

**SOCIOLINGUISTIC STUDY OF SLANG WORDS USED ON  
*TIKTOK MEMES VIDEOS***

**THESIS**

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## THESIS

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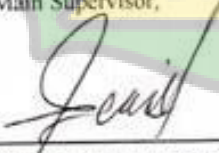
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saya buat dengan sesungguhnya.

Banda Aceh, 8 Desember 2021

Saya yang membuat surat pernyataan,

  
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## ABSTRACT

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Social media used during pandemic Covid-19 is a genuine lifesaver in this light, maintaining a relationship with friends and relatives. *TikTok* is one of the most used social media platforms used by Gen Z with frequent of slang words to communicate. Consequently, people outside the community might be confused with the slang language. This study aims to find out what types of slang words are used by *TikTok* users on making short *Memes* videos and the meaning of it. By using qualitative research, the researcher collects the data from *TikTok* with Ubuntu Linux operating system. Un-official *TikTokApi* was used as the instrument, it is legal to scrape data from websites for public consumption and use it for analysis. The researcher used purposive sampling to concentrate on key characteristics slang contained, *meme*-relatedness, and popularity, and the findings of the research implied 33 slangs words found from various *TikTok* Videos posted by different users. Those are slang words that have been newly interpreted and invented slangs and have three functions according to Zhou and Fan (2013), they are, pursuit of self-identity, emotive feeling of slang words and achieving politeness.

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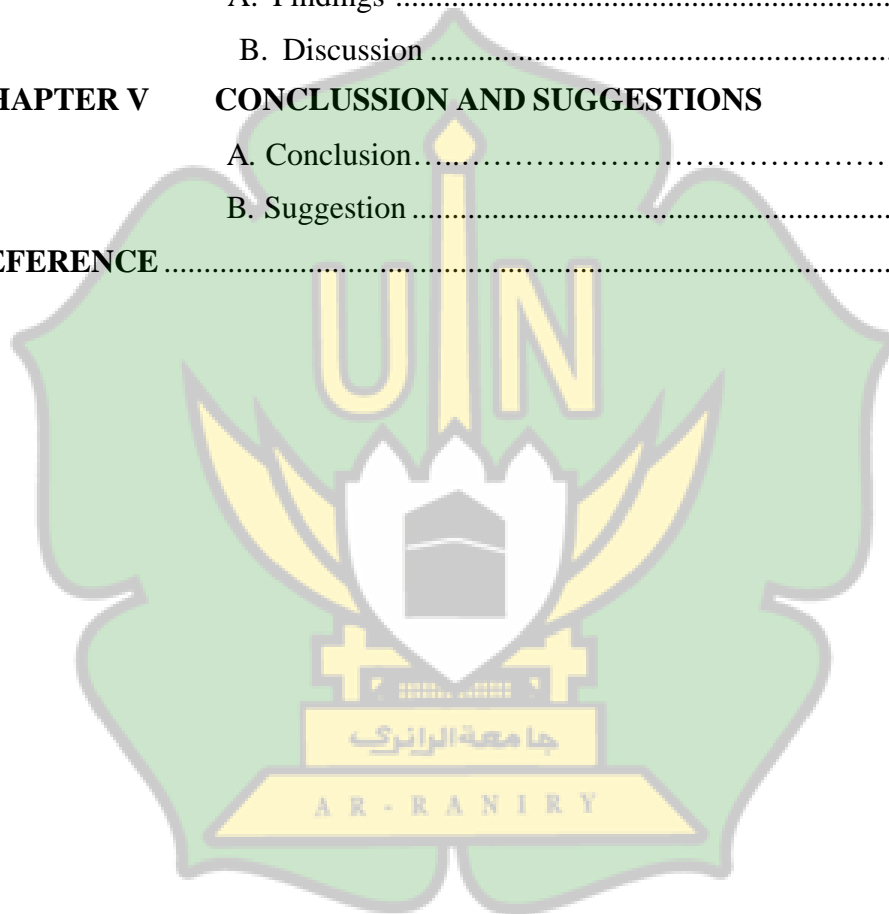
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## CHAPTER I

### INTRODUCTION

#### A. Background of Study

A new deadly respiratory coronavirus illness (COVID-19) was confirmed in December 2019 and has since spread throughout the country (Mohan & Vinod, 2020). On March 11, 2020, the World Health Organization (WHO) announced a pandemic around the world. Once the coronavirus began spreading over the world, governments encouraged people to segregate themselves from the rest of society in order to avoid infection. Maintaining connections is more essential than ever during this time of social isolation (World Health Organization, 2020). Individuals rely on social networks for safety and health alerts, entertainment, and a mechanism of maintaining their well-being through their virtual relationships. Social media in quarantine is a genuine lifesaver these days. It helps people maintain a relationship with friends and relatives. It allows people to escape the boredom of isolation and social distance. Our lives have become heavily reliant on social media. Everyone, from presidents to first graders, is now sifting through social networking sites and contributing to the never-ending deluge of content, videos, and photo forums. The most commonly used social media are Snapchat, *TikTok*, and Instagram (Rodriguez, 2020).

Apart from the examples given by the author, there are other others social media platforms that can be utilized. Short videos platforms have grown in popularity as a means of delivering interesting content on social media (Patrick, 2018). The most prominent concerns videos platforms mobile applications where users can create, edit, and watch short videos. Qiyang and Heekyoung (2019, as cited in Zhao and Wang, 2015) as finding, videos are generally between a few seconds and a few minutes in length and embody the specific characteristics of short videos platforms, including relative simplicity of content creation, rapid content distribution, and a social focus. Dilon (2020) also added influencers on social media have become synonymous with the likelihood of non-talented celebrities as more and more people turn to the networks to make a living. *TikTok*, like other social media sites, has its fair share of influencers, and the 15-second videos format attracts *meme* machines. Influencers who make money from views, likes, tweets, and shares are known as *meme* machines. There are currently over 35 *TikTok* celebrities with tens of millions of fans (Roumeliotis, 2019).

*TikTok* was established in China and has grown swiftly, having over half a billion users worldwide (Zhong, 2018). The app has a variety of features specialized to short videos, such as "Duet" (for creating duet videos with another user) and "React" (to react with a videos). According to Liqian, (2018) The majority of *TikTok's* content consists of Lip Sync and Funny videos (*meme*), and the user base is consistently dominated by a young demographic, with 69% of

users aged 16 to 24. (Sloane & Rittenhouse, 2019, as cited in Ahlse, Nilson, & Sandström, 2020)

Prawitasari (2018, as cited in Schroer, 2015) Members of Generation Z were born between 1995 and 2015 and presently number a rapidly expanding 23 million people. This generation was raised through the use of the internet and social media. *TikTokers* (*TikTok* users) occasionally utilize it in the same way they would any other social media platform to communicate in informal language. This kind of informal language is known as Slang. Dewi, Suastra and Udayana (2018, as cited in Linhua 2006) as finding, Slang is a component of a language that is generally outside of standard or normal use and can include both newly invented words and phrases as well as new or expanded definitions added to existing terms. Slang language exists in the community as if it were a style, and most people prefer to use it.

Furthermore, Linhua (2006) also added Slang encourages people to interact and feel more at ease in their social networks, as the majority of social media users are teenagers or young adults. To make conversation or communication easier, today's teenagers develop a new language variety that is simple and ungrammatical. One of the languages they created is slang. The researcher does not limit the discussion only about slang language, including vulgar and inelegant phrases to enlighten readers' slang knowledge.

Recent research has examined the use of slang in social media, as described in Trimastuti (2017)'s article, *"An analysis of slang words used in*

*social media.*" The purpose of this research is to acquire knowledge of slang terms (in this example, "*Alay language*"), which is complicated by the Indonesian language standard. The qualitative approach was used in this study, and the writer chose descriptive techniques to analyze the data. The information was gathered using BlackBerry Messenger, Twitter, Instagram, Route, Line, and Facebook. The writer used observation as a means of collecting data. The author discovered that in *Alay language*, "*Alay*" is a slang word used in teen conversations (Trimastuti, 2017).

A similar study conducted by Awanda (2016), "*A Sociolinguistic Study of Slang Words used on Instagram*" This study comes under the heading of qualitative research. The information was gathered by scanning for slang words in Instagram account posts and discussion, and the writer then revealed the meaning of each word. The writer came across 47 slang terms. The writer discovered that 21 slang words had an English origin, 5 slang words had an Indonesian origin, 5 slang words had a Javanese origin, and 16 slang words had an unknown origin.

Another study was written by Fattaut (2020), "*An analysis of slang words used by BTS Army community conversation on Twitter*" This study took a qualitative approach and used a descriptive-analytic research method, and evaluated the data for this analysis, the Twitter conversation is the data source. As a result, this study used real-time data, observed it using unique methods and hypotheses, and provided narrative or textual explanations as a research result.



In terms of slang language usage, prior research has primarily focused on studying slang used on social media platforms such as Instagram and Twitter. According to the studies above, the studies have shown that there's no study that focuses on the *TikTok* app, one of the most commonly used apps in the world: hundreds of millions of users, the vast majority them kids and teenagers, use it for uploading, viewing and sharing *Meme*'s videos and lip-sync videos.

This phenomenon leads to a new challenge for people who're learning English, which is that they sometimes come across a new slang word that other people nowadays use in everyday conversation. Considering the study's careful selection of the object under study, it is hoped that the results would be helpful to potential researchers who wish to perform more in-depth research into the same subject and object or simply extend the theory to other objects. Consequently, the researcher believes that this research would contribute to sociolinguistics. Furthermore, it is expected that this research would help the English department improve student knowledge in sociolinguistics.

## **B. Research Questions**

In this study, the writer has two main problems to analyze, they are:

1. What slang words do *TikTok* users use in making Short *Memes* Videos?
2. What are the meanings of the slang words used by *TikTok* users in making Short *Memes* Videos?

### C. Research Aims

Based on the problems above, the objectives of this study are:

1. To find out what kind of slang words are used by *TikTok* users on making Short *Memes* Videos.
2. To analyze the meaning of the slang words that are used by *TikTok* users on making Short *Memes* Videos.

### D. Significance of Study

#### 1. To EFL students

This study contributes to the advancement of the study of slang language, which is included in sociolinguistics. Furthermore, expectantly this study will benefit Language education, particularly for students in the English Education Department, by enhancing their slang language expertise. By acquiring slang, they people can communicate effectively in ordinary interactions and casual situations.

