



BASED ON TIKTOK: EXPLORING THE LINGUISTIC DIMENSIONS OF ENGLISH SLANG IN SOCIAL MEDIA

Aidil Syah Putra¹, Aulia Aldilah Bahar², Unzila Alzura Fauzi³

^{1,2,3} Pendidikan Bahasa Inggris, Universitas Muhammadiyah Tangerang, Tangerang, Indonesia

Email: ¹aidilpoetra@gmail.com, ²auliadilaa29@gmail.com, ³alzuraunzila@gmail.com

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ABSTRAK

This study looks at the increasing slang usage on TikTok and how it impacts language usage and communication styles. This study aims to provide light on the emergence of linguistic innovations in digital youth culture by examining the beginnings, propagation, and evolution of slang on TikTok. This study also investigates the sociolinguistic impact of TikTok slang on social interaction, identity formation, and cross-cultural communication. A qualitative descriptive method was used to find and analyze slang in videos and comments on TikTok. The results showed that slang on TikTok serves as a social currency, a tool for creative expression, and a driver for the development of a new language in the modern digital communication world. This study found that TikTok slang plays an important role in shaping the social identity and interaction patterns of its users.

INTRODUCTION

Slang is described both as “the special vocabulary or phraseology of a particular calling or profession” and as a “language of a highly colloquial type, considered as below the level of standard educated speech, and consisting either of new words or of current words employed in some special sense” (Mattiello, 2008). Slang regularly develops from specific subcultures or communities, reflecting their interesting encounters and points of view. It is growing rapidly, driven by social patterns, innovation, and social change. On a stage like TikTok, slang can spread quickly and be used widely in various circles. This rapid spread can blur the boundaries between specialized lexicons and common dialects. As clients accept and adapt slang, it often undergoes further changes, reflecting the energetic nature of the dialect. As a result, slang popularized on TikTok can affect routine discussions and smooth communication.

The use of dialect by someone among teenagers tends to be interesting and shifting. This occurs because of the children's tendency to make clusters that are selected and different from other clusters, appear in different languages and may be a mystery that is understood by their claim group. A dialect that is not common means it is often called slang. Slang can be a transfer of sounds and letters which can be formed through the process of addition, compression, situations or transposition of sounds. Slang is created for reasons of nature, appeal to consideration, humor, or secrecy. Slang is a non-standard dialect used by a community in routine discussions. This dynamic use of slang not only fosters a sense of identity and belonging within a group but also serves as a form of linguistic innovation that continues to evolve to reflect the group's values and experiences.

A group of young people created their own dialect, known as slang, which is not easily understood by other groups. This dialectal language allows them to communicate, express thoughts and feelings, and spell uniquely within their group. Often, slang dialects form through the inversion of standard sound formats, making the lexicon interesting and distinctive. This modern and intelligent appearance helps slang stay current with ongoing advances and innovations. In youth environments, the presence of slang dialects has been notable. Slang acts as a social currency, helping young people navigate social interactions and establish their identity within peer groups. As technology progresses, slang adapts by incorporating new terms and expressions, reflecting the dynamic nature of youth culture.

According to Brensick (2019) TikTok is a virtual play structure: a recreational space manifested in electronic media. In the present, virtual play structures (ie, virtual playgrounds) are digital experiences that correspond to physical playground experiences. Virtual playgrounds offer

quick video creation and sharing workflows as forms of play (e.g. Apple Photo Booth, YouTube). These virtual playgrounds provide a platform for users to experiment creatively, just as physical playgrounds offer space for physical experimentation and social interaction. They encourage users to engage in fun and imaginative activities, such as creating and sharing short videos that showcase their talents, humor, or everyday life. This form of digital gaming can foster community and connection, bridging geographic distances and bringing together individuals with similar interests. Additionally, virtual playgrounds often incorporate interactive features and gamification elements, enhancing the gaming experience and making them more engaging for users of all ages.

TikTok may be a prevalent application that gives one of a kind and extraordinary impacts, permitting clients to effectively make brief, captivating videos. Launched in September 2016, TikTok could be a Chinese social organize and music video stage. The application bolsters brief video creation with music, engaging to both grown-ups and minors. Clients can observe a assortment of brief videos, each displaying distinctive expressions from makers. One of the highlights incorporates the capacity to mimic other users' recordings, upgrading its intelligently nature. Numerous clients appreciate making recordings with prevalent music, such as the two-finger shaqking slant. In general, TikTok has ended up a broadly cherished stage for imaginative expression.

This research focus to investigate the intricate dynamics of slang use on TikTok, exploring its impact on language evolution and communication patterns. It examines the origins, spread, and evolution of TikTok slang to understand how linguistic innovations emerge in digital youth culture. Additionally, the study seeks to explore the sociolinguistic implications of TikTok slang on identity formation, social interactions, and communication across diverse language backgrounds. Through comprehensive analysis, this research elucidates TikTok slang's role as social currency, a mode of creative expression, and a catalyst for linguistic innovation in today's digital communication landscape.

