, align with audience expectations, and negotiate multiple dimensions of identity within digital environments.

Interview responses further corroborate these patterns. Participants reported that they consciously adjust their language choice depending on the type of message they intend to communicate. English was frequently described as “appropriate,” “safe,” or “expected” in professional and motivational contexts, while local languages were perceived as more suitable for emotional expression and informal interaction.

One participant explained:

"When I post something related to my job or achievements, I usually use English because it sounds more professional and is easier to understand for a wider audience. Many companies and colleagues also use English, so it feels more appropriate in that context. But when I share something personal, like my daily life or feelings, I switch to Indonesian because it feels more honest and natural. I think people also respond differently depending on the language I use." (P5, early career professional)

This response demonstrates that language choice is strongly shaped by perceived norms of appropriateness within specific communicative domains. The participant explicitly associates English with professionalism and broader accessibility, while local language is linked to emotional authenticity. This supports the finding that language functions are socially stratified, with each language carrying distinct symbolic value in digital interaction.

Another participant stated:

"I don't just choose language randomly. For academic or motivational posts, I prefer English because it gives a more serious and credible impression. But when I talk about my struggles or personal experiences, I feel more comfortable using my own language. It allows me to express things more deeply. Sometimes I combine both languages, but usually one is more dominant depending on what I want to emphasize. I also think my audience expects certain types of language in certain posts." (P9, postgraduate student)

This statement indicates that language selection is influenced not only by personal preference but also by audience expectations and genre conventions. The participant's awareness of “impression” and “credibility” highlights how English operates as symbolic capital in academic and professional discourse, while local language functions as a medium for emotional depth. This reinforces the interpretation that multilingual practices are guided by socially shared communicative norms rather than individual spontaneity.

A further perspective was provided by another participant:

"In my online business posts, I often use English for product descriptions or promotions because it looks more modern and attracts more attention. But when I reply to customers or make more casual posts, I switch to Indonesian so it feels more friendly and approachable. I notice that customers engage more when I use language that feels closer to them. So I adjust depending on whether I want to inform, promote, or connect." (P14, small business owner)

This response highlights the functional adaptability of multilingual practices in relation to interactional goals. The participant differentiates between promotional communication and relational engagement, assigning English to visibility and market appeal, and local language to interpersonal connection. This supports the broader finding that language choice operates as a strategic resource for managing both audience reach and relational closeness in digital environments.

Identity Categories Indexed Through Multilingual Practices

The data indicate that multilingual practices index multiple identity categories. Each post may index more than one identity type simultaneously. Five dominant identity categories were identified through discourse analysis.

Table 3. Identity Categories Indexed in Multilingual Posts

Identity Category	Number of Posts	Percentage
Global/cosmopolitan identity	54	45.0%
Local or national identity	49	40.8%
Professional identity	46	38.3%
Youth/digital-native identity	31	25.8%
Cultural/traditional identity	28	23.3%

Source: Research Data Analysis (2026)

An example of hybrid identity indexing is illustrated in the following tweet:

“Working with international clients is challenging, tapi bangga tetap membawa nilai lokal.”

The distribution of identity categories in the dataset demonstrates that multilingual practices function as flexible semiotic resources for indexing layered and intersecting identities. Rather than signaling a single, fixed identity, language choices allow users to position themselves simultaneously within multiple social and cultural frameworks. The example provided illustrates this hybridity, where English indexes professional and global engagement, while the local language affirms cultural attachment and national belonging within the same utterance. Interview data reinforce this observation by revealing users’ conscious awareness of identity layering in their language use. Several participants explained that mixing languages enables them to “show both sides” of themselves being globally connected while remaining rooted in local values. This suggests that multilingual practices serve as a means of negotiating complex identity alignments rather than simply reflecting linguistic competence. The findings indicate that identity indexing through language is context-sensitive and audience-oriented. Participants reported adjusting their linguistic choices depending on whom they imagined as their primary audience, such as international colleagues, local peers, or mixed networks. This strategic orientation highlights the role of multilingualism in managing visibility and belonging across diverse digital communities. The results show that multilingual practices are central to identity negotiation in social media discourse. By combining linguistic resources associated with different social meanings, users construct hybrid identity positions that accommodate global mobility, professional aspirations, and cultural affiliation within a single communicative act.

