



## Analysis of the Use of English in Slang on Video Content Used by Tiktok Content Creators

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### ABSTRACT

One of the dynamics of language use that appears on social media today is the use of slang or slang as a reflection of current language developments. This phenomenon is interesting to talk about, especially the purpose of using slang or why slang is widely used when using social media. The data source for this research is the verbal form found on TikTok social media. This method uses three research stages: the data collection stage, the data analysis stage and the presentation stage of the data analysis results. At the data collection stage, we chose the observation method based on descriptive variables because, in this study, the researcher identified the use of English in social media, especially Tiktok. This method is used during data collection with note-taking techniques, especially slang. The data source in this research is video content. The data comes from several videos on Tiktok related to the slang used by content creators. The analysis results show that slang is used for various purposes, mainly as humorous material, to make it look different and contemporary. It helps facilitate social relations, reduce conversation seriousness, and encourage deep intimacy. Other purposes include showing off, avoiding gossip, and doing something sneaky.

**Keywords:** Slang, Words, Content, Social Media.

### INTRODUCTION

Language is a communication tool for human life, and language is used to express feelings and thoughts. According to Trudging (1974:24), language is not only a communication tool that provides information or other subjects, but more than that, language is also crucial for building, creating, and maintaining relationships with other people. Every human has his speech style or characteristics, and it is possible to have more than one language. Some people use many languages that they do not understand the meaning of their language. The use of language is not about how to produce language, but what is important is how to understand and apply it according to the context of the language used. Therefore, speakers and listeners must clearly understand what topic they are talking about. If one of them does not understand will lead to misunderstandings.

The existence of language can also determine whether a person's character is good, and some people use signs such as emojis to represent their expressions in conversations on the internet or social media. The function of language as a tool for communication in social media language also has a significant role. According to Firmansyah (2018), they are stating that the change and growth of language in a person can affect several things, including the environment, which includes the climate here, namely the technology that develops in society.

The language used in social media varies greatly, from formal to informal speech and those that are not by linguistic rules, while teenagers currently dominate the use of social media. Thus, this gives rise to a new variety of languages among teenagers. We can distinguish the language used based on the age of children, adolescents, adults, and the elderly. Language variety is a variation of speech according to usage, which varies depending on the topic being discussed, the relationship between the speakers, the interlocutor, the person being spoken to, and the medium of the speaker (Bachman, 1990). One of the language varieties that are currently popular among teenagers is slang.

Slang has the function of expressing a sense of closeness to its users. Slang has now become the everyday language of teenagers. One form of slang often used is abbreviations and acronyms, both

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of which have differences; abbreviations are pronounced letter by letter, while abbreviations are pronounced as syllables. The use of slang has no standards because the use of slang depends on the mood when making the word. According to Eble in Hudson (1996:11), "slang is a group of everyday words and phrases bound to change used by speakers to create or strengthen social identity or social cohesiveness within a group or with tendencies in society in general. The use of slang used to show the characteristics of self-differs. The use of slang in adolescents is used more often than in Indonesian. This makes the awareness of the existence of the Indonesian language less.

Millennials and Gen-Z often use the use of TikTok application. This application can be used as an entertainment medium for creating and sharing videos with other users of the TikTok application. TikTok is not only to be an entertainment medium but also a media learning, especially those related to English. The presence of content creators who create English learning content. This TikTok application can help make it easier for millennial and GenZ generations to learn English.

## METHOD

In conducting this research, we used a qualitative descriptive method. Qualitative research is a type of research that we cannot obtain with quantitative or statistical procedures (Strauss and Corbin: 1990; Hoepfl: 1997). After we analyzed the data, the study's results were described descriptively and did not use statistics. Data for this research were slang terms, and the data source is the caption. Data is taken randomly from data sources in the current period until early 2021 to get the latest and most popular slang words by social media users. The data will be analyzed based on its function qualitatively to identify all English slang words used on social media. Research has been done on slang because it is always fascinating to discuss further. This is because the form of slang is not standard, varies, is seasonal, and constantly changes from time to time. Certain groups often use this slang as part of their group identities. Teenagers usually use slang words in everyday conversation. The origin of the slang word itself is unknown. Usually, slang words are new words that arise from expanding the meaning of existing words without heeding the rules of formal language. Certain groups use them.