METHODE

This research uses a qualitative descriptive method by relying on data based on facts. According to Ifarisy (2022), qualitative methodology is a research method that produces descriptive data in the form of written or spoken words from individuals and their observed behavior. In this study, the sources taken are based on content and also comments from tiktok so that the data collection technique is by analyzing videos and comments on tiktok. The analysis process carried out in this study is by identifying the data results from the slang language contained in the video and tiktok comments based on the form of speech. The next process is to identify and analyze utterances that contain slang. This analysis process is carried out by means of a descriptive qualitative approach, the results of existing and collected data will be described in detail. After the description and analysis process, conclusions will be drawn. This process can make it easier for researchers to gain a deeper understanding of existing slang.

RESULT AND DISCUSSION

Result

According to this research, language is an ever-changing entity that reflects the social, cultural and technological changes taking place in society. Slang, especially among the younger generation, shapes cultural and social identity.

The study investigated five frequently used modern slang terms, namely "simp," "flexing," "salty," "slay" and "glow up." For example, "simp" is used to describe someone who shows excessive attention or kindness to someone they admire, often without getting anything comparable in return. The term indicates a problem in interpersonal relationships where emotional attachment is unbalanced and is often associated with the need for validation of others. Overall, slang on TikTok serves as a social currency, a tool for creative expression, and an inspiration for new linguistic ideas in the modern world of digital communication.

DISCUSSION

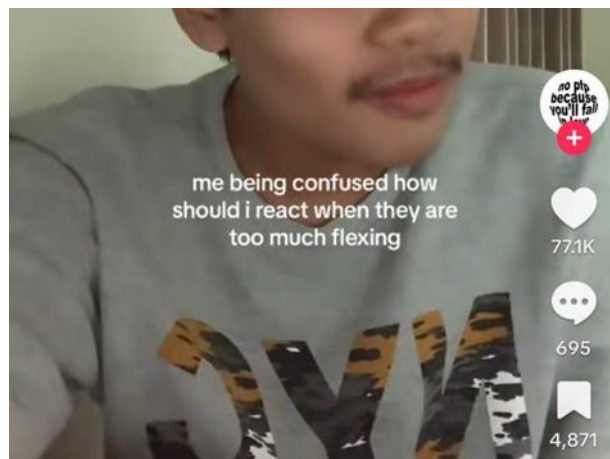
1. Simp



The term "simp" is often used to describe a person, especially a man, who shows excessive kindness or attention to someone they admire or like, often without receiving anything comparable in return. Highly controversial, the word is considered an acronym for "Sucker Idolizing Mediocre Pussy". But nowadays, usage is broader and not limited to sexual relationships. Simp is used in everyday conversation and social media to describe overly indulgent or excessive behavior in an attempt to attract someone's attention or affection. For example, a man who constantly gives attention and expensive gifts to a woman who does not show the same interest is called a simp. According to research, the simp phenomenon is linked to emotional imbalances in social relationships and gender dynamics (Smith, 2019).

The term simp describes an interpersonal relationship problem where emotional attachments are unbalanced. This phenomenon indicates unstable self-esteem and a need for validation from others. Criticism of simp behavior is often based on the desire to maintain emotional balance and avoid depending on the attention of others, according to research conducted by (Brown, 2022).

2. Flexing



The slang term for flexibility comes from the word "flex", which means to show strength or ability. In a contemporary context, flexing refers to the act of overtly demonstrating one's social status, wealth or achievements, especially through social media. Flexing is most commonly seen on social media platforms such as Instagram, where people display their luxury items, beautiful vacations or professional achievements. This phenomenon reflects trends in digital culture regarding consumerism and the search for social validation. (Thompson, 2020) study found that flexing can cause social pressure and feelings of insecurity among social media users, especially among teenagers and young adults.

Flexing shows society's tendency towards materialism and consumerism. This behavior demonstrates the desire to show success and social status by purchasing luxury goods. Critiques of flexing also show awareness of the negative effects of this behavior, such as social pressure and

dissatisfaction that can arise from unrealistic social comparisons. (Thompson, 2020) underlines how flexing can impact a person's perception of themselves and their level of happiness.

3. Salty



"Salty" is a slang term used to describe feelings of anger, resentment, or envy, stemming from the salty taste of tears or sweat that often accompanies negative emotions. Salty is a term used to describe someone who reacts negatively to circumstances that do not match their expectations. Salty is used in many situations, including in live conversations and on social media. For example, salty is a term used to describe a video game player who loses and becomes angry or blames the circumstances. According to Johnson (2018), the term reflects our understanding of emotional dynamics in social interactions and competition.