Interview data reinforce this observation by revealing users’ conscious awareness of identity layering in their language use. Several participants explained that mixing languages enables them to “show both sides” of themselves being globally connected while remaining rooted in local values.

One participant explained:

"When I use English in my posts, I feel like I am presenting myself as part of a global academic community. But at the same time, I don't want to lose my local identity, so I often include Indonesian expressions. It shows where I come from and what values I hold. I think using both languages helps me balance being professional and being authentic." (P6, university lecturer)

This response demonstrates that multilingual practices function as a deliberate strategy for constructing hybrid identities. The participant explicitly positions English as a marker of global and professional affiliation, while local language serves as a symbolic anchor of cultural identity. This confirms that identity construction in digital spaces is not fixed, but dynamically negotiated through the selective use of linguistic resources.

Another participant stated:

"I am very aware that my audience comes from different backgrounds, some are local, some are international. So when I post, I try to reflect both sides of my identity. For example, I might start in English to make it accessible, but then switch to my local language to make it more personal and relatable. I don't see it as switching identities, but more like combining them. It represents who I am, someone who is connected globally but still strongly rooted in my culture. I think this mix also makes my content

more unique and authentic compared to using only one language." (P13, digital content creator)

This statement highlights the role of audience awareness in shaping identity performance through multilingual practices. Rather than viewing identity as fragmented, the participant conceptualizes it as integrated and layered. The deliberate combination of languages reflects an effort to simultaneously achieve inclusivity, authenticity, and distinctiveness. This reinforces the interpretation that multilingual discourse serves as a semiotic resource for negotiating complex identity alignments across diverse digital audiences.

Interview Findings: Users' Awareness of Language Choice

Interview data show a high level of metalinguistic awareness among participants. Most respondents explicitly acknowledged that their language choices on social media are intentional and context-dependent. The frequency distribution of themes indicates that conscious language choice was the most frequently mentioned theme (13 participants), followed by English as professional capital (12 participants), local language for emotional expression (11 participants), audience consideration (10 participants), and platform specific language use (9 participants).

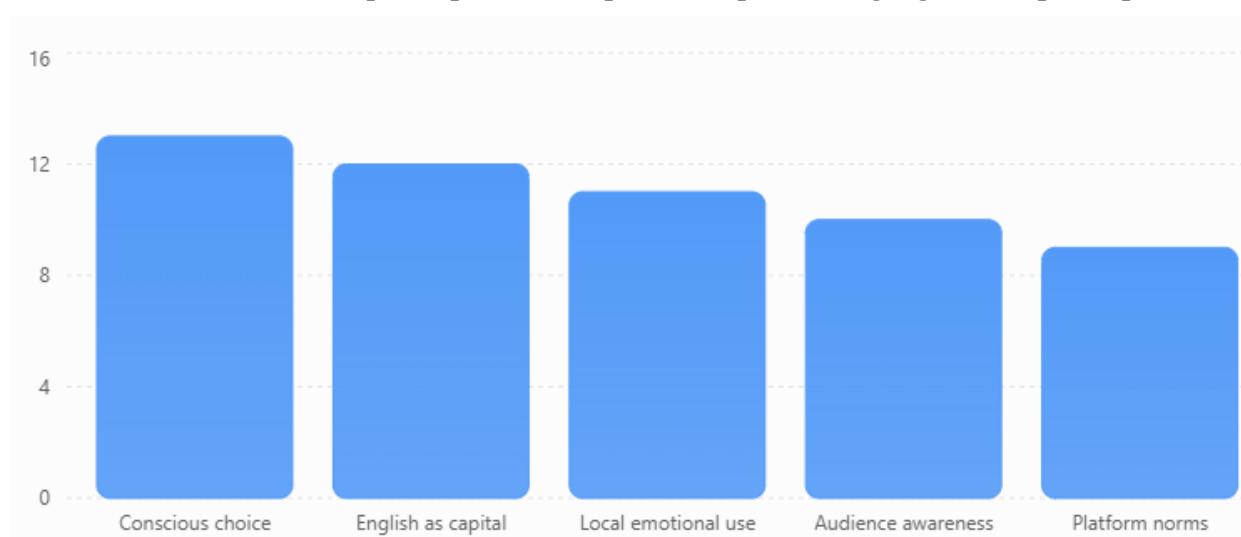


Figure 2. Interview Themes Related to Language Awareness

Source: Interview data analysis (2026)

