AN ANALYSIS OF USING SLANG LANGUAGE OF GEN Z BASED ON TIKTOK VIDEOS: SOCIOLINGUISTICS APPROACH

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ABSTRACT

Slang language has become part of everyday language, as people use it in daily conversations. The use of slang is more dominant among young people, especially Gen Z. Generation Z has a big influence in the spread of slang, especially on various social media today, one of which is currently popular is TikTok. Slang is a relaxed language that is often used by people in daily conversations in various fields. However, the existence of this slang also creates problems in the language structure. Slang may initially only be used in certain environments, but some can develop into part of a wider language in today's culture and trends. Slang often creates or changes the meaning of words or phrases that already exist in formal language. This research aims to find out the type of slang used by Gen Z based on TikTok videos (Partridge: 2004) and identify the dominant type of slang used by Gen Z based on TikTok videos. This research uses a Descriptive Qualitative method by selecting and collecting data from TikTok Videos. From the data analyzed, there are 25 data types of Society slang such as mukbang, viral, massage, worth it, guys, burn out, fomo, healing, friendly, idol, pov, pick me girl, cool cats, kittens, guys, gonna, kicking off, gross, darn it, guys, very dead, bts, shades, a little doll, 4 data types of slang in Publicity such as Reglow, Frestea, Fresh Break Zone, Everwhite, and last 1 data type of Public House slang that is cheering. From the analysis of calculating percentage data, Society slang with a percentage result of 83,33%, slang in Publicity 13,33%, and Public House slang gets 3,33%. From these findings, it is concluded that Society slang is the most dominant type of slang among other types of slang.

Keywords*: Gen Z, Slang, Tiktok*

INTRODUCTION

The study of language and society is known as sociolinguistics. According to (Holmes & Wilson, 2022:11) language and social interactions are studied in sociolinguistics. Fishman states that sociolinguistics ought to consider "who speaks (or writes) what language (or what language variety) to whom and when and to what end" (Wardhaugh & Fuller, 2021:7 - 13). In the field of

sociolinguistics, language is viewed as more than just a means of communication; it may also be employed for many purposes such as interaction and momentary experiences among the members of society. Sociolinguistics is a field of study that examines the interaction between language and social factors in society. One aspect that is well understood by sociolinguistics is language variation, which refers to differences in language use between different groups in a society, for example in the use of slang. Slang is part of language variation that arises due to several factors in the community.

In society, those who use slang more often are from young people or the younger generation. This generation is attached to the name slang. The current trend greatly dominates the development of slang, especially in the digital world. Generation Z is a generation born in an era of grown technology where they absorb more information not from the surrounding environment anymore but from online networks. The relationship between Gen Z and slang is close as slang is often a reflection of the culture and values that are important to this generation. Gen Z uses slang to differentiate themselves from previous generations, express their views on issues, and express themselves more freely.

In the current era, people can also absorb language from anywhere, especially from social media. The development of technology and social media has accelerated the spread of slang among Gen Z. One of the social media applications that is currently trending is TikTok. Some slang language that the researcher found in the videos on TikTok, such as the words Guys, outfit, wassup, bebe, Fomo, and many more. The word "guys" means friends, "outfit" outfit is a suit of clothes." Wassup" this articulation is what's up or How are you, "Bebe" for this word means that it is a favorite call for girlfriends, and the last one is "Fomo" the meaning of Fomo here is fear of missing out where this word describes feeling uncomfortable or losing precious moments about things that are missed.

However, the existence of this slang also creates problems in the language order. Slang may have originally only been used in certain environments, but some can develop into part of the wider language into the current culture and trend. Slang often creates or changes the meaning of words or phrases that already

exist in the formal language. This can result in a shift or change in the overall meaning of words in society. Although slang is a science of language, it cannot be denied that slang has a negative impact. Education needs to teach proper language use so that students can avoid using slang and enrich their vocabulary.

To find out more about slang language, the researcher wants to analyze the slang in TikTok videos. The reason why researchers examined slang in Gen Z is that as mentioned above, the use of slang is also different in every environment. Each field has its unique communication context. Slang develops according to the needs and norms of communication in that environment. In addition, the purpose of communication can also vary. The use of slang can be adjusted for the purpose of communication. This research examines the use of slang variations based on the type of generation on social media.