#### 2. To EFL teachers

The findings of this study are predicted to assist teachers in teaching future students, particularly Generation Z, who frequently utilize slang language, at which point teachers will be able to apply personalized approaches and methods to engage, communicate with, and educate the young generation. Owing to the fact that young people learn concepts more rapidly when they are

familiar with the subject, they will have a faster rate of information transfer for teachers exposed to slang. This understanding has the potential to enhance the educational system and the cognitive development of youth.

### **3. *To Other Researchers***

The research also identifies that this study will not address all of the reader's concerns and curiosity. The researcher believed that this work will be helpful as a guideline for the relation to the Slang Words study, and the researcher hopes that in the future, more experts will do similar studies that will fill in the gaps and contribute to society.

### **4. *To the Institution***

The results of this study will be beneficial for the institution as a strengthener. Through this study, it is expected that in the future the institution will be more supportive, aware, and ease students to administer the related matters. The more students improve their knowledge about slang, the better the image of an institution.

## **E. Research Terminologies**

In order to avoid misunderstanding, I have defined the following operational definitions of this research as follow:

## 1. *Sociolinguistics*

According to Holmes (2013), Sociolinguistics examines the relationship between language and society; they seek to understand why people speak differently in different social circumstances and to characterize the social roles of language and how it is used to transmit social meaning. Examining how people use language in a variety of social circumstances reveals a wealth of information about how language works, the social ties within a group, and how people interact and construct aspects of their social identity through their own words.

Holmes (2013) also added, there are three social elements that become the fundamental components in sociolinguistics explanation relating to the reasons why people speak differently and why they do not communicate in the same way all the time. These three social aspects are described as follows, participants, the environment or social context of the conversation, and the topic are all examples of social factors. The participant has the opportunity to perceive who is speaking and to whom they are speaking. People will learn where the interaction takes place and when it takes place while they are in the environment or social context of the encounter. Lastly, people are able to see what they are talking about when they are discussing a particular subject matter. And in this study the author focuses on all these social aspects in sociolinguistics to explain the meaning and the contexts on the slangs that found in *TikTok Memes* Videos.

A variety of sociolinguistic studies has been undertaken to examine speech act phenomena in diverse sectors e.g., daily communication, movies,

literature, newspaper, online collaborative discussions, etc. (Rizki & Golubović, 2020). It is possible to conduct a sociolinguistics study on social media during the pandemic because social media has a close relationship with the use of language.

## 2. *Slang*

According to Alimemaj (2012), Slang is one of the vehicles by which languages are updated and revitalized, and its vitality and color contribute to the richness of everyday expression. The use of this sort of vocabulary in a language is possibly as old as language itself because slang appears to form a part of every language used by a large group in regular interaction and sufficiently diverse for identifiable subgroups. The author does not set the boundaries or limits of the types of slangs that will be analyzed in this study, because the author would like to see how slangs represented by Gen Z in *Memes* videos on *TikTok* platforms.

## 3. *Colloquialism*

Colloquialism refers to informal language and phrases in general, and it may be claimed that slang contains a large number of colloquial words and idioms (Viljanen, 2019). In general, informal language is employed in informal situations and is often referred to as colloquial or everyday language. As stated in Barzegar (2008, as cited in Shadrah, 2010), colloquial is a greater level of formality than slang, and it differs from formal standard language in terms of pronunciation, word choice, and sentence structure. For instances, the use of contractions such as "I'd" for "I would," "can't" for "cannot," the use of

colloquial single words such as "folks" for "related," and the use of clipped words such as "lab" for "laboratory." These are not acceptable in academic writing (Partidge, 1990, as cited in Shadrah, 2010).

#### **4. *TikTok App***

According to Weimann & Masri (2020), *TikTok* is the fastest growing app on the market today, with hundreds of millions of users, the most of which are youngsters and teenagers, using it to upload, show, and navigate lip sync videos and Memes. *TikTok*, developed by the Chinese Company ByteDance, enabling users to upload a variety of creative and interactive features for lip synchronization lasting up to 60 seconds. According to [www.statista.com](http://www.statista.com), the most recent data available, the most popular content categories on the videos-sharing social app *TikTok* had received more than one billion views as of July 2020, with 535 billion hashtag views combined, the most viewed content category on the app was entertainment content. *TikTokers* (*TikTok* users) come up with new slang words every day on *TikTok*, especially on entertainment content on *TikTok*, they have established an entirely new culture based on slang words, that's the reason why the author focuses on *TikTok* platform especially on entertainment content.

#### **5. *Memes***

Shifman (2014) defines Internet Memes are defined as a collection of digital objects that have similar content, form, and/or location features that were

created with an awareness of one another and then distributed, imitated, and/or transformed via the Internet by a large number of users.

According to Grundlingh (2017), *Memes* are frequently used to make a mockery of a situation or a person. The range of conceivable topics for these jokes is virtually limitless, although they are typically centered on politicians, politics, religion, current events, or celebrities, another function of *Memes* is as humorous comments/-opinions, when it comes to expressing one's point of view, humor can be a more effective tool than words alone. In addition to having a meaning potential, *Memes* also have the ability to be actualized in specific social contexts, and all these functions can be delivered with several types of *Memes* and forms, Mahadian and Sugandi, (2017) defines there are three types of *Memes* with different of form:

Table 1.1

Types of Memes according to Mahadian and Sugandi, (2017)

Type	Form
Text	Story
	Puns
	Poetic
	Exhortation
	Random Information

Image	Photo
	Image with text
	Image with modification
	Graphic parody
Videos	Videos with modification
	Videos without modification

From these types of *Memes* above, the researcher only focuses the video types of *memes* on this research, because The *TikTok* platform provide entertaining Videos that has 5 second to 1 minute long.

#### **F. The Scope of the study**

The scope of the study is the variety of languages, as this research is concerned. Slang words used by social media users, in this study, the author examined one of the top social media sites, called *TikTok*, and the author collected the data using *TikTok*'s short videos. The data were analysed by the author and split into two sections. The parts are the slang words, the meaning of the slang words.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Sociolinguistics**

A language is an essential tool of human communication. Language is a fascinating thing to engage with, exchange ideas, and help people understand one another. Languages vary from place to place, from one social group to another, and from one circumstance to another. Language cannot be isolated from culture because it is linked. The concept "society" refers to a community of people who have come together for a common goal (Wardhaugh & Fuller, 2015). According to the theory, it means that groups of people in a certain culture use language to communicate. People need to be able to connect and express their views and fulfil their goals. The explanation says that an analysis of the relationship between language and culture is the basic sense of sociolinguistics. Each individual has different styles and different communication contexts. Sociolinguistics is the study of language and the sense in which it is used to shape bonds of unity between speakers and listeners, as well as people's social status.

Sociolinguistics is a branch of linguistics concerned with the relationship between language and culture. According to Wardhaugh (2006), The aim of sociolinguistics is to understand better the structure of the language and the functioning of the language in communication, and the equivalent

objective in linguistics and sociology is to see how the social structure is better interpreted by studying the language. The part of sociolinguistics is language variation. And the use of a single language that is different within a single group, there is language variation. Language diversity is categorized into many categories, including dialect, register, jargon, style, and slang. The rapid spread of creativity has been aided by language.

Holmes (2013) highlights three primary components of sociolinguistic explanations relating to the reason why people speak differently and why they do not speak in the same way all the time. It is composed of the individuals involved, the environment or setting of the conversation, and the subject matter under discussion. The participant is valuable for having the ability to see who is speaking and who they are speaking to. When talking about a presentation or interaction in the sense of a social environment, people can learn where and when, and when the presentation is made. In conclusion, it is still possible to get a glimpse of what people are doing and understand what they are saying.

In short, sociolinguistics addresses culture and explores language's relation to it. Since the way language is used by people in society is another aspect of society, linguistics is intrinsically linked to society. Online slang is linked to society, and the well-being of this platform is improved by this relationship. A form of communication technique that includes speaking, according to Johnstone and Marcellino (2010), can be described as speaking. In research on social factors, it is noted that there is a correlation between slang and how often people speak and how they appear and talk in society. Setting and

scene refer to both time and place. In this case, the setting is obviously the internet site, specifically from the *TikTok* app. At the same time, the scene gives a detailed description of cultural significance. In this case, the scene means the diverse kinds of posts in which the joke and something odd and unforeseen human habitation of behavior appear. These content pieces serve as a catalyst for new words that the user can invent that may be used by the user (*TikTokers*).

### **B. The Definition of Slang**

Harared (2018) defined various conversations are formally and informally separated. Diversity in the formal language typically exists in the formal or official sense of regular variety, circumstances, and contexts. Meanwhile, informal language diversity typically exists in a number of non-standard languages, as well as the circumstance and meaning of an informal or casual matter. Conversations and experiences in culture or the environment can produce different types of diversity and a variety of languages. It represents the ways in which the language is used. Variations in language are based on the person's identity as a social user, gender, age, ethnicity, and the form of social networking in which they participate. Variations arise as a result of the language situation in an informal setting. Slang is one of the many variants that can be found in various societies.

The slang is made up of special terms that not everyone knows the words' exact significance. Alimemaj (2012) stated the rapid evolution of new words in a language, particularly slang words, plays a very important role in

informal communication. Many people prefer slang terms in their casual talk because they think it is easier to communicate that way. Consequently, slang has become a phenomenon because the people who use it do not want other people in their community or who are not friends to know the message behind their conversation. Slang makes this aim possible because slang is only a meaningless word for certain people outside the group.

In a non-formal setting, slang is used. It can make a conversation get more personal. Nearly every slang word is used and typically used for expressing the emotions and creating feelings of people. Coleman (2012) also added that slang is a subject that brings up a lot of feelings in people. It can also bring people closer together in a community. When the slang term "*bitch/bish please*" is used by group members, it evokes feelings of warmth and loyalty. When said by people outside the party, on the other hand, it elicits animosity.

Slang refers to speech expressions that are employed by a speech community (e.g., youths, criminals, etc.) in order to demonstrate its allegiance to a favoured social identity; this usage is not always approved of by other social groups (Shahraki & Rasekh, 2011). It is a manner of speaking that is not acceptable in situations outside of the group and is unpleasant to the wider public.

Slang is also used by younger speakers and other special interest groups (Yule, 2014). Many forms of humorous wordplays contain words known as slang. In short, slang is a non-standard language, usually used for internal communication by a certain social group.