Figure 2 presents the distribution of interview themes related to participants' language awareness in social media use. The visualization summarizes how frequently each theme was mentioned across the fifteen semi structured interviews, providing an empirical overview of the relative prominence of key dimensions underlying multilingual practices. The figure shows that conscious language choice emerges as the most dominant theme, followed by the perception of English as professional capital, the use of local languages for emotional expression, audience consideration, and platform specific language use. This distribution indicates that multilingual practices are not incidental but are grounded in a high level of reflexive awareness among users. Participants consistently demonstrated the ability to evaluate communicative contexts and strategically select linguistic resources in response to different social and platform related conditions. The prominence of themes related to professionalism and emotional expression further suggests that language choice is shaped by both instrumental and affective considerations. By quantifying the recurrence of these themes, Figure 2 strengthens the qualitative findings by illustrating that patterns observed in discourse analysis are also consistently reflected in participants' own accounts, thereby reinforcing the validity of the study through methodological triangulation.

One participant stated:

"I am very aware of when to use English and when to use my own language, especially on social media. On platforms like LinkedIn or even Instagram when I talk about work, English feels safer and more appropriate because it is widely used in professional

environments. I also feel that using English makes my posts more accessible to a broader audience, including colleagues from different backgrounds. But I don't always use English because sometimes it feels too formal for certain situations. So I adjust depending on what I want to communicate and who I expect will read my posts." (P4, corporate employee)

This response illustrates a high level of metalinguistic awareness in which language choice is consciously aligned with perceived norms of professionalism and audience reach. The participant's use of the term "safer" reflects an internalized language ideology that positions English as a legitimate and globally accepted medium in professional contexts. At the same time, the selective use of local language indicates an ongoing negotiation between formality and personal expression. This supports the broader finding that language choice functions as a strategic tool for managing both credibility and audience inclusivity in digital communication.

Another participant noted:

"When I share personal stories or talk about my feelings, I prefer using my local language because it feels more honest and expressive. I think some emotions are difficult to translate into English, so using my own language makes the message clearer and more meaningful. But sometimes I still include English, especially if I want my post to be understood by a wider audience. I usually think about who will read my post before deciding which language to use. For me, language is not just about communication, but also about how I present myself and connect with others online." (P10, university student)

This statement highlights the role of language as an affective and identity-based resource in digital interaction. The participant explicitly links local language to emotional authenticity and semantic depth, reinforcing its function in expressing intimacy and personal experience. At the same time, the inclusion of English for broader accessibility demonstrates audience-oriented decision-making. This dual consideration confirms that multilingual practices are shaped by both expressive needs and strategic self-presentation, reflecting a complex awareness of how language mediates identity and social connection in online environments.

Multimodal Patterns in Multilingual Posts

Multimodal analysis indicates that language choice is systematically aligned with visual presentation. Posts using English tend to display professional or minimalist visual styles, while posts in local languages are often accompanied by casual or culturally specific images.

Table 4. Alignment Between Language and Visual Style

Language Dominance	Visual Characteristics	Number of Posts
English-dominant	Professional, neutral, minimalist	41
Local-language dominant	Casual, personal, cultural symbols	47
Mixed language	Hybrid visual styles	32

Source: Research Data Analysis (2026)

Emojis were found in 68% of posts, with national flag emojis and culturally specific icons frequently appearing alongside local-language expressions. The observed alignment between language choice and visual presentation indicates that multilingual practices on social media are embedded within broader multimodal identity performances. Language does not operate in isolation; instead, it interacts with visual elements to reinforce particular meanings and self-presentations. English-dominant posts are typically accompanied by visuals that project formality, professionalism, or neutrality, suggesting a deliberate effort to construct a polished and globally oriented identity. In contrast, posts written primarily in local languages tend to feature informal, personal, or culturally recognizable imagery, emphasizing closeness, familiarity, and cultural rootedness. Interview data provide further insight into these patterns. Participants reported being consciously attentive not only to the language they use but also to how it aligns with images, emojis, and overall aesthetic choices. Several respondents explained that visual elements help "set the tone" of a post and ensure that the intended message is interpreted

correctly by the audience. For example, professional visuals were described as reinforcing the seriousness and credibility of English-language posts, while casual or culturally symbolic images were seen as complementing the emotional and relational meanings conveyed through local languages.

