

**SUBMITTED TO THE FAKULTAS SASTRA UNIVERSITAS
METHODIST INDONESIA MEDAN IN PATRIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF SARJANA SATRA
IN ENGLISH LANGUAGE AND LITERATURE**

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ABSTRACT

The study is about Slang Words in Gen Alpha: Tiktok Content BinailmiPalembang. The study discusses the types and implications of slang contained in Tiktok content: BinailmiPalembang. This study aims to understand the relationship between language, technology, and social identity, and its impact on young people's communication in the digital era. In this study, the writer uses a qualitative approach with a descriptive method based on Kridalaksana (2008) to analyze the types of slang and also the implications the spread of Gen Alpha slang terms through social media such as Content TikTok BinailmiPalembang. In analyzing the data, the writer uses a theory of Miles, Huberman, and Saldana (2014). The study shows that there are twenty types of terms in slang used by Gen Alpha Binailmi Palembang in Tiktok digital communication. Namely: Sigma (1), Skibidi (2), Ohio (3), Rizz (4), GOAT (5), Looksmax mogger (6), Gyatt (7), Fanum tax (8), Ate (9), Sus (10), Bet (11), Bussin (12), Lore (13), Cap (14), Basic (15), Bop (16), Cheugy (17), Cringe (18), Delulu (19), Drip (20). The writer also finds that the implication style usage of slang in the content tiktok BinailmiPalembang analyzes based on Standardized style or variety (Frozen), Official style or variety (Formal), Business style or variety (consultative), Casual style or variety (Casual), Intimate style or variety (Intimate). The results of this study are expected to guide more effective teaching and social interaction by considering the influence of technology on language use in everyday life.

Keywords: *Types Of Slang Words, Functions Style Usage Of Slang, Tiktok Content Binailmi Palembang.*

INTRODUCTION

The Background of the Study

Every day of our life, language is a tool that functions as a means of communication. Language includes all forms of communication, for example through writing, speaking, gestures, or facial expressions, where feelings and ideas are conveyed through symbols. Language has an important role in human life, because language is the main tool for communicating, sharing knowledge, culture, values, self-expression and cultural identity According to Jahja, (2011:53).

Language is a human characteristic and continues to develop over time. Language development reflects social, cultural and technological changes that affect humans. An understanding of the dynamics of language development will provide better insight into the essence of language and communication. A nation language defines its identity. Only humans are able to use language as a primary means of interaction or communication (Sari, Pahar, & Hasriani, 2022).

According to (Hudley & Mallinson, 2013), language is always changing, to some extent and for different reasons. Each new generation introduces new words, new pronunciations, and new ways of expressing thoughts and ideas. When different cultures interact, they also influence each other's language, borrowing and sharing different ways of communicating.

According to (Wohingati, 2024), the use of language in everyday life aims to express all feelings to speech partners. Language has a crucial function in human existence as a connector to form social relationships as well as a tool in a variety of contexts, and it is also a major predictor of harmony. People in the society will not be able to comprehend each other unless humans require social interaction because it is the basis for the deep bonds that form between members of a community.

According to (Jundi & Dalle, 2022; Jundi & Kasan, 2021), language is the most valuable heritage of humanity, as it is inherited from one generation to the next. Unlike other legacies, language is a living and evolving legacy that reflects the history, culture, and identity of its speakers. Language acquisition and use play a fundamental role in human communication, making it a crucial tool for social interaction and cultural expression. Understanding the importance of language is critical, as it is an essential aspect of a nation's identity. Language is a powerful means of preserving and transmitting cultural values and norms, enabling people to connect with their roots and history. In addition, language is vital for the survival and development of human civilization, as it fosters cooperation, socialization, and cultural exchange. The urgency of language in the continuity of human civilization cannot be separated from the function of language itself, which serves as a medium for communication and social interaction.

According to (Garcia et al, 2017), without language, no society is possible and only society creates language. It proves that language shapes society in a profound way. Language consequently holds the ability to convey both social peace and strife.