REVIEW OF LITERATURE

Sociolinguistics

Language concerning society is studied in sociolinguistics. Two terms make up sociolinguistics: "linguistics" refers to the study of language, while "socio" refers to social or connected to society. The study of language and social circumstances is known as sociolinguistics. Sociolinguistics is a field of research that focuses on how people utilize language in conversation and their daily lives (Wardhaugh., 2019:13). The study of the interaction between language and society is known as sociolinguistics and how people use language in their daily lives to communicate. The word "communicate," which means "to share" in Latin, refers to the act of transmitting or distributing a portion of anything (Sinaga, 2019) It combines aspects of linguistics and social aspects to understand how language reflects and shapes social structures, group identity, and social interaction. It combines aspects of linguistics and social aspects to understand how language reflects and shapes social structures, group identity, and social interaction. Sociolinguistics facilitates us to take into account that language is not the simplest method of communication, but also reflects the complexity of society and culture. Cultures are created through communication; that is, communication

is the means of human interaction through which cultural characteristics (customs, roles, rules, rituals, laws, or other patterns) are created and shared (Sidabutar, 2020). Therefore, an understanding of the relationship between language and society can provide deep insights into how humans interact which can give rise to a variety of languages in communication.

Slang Language

Slang is one of the most popular languages in society. Slang is a language that is not a standard language and its nature is below quality standards and does not comply with Indonesian language laws and regulations (Lestari.et.al., 2020). Slang usually refers to informal or casual language variants that are often used in everyday situations or informal conversations.

Slang is a language that speakers use inconsistently; it can be considered a seasonal language because, after a given amount of time, a term or language is no longer used, or it can be said that the language follows the current trend (Zhou & Fan, 2013). That slang tends to reflect current trends and culture. As such, words and phrases in slang can constantly evolve and reflect changes in daily life, social media, and popular culture. In some cases, new words or expressions that become popular among young people or certain groups can appear and be quickly adopted in slang.

Types of Slang

To begin discussing slang, we must first understand the many varieties of slang. The many forms of slang terms by (Partridge, 2004) will be discussed in this section.

Cockney slang (natives)

Cockney slang is a distinctive form of language originating from East London. cockney slang stands out because it has its accent called the cockney accent. this slang is more often used by middle-class people. A well-known example of Cockney slang is the replacement of the word "stairs" with "apples and pears" (which means stairs in Cockney).

Public House slang

This type is considered friendly, cheerful, and materialistic, but not rude or cynical. Public house slang refers to terms or phrases used typically in a pub or public house environment. Some examples of public house slang involve terms related to drinks, services, or activities that occur in pubs. For example, Booze-shunter refers to someone who drinks beer.

Workmen's slang

Workmen's slang is a type of slang used by workers, such as laborers. In this slang, users do not use the original language of something but use a language that can only be understood by them. For example, in the construction industry, workers may have special terms for tools, construction techniques, or even certain working conditions. These terms may be less common or even unknown outside of the worker's community. For example, is Nail Bender which means an ironworker.

Tradesmen's slang

Tradesmen's slang is slang used by workers just like Workmen's slang. However, in this type of slang only includes 4 types: tailors, butchers, chemists, and builders. For example "Chippy", which means carpenter.

Slang in Art

Slang in the arts refers to the application of colloquial language or phrases within the field of art. Slang words that are unique to the art world or that artists or performers use to express their unique artistic experiences are frequently invented or adopted. Therefore, this type of slang is difficult to guess by outsiders who are not part of it. Example: Canvas commando: Artists who focus on works on canvas.

Slang in Publicity

This type of slang refers to words that are closely related to the publicity industry, especially in the fields of advertising, marketing, and public communication, slang terms can be used to express ideas or concepts quickly, illustrate trends, or establish a distinctive brand identity. Example slang in publicity: Sunlight means soap.

Slang in Theater

Slang in Theater is slang used in the world of theater, whether among actors, directors, production crew, or the theater community at large as long as it includes a theater context. Example: Break character: Exits the character being played by the actor.