Interview data provide further insight into these patterns. Participants reported being consciously attentive not only to the language they use but also to how it aligns with images, emojis, and overall aesthetic choices.

One participant explained:

"When I post something in English, I usually choose a clean or minimalist photo, like a formal picture or something related to work or achievements. I feel like the language and the image need to match so that the message looks consistent. But when I use Indonesian, I tend to post more casual photos, like hanging out with friends or daily activities. I also use more emojis in those posts because it feels more expressive and relaxed." (P1, university student)

This response demonstrates that language choice is closely coordinated with visual presentation to create semiotic coherence. The participant consciously aligns English with formal and minimalist imagery, reinforcing its association with professionalism and neutrality. In contrast, the use of local language alongside casual visuals and emojis reflects an orientation toward emotional expressiveness and interpersonal closeness. This supports the interpretation that multimodal elements function together as an integrated system of meaning-making in digital discourse.

Another participant stated:

"I always think about the overall look of my post before uploading it. If I'm using English, especially for branding or public content, I prefer visuals that look neat, aesthetic, and professional because it represents my personal image. But if the post is more personal, I switch to my local language and use more natural or spontaneous photos. I also add emojis or cultural symbols to make the post feel more alive and relatable. For me, language, visuals, and emojis are all connected and should support each other." (P8, content creator)

This statement highlights the strategic integration of linguistic and visual resources in constructing a coherent online identity. The participant's emphasis on "overall look" and "personal image" indicates that multimodal choices are not incidental but carefully curated. English is associated with branding and public visibility, while local language and expressive visuals are used to establish authenticity and relatability. This reinforces the finding that multimodal alignment plays a central role in identity performance on social media.

A further perspective was provided by another participant:

"In my business posts, I usually use English captions with product photos that look professional because it helps attract attention and looks more credible. But when I interact with customers, I often reply in Indonesian and sometimes include emojis to make it feel more friendly. I think emojis help soften the message and make communication more engaging. So I adjust both language and visuals depending on whether I want to promote something or build a closer relationship with my audience." (P15, small business owner)

This response illustrates the functional flexibility of multimodal practices in different communicative contexts. The participant differentiates between promotional and relational communication, using English and professional visuals to enhance credibility and market appeal, while employing local language and emojis to foster interpersonal engagement. This confirms that multimodal resources are strategically mobilized to balance visibility, credibility, and relational closeness in digital interaction.

Discussion

Multilingual Practices as Strategic and Integrated Discourse

The findings of this study demonstrate that multilingual practices in social media discourse cannot be understood as spontaneous or incidental linguistic behavior. Instead, they reflect deliberate communicative actions in which users actively select and combine linguistic resources to achieve specific purposes. Language choice becomes part of a broader strategy of self-representation, rather than merely a tool for conveying information. In this sense, language functions as a social instrument that allows users to shape how they are perceived within digital environments (Nagy & Neff, 2015; Alshenqeeti, 2016). The predominance of intra-sentential code-switching indicates a fundamental shift in how language boundaries are conceptualized. Rather than treating languages as separate and fixed systems, users approach them as flexible resources that can be integrated within a single utterance. This suggests that multilingual competence in digital contexts is no longer defined by the ability to maintain clear boundaries between languages, but by the ability to manage and navigate linguistic flexibility effectively.