The virtual world is a world that uses the Internet to facilitate communication and intimacy among groups or communities, in which slang is used. Slang divides people into in-groups and out-groups and serves as a sign of belonging (Coleman, 2012). In the 21st century, social media such as *TikTok*, Facebook, Instagram, Twitter, and YouTube have often created new words and expressions. Youth have a better chance of using new words to substitute the existing ones. For instance, they use the word ‘*GOAT*’ “stands for greatest of all time” And ‘*lit*’ to express their amazement about something, and current usage is actually a compliment, instead of ‘amazing’ because the words ‘*lit*’, and ‘*GOAT*’ are a more recent innovation. Thus, the next generation is able to create and use more new words. Age is one of the factors affecting slang use—youth, in particular.

The primary consumers and slang language makers are teens, high school students, and college students (Zhou & Fan, 2013). They frequently challenge convention or break their creativity with the rule of language. The slang terms created by artists, pop stars, popular actors, and performers appear to be well utilized. Youth will change context sometimes, spelling or pronunciation of words (McCrindle & Wolfinger, 2011). Slang terms can also have useful short-sighted ways of communicating your thoughts and concepts. Consequently, young people tend to use slang to demonstrate their identity and innovation.

Young people prefer to use slang because they have new ideas. They always search for language novelty—the student society outside of this

community (Fromkin, Rodman & Hyams, 2003). Slang is related to young people or an effort to project a youthful image. Slang is the language for young people worldwide, which reflects their preferences in music, art, fashion, and entertainment (Eble, 2009). In addition, social media helps most young people of this age to develop and exchange slang terms.

### **C. The Function of Slang**

According to Zhou and Fan (2013) when the function of slang is examined, the intricacy of the language becomes instantly obvious. When confronted with the inevitable question "Why is slang used at all?" or "How is slang used?" people struggle to provide a full and satisfying response. Sociolinguistically speaking, the interpersonal function of language is the most fundamental. When it comes to slang's social purposes, the most critical aspect is that language is used to communicate amongst individuals. there are several functions in slang according to Zhou and Fan (2013).

#### **1. Pursuit of self-identity**

Due to the fact that different social and professional groups use distinct slang, it is regarded as a symbol for differentiating society's professional groups. Individuals are classified in society according to their social background, occupations, interests, gender, and age. Each group may have its own slang terms. For instance, if a student uses college slang in a sentence, he or she must

want to express and reinforce the emotion that he or she is a member of the teenager group.

## **2. *Emotive feeling of the slang users***

The emotive function of a sentence indicates the speaker's attitudes toward his or her subject. The emotive function is one of the most powerful uses of language because it is so significant and important in changing the emotional status of an audience in favor of or against someone or something. The acceptance expressed in the conversation may be favorable or negative, depending on the emotional response provided by the speaker. This emotional state has a significant impact on the surrounding psychological situations. Everyone from the public to intellectual groups such as doctors, attorneys, and politicians use slang in their everyday conversations. When it comes to this, slang is used by them not only to emphasize their identity or group membership, but also to meet the psychological requirement of expressing emotion, which is also one of the most fundamental uses of language.

## **3. *Achieving politeness***

Discussing achieving politeness cannot be separated with the register, It refers to a specific mode of communication, such as a particular function or a particular realm of communication, and it is defined as a special mode of speech or writing specific to a certain function, that is, a particular domain of communication. When deciding on a conversational register, three variables are taken into consideration: the occasion (formal versus informal), the audience

(age, gender, occupation, degree of acquaintance), and the content of the conversation. The three characteristics also limit the use of slang. Using slang inappropriately, addressing the wrong person, or having inappropriate content in speech might sour friendship and good connections with interlocutors. Consequently, effective slang usage helps create a certain mood or preserve social contacts. Slang is widely employed in casual settings and is vital in phatic functions. Slang can help maintain closeness and intimacy amongst friends.

#### **D. Characteristics of Slang**

People use slang because they are individuals who pursue uniqueness. They assume that by using slang language to reflect the identity of a particular sub-social community, since it is cool or appears to be trendy when everyone likes it, it will be commonly used. If a word possesses certain features of slang, it may be classified as slang. There are six features of slang language, according to Sumarsono (2007):

##### **1. *Clipping***

Clipping is a linguistic term that refers to the process of reducing a word to one of its constituent parts. Clippings are not words that are part of a language's normal vocabulary. While clippings of influential groups' words become common, eventually becoming part of Standard English, clippings of socially insignificant classes or groups will remain group slang. For example, exam (ination), gym (nasium), and spec(ulation).



## 2. *Metathesis*

The rearranging of sounds or syllables in a phrase, or the rearranging of words in a sentence, is known as metathesis. The swapping of two or more contiguous sounds is the most common application. It is most frequently used to describe the switching of two or more adjacent sounds. Metathesis is a variant of Prokem's Language in Bahasa Indonesia. For example, *bisa* for *sabi*, and *neber* for *bener*.

## 3. *Creative*

Slang is a new concept, so it requires the creator's invention. In other words, the author should be able to develop a new expression that is imaginative, innovative, productive, even shocking, and amusing; for example, the term “bird” in slang language has a meaning as “girlfriend”.

## 4. *Acronym*

An acronym is a term created from the results of the first letters of many words. As the parts of these letters or words are selected unevenly, they seem to be isolated entities, and these characteristics (specifically, for names and personal titles) are all together. The examples of acronyms are: “ASAP” (As Soon As Possible), “LOL” (Laughing Out Loud), and “LMAO” (Laughing My Ass Off).

### 5. *Use the existing words.*

In the cases where slang is added to an existing term or phrase, the word expands its meaning. There is potential for a major change in the English language because modern terms like "expand" are making their debut. In other words, a word that is derived from an established concept can lead to new and different slang use by the more innovative person. As a slang term's go-to reference, the phrase "chick" has taken on a meaning akin to a young woman.

### 6. *Metaphor*

In the case of a metaphor, one uses the words or symbols of one concept to be relevant to the others in order to make their meaning easier to grasp. In certain cases, the symbolism of language (or metaphor) may be recognized by "to be" may be used as an indicator. Since metaphor is used without any terms such as "as" or "like". The analogy, in other words, is intended to contrast the objects but does not make this comparison. To highlight it, the example of a metaphor is "my love is a flower", which means "I have a good event in love."

Slang, on the other hand, according to Eble (2009), has the following characteristics:

Table 2.1

*Slang characteristics according to Eble (2009)*

No	Defining Characteristics	Slang
1	Usage	Used in speaking
2	Type of Communication	Informality
3	Indication	Reinforces group identification and distinguishes insiders from outsiders.
4	Lexican meaning	Pure and Sarcasm
5	Growth	Rapid pace

1. Slang is a part of everyday conversation, but it is seldom used in writing. Slang is typically considered casual, and as such is prevalent in spoken language but not in writing (unless that writing is texting or internet chatting). The use of slang frequently implies a level of similarity between people who use it and may reveal certain attitudes on the speaker's part.

2. Slang denotes informality, as well as sometimes irreverence or defiance. Slang is a type of informal English that is spoken by a certain group of people. It is typically utilized by younger people in the conversation to express themselves.

The younger generation has an impact on the development of slang language. Furthermore, the meaning of slang can be understood by a specific set of people.

3. Slang is a group's distinctive vocabulary: using the same slang reinforces group identification and distinguishes insiders from outsiders as a device for familiarizing a conversation. Sharing and maintaining a continually evolving slang vocabulary helps to strengthen group cohesiveness while also serving to include and exclude members from the group's activities. Slang is the language equivalent of fashion, and it performs much the same functions.

4. Slang meanings are often taken purely from the sense in which they are used, and they may be sarcastic. Sarcasm is defined as an ironic or satirical statement that is tempered by a sense of humor. The majority of the time, individuals utilize it to say the exact opposite of what is true in order to make someone appear or feel silly. When something is sarcastic, it means the total opposite of what it says in the first place.

5. A group's slang evolves at a rapid pace. Due to social media, words now travel around the world in weeks and months, whereas it used to take many years. It is not necessarily that language is evolving faster, but technological advancements have facilitated the rapid transmission of slang phrases from one group to another.

## B. *TikTok*

The *TikTok* Platform was released worldwide in 2017, consists of a mobile short-form videos that users perform lip-syncs or other creative music videos. There are currently over one billion users in 150 countries (Eghtesadi & Florea, 2020). Being one of the fastest-growing apps in China, *TikTok* is the most successful videos gathering for music (PR Newswire, 2017). It is especially common in China with Internet users younger than 30 (Michel, 2018). In the first half of 2020, *TikTok* has accumulated more than 315 million downloads worldwide in the App Store and Google Play over the quarter that any other app (Briskman, 2020).

*TikTok* is a free phone app for both Android and iOS users (Schwedel, 2018). According to Sehl (2020), It is a tool that gives “creators” the ability to create 3-60 seconds videos set to audio or pre-recorded footage with creative effects, including “GIFs,” “Filters,” “Screen split screens,” and “Green screens”, all at the disposal of the person. The making of *TikTok* videos is done using a mobile-friendly method such as filming desired footage and then applying audio and visual effects to the features within the application. After the videos has been made, it is posted to a *TikTok* account, the videos with text and hashtags can be distributed to the whole user's followers. They will be informed that a new video has been created for everyone. Additional capabilities include the ability to record videos with lip-syncing audio, upload videos clips with their own audio, or even create videos using audio clips, sound bites, and visual footage.

According to Hayes, Stott, Lamb and Hurst, (2020), *TikTok* App enables people to use their creativity, but also brings people together in an interactive way, social-emotional environment in-videos features “Duet” or “Stitch” and "providing both the ability to share their creativity and collaboration with others" (users film themselves reacting to a videos). “Live Videos” functionality allows users to record themselves, have their feedback/comments and likes to appear on the screen at the same time, helping users to connect with and communicate with one another. People who use this service will also have the opportunity to like other videos and make comments on them. One of the major benefits of using *TikTok* is that content can be easily shared on various sites such as Facebook, Instagram, and Twitter. The advantage of this sharing feature is that it provides greater access to creators to an even larger audience and allows those who have no *TikTok* account to view their videos.

The goal of *TikTok* is to capture, directly from smartphones, the imagination, knowledge, and precious moments of the life of the world. *TikTok* allows everyone to be a creative person and encourages users to share their passion and creative expression via their videos. What helps *TikTok* stand out among the competition is that, because of the simplicity of the application, virtually everyone can become a content provider. It is also attractive to many young users worldwide. Through viewing an algorithm, users access content upload of the videos to the landing page labelled "*For you Page* " when an app is accessed by users. Though no clarification is available on the function of the algorithm, the videos appearing to the user much depend on a single

recommendation algorithm rather than on the social network activity of the user (Roumeliotis, 2019).

