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**MORPHOLOGICAL INNOVATION IN SOCIAL MEDIA SLANG:**

**A STUDY ON TIKTOK AND X POSTS**

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**Abstract:** *The rapid growth of social media has accelerated linguistic change, particularly in the emergence of slang characterized by morphological innovation. Platforms such as TikTok and X (formerly Twitter) provide dynamic spaces where users, especially Generation Z, creatively manipulate language to express identity, stance, and emotion. This study investigates morphological innovations in social media slang and examines their pragmatic functions in online interaction. Employing a qualitative research design with a pragmatic approach, the data were collected from publicly accessible TikTok and X posts published within the last twelve months. The analysis focuses on identifying types of morphological innovation and interpreting their communicative purposes in digital discourse. The findings reveal three dominant morphological processes: clipping, acronyms, and blending. These innovations function pragmatically to enhance humour, express evaluation, signal group identity, and strengthen rhetorical impact in online debates. Rather than serving merely as informal language shortcuts, morphological innovations operate as strategic linguistic resources that shape meaning-making and audience engagement. This study contributes to the field of digital linguistics by demonstrating how morphological creativity reflects both linguistic innovation and communicative intention in contemporary social media discourse.*

**Keywords:** *Morphological Innovation, Social Media Slang, Pragmatics, Tiktok post, X posts*

**Abstrak:** Pesatnya pertumbuhan media sosial telah mengakselerasi perubahan linguistik, terutama pada kemunculan *slang* yang ditandai oleh inovasi morfologis. Platform seperti TikTok dan X (sebelumnya Twitter) menyediakan ruang dinamis bagi pengguna, khususnya Generasi Z, untuk memanipulasi bahasa secara kreatif guna mengekspresikan identitas, pendirian (*stance*), dan emosi. Penelitian ini menginvestigasi inovasi morfologis dalam slang media sosial serta mengkaji fungsi pragmatismenya dalam interaksi daring. Dengan menerapkan desain penelitian kualitatif melalui pendekatan pragmatik, data dikumpulkan dari unggahan TikTok dan X yang dapat diakses publik dalam dua belas bulan terakhir. Analisis difokuskan pada pengidentifikasian jenis-jenis inovasi morfologis dan interpretasi tujuan komunikatifnya dalam diskursus digital. Temuan penelitian

menunjukkan adanya tiga proses morfologis

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yang dominan: *clipping*, *akronim*, dan *blending*. Inovasi-inovasi tersebut berfungsi secara pragmatis untuk meningkatkan unsur humor, mengekspresikan evaluasi, menandai identitas kelompok, serta memperkuat dampak retorik dalam debat daring. Alih-alih hanya berfungsi sebagai penyingkatan bahasa informal, inovasi morfologis beroperasi sebagai sumber daya linguistik strategis yang membentuk pemaknaan (*meaning-making*) dan keterlibatan audiens. Penelitian ini berkontribusi pada bidang linguistik digital dengan menunjukkan bagaimana kreativitas morfologis merefleksikan inovasi linguistik sekaligus intensi komunikatif dalam diskursus media sosial kontemporer.

**Kata Kunci:** Inovasi Morfologis, Slang Media Sosial, Pragmatik, Unggahan TikTok, Unggahan X



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## INTRODUCTION

Social media has grown massively and influenced human communication, especially - regarding the language creation, modification, and dissemination within digital environment. TikTok and X now belong to a top tier list platform that are commonly used by many people in Indonesia. The users of these platforms are dominated by Generation Z, commonly called as Gen Z (youth age around 13-28). Nurlaila et al. (2024) explain that GenZ has a strong connection with social media and often spends a large part of their daily life on these platforms. As a result, the morphological innovation develops rapidly among this generation.