This integration of linguistic resources enables richer and more nuanced forms of expression. By combining languages within a single discourse unit, users can convey meanings that may not be fully expressed through one language alone. Language choice therefore extends beyond propositional content and becomes closely tied to emotional expression, stylistic preference, and identity positioning. Multilingual practices provide users with expanded expressive possibilities while maintaining a sense of authenticity in communication. The findings suggest that multilingual practices serve as a mechanism for balancing multiple communicative demands in digital interaction (Garcia, 2026; Eren, 2024). Users must simultaneously consider clarity, efficiency, and audience engagement within complex and often heterogeneous online spaces. The integration of languages allows them to address diverse audiences without sacrificing depth of meaning. Linguistic flexibility, therefore, is not merely stylistic but reflects an adaptive response to the communicative challenges of social media environments.

The normalization of intra-sentential code-switching also indicates that social media plays a significant role in reshaping linguistic norms. Practices that may previously have been considered informal or non-standard are increasingly accepted as part of everyday digital communication. Online platforms create environments that encourage experimentation and hybridity, where mixed language use becomes a recognizable and legitimate mode of interaction (Windle & Ferreira, 2019; Gaibrois, 2018; Martínez-Álvarez, 2017; Doumanis et al., 2019). As a result, social media functions not only as a site of language use but also as a space where linguistic conventions are continuously negotiated and transformed. An important implication of these findings is the need to reconsider traditional perspectives on code-switching. Rather than viewing it as a sign of linguistic deficiency, the evidence suggests that it represents a form of advanced communicative competence.

Users demonstrate the ability to navigate multiple systems of meaning and to deploy them strategically in response to different contexts. This competence is highly contextual, adaptive, and closely aligned with the demands of digitally mediated communication. Multilingual practices in this study highlight the role of language as a flexible and strategic semiotic resource. Users do not simply use language to transmit messages, but to construct meaning, manage social relationships, and negotiate identity in complex digital spaces. The integration of multiple linguistic resources within a single utterance reflects the evolving nature of communication, where linguistic boundaries become increasingly fluid and open to dynamic interpretation.

Functional Differentiation of Language and Symbolic Meaning

The findings of this study indicate that language choice in social media discourse is not arbitrary but systematically linked to communicative function and socially constructed meaning (Afrasiab et al., 2025; KhosraviNik, 2022; Androutsopoulos, 2014). Users do not select languages randomly; instead, they assign specific roles to different linguistic resources depending on the context of interaction. This functional differentiation suggests that language operates as a semiotic tool through which communication is organized, structured, and made socially meaningful within digital environments. English emerges as a dominant linguistic resource

associated with professionalism, global orientation, and aspirational identity. Its use reflects not only communicative intent but also an alignment with broader global discourses that position English as the language of opportunity, mobility, and institutional legitimacy. When users employ English in their posts, they are not merely choosing a language but actively projecting an identity that is outward-looking and connected to transnational networks.

In contrast, local languages carry strong affective and relational meanings that are deeply embedded in users' cultural and social experiences. Their use enables the expression of intimacy, emotional depth, and cultural belonging in ways that are often difficult to replicate in a global language. This highlights the continued relevance of local linguistic resources in maintaining authenticity and interpersonal connection within increasingly globalized digital spaces. According to Karki et al. (2026) the coexistence of these distinct linguistic functions demonstrates that multilingual users operate within layered systems of meaning. Rather than privileging one language over another, they strategically draw on both to fulfill different communicative needs. This reflects an understanding of language not as a neutral medium, but as a resource that carries socially recognized symbolic values, which can be mobilized to achieve specific interactional outcomes.

This functional differentiation is closely tied to broader sociolinguistic hierarchies in which English functions as symbolic capital. Its use provides access to wider audiences and enhances perceived credibility, particularly in professional or public-facing contexts. Users appear to internalize these hierarchies and reproduce them in their digital practices, reinforcing the association between English and authority, visibility, and legitimacy in online communication. At the same time, the sustained use of local languages suggests that global linguistic dominance does not result in linguistic replacement. Instead, users actively maintain and recontextualize local languages within digital discourse. This reflects a form of resistance to linguistic homogenization, where users preserve cultural specificity and emotional richness by continuing to engage with their local linguistic repertoires.