TikTok is mainly a social media application; with both an informational and interactive approach to it, which is in line with social web 2.0 (Kaplan & Haenlein, 2010). This feature supports and encourages the creation and sharing of user-generated content. user-generated content (UGC) plus social media provides users with the ability to make content, post content, and build their own network. It is currently estimated that hundreds of millions of netizens have self-published as internet content creators nowadays. According to Omar & Dequan (2020), These short videos will gain traction quickly because of their marketability. When the number of users views or passes a video, it spreads virally, where various videos are disseminated frequently through email, social media, etc. This is commonly known as the viral video's phenomenon. A viral video is a good predictor of how successful a video will be on the internet (Alhabash & McAlister, 2014). Feroz Khan & Vong (2014) added, it largely determines as well as is affected by the social capital of the audience.

The vernacular creativity of *TikTok*, a platform dominated by Gen-Z creators, is shown by the technical savviness of its users (employment of sonic and visualising elements, editing, using filters) and the cultural literacy in the youths' in-jokes and coded visual grammar.

#### **D. Meme Videos**

Figure 2. 1 Example of memes



Grundlingh (2017, as cited in Richard Dawkins 1979) explained, Richard Dawkins (1979) was the first to write about the *Memes* term, one of the most influential internet subcultures. *The Selfish Gene*, a book by Richard Dawkins (1989), describes a concept that can be evolved, changed, and replicated, and passed on to others.

According to Dawkins (2006), a *meme* is an idea that is imitated and propagated in the form of actions, lifestyle, opinion, fashions, etc. and is spread from one person to another within popular culture or subculture through interaction using various media such as writings and photographic images. Moreover, the example of *Memes* proposed by Dawkins relates to the idea, tunes, catch-phrases, clothes fashions, and building arches. The reason behind the technical term decision is related to how the term gene has a resemblance to the root word "*mimeme*" derived from Greek which means 'something that is imitated.' Since the word 'imitate' is the keyword relating to the notion of the *meme*, Dawkins assumed that *Memes* disseminate themselves in society. *Memes*



propagate from mind to mind, implying that the imitation process is involved in the spreading process. When a person 'parasitizes' his brain by triggering *Memes* in another thought, he is unwittingly 'parasitizing' his brain and converting others into *meme* propagation mediums. Even *Memes*, however, can be repeated by imitation, and there are three requirements that decide whether *Memes* can survive in a social context. The qualification, according to Dawkins, has to do with durability, fecundity, and copying fidelity (Chandler, 2012).

Brichenkova (2018) also adds, *Memes* as a part of the online culture; they are mainly jokes that are presented through mediums such as image+text or GIF+text variations, or just plain text, and are distributed virally on all Internet-based channels, evolving, and changing.

Figure 2. 3 Example of TikTok Memes

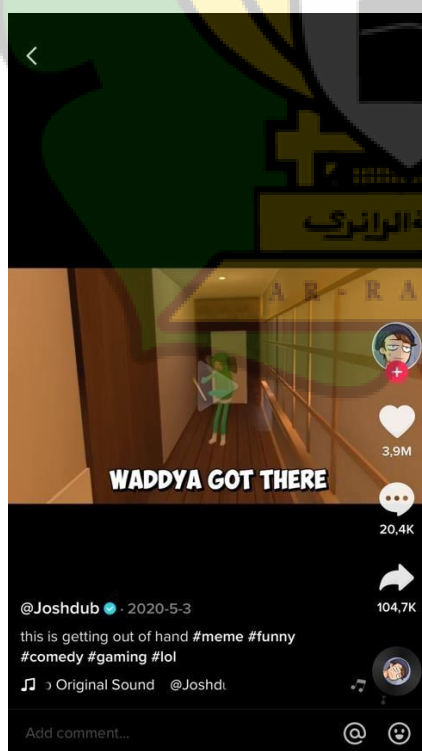


Figure 2. 2 Example of TikTok Memes



Fang (2018) defines, Internet *Memes* as a collection of digital items that share a common characteristic of content and were created by netizens using their imagination over the internet, *Memes* on the internet are usually visual, either in the form of an image or a video, but they may also take the form of text or audio clips.

In this circumstance, language plays a major role in the success of *Memes*. Since a *Meme* is made up of more than just an image/videos, it often includes text. The *Memes* are assisted by the text in order for them to spread, be remembered, and thrive. Language plays an important role in infidelity since it is through language that the idea of a *meme* can be expressed to the readers. Sari (2018) adds language can help a *meme*'s message stick in people's minds. In terms of durability, a *meme* with high fidelity would likely last longer and have the potential to spread, since not everything can be memorized by our brain.

*Memes* are one of the many ways people can share ideas and, in the case of many modern *Memes*, comedy, and parody, through the Internet. Internet *Memes* are a type of *Meme* that can be found on the internet (Brichenkova, 2018). *Memes* can now be accessed at any time thanks to the Internet. It has everything to do with life expectancy. It will remain on the internet as long as the *Memes* are not deleted. *Memes* on the internet have strong longevity. Consequently, posting information on the internet facilitates individuality and self-expression. It ignores the creative barrier, which allows everyone to engage in and express themselves in this cultural phase. Internet *Memes* have the ability

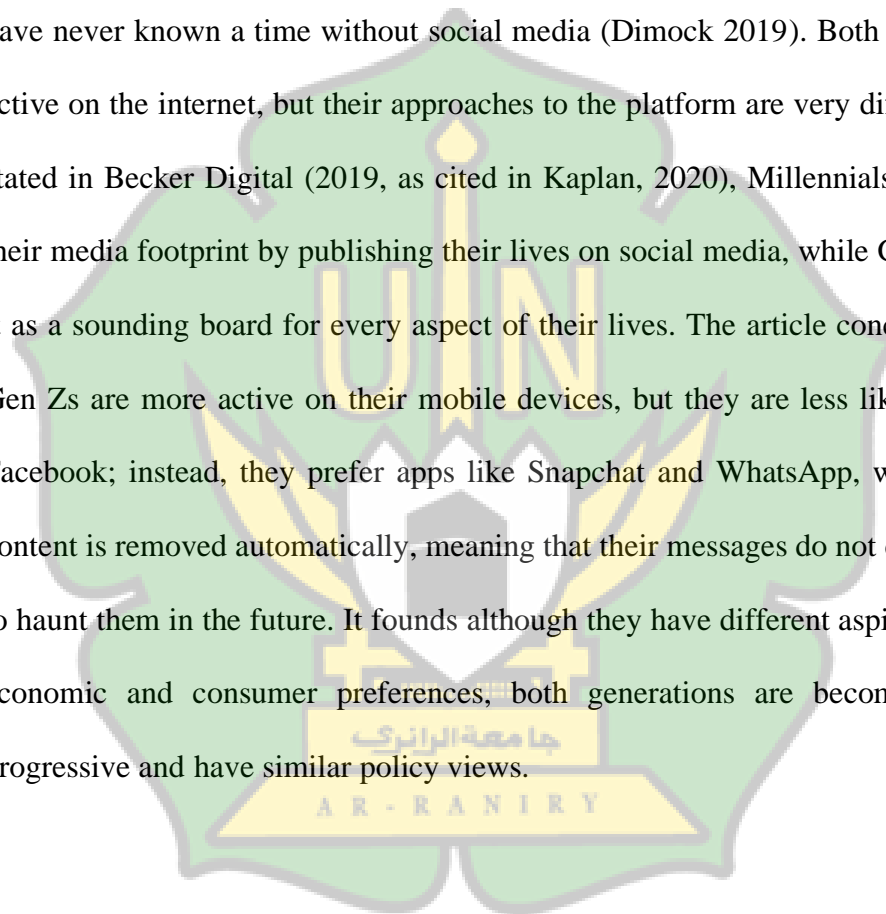
to greatly impact common attitudes, thoughts, expectations, and values, regardless of whether or not users create good *Memes*.

### **E. Gen Z**

According to Strauss and Howe (1998)'s generational theory Generation Z, which comprises those born between 1996 and 2015, is most similar to the silent generation, which existed from 1925 to 1942. Seemiller & Grace (2017) defines differently, Gen Z as the generation that was born from 1995 through 2010. Generation Z was deeply influenced by the development of technology, issues of violence, a turbulent economy, and social justice movements. According to Turner (2015), this Generation Z is a generation of digital natives. This generation is so attached to the use of technology such as computers and the internet, and it seems that it has flowed into them since they were born. This generation has the characteristics of wanting to be connected to the internet at all times, creating content and sharing it with others, and being very active on social media. This generation uses technology more in every activity of their life. Even this Z generation can be said to live in a digital world and become a truly digital society. Stillman & Stillman (2017) concludes that gen Z is a real digital generation, having used technology for every aspect of the lives they lead. Generation Z lives in the digital world itself.

Read (2021) defines “change” describes gen z as a generation. Aside from their birth years, generations are characterized by a variety of factors, including the most formative events in their lives. For example, while some were

alive on 9/11, the majority of them have no recollection of the tragedy. The horror and tragedy of the disaster, on the other hand, left an indelible impression on Millennials. When the day is mentioned, intense conversations ensue, with many remembering where they were, what they were doing, and how they felt when the first plane struck. If Millennials are the "Me generation", Gen Ze-rs have never known a time without social media (Dimock 2019). Both groups are active on the internet, but their approaches to the platform are very different. As stated in Becker Digital (2019, as cited in Kaplan, 2020), Millennials dominate their media footprint by publishing their lives on social media, while Gen Zs use it as a sounding board for every aspect of their lives. The article concludes that Gen Zs are more active on their mobile devices, but they are less likely to use Facebook; instead, they prefer apps like Snapchat and WhatsApp, where their content is removed automatically, meaning that their messages do not come back to haunt them in the future. It founds although they have different aspirations for economic and consumer preferences, both generations are becoming more progressive and have similar policy views.



## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Research Design

In this research, the researcher used qualitative one to identify slang words to identify the dominant type of slang words and to find the functions of slang words used in short *Memes* videos on *TikTok*. Creswell (2014) says that qualitative research is concerned with the process, significance, and understanding of words or pictures. Creswell (2014) also notes that a researcher in qualitative research should go to people, settings, sites, or institutions to observe or document actions in a natural setting. This describes how the research is not confined to the laboratory and that the findings are analyzed using numbers or statistics.

In addition, Creswell (2014) introduced qualitative research as a method for studying and comprehending the significance people and communities place on societal and humanitarian issues. Because Slang is a study that deals with method, definition, and interpretation of meaning, this analysis can be classified as qualitative analysis. By using qualitative research, the researcher is allowed to interpret, give meaning, and represent the findings from the natural context of a given social phenomenon by conducting qualitative research.