Within this digital environment, language change in social media can be understood through the perspective of linguistics, particularly morphology. Morphology processes refer to the mechanisms by which words are formed from a base form through affixation, reduplication, compounding, acronymization, and conversation (Chaer, 2015). This process of language change can be examined through morphological analysis, which focuses on decomposing words (as syntactic units) into smaller constituent elements. Thus, whereas morphological analysis employs techniques such as immediate constituent analysis (IC analysis) to break words into their structural components, morphological processes emphasize the mechanisms through which new lexical forms are created.

One of the results of morphological processes is the emergence of slang. The online communication widespread slang words which are shaped by the morphological innovation process. Jose et al. (2025) define slang as an adaptive language, it connects personal expression and depict social culture. Because slang is flexible in nature, people find it easy to adapt with this language and more often to use during online communication. Beyond its linguistic form, slang plays a vital role in expressing emotions, and social meaning behind it. The previous studies from Jabeen and Nawaz (2025) and Khan et al. (2025) found that morphological innovation rephrases social culture, identity, and self-expression. The use of slang also helps speakers build connection with the audience and shows shared understanding within online communities. Although previous studies have highlighted the role of morphological innovation in shaping identity, culture, and self-expression in digital communication, most existing research tends to emphasize structural classification and descriptive patterns of word formation. Limited attention has been given to the rhetorical and communicative functions of these innovations in actual social media interaction. In particular, there is a lack of studies that examine how morphological innovation operates as a strategic linguistic resource in everyday discourse on specific platforms such as TikTok and X, where language is shaped by speed, informality, and audience engagement. This gap indicates the need for research that moves beyond form-based analysis toward a functional and discourse-oriented perspective on morphological innovation in digital environments.

This study attempts to increase the visibility of linguistic creativity in digital spaces, where language is no longer used merely as a neutral medium of communication but as a dynamic resource shaped by social interaction. The continuous production and circulation of new lexical forms on platforms such as TikTok and X indicate that morphological innovation has become an integral part of everyday online discourse. These innovations are not simply the result of linguistic economy or simplification, but also reflect user's communicative intentions, social positioning, and identity construction. Therefore, the understanding of morphological innovation requires attention not only to its structural patterns, but also to its social and rhetorical dimensions.

Pragmatically, this study seeks to explore how morphological innovation operates in social

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media slang on TikTok and X, focusing on both the types of morphological processes involved and the communicative functions they serve in digital interaction. Through the analysis of the data, this study aims to identify and classify the types of morphological innovation that emerge in digital argumentative interactions, and to examine how these innovative forms function rhetorically within online discourse. Specifically, this research seeks to explore how word-formation strategies are utilized not only to create new lexical items but also to perform rhetorical functions, including stance marking, identity construction, persuasion, alignment, and evaluative positioning in contemporary digital debates.

## **REVIEW OF LITERATURE**

Digital communication has reshaped not only the structure of language but also the ways linguistic forms are used to perform social actions in everyday interaction. While existing studies have documented patterns of morphological change in online discourse, limited attention has been given to how these innovations function pragmatically within social media communication. This review positions morphological innovation as an interactional resource rather than merely a linguistic product, emphasizing how slang and newly formed expressions are strategically used to express stance, manage relationships, convey emotion, and negotiate meaning in digital spaces. By situating morphological innovation within the pragmatic dynamics of platforms such as TikTok and X, this literature review highlights language innovation as a communicative practice shaped by interactional goals and social context.

### **Morphological Innovation in Digital Context**

Morphological innovation refers to the process when a speaker of a language put two morphemes to make a new word (Nurhayati, 2015). People believe that morphological innovation is a natural outcome of language adaptation to social and communicative change. In this era people tend to adapt linguistic forms to suit fast, informal, and interactive modes of communication. Social media platforms provide a space where these adaptations are clearly visible, as users constantly create and modify linguistic forms in everyday online interaction. According to Situmorang et al. (2025), digital communication encourages the emergence of non-standard morphological forms that deviate from conventional linguistic norms but function effectively in everyday online interaction. Yudistira et al. (2025) observe that the development of technology and widespread digital interaction on platforms such as TikTok triggers the frequent creation of neologisms and innovative lexical forms, which impact broader social discourse and may even contribute to the expansion of contemporary vocabulary. Similarly, studies on word formation processes in social media reveal that various morphological mechanisms including blending, clipping, acronymization, and multiple formation processes are highly productive in generating new and viral lexical items that reflect users' adaptation to fast-paced and expressive online communication (Yanti & Barokah, 2025).