According to (Hardini & Sitohang, 2019), language is not only a tool for communication, but also carries social meanings and cultural values.

According to (Ulfah & Kamal, 2021), various perspectives have emerged regarding language, coinciding with the proliferation of language studies over a continuously evolving field. Linguistics in its current era is inseparable from various methods and theories in language analysis. The emergence of various language theories is a result of diverse scholarly perspectives on the nature, aspects, and terminology of language in the pursuit of describing language. The linguistic analysis of language, its structure, and its functions, have yielded new insights into the ways in which language reflects and shapes human cognition, culture, and social interaction.

According to Chairunnisa, Ira Yuniati (2018), language diversity cannot be separated from cultural diversity. In terms of culture, language is an aspect of culture, language richness is something profitable. The various languages will reflect the cultural richness that exists in the people who use (multicultural). The relationship between language and culture is coordinative or subordinative, both of which have a very close relationship and influence each other.

Coordinative relationship, namely a relationship of equals, whose position is equally high. Subordinate relationship means that a language is under the scope of culture. In addition, there is another opinion which states that language and culture are two systems that are "attached" to humans. Culture is a system that regulates human interaction in society, so language is a system that functions as advice. The language system has a function as a means of carrying out human interaction in society, meaning that language behavior must be accompanied by the norms that apply in that culture. The system of language behavior according to cultural norms is referred to as language ethics or language manners. Language ethics are closely related to the selection of language codes, social norms, and cultural systems that apply in a society.

Sociolinguistics is a branch of linguistics that studies the relationship between language and society. Sociolinguistics examines language from several perspectives to

better understand its existence. This is due to the various things that affect a person when they want to speak. Someone who wants to speak must pay attention to several elements, including speech partners, the place where communication occurs, and the language used (Nuryani et al., 2014).

According to Jenny Cook-Gumperz (2008, p.532), sociolinguistics is the descriptive study of how language use affects society and how any all facets of society, such as cultural norms, expectations, and contents, influence language use. The difference between sociolinguistics and sociology of language is that the former focuses on how language affects society, while the latter examines how language affects society.

According to Mattiello (2008), in addition state that slang has a propensity towards a sociological view the phenomena, the view is embraced among others and ultimately considers slang as a means of social identity and unity within a society.

According to (Mu'in et al., 2019), sociology and linguistics are the two components of this term. Sociology refers to a science of society; while linguistics refers to a study of language.

According to (Wardhaugh, 2006), sociolinguistics explores the relationship between language and culture in order to acquire a better knowledge of language structure and how it functions in daily conversation. Since language and society are inseparable and mutually connected, sociologists' study how people's speech varies depending on the group to which they belong. Studies in sociolinguistics can also focus on determining what kinds of language are used to communicate what kinds of social elements, and how those expressions are utilized to convey the resulting social meaning.

According to Anderson and Trudgill in Ismail (2014), slang is not a language or dialect but it is a code that product by changing the existing language to the public. Slang is a non-standard word of language which is categorized as a part of language in society. The form of slang can be a whole sentence but usually slang is categorized as a word.

According to (Aswin 2015, p. 143), slang is a language that is not standardized and is widely used in daily conversation by certain groups of teenagers. This slang is mostly used by teenagers to communicate in certain groups.

According to (Firdausi & Hendrar, 2022), slang is a form of informal english that has come to be used primarily by members of younger generations or those from the same social group. Slang is a type of language that develops spontaneously there are no guidelines for the creation of slang

According to (Adolof 2014:4), in the use of slang there is a shortening or removal of one or more letters in a word, a change in sound, and meaning in order to facilitate those who come from a particular group.

According to (Swandy 2017:4), slang is a language style that is a development or modification of various languages, including Indonesian, so it does not have a specific stylistic framework. Slang reflects social, cultural, and technological shifts, and is an important component in everyday communication in line defines Slang as a collection of words or concepts that have specific, unique, deviant, or contradictory meanings when used by people from different cultures and regions.