The interaction between global and local linguistic resources reveals how multilingual users navigate competing social pressures (Sudikan & Murugesan, 2025; Santos, 2025). On one hand, there is a need to be visible and credible within global digital spaces; on the other, there is a desire to remain culturally grounded and socially connected. Language choice becomes a key mechanism for balancing these competing demands, allowing users to move fluidly between different social positions. Importantly, these patterns suggest that language choice is shaped not only by individual preference but also by shared norms and expectations within digital communities.

Users anticipate how their language use will be interpreted by different audiences and adjust their choices accordingly. This indicates that multilingual practices are socially regulated, emerging from collective understandings of what different languages signify in specific contexts. The functional differentiation of language observed in this study highlights the role of multilingualism as a socially embedded practice (Lüpke, 2016; Mambwe, 2014). Language operates as a symbolic resource through which users negotiate meaning, construct relationships, and position themselves within complex social landscapes. The ability to assign and manage these symbolic functions reflects a sophisticated level of communicative competence that is central to effective participation in digital environments.

Multilingualism as a Resource for Hybrid Identity Construction

The findings of this study highlight that multilingual practices serve as a key mechanism through which users construct hybrid and layered identities in social media discourse. Rather than presenting a singular or fixed identity, users draw on multiple linguistic resources to position themselves across different social dimensions simultaneously. This reflects the complex realities of digitally connected individuals who operate within overlapping spheres of interaction, including global, professional, and local contexts. Language becomes a means of navigating these intersecting spaces, allowing users to align themselves with multiple social identities within a single communicative act.

The strategic combination of English and local languages enables users to articulate identities that incorporate both global engagement and cultural rootedness. English is frequently associated with mobility, professionalism, and participation in transnational networks, while local languages signal authenticity, familiarity, and emotional connection (Lam & Smirnov, 2017; Shaheed et al., 2016; Baker, 2016; Romios & Rajendra, 2025). The coexistence of these linguistic resources allows users to move beyond binary identity constructions and instead develop more fluid and integrative forms of self-representation. This suggests that multilingualism provides a flexible framework for expressing identities that are simultaneously outward-looking and locally grounded.

These patterns reinforce post-structuralist perspectives that conceptualize identity as dynamic, relational, and discursively constructed. Identity is not treated as a stable or inherent attribute but as an ongoing process shaped through interaction, representation, and context. Multilingual practices function as semiotic tools that enable users to perform and negotiate identity in response to shifting audiences and communicative demands. Through language choice, users actively construct meaning about who they are and how they wish to be understood within digital environments.

The findings indicate that the strategic use of multilingual resources allows users to maintain coherence across diverse social contexts while adapting to different audience expectations. By combining linguistic elements associated with distinct social meanings, users manage how they are perceived without fully committing to a single identity position. This ability to navigate multiple identities simultaneously reflects a high level of communicative awareness and adaptability, underscoring the role of multilingualism as a critical resource for identity negotiation in contemporary digital communication.

Metalinguistic Awareness and Strategic Language Use

The findings of this study highlight that multilingual social media users possess a high level of metalinguistic awareness, which plays a crucial role in shaping their language practices. Language use is not automatic or unconscious but involves deliberate reflection on when, where, and how particular linguistic resources should be employed. Users actively evaluate the communicative context before selecting a language, indicating that multilingual practices are grounded in conscious decision-making rather than habitual behavior. This awareness is closely tied to users' understanding of audience expectations and platform-specific norms. Participants demonstrate sensitivity to the social meanings associated with different languages and adjust their choices accordingly. Language selection becomes a strategic response to anticipated interpretations, allowing users to manage how their messages are received by diverse audiences. This suggests that multilingual communication in digital environments requires not only linguistic competence but also social and contextual awareness.

The role of language ideologies is particularly evident in shaping these strategic decisions. English is frequently perceived as a neutral or “safe” choice in professional or public-facing contexts, reflecting its association with authority, credibility, and global legitimacy. By using English, users align themselves with dominant discourses that value visibility and professionalism. This indicates that language choice is influenced by broader societal beliefs about the symbolic power of specific languages. In contrast, local languages are associated with authenticity, emotional expression, and interpersonal closeness. Users often turn to their local linguistic resources when communicating personal experiences or engaging in relational interaction. This distinction reveals that different languages carry distinct affective and social meanings, which guide users in selecting the most appropriate medium for conveying specific types of messages. Language choice thus becomes a way of managing not only content but also emotional tone and relational dynamics.