Khan et al. (2025) state that the informal environment of social media serves as a space where internet users experiment with language by creating words that reflect their personal style, tone, and identity. Other research suggests that language change in digital spaces is shaped not only by individual creativity but also by community circulation and shared adoption of forms. Studies of digital sociolinguistic patterns demonstrate that platforms like TikTok and X foster unique linguistic trends and dynamics as users collectively reinforce new expressions (Isnarini et al., 2025). Due to this language experimentation, new forms of word

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structure often appear in online chats. People on the internet change current words or invent fresh phrases that eventually evolve into slang commonly seen on social media. These slang terms help individuals express themselves more clearly and showcase their unique style and social identity. On sites like TikTok and X, slang resulting from word structure changes becomes a typical aspect of daily conversations, illustrating how language evolves in response to the quick, casual, and engaging character of online communication.

The strong presence of Gen Z on social media platform like TikTok and X plays an important role in shaping morphological process. According to Detikinet (Haryanto, 2025), the percentage of TikTok users with age above 18 years old reached 108 million, while X users among teenager are 25.2 million users in the early of 2025. As the dominant user on the platform, their active participation on commenting, sharing, and spreading new trends allows new expressions gain wider acceptance. Thus, TikTok and X become productive digital spaces where morphological innovation develops rapidly especially slang, as part of youth culture.

### **Social Media as a Space for Slang Circulation**

Slang words always label as a degeneration, but actually slang could be language variations that serves as functional role on daily conversation especially those used by Gen Z on social media, can be seen as unique language forms that arise in particular social and cultural settings. Slang is a type of language that people often use in their daily conversations, especially teenagers. It goes beyond its original purpose, which was to be a private or secret way of speaking in certain groups (Hutabarat et al., 2020). Instead of being random or chaotic language, slang is a structured type of language change influenced by common agreements among its speakers. These terms are usually casual, adaptable, and tied to specific contexts, but they adhere to recognizable patterns in language, particularly regarding how words are formed, how meanings expand, and how they are used practically. Therefore, slang ought to be regarded not as a break from traditional language, but as a flexible answer to current communication demands in online spaces.

The informal nature of online communication encourages the non-standard language forms, allowing slang to develop and circulate quickly through captions, comments, replies, and brief content. Continuous encounters with and utilization of slang in digital exchanges help it gain recognition as a normal part of language instead of being seen as an unusual or lesser form. The engaging aspects of social media, such as sharing, remixing, and replying, allow users to modify and alter slang phrases according to the situation and audience. According to Yusuf et al. (2022), Gen Z usually does not bend to the grammar rule and pronunciation while creating the slang, that is why sometimes the use of slang could be controversial.

Jose et al. (2025) argue that slang is a bridge between personal expression and shared culture, therefore grasping the versatile characteristics of slang offers valuable perspectives on how language reacts to the needs of an ever-changing society. This adaptability allows slang to be very responsive to continuous social and cultural transformations. Alawiyah et al. (2021) state that the use of slang has the same level as formal language that usually spoken its aim to build a close relationship and to equal the social status of the speaker. These theoretical viewpoints are especially important when analyzing how slang is used by Generation Z on social media networks. For Gen Z, slang serves as a useful language tool that enhances self-expression while also strengthening common cultural understandings within online groups. The communicative roles of slang, which include fostering intimacy, minimizing social gaps, and levelling social hierarchies, are particularly evident in digital communications where

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casual language dominates. The application of slang in social media does not follow a consistent pattern, it depends on various situational elements like the context of the conversation, the target audience, and the type of social connections among users. When engaging with friends, slang is frequently used to show closeness and being part of a group, while other linguistic alternatives may be chosen in more formal or structured environments. This context-driven use underscores slang as an adaptable form of language, allowing Gen Z speakers to express meaning, identity, and social roles in online communication.