In qualitative research, textual or narrative descriptions of the phenomena under study are produced, according to Vanderstoep and Johnston (2009), Since the researcher examines recorded material within its own context, the research strategy is based on content analysis, and the material in question is found on *TikTok* videos. Any written information can be used for content analysis, including documents, interview transcripts, media, and even personal interviews (Cohen, et. al., 2007)

### **B. Population and Sample**

According to the *TikTok* App in the Discover features, the *#meme* videos as the population has 221,6 Billion Views captured on 28 June 2021. To reduce the data collection, the researcher uses purposive sampling to concentrate on key characteristics of a population that are critical to answering the research questions. According to Patton (2014), to identify and choose information-rich examples for further investigation, purposeful sampling is a technique extensively employed in qualitative research. It allows researchers to make the best possible use of limited resources by making the most of their findings. The researcher watched the Top 100 Viral/Popular Videos to find the slang from the *TikTok Memes* Videos.

The source of the data is significant in the research process since, without it, the researcher will be unable to collect the necessary information. The data for this research comes from selected *Meme* videos on *TikTok* that have been uploaded to their *TikTok* accounts by the *TikTokers*. Based on the definition

at the beginning, *TikTok Memes* need to meet the following two criteria: *meme*-relatedness, popularity.

First and foremost, the video content must include slang word, either on the audio clips, caption, or the text in the videos, second the researcher does not use predetermined criteria to determine what a *meme* is in order to determine the *meme* of the videos research as a result inspired by Zeng, Schäfer and Allgaier (2020), the researcher concentrated on *TikTok* videos that were labelled as "*meme*" in order to truly comprehend how "*meme*" is presented on the platform.

Third, the popularity of individual videos in this dataset was determined by counting the number of likes, shares, comments, and views received by each video. To determine whether the content is popular, the researcher used the average (median) number of likes, shares, comments, and views as a parameter for qualifying it, and less popular videos were omitted from the sample (Zeng, Schäfer, & Allgaier, 2020).

### C. Method of Data Collection

In this research, the researcher collected *TikTok*'s short videos data using the platform's online archive to retrieve publicly available videos tagged as *#meme* videos on *TikTok*. During the collecting data, the researcher's assistant used the Ubuntu Linux operating system. According to Thomas, Channelle and Sicam (2009), operating system is a foundational software that allows the computer to function properly and allows the hardware of the

computer to communicate with the software that runs on it. It consists of hundreds of programs, system libraries, drivers, and other components that are closely integrated into a single system. Ubuntu is regarded as a suitable distribution for newcomers to the Linux operating system.

Considering *TikTok* does not have an official API (Application Programming Interface), scraping the data is the most effective method of gathering information. The researcher's assistant uses *TikTokApi* from to scrap media and related meta-information including the number of likes, comments, shares and total views and when the data is extracted to excel files it is sorted with the median result of likes, comments, shares and total views for average engagement rate (popular/viral).

According to Denscombe (2007), Qualitative data needs to be well-prepared and well-organized in advance of researcher would examine them appropriately; the researcher collecting the data with steps as follows:

1. Open Ubuntu Linux operating system.
2. Install *TikTokApi* from github using terminal.
  - `pip install TikTokApi`
  - `python -m playwright install`
3. Write a program to retrieve data from *TikTok* with code



Figure 3. 1 How to obtained trending videos data from TikTok

```
from TikTokApi import TikTokApi
from openpyxl import Workbook

verifyFp1="verify_kpqwngw_qE4jmsh8_iHp2_478A_AdCp_sIfcRNlzIQJb"

api = TikTokApi.get_instance(coustom_verifyFp=verifyFp1, use_test_endpoints=True)

jumlah = 100

trending = api.by_hashtag('Meme',count = jumlah)

id_videos = []
id_users = []
nama = []
likes = []
shares = []
comments = []
tayang = []
```

Figure 3. 2 How to retrieve data from TikTok with code

```
for tiktok in trending:
    id_videos.append(tiktok['id'])
    a = tiktok['desc']
    if len(a) == 0:
        nama.append(a)
    if len(a) > 0:
        x = a.index('#')
        nama.append(a[:x])
    id_users.append(tiktok['author']['uniqueId'])
    likes.append(tiktok['stats']['diggCount'])
    shares.append(tiktok['stats']['shareCount'])
    comments.append(tiktok['stats']['commentCount'])
    tayang.append(tiktok['stats']['playCount'])
```

4. After the data is obtained, create a program to fill in the data that has been obtained by KDE in excel automatically with the code.

Figure 3. 2 How to create program to fill in the data by KDE in excel program

```
exel = Workbook()
sheet = exel.active

sheet['A1'] = 'No'
sheet['B1'] = 'Namae dan Hashtag'
sheet['C1'] = 'Users'
sheet['D1'] = 'Link Url'
sheet['E1'] = 'Likes'
sheet['F1'] = 'shares'
sheet['G1'] = 'comments'
sheet['H1'] = 'views'

exel.save(filename = 'data.xlsx')
```

Figure 3. 4 How to create program for index in range

```

for index in range(jumlah):
    sheet['A{index + 2}'] = f'{index + 1}'
    sheet['B{index + 2}'] = f'{name[index]}'
    sheet['C{index + 2}'] = f'{id_users[index]}'
    sheet['D{index + 2}'] = f'https://www.tiktok.com/@{id_users[index]}/video/{id_videos[index]}?lang=en&is_copy_url=1&is_from_webapp=v1'
    sheet['E{index + 2}'] = f'{likes[index]}'
    sheet['F{index + 2}'] = f'{shares[index]}'
    sheet['G{index + 2}'] = f'{comments[index]}'
    sheet['H{index + 2}'] = f'{views[index]}'

exel.save(filename='data.xlsx')

```

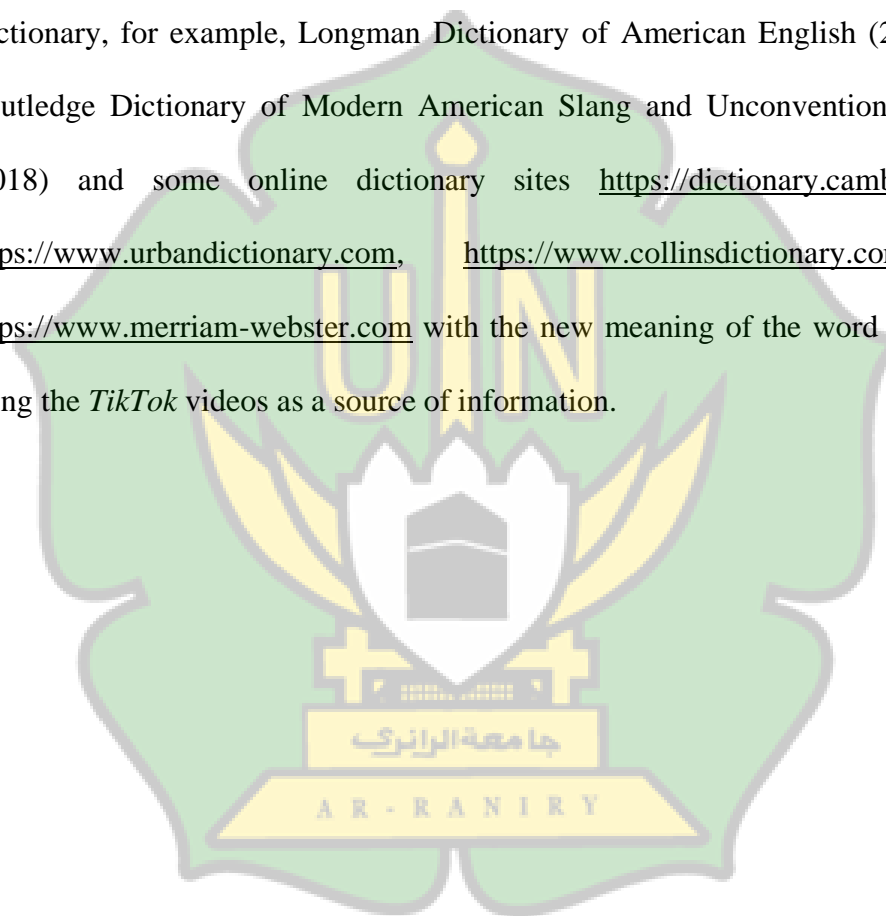
5. After the 100 *meme* videos are gathered in excel file with the caption, link of the videos, number of likes, comments, shares, and views, the researcher watched all of the videos to find slang word that imputed in the videos.
6. Analyze the slang that is contained in the short videos.

#### D. Method of Data Analysis

In assessing the object of the study, the sociolinguistic approach was used to evaluate the problem formulation in this study, which is related to what kind of slang words and the meaning of slang words are used in *TikTok meme* videos. The sociolinguistic approach is applied to obtain a deeper understanding of the slang words present in *TikTok meme* videos, as well as to solve the two problems that have been created in relation to them. The researcher watched the Top 100 Viral/Popular Videos to find the slang from the *TikTok Memes* Videos. In order to answer the first question of the problem of what slang words are found, the researcher tried to relate the theories by Sumarsono (2007) and Mattiello (2008) to decide whether the words collected previously were considered slang.

After finding and listing the slang words, the researcher conducted an analysis of the slang words in order to determine why those words may be

considered slang words, at found 33 slangs from the data collected. Following that, the researcher divided all the slang into two major groups that have been newly interpreted and invented. When a word already exists and has a meaning in standard English, it is said to be newly interpreted, and the writer will compare the real meaning by looking up the meanings of slang words in the English Dictionary, for example, Longman Dictionary of American English (2014), The Routledge Dictionary of Modern American Slang and Unconventional English (2018) and some online dictionary sites <https://dictionary.cambridge.org>, <https://www.urbandictionary.com>, <https://www.collinsdictionary.com>, and <https://www.merriam-webster.com> with the new meaning of the word that exists using the *TikTok* videos as a source of information.



## CHAPTER IV

### FINDING AND DISCUSSION

This chapter covers the findings and discussion of the study, which are included in the previous chapter. Following a discussion of the theories presented in the preceding chapter, the findings are reviewed in detail. In addition to the results, there are discussions presented based on the findings discussed. The researcher will go into full depth about the two primary discussions that will occur in this study.