Slang in Public School and University

The main source of this slang is students because they are fresh and full of creativity. Every school has its own special words known to no other school. An example of slang in school is Homecoming: An annual event at school that involves sports games and social activities. An example of slang in university is Freshman/Frosh: First-year students.

Society slang

Society slang is commonly used daily speaking and is connected to society. This slang can only be understood by those in a particular social group. An example of society slang is Silver pheasant, which means a beautiful society woman.

Slang in Medicine

Slang in medicine is used by medical professionals, medical students, or the medical community. The use of slang among medical personnel can reflect their culture, and habits, and is often used as a quick and effective form of communication in the workplace. An example is "Gomer ", which means "Get Out of My Emergency Room," which is used to refer to patients who frequently come to the emergency department without an actual emergency.

Soldier's slang

Soldiers' Slang is a slang term that comes from around the army community and is commonly used by the soldier's slang. An example is Soup sandwich: someone or something very messy or disorganized.

TIKTOK

TikTok is a social network sharing service that shares short videos as a way to document and showcase creativity, knowledge, and other moments. TikTok's journey began in 2016 under the name Douyin, and it solely operated in China until 2017, when it was introduced to the global market under the name TikTok. TikTok integrated with Musically, a lip-sync app, before it was completely functional.Gen Z likes TikTok because it offers features that no other social media platform has ever offered. It seems as though Gen Z can disclose who they are through TikTok.

The use of TikTok by Generation Z as a platform for activism and education is an example of an inventive and creative human behavior throughout the adolescent years. Video is currently one of the most viewed types of material on the internet worldwide. Because of the advantages of having adverts show up on their channels, millennials have even turned to video as a new source of income. Moreover, video has emerged as a potent new tool for marketing and brand communication. Many developers have been working hard to create video editing applications in order to make it easier for people to create interesting videos.There are many reasons that encourage people to have certain communication behaviors caused by social media, one of which is the use of language. TikTok, which can be accessed around the world, produces content in a variety of languages depending on where the creator's content comes from. From seeing the content on TikTok, we can indirectly learn a variety of slang languages, especially English slang words.

RESEARCH METHOD

In this study, the authors used a descriptive qualitative design. The qualitative research technique itself uses a descriptive approach to conduct a deeper analysis of a phenomenon (Creswell, 2013:15). Descriptive Qualitative research is a technique for analyzing and comprehending the meaning people or groups ascribe to a social human circumstance (Creswell 2014:11) . This research has primary data and secondary data. Primary data comes from TikTokers'

utterances that contain English slang language. The data was collected from videos by searching in the TikTok app. In addition, the secondary data of this research comes from other literature or the theory of Partridge (Partridge, 2004:9) for types of slang. The data source came from TikTok videos of 4 TikTok accounts including @riaricis, @fujiiian, @audreytrullinger, and @charlidamelio. Videos taken on the @riaricis account were uploaded on January 26, 2024, and September 23, 2024. Videos on the @fujiian account were uploaded on December 15, 2023, and October 6, 2024. videos taken on the @audreytrullinger account were uploaded at the same time on February 2, 2024, and on the @charlidamelio account videos were uploaded on March 17, 2024, and August 14, 2024.

In this study, the researcher used Non-participant observation to collect data. The data collection techniques used in this research are technique documentation and note-taking techniques. The supported instrument to collect the data, such as a laptop, smartphone, and notes to collect the data. The analytical research used an interactive model of data analysis by (Matthew B. Miles, A. Michael Huberman, 2014). There are three interactive steps, namely: data condensation, data display, and drawing/verifying conclusions.

FINDINGS AND DISCUSSION

The data analyzed based on the type of slang in TikTok videos is presented in the following table.