The findings further suggest that multilingual practices are shaped by internalized social norms that regulate digital communication. Users continuously anticipate how their posts may be interpreted and make adjustments to ensure alignment with their intended identity and communicative goals. This ongoing process of evaluation and adjustment reflects a form of self-monitoring, where language is used as a tool to control representation and interaction in online

spaces. Metalinguistic awareness enables users to strategically deploy linguistic resources in ways that support identity construction and social positioning. Language functions as a mechanism of self-management, allowing users to navigate complex communicative environments and maintain coherence across different contexts (Peerbolte et al., 2025; Nichol et al., 2022). This highlights that multilingual competence in digital discourse extends beyond linguistic knowledge, encompassing the ability to interpret social meanings, anticipate audience responses, and adapt language use accordingly.

Multimodal Integration and Identity Performance

The study also highlights the importance of multimodality in shaping multilingual practices. Language does not operate independently but interacts with visual elements such as images, layout, and emojis to produce meaning. The alignment between language choice and visual style demonstrates that identity construction in digital environments is a holistic process involving multiple semiotic modes (Haroon et al., 2025; Sofkova, 2017).

English-dominant posts tend to be associated with professional, minimalist visuals, reinforcing their orientation toward formality and global visibility. In contrast, local-language posts are often accompanied by casual or culturally specific imagery, emphasizing intimacy and cultural belonging. This coordination between linguistic and visual elements creates semiotic coherence, ensuring that the intended message is clearly communicated.

Emojis further enhance this multimodal interaction by functioning as affective and symbolic markers. Their use alongside local languages strengthens expressions of emotion, identity, and cultural affiliation. These findings support multimodal discourse perspectives that view meaning-making as distributed across different semiotic resources. Multilingual practices, therefore, cannot be fully understood without considering their integration with visual and symbolic elements in digital communication.

Implications for Digital Multilingualism Research

This study demonstrates that multilingual practices in social media discourse are socially situated, functionally differentiated, and multimodally constructed. Language choice operates as a strategic resource that enables users to negotiate identity, manage audiences, and navigate the interplay between global and local contexts (Androutsopoulos, 2014). By integrating corpus analysis with interview data, this study provides a comprehensive understanding of both observable practices and users' underlying motivations.

These findings contribute to digital multilingualism research by bridging structural, functional, and identity-based approaches within a single analytical framework. The use of Critical Discourse Analysis further extends this contribution by highlighting the role of language in reproducing and negotiating social meanings, power relations, and identity positions in digital environments.

Future research may build on this study by examining how multilingual practices evolve over time, how platform-specific affordances shape language use, or how similar patterns emerge in different sociocultural contexts. Expanding the scope of analysis to include longitudinal data or cross-cultural comparison would provide deeper insight into the dynamic nature of multilingual communication in an increasingly digitalized world.

CONCLUSION

This study concludes that multilingual practices in social media discourse function as strategic, socially embedded, and multimodally integrated resources through which users construct meaning, manage audiences, and negotiate identity. Drawing on a corpus of 120 posts and 15 interviews, the findings show that language choice is not incidental but systematically aligned with communicative intent, where intra-sentential code-switching reflects flexible and integrated language use rather than bounded linguistic systems. English operates as symbolic capital associated with professionalism, global visibility, and credibility, while local languages sustain emotional expression, cultural belonging, and interpersonal closeness. These functional distinctions enable users to navigate global and local demands simultaneously, constructing hybrid identities that are both outward-looking and culturally grounded. The study also

demonstrates that users possess strong metalinguistic awareness, strategically adapting language based on audience, platform norms, and intended meaning. Furthermore, multilingual practices are closely intertwined with visual and symbolic elements, indicating that identity performance in digital spaces is inherently multimodal. Overall, the research highlights that multilingualism in social media is not merely a linguistic phenomenon but a complex semiotic practice shaped by social norms, digital affordances, and users' active efforts to position themselves within dynamic and diverse communicative environments.

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