#### A. Findings

In this chapter, the researcher provides the data that she has acquired from an app called *TikTok*, which is a social media platform. There were 33 slang words found from various *TikTok* Videos published by different users. Based on the information acquired, the researcher provided the meanings of the slang words after dividing them into two primary groups. During the process of identifying slang words, the researcher came across two factors that help determine if a word is considered to be a slang term. Those are slang words that have been newly interpreted and invented. When a word already exists and has a meaning in standard English, it is said to be newly interpreted.

Table 4. 1 List of slang found on TikTok Memes videos

Newly Interpreted Slang	Newly Created Slang
Mate	Bruh
It is what it is	My no no square
Legend	Not too shabby
Shit	Waddya (watcha)
Crap	LMAO
Retarded	Dawg
Goddam	Nigga
How the Fuck/What the fuck	Yeet
Motherfucka	Git'er
Gem	Y'all
Flex	OMFG
Bet	Mfs
Juicy	Wyd
Pull up	Abt
Pranked	Ima
Gang	Lil

Based on Table 4.1, it can be shown that *TikTok* users use two sorts of slang phrases when creating Short Meme Videos: newly interpreted slang and newly created slang. When a slang word already exists and has a meaning in Standard English but takes on a new meaning in *TikTok* videos as a result of social factors, this is referred to as "newly interpreted slang." One of the slang language characteristics is "use the existing words", which means slang expressions are

derived from existing words with acquiring new meaning. The term "newly created slang" refers to a word that did not previously exist in the standard language, and some of them are instantly created from the trend that's happening in social media.

The researchers completed the research with the guidance of Sumarsono (2007) and Zhou dan Fan (2013) explanations and discovered 33 terms of slang on *TikTok Memes* Videos, all of which are determined as slang words by the researchers.

**a. Newly Interpreted Slang**

**1. *Mate***

According to Cambridge Dictionary (2021), the word *mate* means a sexual partner that could be a spouse or romantic partner. In contrast, the phrase *mate* in English is used to refer to someone who is a friend, and it is more of a gender-neutral pronoun ("Urban Dictionary: *Mate*," 2019). It is simply a matter of cultural differences for British/Australia and American English, as there is a variety of terminology that can be utilised. In Canada, there are several different terms that can be used to indicate a friendly relationship with another person, including *buddy*, *pal*, *friend*, *ally*, and a variety of additional terms. As well as in the use of this slang word in the content of *TikTok*, *Mate* is also used as a (usually friendly) form of address, or to refer to a friend, to be a part of the community.

## 2. *Dude*

In the nineteenth century, the term dude was also used to refer to a dandy, a young gentleman who was unusually well-groomed and fancifully dressed (“dude,” 2021). for the meaning of the slang dude, it may have been used differently in the past than it is now to refer to any random individual or even a buddy in specific circumstances, also shown as an expression of shock, approval, sympathy, or other powerful senses: e.g.: Dude! That's one expensive car!

## 3. *It is what it is*

According to the New York Times, the phrase "it is what it is" first appeared in a 1949 piece in The Nebraska State Journal by J.E. Lawrence. Lawrence used the phrase to describe the difficulties associated with frontier living in Nebraska during the nineteenth century: “*New land is harsh and vigorous, and sturdy. It scorns evidence of weakness. There is nothing of sham or hypocrisy in it. It is what it is, without apology*”. Though the phrase "It is what it is" does not have an official dictionary definition, it is frequently used as an expression of frustration or resigned acceptance of a circumstance. It is typically used to provide a sufficient response to a question that cannot be adequately answered. Additionally, it can be used to defend or admit the reality of one's situation. While Gen Z users of *TikTok* had created a meme out of "it is what it is" by ripping YouTube audio of a bunch of wisecracking young men.

#### 4. *Legend*

An old, well-known tale, usually about brave individuals or exploits (or all stories of this nature), is known as a legend. For example, the legend of King Arthur is known as a legend (Firm, 2014). For slang terms, it means 'awesome' or 'amazing'. Legend has become a slang term that is synonymous with the word "Epic" these days. Someone who has done something fantastic, absurdly risky, and dumb, something daring, or anything cool enough to be noteworthy, something epic, can become a legend as a result of their actions as well. This may be expressed if people have impressed them or done something admirable.

#### 5. *Shit*

As stated in Cambridge Dictionary (2021), shit is an offensive and vulgar word that has a definition, the solid waste that is excreted by human or animal's bowels. Despite the fact that the term slang is used on *TikTok*, the word slang still has a negative connotation, denoting nonsense, or something of low quality, and also an unpleasant person who behaves inappropriately, or for some people, it can be used to verbalize insults, criticism, and disrespectful or unfair treatment. Shit is a frequently used slang term that refers to "poop". Alternatively, it is used as an emphatic exclamation that approximately translates as "oh no!" Despite its widespread use, shit is still considered impolite.



## 6. *Crap*

The origin word *crap* back-formation from *craps* which means a game played for money, using two dice ("Definition of *crap*," 2021). In contrast to slang meaning, *crap* is a versatile word that commonly refers to feces, trash, or other unwanted items. It is unmistakably slang, yet it is not very offensive. On the spectrum between appropriate slang and potty language (bathroom humour), this is a word that falls somewhere in the middle. Mostly Gen Z uses it to describe something worthless, nonsense, or very bad quality.

## 7. *Retarded*

According to Cambridge Dictionary (2021), *retarded* means the term due to the fact that their mental growth was slower than other persons their age. In social media, the *r-word* is no longer linked with disabled people, and it has become a term for stupidity instead. Because the term "*retarded*" has been used as an insult in the past, it is now less frequently used to describe those who have a sluggish mental growth performance. This is a medical term that has made its way into slang and is now seen as extremely disrespectful and inappropriate.

## 8. *Goddam*

The use of the word "*goddamn*" when swearing or to emphasize a point. It is frequently used as an exclamation of any strong emotion, particularly disgust or irritation, and is frequently followed by it. Generally, '*Goddamn*' is used to express spontaneous reactions.

### 9. *How the Fuck and What the fuck*

The word fuck means having sexual intercourse ("Definition of fuck," 2021). For many people, the term "fuck" is very obscene, deemed inappropriate, and taboo in all of its meanings and obviously consider vulgar. But, despite this, various forms of the word, primarily in its nonliteral, slang senses, have increasingly crept into everyday speech, not only as spontaneous expressions of shock, horror, or anger, but also as verbal tics and common intensifiers, insignificant indicators of annoyance or impatience, or even pleasant surprise.

### 10. *Motherfucka/Motherfucker*

Motherfucker means exactly what it sounds like: someone who has sex with their mother (Urban dictionary: Mother fucker, 2019), however, it was originally intended to signify "someone who has intercourse with their own mother.". A meaningless word, because it can be used as a compliment just as easily as an insult. Most people in the English language use this as a swear word. mainly people use this word to communicate in social media to express an extremely offensive name for someone they hate or for someone who has made them angry.

### 11. *Gem*

Gem is defined as a precious stone or pearl that has been cut and polished to a fine enough quality to be used in Jewellery ("Merriam-Webster

Dictionary,” 2021). Gem is also an abbreviation for gemstone, in term of meaning, the term slang is not significantly different it defines as anything or someone who is particularly noteworthy or in other hands It can be used to describe "someone or something who is thought to be exceptionally good or unique in some way”, In normal usage, this is a positive statement.

## 12. *Flex*

According to Firm (2014), flex means to bend and move part of the body consequently the muscles become tight. This metaphorical slang term refers to everything you like to flaunt. To flex is to flaunt, and flex, as a word, is a specific instance of flaunting. It does not have a strictly negative effect, and it also does not have a strictly positive one, but the fact that it might be viewed as remarkable is an interesting shift. This usage of "flex" is most prevalent in rap and hip hop, but it is also heard in other genres. The following are some instances of lyrics from rappers and other artists that demonstrate proper usage of the word.

## 13. *Bet*

Bet means a commitment to wager money on the outcome of a race, game, competition, or other future events; the money that is being wagered (Firm 2014). On the other hand, as stated by Ali (2019), using the word "bet" indicates agreement with a particular proposition. If someone makes arrangements and responds with a "bet," it means essentially confirming that person's intentions. The term "Bet" is slang for "Okay" or "Alright," as a response to a statement to

indicate agreement.

#### **14. Juicy**

Juicy is a word used to describe something that tastes good because it contains a lot of liquid, and sometimes it refers to food. A word that is frequently used in response to an interesting but insignificant piece of information that has been stated. Used for gossip and meaningless nonsense that no one cares about. In a sexually charged tone of voice, usually used to define a person or object that possesses a large booty. Mostly the word juicy usage is very attractive in a sexual way.

#### **15. Pull up**

Technically the phrasal verb pull up means, when an automobile or someone driving a car approaches, the driver comes to a complete stop, often for a short period of time. on *TikTok*, there's a meme trend name "*If me and my gang pull up you better get to running*" this trend is to show the teammates with the full member in a funny way, for example when they have the same height (low average height) or any same interest/appearance, and make it as a joke which includes a sarcasm because gang referred as something scary such as an organized group of criminals.

#### **16. Pranked**

A trick aimed to be entertaining but not to inflict injury or damage

(Cambridge Dictionary, 2021). A prank used to be defined as a practical joke, but in the age of the viral 'prank' videos on YouTube also spreading on *TikTok*, the meaning has shifted slightly. Nowadays, playing a prank on someone entails talking provocative things to them while surreptitiously recording them, and then yelling "It is a prank, bro, it is a prank" when you receive a violent response. On *TikTok* there's *TikToker* who did a prank on his teacher during Zoom, he and several students managed to change all the classroom clocks to different times and performed songs with all the classmates who participated and sync perfectly on the screen to prank their teacher, those videos went viral with 53M views.

#### 17. *Gang*

The term "gang" existed long before it gained its present connotation of a collection of individuals involved in illegal or antisocial behavior, especially a band of antisocial adolescents ("Merriam-Webster Dictionary," 2021). Nevertheless, the use of this word on *TikTok* videos content has no meaning or has a negative connotation as explained above, more likely to facilitate communication and intimacy among groups or communities and bring people closer.

## **b. Newly created slang**

### **1. *My No-No square***

An area of the body is referred to as a "private part," which is typically a reproductive system (i.e.: penis or vagina). The No-No Square meme was produced and published on YouTube on May 25, 2017, by Kittydog (on their second channel, Cruffle). This song is telling someone not to touch them in their private areas, this song is telling someone not to touch them in their private areas. The meme's song is a version of The No-No Square Song. The meme sparked controversy when a small number of users claimed it promoted sexual assault. Since 2019 *TikTok* became a popular platform, the user started to use the song as the videos sounds, and it became a trend and got popular again especially streamers (gamers who do online streaming) use this word to joke around while playing online games.