According to (Boylu & Kardaş, 2020), slang is the reflection of colloquial that specifically to a particular territory; and identically to the young segment but also has contrary perspective and responses to the general adult segment, in short slang in other synonym refereed to the youth language.

According to Codrington et al. (2004), suggested that the human generation can be divided into 5 based on year of birth, which are: Baby boomers born 1946-1964, generation X born

1965-1980, generation Y born 1981-1994, generation Z born 1995-2010, generation alpha born 2011-2025.

Baby Boomer (1946-1964): Born after World War II, known for their high work ethic, loyalty, and tendency to maintain traditional values. This generation grew up during a time when the economy was growing and employment was limited, making them competitive and hardworking.

Generation X (1965-1980): Born in the early era of personal computers, video games, and cable TV. More individualistic, tolerant and adaptable to technological and social changes.

Often referred to as the bridge generation between the traditional and digital eras.

Generation Y/Millennials (1981-1994/1996): Known as the generation that grew up with the development of the internet and social media. This generation tends to be innovative, open to change, and demands flexibility and self-improvement.

Generation Z (1995/1997-2010/2012): Generation born in the established digital age, highly tech-savvy, accustomed to smartphones, the internet, and social media. This generation is very flexible, collaborative, and likes to find new solutions through technology.

According to Constine (2019), tiktok is a media network that has nothing to do with one's social network and is a massive meme factory, compressing the universe into viral pellets and sharing those pellets until the user is done or falls asleep.

According to (Pertiwi, 2021: 38), tiktok's popularity has made this application get the attention of various ages, ranging from young, old, teenagers, to adults. The popularity of tiktok social media is used by these various ages for various purposes, such as expressing themselves, dancing, singing, teenagers, and adults. The unique of tiktok social media for various purposes, such as expressing themselves, dancing, singing, entertainment, work, information search, business. Another thing that can be obtained on this media is that it can train yourself to become a creative and innovative person. So, this media encourages the creativity of its users to become content creators.

According to (Pelondou, 2021: 388-390), the use of tiktok was initially used as a trend, then he realized that this media could be used as a means of self-confidence by being creative.

According to Aji, W.N (2018), tik tok is an application that can provide unique and interesting special effects that can be used by users. This application easily creates cool short videos and can attract the attention of many people who see it.

According to (Deriyanto & Qorib in Adisaputra, Budyartati & H.S, 2020), the tiktok application has a lot of video content that is very easy to make. By seeing, memorizing, imitating can create free videos, can provide examples of interesting short videos and become an example for other users to channel their creative ideas to have high viewers.

According to Nisa Khairuni (2016), tiktok social media is a social media that can create and view short videos with various expressions of each user. Tiktok social media users can follow or imitate other users such as making videos with two-finger shake music that has been made by others. These videos are also made by underage children, namely students who do not really understand the meaning of the video.

According to (Wisnu Nugroho Aji, 2018: 432), there are around ten million active users of tik tok social media in Indonesia, the majority of whom are millennial or school-age children. Seeing the fact that the number of users reaches more than 10 million users and the majority are school-age children (students), it can be seen that tiktok social media is a favorite and attracts a lot of interest.

According to Ma & Hu (2021), in correspondence with the phenomenon of tiktok addicted users, defines the tiktok application as a video application and social networking application that encourages users to follow and communicate with each other similar to standard social media software. Tiktok has started to enter Indonesia in 2018, However, when tiktok began to be widely used in Indonesia, the tiktok application was banned from use by the community due to the reason that the tiktok application produced negative content that could have a negative impact on users, especially children.

According to (Euis Nur Amanah Asdiniah and Triana Lestari, (2021: 1676), the use of tik tok social media can not only be seen from sentiment but also from the behavior of its users. Users have their own conditions, they use tik tok social media to show tendencies besides that specialist school educators who see many students routinely use tik tok social media applications and make it a tendency so that they neglect to learn.