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## RESEARCH METHOD

### Research Design

This study employs a qualitative research design with a pragmatic approach to investigate morphological innovation in social media discourse. According to Tenny et al. (2022) Qualitative research is an interpretive and exploratory research approach that seeks to understand and explain complex social phenomena through in-depth investigation of participants' experiences, perceptions, attitudes, and behaviors. Moreover, Maxwell (2013) argues that the strengths of qualitative research primarily stem from its concentration on particular contexts and individual cases. A qualitative design is chosen because this study focuses on understanding linguistic phenomena in their natural contexts rather than measuring them numerically (Creswell & Poth, 2018). Qualitative inquiry allows researchers to interpret how meaning is constructed through real-life interaction and social practice (Denzin & Lincoln, 2018). The pragmatic approach is applied to examine not only the structural formation of words but also their communicative functions, contextual meanings, rhetorical purposes in interaction. Kamsinah et al. (2024) stated that pragmatics is a subfield of linguistics, examines how context influences the interpretation of meaning beyond the literal definitions of words, from a pragmatic perspective, meaning is constructed through language use in specific communicative situations rather than being confined to semantic content alone. This approach allows the researcher to explore how language forms emerge, function, and gain meaning within real communicative situations in digital environments. Morphological innovation is therefore analyzed as a linguistic and social phenomenon, where word formation processes are understood in relation to speakers' intentions, audience interpretation, and interactional goals. Through this design, the study aims to capture how innovative word forms operate as strategic communicative resources in online discourse.

### Data Extraction

The data sources of this study consist of public posts and comments produced by social media users on the platform TikTok and X. Rather than involving formal respondents, users are treated as natural language producers whose online interactions function as authentic linguistic data. This perspective aligns with the paradigm shift in sociolinguistic studies which rejects the notion of unconscious media influence and instead foregrounds users' active orientation toward media language as a model (Androtsopoulos, 2014). The data were collected through digital documentation by capturing screenshots of the posts, captions, and comment section that shows innovative morphological forms. Digital ethnography has emerged as an established methodological approach for studying language use and social interaction within online environments, allowing researchers to observe naturally occurring behavior without direct intervention in the field (Iskandar & Irawati, 2024).

The data were limited to content produced within the last two years in order to ensure the relevance and contemporaneity of linguistic patterns. In addition, the analysis includes slang forms derived not only from English but also from Indonesian, as both languages coexist and interact dynamically within Indonesian multilingual social media discourse. The inclusion of Indonesian slang is methodologically important because online debates on TikTok and X frequently involve code-mixing and localized expressions that reflect the sociolinguistic realities

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of Indonesian digital communities. By incorporating both English and Indonesian slang, this study captures a more representative range of morphological innovation and avoids restricting the analysis to a single linguistic system. This approach acknowledges that linguistic creativity in digital environments is shaped by multilingual practices and culturally embedded expressions that are widely recognized and commonly used within local online interactions. The data also involves systematic documentation of interactional features in digital platforms, preserving contextual information that is essential for linguistic and discourse analysis, such as textual structure, reply patterns, and platform affordances that influence meaning-making. This temporal limitation is essential for capturing recent morphological innovations that emerge and circulate rapidly in social media environments, making the data representative of contemporary digital discourse rather than outdated linguistic forms.

### **Data Analysis**

The data were analyzed by combining both content analysis and discourse analysis in order to examine both structural patterns of morphological innovation and their rhetorical functions in social media discourse. Content analysis was employed as the primary analytical method to systematically identify and categorize morphological innovation form that appearing in the data. Content analysis is defined as a research technique used to make replicable and valid inferences from textual data through systematic coding and categorization (Krippendorf, 2018). Similarly, Neuendorf (2017) explains that content analysis enables researchers to examine patterns and frequencies within textual materials in a structured and transparent manner. This method is particularly suitable for present study because it allows the researchers to classify emerging morphological forms and identify word-formation patterns that appear in social media conversation.