### **2. *Not too shabby***

The phrase is used to describe the condition of something and means "Not too bad." When individuals say something is "not too shabby," they are referring to the fact that it was good, it is synonymous with "excellent" or "great work".

### **3. *Whaddya (watcha)***

Whaddya is not the real word, is a Contraction of "what do you" and

“what are you”. This phrase is used only to form questions. It used very frequently in fast speaking, it is not an official dictionary word, it just a combination of few words pushed together pronounced quickly and pronounced a little differently than normal.

#### 4. *LMAO*

LMAO is an abbreviation for "Laughing My Ass Off". Typically, people use it in written communications like on social networks, instant messaging apps, and text messages or any online communication to express their amusement at something they find amusing. It might be thought of as a more powerful form of the acronym LOL, which stands for "Laughing Out Loud.". It is a term that is used in textspeak and Internet slang. After all, it is a lot more practical to write lmao than it is to write "that was funny" or "that made me laugh out loud.". Acronyms LMAO allow people to text faster while conveying the same meaning.

#### 5. *Dawg*

The slang dawg is used as a mocking spelling of dog in a variety of contexts. On *TikTok*, the most frequently used definition for DAWG is friend, a close friend and/or homie mostly to address a man or boy: like “What's up, dawg?”. This slang has a strong association with groups, to make the member feel the connection while using this word to be a part of the group or community.

## 6. *Nigga*

Nigga is mostly used by African Americans, but also by other minorities and ethnic groups, as a neutral or familiar form of address and as a kind greeting. Despite their widespread use in hip-hop and rap music, a globally influential musical and cultural movement of African American origin with millions of admirers, these uses of nigga are themselves controversial, and the use of nigga by someone who is not Black—in any context—is regarded very disrespectful and offensive. The slang term nigga serves as a means of self-identification.

## 7. *Yeet*

Yeet is an exclamation that can be used to express enthusiasm, approval, astonishment or to convey all-around energy. It is used all over the place, and it appears to be without any sort of context. In February 2014, the phrase spread via black social media culture in the form of dance. The dance is credited to several individuals, notably YouTuber Milik Fullilove, who shouts out yeet! as he performs his moves with unique flourishes. Perhaps as a result of the frequent use of yeet while performing the dance, yeet became a stand-alone interjection for expressing enthusiasm and approval.

## 8. *Git'er*

Git er done, often spelt "git-R-done," is a catchphrase popularized by "Larry the Cable Guy," an American stand-up comedian named Daniel Lawrence



Whitney. The term is intended to be motivating and meaning "get it done it" or "just do it." It is frequently used by rednecks (a low- working-class white person from a rural area) and instils a sense of community and pride. It represents completing a task regardless of the circumstances, even when the task is difficult, and the means are not always accessible. Additionally, it is about being proactive and never easing up. Even when confronted with emotional difficulties, to keep moving forward and "get er done." While "Git er done" spurs people to perform great things, it is frequently used in mockery by outsiders. Despite the fact that the term is frequently misused in urban society to communicate comedy or to encourage others to complete a task, for many people it represents an idea that they respect and admire.

#### 9. *Y'all*

"Y'all" is a contraction for "you all", a phrase that is used when addressing or referring to a group of two or more persons. In spite of the fact that "Y'all" is inherently plural, it is a more casual, slang word that is occasionally used when addressing a larger number of people. The pronoun "Y'all" has previously been linked with Southern American English or African American Vernacular English, and it is commonly considered to be a plural form of the pronoun "you". In the uncommon incidence of singular "Y'all", it is best understood as a pragmatic choice made by a speaker of Southern American English to communicate friendly unity or to express group participation. When speakers prefer y'all to you, it establishes a friendly informal tone and expresses

warmth, community, or solidarity.

#### 10. *OMFG*

The text slang term OMFG stands for “Oh my fucking god/gosh”. It is frequently used to express distress, anger, joy, excitement, or strong feelings about something. OMFG is a more dramatic abbreviation for the word OMG (Oh My God). The word OMFG is considered as vulgar internet slang that people use for communicating on social media or just in Instant texting for some people, but for Gen Z is not considered as one because whenever they feel anger or excited about something first word that came out from their mouth is OMFG before starting a sentence. The use of drab abbreviations can also be used to signify group identity or to show somebody's personal style.

#### 11. *Mfs*

Mfs is used most commonly on the internet in online chatting and text messaging as an abbreviation for motherfuckers. This MFS slang term is frequently used in videos and captions on *TikTok*. A large number of *TikTok* users utilize the app in a relatively common way. Because many people are too slow to write the whole word, they prefer to use the abbreviation MFS for motherfuckers. It is used to describe persons who people dislike and that don't vibe (a distinctive feeling or quality capable of being sensed) with them.

## 12. *Wyd*

Wyd is an acronym used in texting and on the internet that stands for “What (are) you doing?”. Wyd can be a literal question aimed at obtaining information about another person's activities. Additionally, it can be texted as an informal greeting, such as “What's up?”. Wyd, like the term it abbreviates, functions as a rhetorical query intended to question someone's lifestyle or choices. For instance, one would ask, “If you don’t support your own brother when he’s sad, then wyd?”. Most frequently used in this context in personal messaging, it is a quick way to check in with someone and see what they're up to, either immediately or later.

## 13. *Abt*

Abt is an abbreviation for "About", It is regularly used in instant text messages and social media platforms such as form of caption or in the comment section. Technically, "abt" is not much of an abbreviation, as it only saves two characters from the full actual word. However, teenagers, young adults, and older individuals all use it to save space and time when typing. Other abbreviations for "abt" include “abt2” and “bout”.

## 14. *Ima*

Ima is most frequently used online and, in a text, to signify that the sender is about to do something, Ima simplifies the process of communicating what people want to do next. “Ima” is actually a contraction of the slang phrase

"I'm gonna," which means "I am going to." The abbreviation is also frequently used in rap songs to make them sound cool or to make them rhyme better with other terms. It may also be spelt "imma".

#### 15. *Lil*

The term 'lil' is an abbreviation for the word "little". It is frequently used in conjunction with other words or titles to indicate age or physical size. It is frequently used at the beginning of a name or title, or as an adjective. Its shortened form frequently conveys a sense of comedy, affection, or cuteness. Many rappers in hip-hop select the nickname "Li'l \_\_\_\_" for a variety of reasons. Some rappers, such as Lil Uzi and Lil' Wayne, use the term "lil" to refer to their short stature. It can also be a nickname for a baby or a pet.

#### 16. *Bruh*

Bruh is an informal term for a male friend and is frequently used as a form of address in casual situations widely used online, mainly between young men and boys, with the meaning "brother" to refer to a close friend. Bruh, like many other expressions derived from Black English, such as bro, has even evolved into a popular expression presently associated with certain young white male teenagers and college students specifically, with stereotyped bros in the modern era. Bruh is also often used as an expression of disdain or incredulity, usually in response to a ridiculous or idiotic comment or question, or as a sarcastic answer to a joke that has meaning like "Really?", "Seriously?", and "are you being serious right now?"

## B. Discussion

In the section, the writer discussed the findings and the analysis of the slang words which were used in making *TikTok* Memes videos by Gen Z. The researcher examined through the theory of Zhou and Fan (2013) to find out the function of each slang. The writer found 33 slang words that were used in making *TikTok* Memes videos by Gen Z. The 33rd slang are *Mate, Gang, it is what it is, My no-no square, Legend, Not too shabby, Shit, Waddya (watcha), Crap, LMAO, Retarded, Dawg, Goddam, Nigga, How the Fuck/What the fuck, Yeet, Motherfucka, Git'er, Gem, Y'all, Flex, OMFG, Bet, Mfs, Juicy, Wyd, Pull up, Abt, Pranked, Ima, Lil, and Bruh*. According to a theory by Zhou and Fan (2013), the writer found 3 functions of slang based on the data collected, there are:

### 1. *Persuit of self-identity*

In 33 data collected, there are 15 data that the writer categorized as having a function as persuit of self-identity. Zhou and Fan (2013), define persuit of self-identity if someone uses the words and expressions within a particular social group, the person will mix up with the group mentality, those 15 slangs are *mate, dude, gang, dawg, nigga, legend, y'all, gems, pranked, lil, bruh, flex, bet, juicy, pull up, and git'her*. What is unique about these words is, hinting at a casual relationship between friends, to make the conversation closer and make the other person more relaxed and be a part of the group, this statement is reinforced by Holmes (2013) statement in his three fundamental social elements relating to the participant has the opportunity to perceive who is speaking and to

whom they are speaking. People will learn where the interaction takes place and when it takes place while they are in the environment or social context of the encounter. Alimemaj (2012) also added, slang appears to form a part of every language used by a large group in regular interaction and sufficiently diverse for identifiable subgroups. In the same light with Shahraki and Rasekh (2011) statement slang is a term that refers to speech terms used by a speech community (e.g., youngsters, criminals, etc.) to proclaim its commitment to a preferred social identity; this usage is not always sanctioned by other social groups. It is a manner of speaking that is not acceptable in situations outside of the group and is unpleasant to the wider public.

## 2. *Emotive Feeling of Slang Users*

The emotive function reveals the speaker's attitude towards his subject (Zhou & Fan, 2013). The emotive function is one of the most powerful uses of language since it can change an audience's emotional condition for or against something, can be found from the data with 16 data slangs, they are *shit, it is what is, legend, not too shabby, crap, , retarded, goddam, what the fuck/ how the fuck, whaddya (watcha), LMAO (Laughing My Ass Off), OMFG (Oh My Fucking God), Wyd, yeet, dawg, motherfucker, bet, mfs, juicy, gem, and flex*. Alimemaj (2012) also added the same point, when it comes to language modification and revitalization, slang is one of the primary vehicles, and its vibrancy and color bring life to everyday expression, because slang is a way to express excitement or enthusiasm and included anger. This is similar what Coleman (2012) explained

that slang is a subject that brings up a lot of feelings in people. When the slang term "*bitch/bish please*" is used by group members, it evokes feelings of warmth and loyalty.