No	Data of Slang	Types of Slang	Explanation
1	It's **Mukbang** time.	Society slang	The data is found on the TikTok Ria Ricis account which was uploaded on January 26, 2024. The word "Mukbang" means eating and bangsong which is defined as broadcast. So, Mukbang means an online broadcast that someone does while eating food. Mukbang is a

No	Data of Slang	Types of Slang	Explanation
			certain slang language that is widely used by all circles, especially young people or students in informal situations, especially young people or students in informal situations.
2	I just bought from Medan Yaman's signature menu, and it's so **viral**	Society slang	The data is found on the TikTok Ria Ricis account which was uploaded on January 26, 2024. The word "viral" has the meaning of spreading quickly. the word viral is used by many circles and people to describe something that is extraordinary and attracts a lot of attention.
3	Then first I want to try the **massage**	Society slang	The data is found on the TikTok Ria Ricis account which was uploaded on September 09, 2023. The word "Massage" is not a chat but is classified as an activity on the face, namely facial massage. the word massage is used by people who do beauty treatments.
4	I'm disappointed with myself why stones now enter the **Reglow** clinic	Slang in Publicity	This data is found on Ria Ricis's TikTok account, which was uploaded on September 23, 2023. The word "reglow" is classified as the name of the place. The word "Re" may refer to restoration or

No	Data of Slang	Types of Slang	Explanation
			rejuvenation, while "Glow" is often associated with beauty and healthy glowing skin. Combining these two words, emphasizes services or treatments that aim to restore and enhance the skin's natural beauty, as well as give the impression of a glowing complexion.
5	because the place is **worth it**	Society slang	The data is found on TikTok Fuji's account which was uploaded on September 09, 2023. The word "worth it" is often expressed by people when expressing something that they think is good. The word worth it means worth it or when someone gets something good enough, which is worth what you have sacrificed whether it is time, effort, or money.
6	Hi **guys**	Society slang	The data is found on TikTok Fuji's account which was uploaded on December 15, 2023. The word "guys" is classified as a society slang which means "friends". The word guys is used when you want to greet each other, the community is commonplace this, especially students have used this word when communicating informally both in

No	Data of Slang	Types of Slang	Explanation
			the school and public environment.
7	come with me to the **frestea** fresh break zone	Slang in publicity	This data is found on Fuji's TikTok account which was uploaded on October 6, 2023. The word "frestea" is classified as a brand name. The word "frestea" is used in a bottled beverage product. As the name implies, frestea is a type of tea drink that comes in a variety of flavors. The name "Frestea" is likely derived from a combination of two words, namely "fresh" and "tea". The word "fresh" in English means fresh (in Indonesian "segar") or new. The mention of this word had been intended to emphasize the freshness of the product, describing the taste of the tea drink served in Frestea products. The word "tea" certainly refers to the brand's main product, which is a tea drink. By including the word "tea" in the brand name, it emphasizes the main product offered.
8	come with me to the frestea **fresh break zone**	Slang in publicatity	This data is found on Fuji's TikTok account which was uploaded on October 6, 2023. The word "fresh break zone" is classified as a space. Fresh break zone is a healing space

No	Data of Slang	Types of Slang	Explanation
			provided by freshtea products to inspire young people, especially Generation Z, to utilize their break time in the midst of their busy daily routines.
9	Eh just started the first zone immediately felt **burnout** seeing writings like this	Society slang	The data is found on TikTok Fuji's account which was uploaded on October 6, 2023. The word "burnout" is classified as a society slang that means exhaustion. This word is often used by adults and teenagers to express a sense of excessive fatigue.
10	if this dance rock is innately so **fomo** and want to join the dance so	Society slang	The data is found on TikTok Fuji's account which was uploaded on October 6, 2023. The word "fomo" is classified as a society slang which means A feeling of anxiety and fear that arises in a person due to missing out on something new, such as news, trends, and other things. the word fomo stands for Fear of Missing Out which is often used in informal communication.
11	entering here feels like wanting **healing** to maroco	Society slang	The data is found on TikTok Fuji's account which was uploaded on October 6, 2023. The word "healing" is classified as society

No	Data of Slang	Types of Slang	Explanation
			slang because it is widely used society to mean a vacation/walk to relieve stress after doing hard work.by people and even students also use this word when talking to their peers.
12	this high colla capsule is already diabetic **friendly**	Society slang	The data is found on TikTok Fuji's account which was uploaded on December 15, 2023. The word friendly" is classified as society slang which means friendly or easy to get along with. The word friendly in the video is aimed at diabetics, which means diabetic friendly is friendly/safe for consumption by diabetics."
13	It turns out that Korean **idol** artists also often drink supplements	Society slang	The data is found on TikTok Fuji's account which was uploaded on December 15, 2023. The word "idol" is classified as social slang which means idol which is often used by kpopers as another name for artists from groups in general. Students often use the word idol for Korean idol artists.
14	The new **everwhite** hicolla capsul	Slang in publicity	This data is found on Fuji's TikTok account which was uploaded on December 15, 2023. The word 'Ever white" is classified as a