In addition to the content analysis, discourse analysis was applied to interpret how these morphological innovation forms function within their interactional and communicative contexts. Discourse analysis focuses on how language constructs meaning within social interaction rather than treating linguistic forms as isolated units. According to Fairclough (2013), discourse analysis examines the relationship between language, meaning, and social practices within communicative events. Similarly, Van Dijk (2015) argues that discourse analysis enables researchers to understand how linguistic choices reflect social identity, power relations, and communicative intentions. This approach is particularly relevant for analyzing social media discourse where innovative linguistic forms often serve pragmatic function.

The reported findings of this study were generated through a series of systematic analytical procedures. The process was designed to identify innovative lexical forms, categorize their morphological structures, and interpret their communicative functions within digital discourse. All collected posts and comment threads were archived and organized chronologically. Screenshots were then transcribed into textual format in order to facilitate coding and analytical categorization. Only morphological items that demonstrated deviation from conventional morphological structures or exhibited innovative formation patterns were selected for further examination.

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The identified forms were then classified based on their morphological processes. This categorization enabled the researcher to determine recurring structural patterns and to examine how word-formation strategies function within digital discourse. The analysis then moved beyond structural description toward pragmatic interpretation. Drawing on pragmatic principles, the study examined how these innovative forms functioned within interactional contexts, including their roles in expressing stance, indexing identity, signaling in-group membership, negotiating politeness, and intensifying evaluative meaning. Contextual cues such as reply structure, emoji usage, platform affordances, and conversational positioning were also considered to preserve interactional meaning.

## FINDINGS AND DISCUSSION

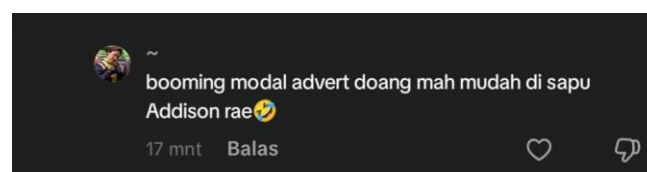
Morphological innovation in social media discourse does not emerge randomly, rather it develops through processes of repeated use, circulation, and collective validation within online communities. Communication may involve conventional or unconventional signals, may be intentional or unintentional, and may take linguistic or nonlinguistic forms (Muhartoyo & Wijaya, 2014). As newly formed lexical items gain attention, their visibility is amplified by platform affordances such as reposting mechanisms, comment threads, and algorithm-driven exposure, which accelerate their diffusion across networks. Through sustained repetition and interaction, these forms gradually stabilize and become recognizable linguistic patterns within the digital speech community. This process reflects how language change in online environments is shaped not only by individual creativity but also by technological mediation and communal reinforcement.

The data analysis indicates that the platforms such as TikTok and X function as dynamic sites for the production and normalization of morphological innovation. This is reflected through the following presentation and discussion of the main findings which focus on the types of morphological innovation identified in the data and the exploration of how each form operates rhetorically within online debate, particularly in relation to stance expression, identity positioning, and persuasive interaction.

### 1. Clipping

Clipping is a word formation process where a word is shortened while retaining its natural meaning and staying in the original grammatical class (Bauer, 1988). The use of clipping in social media conversation generally serves to make communication more concise and to create an impression of quick responsiveness to an ongoing topic. The clipped word created by keeping the first or the last letter of each word or sounds.