### 3. *Achieving Politeness*

The third function of slang according to Zhou and Fan (2013) is achieving politeness, means hav function to create friendly atmosphere may be achieved for proceeding conversation, in this study shows 7 collected slang data, the words commonly used by the *TikTokers* such as *My no no square*, *whadya*, *y'all*, *wyd*, *pull up*, *abt*, and *ima*. Mattiello (2008) added, in order to convey intimacy, equality and closeness the users (*TikTokers*) adopt an informal debased lexicon, eventually, most of them are offensive words, but they enjoy it as friendly conversations. In addition, Zhou and Fan (2013) also have similar statement the speaker's need for good relations or a non-threatening atmosphere with his or her friends, the speaker's desire to be accepted by their peers, and the speaker's desire to maintain a cheerful face in the face of adversity slang plays a significant role in our daily conversations, and as a result, communication between us would not proceed as smoothly as would be expected.

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

In this chapter, the writer provided the findings of the study as well as suggestions for teachers or lecturers, readers, and future researchers who want to investigate the slang terminology in the future. The conclusion is based on the findings and discussion, and the suggestion is made specifically to encourage future researchers to conduct better study in the future.

#### A. Conclusion

Language is extremely essential to humans as it can be seen as a medium for delivering a message, information, or idea from one person to another in a society. Sociolinguistics is the study of the relationship between language and society. Language contains a wide range of variations. Slang is one of the variations of the language that is spoken in society. Slang is a term that refers to non-standard language and the majority of people use slang on a regular basis in particular situations. Slang is also popular on social media that present Gen Z identity, especially in the most viral social media platform, *TikTok*.

All the function included in slang words used by *TikTokers* on making Memes *TikTok* videos, they are, pursuit of self-identity, emotive feeling of slang words and achieving politeness. Even slang language is referred to as disrespectful and rude language since it is employed by criminals and other



members of society from the lowest social strata. However, as language evolves, the use of slang language is becoming increasingly popular as a means of enriching the study of language. Slang language is no longer considered negative or vulgar; rather, it encourages people to be more creative in order to communicate in a simpler way and add a lot of color and expressiveness to communication. Slang is what permits a language to develop and grow over time. It generates a sense of belonging among generations, as well as a sense of nostalgia later in life.

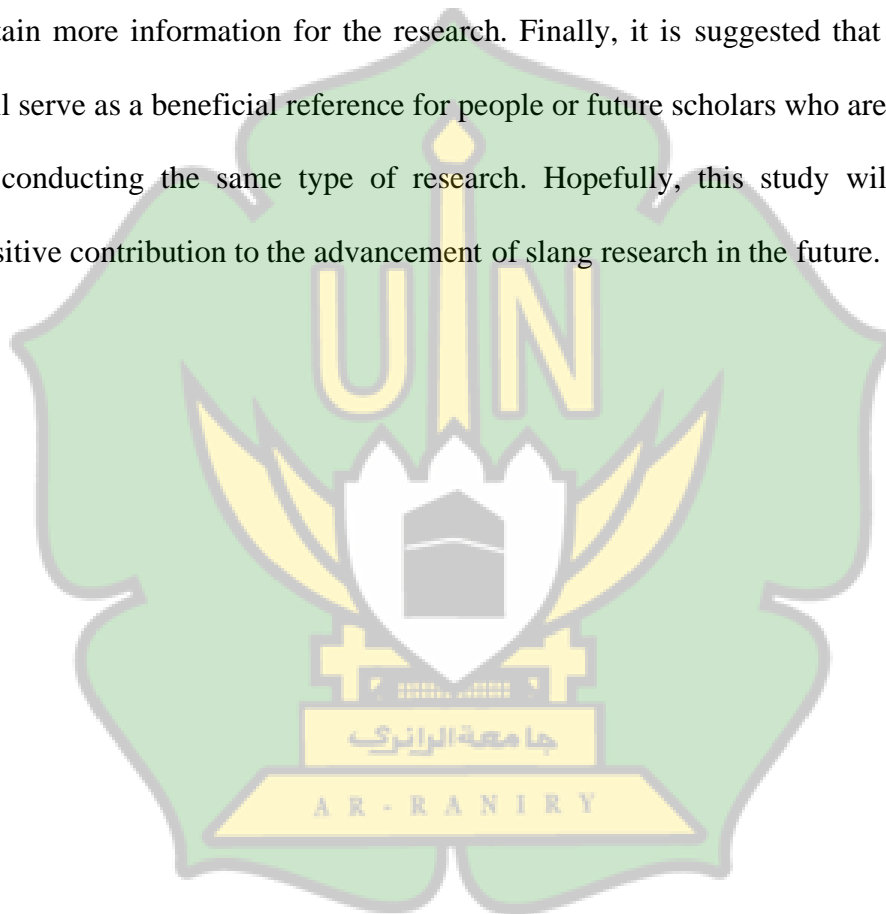
#### **B. Suggestion**

Through this paper, the writer suggests that slang may be one of the issues for future research study, particularly for students of Department of English Language Education UIN Ar-Raniry. For those who are interested in slang, learning about it can be enjoyable, informative, and entertaining. Slang can be investigated by looking at its characteristics, the reasons for why it is used, the different types of slang, and the linguistic process that it goes through to form. This research is dedicated to everyone who is interested in sociolinguistics and has the desire to conduct further research in this field, particularly in slang words.

The researcher also would like to suggest the topic that was being discussed in this research to be included in Speaking course or other courses including Linguistics and Sociolinguistics in the Department of English Language Education. This research could become the source or the foundation for these

courses in Slang, and language variation context and could be beneficial as a learning source both for students and lectures.

From this study to the next researcher, there are suggestions for upgrading the slang study by using a different theory, research question or another social media as the data and upgrade the method by using in-dept interview to obtain more information for the research. Finally, it is suggested that this study will serve as a beneficial reference for people or future scholars who are interested in conducting the same type of research. Hopefully, this study will make a positive contribution to the advancement of slang research in the future.



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## APPENDIX A


## APPOINTMENT LETTER OF SUPERVISOR

**SURAT KEPUTUSAN DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY**  
**Nomor : B-2109/UIN.08/TK/KP.07.6/02/2020**

**TENTANG**  
**PENGANGKATAN PEMBIMBING SKRIPSI MAHASISWA FAKULTAS TARBIYAH DAN KEGURUAN**  
**UIN AR-RANIRY**

**DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY**

<b>Menimbang</b>	<ol style="list-style-type: none"> <li>bahwa untuk kelancaran bimbingan skripsi dan ujian munaqasyah mahasiswa pada Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh, maka dianggap perlu menunjuk pembimbing skripsi tersebut yang dituangkan dalam bentuk Keputusan Dekan;</li> <li>bahwa saudara yang tersebut namanya dalam surat keputusan ini dipandang cakap dan memenuhi syarat untuk diangkat sebagai pembimbing skripsi.</li> </ol>
<b>Mengingat</b>	<ol style="list-style-type: none"> <li>Undang-undang Nomor 20 Tahun 2003, tentang Sistem Pendidikan Nasional;</li> <li>Undang-undang Nomor 14 Tahun 2005, tentang Guru dan Dosen;</li> <li>Undang-undang Nomor 12 Tahun 2012, tentang Pendidikan Tinggi;</li> <li>Peraturan Pemerintah Nomor 74 Tahun 2012 tentang Perubahan atas Peraturan Pemerintah RI Nomor 23 Tahun 2005 tentang Pengelolaan Keuangan Badan Layanan Umum;</li> <li>Peraturan Pemerintah Nomor 4 Tahun 2014, tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;</li> <li>Peraturan Presiden RI Nomor 64 Tahun 2013, tentang Perubahan IAIN Ar-Raniry Banda Aceh Menjadi UIN Ar-Raniry Banda Aceh;</li> <li>Peraturan Menteri Agama RI Nomor 12 Tahun 2014, tentang Organisasi dan Tata Kerja UIN Ar-Raniry Banda Aceh;</li> <li>Peraturan Menteri Republik Indonesia No. 21 Tahun 2013, tentang Status UIN Ar-Raniry;</li> <li>Keputusan Menteri Agama Nomor 497 Tahun 2003, tentang Pendelegasian Wewenang, Pengangkatan, Pemindahan dan Pemberhentian PNS di Lingkungan Departemen Agama Republik Indonesia;</li> <li>Keputusan Menteri Keuangan Nomor 203/KMK.05/2011 tentang Peletakan Institut Agama Islam Negeri Ar-Raniry Banda Aceh pada Kementerian Agama sebagai instansi Pemerintah yang Menerapkan Pengelolaan Badan Layanan Umum;</li> <li>Keputusan Rektor UIN Ar-Raniry Nomor 01 Tahun 2013, tentang Pendelegasian Wewenang kepada Dekan dan Direktur Pascasarjana di Lingkungan UIN Ar-Raniry Banda Aceh;</li> </ol>
<b>Memperhatikan</b>	Keputusan Sidang/Seminar Proposal Skripsi Prodi Pendidikan Bahasa Inggris Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Tanggal 28 Desember 2020
<b>Menetapkan</b>	<b>MEMUTUSKAN</b>
<b>PERTAMA</b>	<p>Menunjuk Saudara:</p> <ol style="list-style-type: none"> <li>Dr. phil. Saiful Akmal, M.A</li> <li>Rahmi Fhonaa, MA</li> </ol> <p>Untuk membimbing Skripsi :</p> <p>Nama : <b>Nadia Ulfah</b></p> <p>NIM : <b>170203067</b></p> <p>Program Studi : <b>Pendidikan Bahasa Inggris</b></p> <p>Judul Skripsi : <b>A Sociolinguistic Study of Slang Words Used on TikTok Memes Videos</b></p> <p style="text-align: right;">Sebagai Pembimbing Pertama Sebagai Pembimbing Kedua</p>
<b>KEDUA</b>	Pembiayaan honorarium pembimbing pertama dan kedua tersebut diatas dibebankan pada DIPA UIN Ar-Raniry Banda Aceh Tahun 2020; No.025.042.421925/2020; tanggal 12 November 2019.
<b>KETIGA</b>	Surat Keputusan ini berlaku sampai akhir semester Ganjil Tahun Akademik 2021/2022.
<b>KEEMPAT</b>	Surat Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan, segala sesuatu akan diubah dan diperbaiki kembali sebagaimana mestinya apabila kemudian hari ternyata terdapat kekeliruan dalam penetapan ini.

Ditetapkan di : Banda Aceh  
 Pada Tanggal : 15 Februari 2021  
 An. Rektor  
 Dekan  


**Terselasa**

- Rektor UIN Ar-Raniry (terhadap Keputusan)
- Ketua Prodi PBT Fak. Tarbiyah dan Keguruan
- Pembimbing yang bersangkutan untuk dimaklumi dan dilaksanakan
- Mahasiswa yang bersangkutan
- Arsip