According to (Demmi Deriyanto and Fathul Qorib, 2018: 78), the use of social media tik tok is influenced by two factors, namely internal factors and external factors. Internal factors such as attitudes, feelings, individual characteristics, desires, prejudices, expectations, attention, learning process, physical condition, values, needs, interests and motivation. external factors include background, information obtained, surrounding needs, intensity, size, opposition, new things and familiarity or unfamiliarity of an object.

According to (Trie Damayanti and Ilham Gemiharto, 2019: 10), the positive impact of using tik tok social media is that many users display their talents through this social media, ranging from singing, dancing, education (media-based learning) and even religious nuances.

According to Prosenjit & Anwesana (2021), tiktok is a social media-based application that allows users to create and share short video content, usually fifteen seconds long, which can contain comedy, dancing, singing, or other daily activities. Tiktok offers a variety of special effects, filters, and music that make it easy for users of all ages to create creative videos without high technical skills. Users can then mimic or adapt popular video trends, resulting in an exchange of creativity and culture between users.

Therefore, the tiktok binailmipalembang video, based on the uploaded video, several studies were found that became the subject of research, namely the types of slang and also the function of using slang.

The author is interested in conducting this research because the alpha generation slang in BinailmiPalembang's tiktok content is characterized by the delivery of the alpha generation version of slang development, information about english, and also modern communication in tiktok social media. Therefore, this generation tends to use shortening, acronyms, and contractions that are more complex than previous generations.

It is hoped that this research can add to the understanding of the types slang and the functions using slang can also provide an overview the changes and development of slang in english among gen alpha in the Tiktok BinailmiPalembang content. With this context, the author examines how the use of slang and also the implication the use of slang contained in tiktok social media with the title "Slang Words in Gen Alpha Content: Tiktok BinailmiPalembang.

METHOD

The entire plan and approach used in research is known as the research design. The researcher has been responsible for determining the research design in every given study. Research design is crucial to a study since it outlines the tactics, procedures, or actions that must be followed when doing research.

This research method is qualitative descriptive research. The qualitative research technique itself used a descriptive approach to conduct a deeper analysis of a phenomena (Creswell, 2013:15). Descriptive qualitative research as a technique for analyze and to make understanding the meaning that people or groups give to a human social situation (Creswell 2014: 11).

This research uses content analysis which will produce descriptive data in the form of words and also spoken from the tiktok content need and observable. The content analysis method used in this study entails identifying an item or category from Creswell's (Creswell, 2016:13). The reason this research used to analyze the use of slang by Gen Alpha based on tiktok videos here each slang will be determined by type through tiktok content analysis.

RESULT AND DISCUSSION

Presents the analysis and findings regarding the types and functions of slang words used in Gen Alpha communication through TikTok content, specifically in BinailmiPalembang videos. The data were gathered from twenty identified slang terms used in conversations and captions. Each term was classified based on its linguistic type and communicative purpose. The analysis aimed to reveal how these slang words functioned in social interactions among young digital users.

The data were first organized into a systematic display to make the analysis comprehensible. The researcher selected twenty slang terms found in TikTok videos, including IIHO, OPP, OMG, Rizz, GOAT, Flex, Gyatt, FR, Ate, Sus, OOT, Mog, Finna, Vibe, NPC, Bop, Brain AFK, OG, Delulu, and Tea. These words were categorized using Kridalaksana's (2008) classification of slang types, which include acronym, contraction, shortening, and beheading.

Acronyms such as IIHO (Ight Imma Head Out), OPP (Out of Place Person), and OMG (Oh My God) were common in Gen Alpha slang. They were created by combining the initial letters of phrases, forming new expressions that are shorter and easier to say. Acronyms serve as efficient linguistic tools that enable quick and expressive communication in digital contexts.

Contractions were also present, representing shortened forms of two or more words. These contractions demonstrated how online users tend to simplify speech for speed and convenience. They show how social media promotes linguistic economy while still maintaining meaning through shared understanding among digital communities.

