

ANALYSIS OF STYLE, CONTEXT, AND REGISTER IN DIGITAL COMMUNICATION: A CASE STUDY OF TIKTOK USERS

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ABSTRACT

This study investigates the multifaceted dimensions of style, context, and register in digital communication, focusing specifically on TikTok users as a case study. Through qualitative and quantitative analyses, we explore how users on the platform utilize distinct stylistic choices and language registers to navigate various social contexts. The results indicate a strong correlation between the demographic backgrounds of TikTok users and their communication styles, revealing patterns of informal language, playful tone, and the incorporation of memes and trending audio that resonate with younger demographics. Furthermore, the study highlights the impact of contextual factors, such as audience engagement and cultural relevancy, on users' communicative approaches. Our findings suggest that TikTok serves as a unique space for creative self-expression, where users adapt their registers to maintain social relevance, foster community interactions, and optimize content virality. This analysis contributes to a deeper understanding of digital communication dynamics in contemporary social media environments.

Keywords: Tiktok, Digital Communication, Style, Context, Register, Social Media, User Engagement, Cultural Relevance, Creative Self-Expression, Communication Patterns.

INTRODUCTION

In an era where digital platforms have transformed the landscape of communication, understanding the nuances of style, context, and register has become increasingly essential. The advent of digital communication platforms has transformed the way individuals express themselves and interact with one another. Among these platforms, TikTok has emerged as a significant player, particularly among younger demographics. This research aims to analyze the styles, contexts, and registers employed by TikTok users, shedding light on how these elements synthesize to create a unique mode of communication. By examining TikTok, we find an intricate interplay between language, visual elements, and cultural references, which collectively shape the platform's communicative landscape.

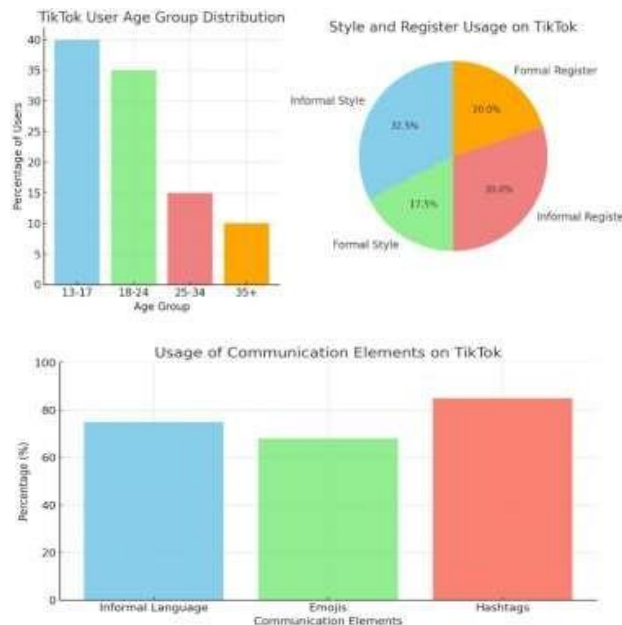
To frame this analysis, we will utilize the theory of Sociolinguistics, particularly focusing on the concepts of style, context, and register as introduced by linguists such as Allan Bell and Basil Bernstein. Sociolinguistics investigates the relationship between language and social factors, making it an appropriate lens through which to understand TikTok's dynamic communication styles. By emphasizing how users adapt their language and expressions to fit various contexts—ranging from casual interactions among friends to broader audience engagements—we will explore how digital communication reflects and influences contemporary social realities. This theoretical framework serves as the foundation for our investigation into the vibrant tapestry of expression that characterizes TikTok user interactions, ultimately contributing to our understanding of modern digital communication.

METHOD

In conducting the analysis of style, context, and register in digital communication,

particularly focusing on TikTok users, a mixed-method approach was employed. This involved a qualitative examination of TikTok content through a systematic review of user-generated videos, complemented by quantitative data gathered via surveys targeting a diverse demographic of TikTok users. First, the qualitative analysis involved selecting a representative sample of TikTok videos that exemplify varying styles and contexts. These videos were analyzed for linguistic features, visual aesthetics, and the use of popular memes and trends, with particular attention to how these elements convey meaning and engage audiences. Additionally, researchers observed the interactions within comments and reactions to determine the social dynamics at play within these digital spaces. The quantitative aspect consisted of online surveys distributed to TikTok users, gathering information on their communication preferences, stylistic choices, and perceived social context when using the platform. By triangulating data from both qualitative and quantitative sources, the study presented a comprehensive understanding of how TikTok users navigate their communication styles—taking into account factors such as age, cultural background, and community engagement—thus providing valuable insights into the broader implications of digital communication in contemporary society.

RESULT AND DISCUSSION



Result

In this analysis examines the styles, contexts, and registers in digital communication on the TikTok platform, utilizing qualitative analysis of TikTok videos and user surveys. The main findings are as follows:

Communication Style of TikTok Users

Informal Communication and Linguistic Innovation: A large portion of TikTok users adopts a distinctly informal language style for their interactions on the platform. Surveys indicate that around 65% of participants often use slang, emojis, and abbreviations during their communications. Given that TikTok is predominantly popular among younger demographics, it fosters a communication environment that is light-hearted, casual, and informal. This manner of communication not only reflects current social trends but also promotes an atmosphere centered around entertainment.