- a. “booming modal *advert* doang mah mudah di sapu Addison rae”

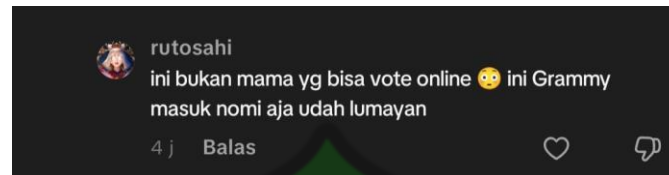


The term *advert* mentioned in the sentence above stands for *advertisement* and illustrates a type of morphological change called clipping. By shortening the original word, the speaker effectively communicates the intended message in a more concise manner while upholding clarity in the

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communicative situation. These clipped terms frequently serve rhetorical purposes, especially in highlighting speed, casualness, and promptness of replies. The inclusion of the word *advert* also helps to create a relaxed atmosphere that corresponds with the engaging character of online discussion, enabling speakers to swiftly share their views.

- b. “ini Grammy masuk *nomi* aja udah lumayan”



This comment came from account @rutosahi talk about grammy nomination (grammy is one of the biggest music awards in the world) as we can see the word *nomi* is the clipped word from *nomination*. Rhetorically, the term *nomi* functions to make formal process like nomination seem less stiff. By using this abbreviated version. The speaker lowers the formality and presents the subject in a friendlier and more accessible way.

- c. “bener *jir*, udah nirempati bgt nih sendernya”

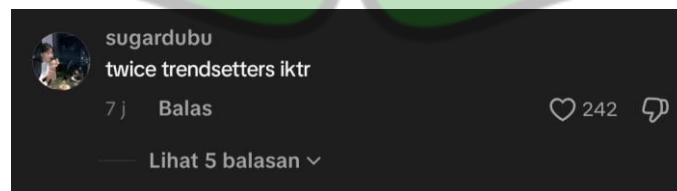


This comment took from X posts, the word *jir* which comes from *anjir* a variation of *Anjing* (Indonesian cursed word), have become quite popular among younger individuals in Indonesian social media discussions. According to Fadhilah et al. (2025), *jir* serves as an emotional intensifier that reflects feelings of surprise, disbelief, or mild annoyance without the overt harshness of its original term. By opting for *jir*, communicators can convey intense reactions while keeping a playful and socially acceptable. This rhetorical mitigation allows for emotional expression to conform to casual online conventions, making the word *jir* a flexible linguistic tool in digital interactions aimed at young audience.

## 2. Acronyms

An acronym refers to a shortened form of a word that is generally derived from the initial letters of each component word. An acronym can be created by linking together the first letters syllables, or a mix of letters and syllables from a group of words treated collectively as single term (Maricar, 2024).

- a. “TWICE trendsetters *IKTR*”



This comment contains an acronym *IKTR* which means *I Know That Right*. In this context, *IKTR* functions as a rhetorical marker of agreement and confidence toward the statement being expressed. Its use to signals strong alignment with preceding idea while at the same time reinforcing the speaker’s stance. Additionally, *IKTR* serves as a discourse closing function. Indicating that the point has been sufficiently acknowledged and does not require further elaboration. The word *IKTR* also has a meaning as an expression of confidence toward the statement being made.

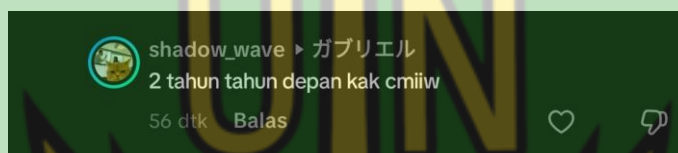
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- b. “This is normal is European countries, most teens do worse than just cig *IJBOL*”



The word *IJBOL* comes from *I Just Burst Out Laughing* but some people also define *IJBOL* as *I Just be honest LOL*. This acronym used to express strong emotional reactions, particularly amusement. In social media discourse, this form functions as an evaluative marker that express humour and signals the speaker’s emotional stance toward the content. Rhetorically, *IJBOL* express a playful tone and strengthens interpersonal engagement among users within digital conversation.