No	Data of Slang	Types of Slang	Explanation
			name. Ever white is the name of a beauty skin care product. The word "Ever white" was chosen to refer to the product concept aimed at skincare that aims to keep the skin bright and glowing.
15	**Pov**: meeting the pick me girl that secretly hates you	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. "Pov" stands for "point of view". "POV" is often used to refer to a person's view or perspective on a particular situation or topic. Gen Z uses this slang on social media platforms like TikTok to present their point of view in the content they share.
16	Pov: meeting the **pick me girl** that secretly hates you	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. This slang which means describes a woman who tends to do things like stand out, who seeks to attract the attention of others, especially men, in ways that might be considered excessive. "Pick me girl" is actually used more frequently by Generation Z and on social media, especially in the context of sharing content or expressing views.

No	Data of Slang	Types of Slang	Explanation
17	Hey you **cool cats** and kitten	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. "Cool cats" is classified as a name. Cool cats is a nickname given to someone. These nicknames are often used in everyday conversation and on social media by Generation Z.
18	Hey you cool cats *and* **kitten**	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. Kitten is classified as a name. Kitten is a nickname given to someone. These nicknames are often used in everyday conversation and on social media by Generation Z.
19	Happy Monday you **guys**. Cheers	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. The word "guys" is classified as a society slang which means "friends". the word guys are used when you want to greet each other, the community is commonplace to use this, especially students have used this word when communicating informally both in the school and public environment.
20	Happy Monday	Public House	This data was found on Audrey's

No	Data of Slang	Types of Slang	Explanation
	you guys. **Cheers**	slang	TikTok account. The word "cheers" is classified as public house slang which means a common greeting used when making a toast before drinking a drink.
21	After finish this, i'm **gonna** shower	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. The word "gonna" stands for Going to which means showing an intention or plan to do something in the future. It is a common slang used by gen z especially in daily conversations and on social media.
22	The marathon challenge is **kicking off** today	Society slang	The data is found on Audrey's account which was uploaded on February 15, 2024. "Kicking off" is classified as a society slang that means starting. This slang is often used by Gen Z to replace the word starting something either event or activity.
23	I made it look **gross**	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. "Gross" is classified as societal slang that means something disgusting or

No	Data of Slang	Types of Slang	Explanation
			unpleasant. It is often used by various circles, especially by Generation Z, to describe displeasure with something.
24	oh,**darn it. Darn it**	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024. "darn it" is classified as a society slang meaning disappointed or frustrated that is often used in English. It is a non-vulgar version of the stronger "damn it". "Darn it" is used when someone wants to express dissatisfaction, disappointment, or frustration with a situation that didn't go as expected.
25	This is the **outfit** we've chosen for the self tape today	Society slang	The data is found on Audrey's account which was uploaded on February 2, 2024."Outfit" is classified as a society slang that has the meaning of describing the clothes chosen and combined together to form an overall appearance that includes all items of clothing, accessories, and shoes that a person wears at a time.
26	Hi,**guys**.it's Charlie	Society slang	The data is found on Charlidamelio's account which was uploaded on March 21, 2024.The

No	Data of Slang	Types of Slang	Explanation
			word "guys" is classified as society slang which means "friends". the word guys are used when you want to greet each other, the community is commonplace to use this, especially students have used this word when communicating informally both in the school and public environment.
27	Very thin,**very dead,** to what it is now	Society slang	The data is found on Charlidamelio's account which was uploaded on March 21, 2024. "So dead" is classified as society slang which means damaged hair or hair that has a lot of damage.
28	I hope you the **BTS** and get ready to watch right now	Society slang	The data is found on Charlidamelio's account which was uploaded on March 21, 2024. The word "BTS" is classified as society slang, BTS stands for behind the scene which means what happens behind the scenes or behind the process of making a work or production. It is often used in the entertainment industry, including film, television, photography, and music.
29	I don't think i	Society slang	The data is found on