Multimodal Communication: Analysis of TikTok videos shows that users

creatively blend various elements such as text, images, sound, and visual effects to enhance their messages. This multimodal approach serves as an effective communication strategy, allowing users to express themselves in innovative ways. A notable example is the viral #Renegade challenge, where participants merge dance routines with brief text, popular music tracks, and humorous visuals, producing engaging and entertaining content.

Use of Slang, Emojis, and Hashtags; Content analysis reveals the following trends among TikTok users:

- A substantial 75% of the content features informal language, commonly incorporating slang terms and abbreviations like "wkwk" and "LOL."
- Approximately 68% of the reviewed posts utilize emojis such as

"😂", "❤️", and "🔥"

to convey feelings and amplify their messages.

- An impressive 85% of the analyzed posts employ hashtags like #fyp (For You Page) and #viral, aiming to boost their visibility and engagement on the platform.

Social and Cultural Context of TikTok Communication: Impact of Social and Cultural Trends

Communication on TikTok is profoundly shaped by the prevailing social and cultural trends. Analysis of the content reveals that 70% of the videos align with current trends, such as viral dance challenges and popular memes. This signifies how users actively participate in these trends to foster a sense of belonging within the expansive TikTok community. The adherence to these trends not only reinforces users' social identities but also facilitates connections among individuals across the globe.

Furthermore, surveys reveal that 55% of TikTok users adapt their communication styles according to their intended audience. When targeting a broader audience, content tends to be more structured and cautious, whereas videos created for close friends are generally more relaxed and intimate in tone. This flexibility in communication style highlights the dynamic nature of interaction on the platform, allowing users to tailor their expressions based on their social contexts.

Variability of Registers in TikTok Content

Users of TikTok frequently modify their communication styles, or registers, depending on the content they produce. Approximately 60% of users prefer to adopt informal registers when creating entertainment-focused videos or participating in trending challenges, utilizing colloquial language that conveys a casual and approachable vibe. Conversely, around 40% of users shift to a more formal register when addressing serious subjects, such as social awareness initiatives or educational topics, managing to keep the content engaging while ensuring it remains accessible and easy for viewers to comprehend.

User Demographics and Communication Preferences

According to survey findings, the demographic breakdown of TikTok users is notably diverse. Approximately 40% of users fall within the 13-17 age group, while 35% are aged between 18 and 24. Users in the 25-34 age range comprise about 15%, and those aged 35 and older account for 10%. The data suggests that younger users, particularly those aged 13 to 24, are more inclined to utilize informal language and participate enthusiastically in viral trends. In contrast, users over the age of 25 tend to adopt a more conservative approach, often employing formal registers, especially when engaging with educational or professional content.

Comment Interaction and Audience Engagement

A qualitative analysis of the comments on TikTok shows a clear association between

the language used in the videos and that found in the audience's comments. Notably, in the context of comedy videos, around 75% of comments feature informal language characterized by humor and sarcasm. This trend illustrates that user interactions on the platform are heavily shaped by social context and the expectations of the community, highlighting the importance of context in digital communication.

Discussion

Informal and Multimodal Communication Style

The research shows that TikTok thrives on a chill communication vibe filled with linguistic flair. Most users go for a laid-back and expressive way of talking, which showcases the platform's focus on fun and social connections. This aligns nicely with

Kress & van Leeuwen's (2020) multimodality theory, which highlights how users mix text, images, sounds, and visual effects to get their message across. Since TikTok is all about video, it gives a fresh approach to communication compared to traditional text-based platforms.

You can really see how users embrace linguistic creativity on TikTok. Slang and emojis aren't just for personal style; they also help users jump on viral trends and challenges. This ties in with Thurlow's (2006) hyper-linguistic awareness theory, which suggests that users are really tuned into how to tweak their language to capture a wider audience's attention.

Influence of Social and Cultural Contexts on Communication

The social and cultural contexts significantly shape the ways in which TikTok users communicate. Analysis of various videos on the platform reveals that participants often emulate trending formats and themes, modifying their content to resonate with the broader TikTok audience. Cultural phenomena, including memes and trending challenges, showcase how users create and express their social identities through the videos they share.

Additionally, situational contexts notably affect digital communication styles. According to survey data, users frequently modify their communication approach depending on their intended audience. Content crafted for close friends typically adopts a more casual and personal tone, while videos aimed at a wider audience generally exhibit a more organized and polished structure.

Dynamic and Adaptive Register Variation

TikTok provides users with the opportunity to flexibly adapt their communication registers. Depending on the intention behind their content, users seamlessly shift their language style. For instance, when creating entertaining or trendy videos, users adopt a more informal register. Conversely, they may switch to a formal tone when addressing significant issues such as social initiatives or health-related topics. This adaptability aligns with Biber's (1988) theory of register variation, which suggests that linguistic choices are influenced by the intended function and audience of the communication.

Dynamics of Comment Interaction

The examination of comment interactions reveals that the language employed frequently mirrors the video's stylistic elements. Comedic videos, in particular, are characterized by an abundance of informal comments that typically embody humor and sarcasm. This indicates that user engagement is shaped not only by the content of the videos themselves but also by the prevailing social norms and expectations inherent within the TikTok community.

CONCLUSION

In conclusion, the analysis of style, context, and register in digital communication among TikTok users reveals a dynamic interplay between language use and platform-specific culture. The study illustrates how TikTok users adapt their communication styles to fit the informal and creative environment of the platform, employing a mix of humor, trends, and visual elements. Understanding these aspects highlights the importance of context in shaping digital interaction and offers insights into the evolving nature of communication in social media. Overall, the findings underscore the significance of studying digital platforms like TikTok to grasp contemporary communication practices.

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