- c. “2 tahun depan kak *CMIIW*”



The acronym *CMIIW* which stands for *Correct Me If I’m Wrong* is commonly used in online discourse to signal cognitive and politeness. In terms of meaning, *CMIIW* functions as a hedging device that softens the speaker’s claim by acknowledging the possibility of error. The acronym *CMIIW* also function rhetorically as a way to reduce potential misunderstand by inviting correction while maintaining a cooperative tone. In social media interactions, the word *CMIIW* allows users to present opinions or information without appearing overly assertive, thereby encouraging dialogue and minimizing conflict.

### 3. Blending

Blending is a method of creating words that can be viewed as a type of phrase. A compound is made up of two or more significant words, and in terms of meaning, these words can either be synonyms of one of the parts or are eliminated by a certain grammatical element (Kwee et al. 2022). The growing popularity of blending can be attributed to its ability to convey complex ideas in a creative and concise manner.

- a. “lg duel online *netizen*”



This post was taken from an X post published by the account @tanyakanrl, one of the most active accounts on the platform. In the post, the term *netizen* appears as an example of blending, formed from the words *internet* and *citizen*. According to Grecia et al. (2023), *netizen* refer to individuals who actively use the internet, particularly in digital environment where social media functions as a product of information and communication technology accessible through online networks. In the point of view of rhetorical function, the use of *netizen* serves as a collective label that frames internet users as a unified

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social group. This blending form allows the speaker to generalize opinions, behaviour, or responsibilities to a broader community, thereby strengthening evaluative statements and social commentary within online discourse.

b. “Original word + *holic*”



Another common form of blending found in social media discourse involves the attachment of the suffix – *holic* to existing words. Originally derived from the word *alcoholic*, the element *holic* has undergone semantic extension and is now used to describe excessive enthusiasm or obsession toward a particular activity or interest. In digital communication, this type of blending functions rhetorically to exaggerate behaviour in a humorous or expressive manner, allowing users to convey strong personal attitudes without sounding overly serious. The use of *holic* blends also serves an identity making function, as speakers position themselves or other as deeply engaged members of a certain lifestyle or trend. Within social media interactions, these forms contribute to expressive efficiency by encapsulating complex behavioural meanings into concise and relatable lexical items, reinforcing both emotional tone and social alignment among users.

c. “*chillax* girl no ones taking it from u”

The term *chillax* is a blended word formed the combination of *chill* and *relax*. The word *chillax* conveys the idea of calming down, reducing stress, or encouraging someone to take things lightly without pressure. Compared to the original words *chill* and *relax* used separately, *chillax* carries a more casual, playful, and expressive tone, which makes it particularly suitable for informal communication on social media. From a rhetorical perspective, the use of *chillax* functions as a softening strategy in discourse. It is often employed to lower tension, minimize conflict, or create a friendly and approachable atmosphere in online interactions. By using the term *chillax* instead the original word the speaker avoids sounding commanding or confrontational reinforcing the informal and expressive nature of digital communication.

Thus, morphological innovation in online debate on TikTok and X can be understood as a socially mediated process shaped by repetition, circulation, and collective validation rather