No	Data of Slang	Types of Slang	Explanation
	brought the right **shades**		Charlidamelio's account which was uploaded on March 21, 2024. The word "shades" is classified as society slang which means colors or color levels available in a cosmetic product.
30	So cute. **A little doll**	Society slang	The data is found on Charlidamelio's account which was uploaded on March 21, 2024. "Little doll" is classified as a name. Little doll is a nickname, usually used for someone who is close or describes something of similar appearance.

Based on the results of the analysis above, The 30 data that have been analyzed based on slang types, it was found that there were types of slang language found in TikTok videos that have been analyzed, that is Society slang, slang in Publicity, and Public House slang.

To find the dominant type of slang language found on TikTok. To find the dominant type of slang, researcher used the formula from (Sudijono, 2004)as follows.

Formula: Percentage =f/ N x 100%

Where: f – frequency

N – population

P-percentage of types of Slang

No.	Types of Slang	Frequency	Percentage
1	Cockney slang	-	-
2	Public house slang	1	3,33%
3	Workmen's slang	-	-
4	Tradesman'slang	-	-
5	Slang in Art	-	-
6	Slang in Publicity	4	13,33%
7	Slang in Theater	-	-
8	Slang in Public school and University	-	-
9	Society slang	25	83,33%
10	Slang in Medicine	-	-
11	Soldier's slang	-	-
	TOTAL	30	100%

From the analysis found, the type of Society slang is 83,33%, the type of slang in Publicity is 13,33%, and the type of Public House slang is 3,33%. From the above results, it is concluded that Society slang gets the largest percentage and Society slang is the most dominant type of slang among the other two.

CONCLUSION

It supported by the research done by Muhammad Rafif Yudistira (Rafif Yudhistira & Mayasari, 2022) and titled " *Slang Words in 'The Warriors' Movie*", this study is a descriptive qualitative study used Partriedge's theory. This study also used Sociolinguistics approach. The researcher found 2 types of slang in the movie, namely Society slang and Public House slang. There are 9 Society slang words and 4 Public House slang words including no sweat, waste, turf, fucking, bullshit, chick, shut up!, ain't, and shit!, among them guys, buddy, baby, and dude. Based on the results of the analysis obtained, society slang is a slang language that is more often used and more dominant among other types. Based on the findings

of previous research, it supports the findings made by the researcher in this study even though the object of research is different.

Based on the data analysis presented in the previous chapter, the researcher concludes that slang is commonly found in TikTok videos. Based on the analysis, Society slang is more dominant. Society slang is more widely used by the community because the language is easily created and easily absorbed by various groups.

Based on the data and the data analysis in chapter IV, the reseacher concluded are the first objective of this study is to identify the types of slang used by Gen Z in TikTok videos. Based on the results of the analysis of the first problem formulation, researchers found that there were 3 types of slang found, namely Society slang, slang in Publicity, and Public House slang. From table data 4.1, the researcher presents that Society slang 83,33%, slang in Publicity 13,33%, and Public House slang 3,33%. The most dominant type of slang was Insults and slurs, which appeared as much as 83,33%. Society slang is the most frequently used slang in society which has a full impact on Gen Z's use of language, it is also used in various conditions. These words are most often used when our interlocutors are our peers or closest people. The least common is Public House slang, which appears 1 time (3,33%). Society slang is commonly used daily spoken and is connected to society. Society slang or slang is often used by Generation Z, especially teenage students and college students in a school or campus environment, because peer social interaction is often an important part of the learned experience. The use of slang can help strengthen social bonds between students and facilitate communication in a relaxed and informal environment. The second is slang in Publicity, which refers to the use of slang in promotional materials or advertisements. slang in Publicity aims to attract the attention of the intended audience, make the promotional message feel more relevant or interested, and create the impression that the brand or product understands and is connected to current trends or culture. The third is Public House slang often used by customers or staff within a pub environment to describe the situation, drinks, food or activities within.

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