The term "salty" shows how negative emotions, such as anger and disappointment, can be expressed and accepted in the culture of the general public. It reflects our understanding of human emotions and how we deal with them. Salty also shows how the expression of negative emotions can be part of communication that is acceptable and understood by others (Johnson, 2018).

4. Slay



The slang term "slay" comes from the word "slay", which means to kill or defeat someone. In contemporary slang, "slay" is used to describe someone who is particularly impressive at doing something or performing exceptionally. Often, the term is used to praise someone's physical appearance, performance, or accomplishments. The fashion, music, and art communities often use slay to give high praise. For example, if someone looks amazing at a red carpet event or gives an amazing stage performance, they will get comments on social media saying, "You killed it!" A study conducted by Harris (2021) shows that the term "slay" rewards one's ability to attract attention and stand out in a competitive society.

Slay denotes a culture that values outstanding performance and achievement. This term illustrates how society recognizes and praises people who are outstanding in various fields. The use of the term slay also indicates that principles such as creativity, hard work, and dedication are valued by society (Harris, 2021).

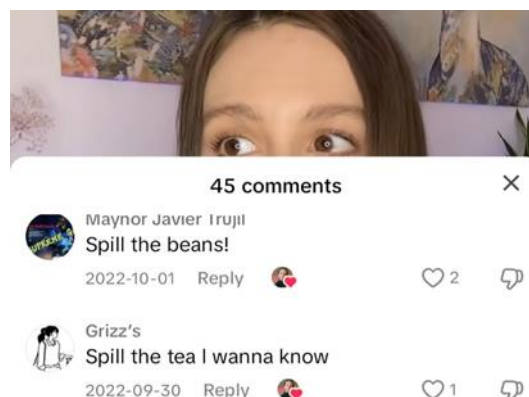
5. Glow up



The slang term "glow up" refers to a significant physical or emotional change. Glow up is a term often used to describe a change from a state of mediocrity to a state of more endearing, confidence and well-being. Glow ups are often documented on social media with "before and after" photos, which show the changes that occur over time. For example, a person who experiences significant changes in physical appearance after adopting a healthy lifestyle or making lifestyle changes may be considered a glow up. According to (Lee, 2020), the glow up phenomenon reflects the values of self-transformation and improved well-being that exist in contemporary culture.

Glow up reflects societal values relating to transformation and self-improvement. The term shows how to recognize and value positive changes in physical appearance, emotions, or other aspects of life. Glow up also shows how important holistic well-being is and how positive changes can help people reach their full potential (Lee, 2020).

6. Spill The Tea

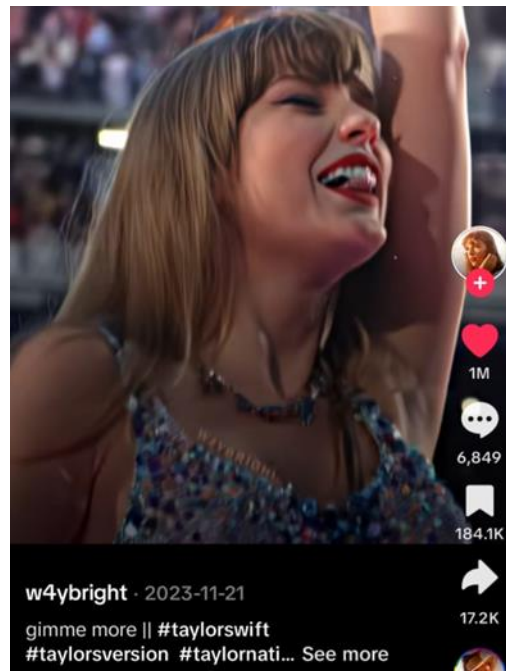


On TikTok and other social media platforms, the expression "spill the tea" has gained popularity, frequently indicating the beginning of gossip or the sharing of interesting anecdotes. Users use this statement to persuade others to share juicy tidbits or fascinating facts that will pique the interest of their audience or provide entertainment. Storytelling with a dash of drama and entertainment value has become a cultural phenomena, whether it's about personal experiences, professional strife, or celebrity scandals.

Creators use this phrase, particularly on TikTok, to communicate with their fans and create buzz about their work since they know that sharing engaging stories may greatly increase viewer engagement and involvement. Therefore, "spilling the tea" has evolved from a mere means of disseminating rumors to a calculated tactic employed by content producers to draw in and hold on to a devoted following of readers who are eager to hear their stories.

"Spilling the tea" is appealing because it makes people feel excited and connected to one another. It creates an online community where people may interact and enjoy the newest disclosures and their ramifications. Though frequently overdone, this term also captures a larger societal obsession albeit one that tends to be sensationalized with authenticity and openness.