Shortenings like GOAT, Flex, and Gyatt appeared frequently in TikTok comments and conversations. GOAT stands for "Greatest of All Time," symbolizing admiration for someone or something. Flex means to show off, while Gyatt is a playful term reflecting Gen Alpha's creative manipulation of language. These shortenings reveal how slang captures emotion, exaggeration, and humor.

Beheadings involve removing initial parts of words to form shorter, more casual terms. Examples include Vibe, Delulu, and Tea. These modifications illustrate how slang is both expressive and inventive, adapting standard vocabulary into more culturally resonant forms. They are also used to express personality and belonging within digital subcultures.

The analysis then shifts to the functions of slang in TikTok communication. Four primary functions were identified: to address, to form intimate atmosphere, to initiate relaxed conversation, and to express impression. Each function reveals how Gen Alpha users employ slang strategically to manage relationships and convey emotion online.

In the function of addressing, slang helps to call attention or refer to others in a friendly, informal way. It reflects equality and solidarity rather than hierarchy. The tone is often playful, helping speakers maintain close social bonds while communicating efficiently.

To form an intimate atmosphere, slang works as a linguistic bridge among peers. Gen Alpha users utilize shared expressions that build familiarity and strengthen group identity. This intimacy reduces social distance, creating a comfortable environment for interaction in digital platforms.

To initiate relaxed conversation, slang facilitates spontaneous and friendly exchanges. Expressions such as “Vibe check” and “GOAT” are used to ease communication and make dialogue feel natural. This function is central to maintaining an informal and engaging tone in online communities.

To express impression, slang allows users to articulate amazement, excitement, or admiration. Phrases like “OMG” capture emotional responses that might otherwise require longer explanations. This function reflects how language adapts to express complex feelings in concise, vivid ways.

The findings show that social media accelerates the spread and evolution of slang. Platforms such as TikTok, Instagram, and YouTube serve as linguistic ecosystems where words rapidly gain popularity through trends and virality. This process mirrors the dynamic nature of Gen Alpha’s communication style, which is collaborative and influenced by digital culture.

Technological advancement plays a major role in shaping Gen Alpha’s linguistic creativity. Constant exposure to multimedia and global content enables youth to borrow, remix, and reinvent words from multiple languages. Slang thus becomes a symbol of both cultural hybridity and generational identity.

The analysis also found that many slang expressions carry connotative meanings rather than literal ones. The figurative aspect of slang enhances its expressive power, allowing users to communicate attitudes, humor, and irony in compact forms. This creativity distinguishes Gen Alpha from previous generations.

The study demonstrates that slang not only reflects language innovation but also social belonging. Users of TikTok employ slang to signify their membership within digital tribes. The shared vocabulary creates a sense of inclusion and mutual understanding among peers who navigate similar online spaces.

In interpreting the findings, it becomes evident that Gen Alpha’s slang is both a linguistic and cultural phenomenon. It encapsulates the interplay between language, technology, and identity. Through TikTok content, slang operates as a tool of expression, self-presentation, and cultural adaptation in the digital world.

CONCLUSIONS

The findings demonstrate how Gen Alpha's use of slang terms in digital communication reflects their constantly changing linguistic creativity. These terms are the result of a number of processes, including social media trend imitation, collective creativity in digital communities, and adaptation from other languages. In addition to being used for everyday communication, Gen Alpha uses these terms to convey their social identity, way of life, and individuality in the online community.

This research provides important insights into the dynamics of the formation and spread of slang among Gen Alpha. It reflects not only technological developments, but also social changes in digital culture. It allows researchers, educators and linguists to

better understand how language is constantly changing and how social media affects communication patterns in modern society.

Suggestions

The writer expects this study to contribute to the advancement of sociolinguistics research, particularly in understanding slang words. This research aims to provide valuable insights that can enhance future studies on language variation, informal communication, and the evolution of slang in different contexts.

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