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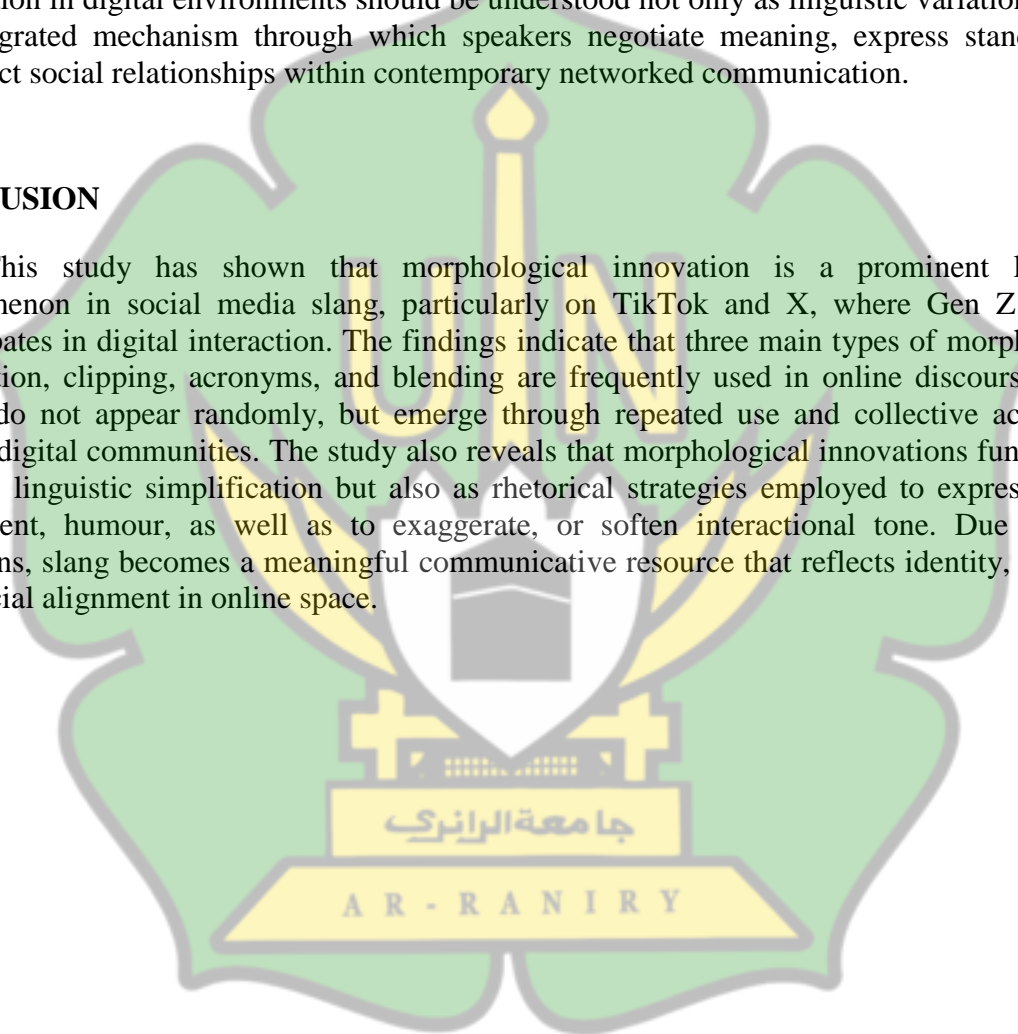
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than isolated linguistic creativity. The analysis reveals that clipping, acronyms, and blending constitute the dominant types of innovation identified in the data, each reflecting structural economy while simultaneously performing strategic rhetorical functions in digital interaction. Clipping operates to signal informality, immediacy, and emotional nuance; acronyms function

as markers of stance, agreement, humor, and politeness management; and blending serves as a resource for collective labeling, exaggeration, identity positioning, and tension mitigation. These forms demonstrate that word-formation processes in social media extend beyond mere morphological modification and function as pragmatic tools that shape alignment, persuasive positioning, and interpersonal dynamics in online discourse. Therefore, morphological innovation in digital environments should be understood not only as linguistic variation but as an integrated mechanism through which speakers negotiate meaning, express stance, and construct social relationships within contemporary networked communication.

## CONCLUSION

This study has shown that morphological innovation is a prominent linguistic phenomenon in social media slang, particularly on TikTok and X, where Gen Z actively participates in digital interaction. The findings indicate that three main types of morphological innovation, clipping, acronyms, and blending are frequently used in online discourse. These forms do not appear randomly, but emerge through repeated use and collective acceptance within digital communities. The study also reveals that morphological innovations function not only as linguistic simplification but also as rhetorical strategies employed to express stance, agreement, humour, as well as to exaggerate, or soften interactional tone. Due to these functions, slang becomes a meaningful communicative resource that reflects identity, emotion, and social alignment in online space.



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