7. Gimmie



On TikTok, "gimmie" is a colloquial phrase for "demand" or "request." It's frequently used in comments or captions to beg for more content that resembles what the user is enjoying or to encourage creators to share particular kinds of content.

"Gimmie" has established itself as a clear and concise means for people to communicate their preferences or wishes on TikTok. It's a reflection of the platform's prevailing rapid gratification and individualized content consumption culture. When users use the term "gimmie" in comments or captions, they are essentially expressing that they would like to see more content that speaks to them. This might be as simple as wishing for more fashion advice, humorous skits, tutorials, or in-depth exploration of certain specialized subjects.

Furthermore, "gimmie" emphasizes how TikTok is an interactive platform where the lines between creators and viewers can become blurry. By expressing their preferences and having an impact on the trends and issues that acquire traction, it gives consumers the power to create the content landscape. "Gimmie" is a useful tool for both viewers and artists looking for material that speaks to their current interests and passions as TikTok continues to develop as a platform where trends emerge quickly and attention spans are short.

8. YOLO



"YOLO" comes from "You Only Live Once", which means "You Only Live Once." Rapper Drake first used this phrase in his song "The Motto" in 2011, but it has since become part of the wider vocabulary of pop culture.

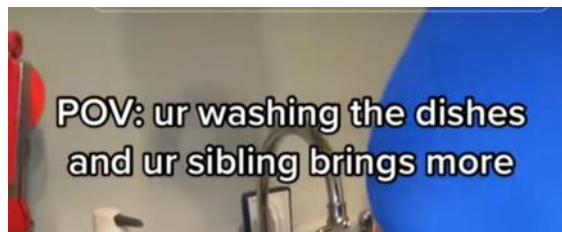
YOLO is used to encourage people to take risks or live life without regret, believing that life is only once and should be enjoyed to the fullest. Spontaneous or bold decisions are situations where

this term is often used. For example, one might say "YOLO" before taking an impromptu trip or bungee jumping.

(Walker, 2020) study found that the YOLO philosophy indicates a cultural tendency to pursue new experiences and prioritize personal happiness. However, YOLO has also been criticized for encouraging impulsive behavior and not considering the consequences.

YOLO is a philosophy of life that emphasizes the importance of experiencing new experiences and living without regrets. This philosophy can be seen as a response to the fast-paced and stressful modern life. YOLO can encourage courage and exploration, but (Walker, 2020) found that it can also lead to impulsive behavior and unnecessary risk-taking.

9. POV



"POV" comes from "Point of View," which means "Point of View." Perspective point of view (POV) is a term often used in slang on social media to describe a person's perspective in a given situation, which allows users to see the world from another person's point of view, often in a creative or humorous way.

POV is often used in videos and photos on platforms like Instagram and TikTok. For example, one can create a video with the caption "POV: You're in my shoes for a day" to show daily activities from their perspective. A more unique story and a more intimate interaction with the audience can be achieved by using perspective.

The study by (Mitchell, 2021) states that the use of perspective on social media reflects the human need for empathy and understanding. It also shows how social media and technology can expand perspectives.

Perspective perspective (POV) is used to expand understanding and empathy by seeing the world from another person's perspective. It shows how social media can be used to build deeper connections and expand our horizons. (Mitchell, 2021) underlines that, despite the possibility of perspective abuse or manipulation, POV can increase empathy and connectedness between individuals.

10. Cuz



The short term "cuz" comes from the word "because", meaning "because of". This term is more informal and is often used in everyday conversations and text messages. To explain the reason for something in a more casual way, "cuz" is used.

Because is used in informal conversations to quickly explain the context or reason. For example, "I can't go out tonight cuz I have to study for an exam" or "I'm upset cuz she missed her flight." The use of cuz shows a tendency to be effective and skillful in speaking and writing.

According to research conducted by (Taylor, 2019), the use of short forms such as "cuz" shows the adaptation of language to the need for fast and effective communication, especially in the digital age. It also shows a tendency to reduce formality in daily communication.

Usage as language has changed to meet the needs of faster and more effective communication. It shows how language is constantly changing to meet the needs of contemporary communication and technology. According to (Taylor, 2019), the use of short forms such as "cuz" shows a tendency to reduce formality in everyday communication. This can increase familiarity but also makes the distinction between formal and informal communication clearer.

CONCLUSION

Slang is a component of language that shows social and psychological changes in society. Slang terms such as simp, flex, salty, slay, glow up, YOLO, POV, and cuz show various aspects of experience seeking, empathy, and communication efficiency in the modern era. Slang not only serves as a communication tool, but also as a representation of social and cultural changes, and understanding the context and meaning of these slang usages helps us understand societal norms.

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