## RESEARCH FINDINGS

After understanding what slang words are and in what situations they can be used, we will explain the various slang words and their uses in everyday conversation. Until now, no one has recorded the total number of slang words spread worldwide. As we know, English has become an international language, and several countries use it as the national language. In each of these countries, slang words began to appear. Every year there are new slang words that appear. We can see these slang words through various media we know, whether it's Instagram, Twitter, ggag, Facebook, and others. Well, here are the slang words in English that the author found in TikTok content videos and examples of their use.

### Slang Pattern

There are some slang patterns to be aware of. Among them are in the form of words, numbers, phrases, sentences, and abbreviations.

Words	Phrase	Number	Sentence
Toasted	Black and blue	<3U = Love you	Don't have kittens.
Pissed	Give a ring	143 = I love you	Eat shit and die, man.
Whoosh	Piece of cake		Get the drift?

Abbreviation:

No.	Slang Word	Meaning	Sentence
1.	2day	Today	I've done my job <b>2day</b> .
2.	24/7	24 hours a day/ 7 days a week	I'll be there for you <b>24/7</b>
3.	AFAIK	As far as i know	<b>AFAIK</b> , you got A+ in general chemistry class.
4.	AKA	Also known as	The football athlete, Bambang Pamungkas <b>AKA</b> BP, will join National football team.
5.	ASAP	As soon as possible	I need you to drive <b>ASAP</b> .
6.	BFF	Best friend forever	She is my <b>BFF</b> .
7.	BRB	Be right back	I'll <b>BRB</b> after get my walet.
8.	BTW	By the way	<b>BTW</b> , your necklace is so adorable.
9.	C'mon	Come on	<b>C'mon</b> , take it easy. Please don't get angry
10.	CMIIW	Correct me if i'm wrong	I think Julie has a good personalitas. <b>CMIIW</b>
11.	Dunno	Don't know	I <b>dunno</b> that you've graduate.
12.	Gimme	Give me	<b>Gimme</b> that cake!
13.	IMO	In my opinion	<b>IMO</b> , you should wear pink shirt.
14.	Nope	No problem	Nope, I'll make dinner.
15.	OOT	Out of topic	Don't talk <b>OOT</b> when we discuss about food.

16.	ROTFL	Rolling on the floor laughing	Your joke is so funny, i'm <b>ROTFL</b> .
17.	WYATB	Wish you all the Best	Happy birthday! <b>WYATB</b>
18.	GBU	Good Bless You	I wish <b>GBU</b> to make your dream come true.
19.	FYI	For Your Information	The new Coffee Shop in front of our school has been opened, <b>FYI</b> .
20.	JK	Just Kidding	I'm going see him now, <b>jk</b> .
21.	TTYL	Talk To Your Later	My mom's calling, <b>ttyl</b> .
22.	Cya, CU	See You	I'll pick u up at 6, <b>cya</b> .
23.	IDK	I don't know	<b>ldk</b> what she meant.
24.	OFC	Of course	<b>Ofc</b> I'm going.
25.	ILY	I love you	It's okay, <b>ily</b> .
26.	TBH	To be honest	<b>Tbh</b> I don't like the new design.

The use of slang over time continues to grow, and almost every slang word has been modified to suit the use of language in conversation in this modern era. Some words have the same meaning and meaning, but pronunciations tend to be slurred into words that are easier to say. Several types of slang words also need to be known, namely offensive, vulgar, and taboo.

1. Offensive

This word must be careful because slang that falls into this category can offend others. For example, if you call someone "airhead", you will feel insulted because the word means "stupid".

2. Vulgar

Vulgar language is much worse than offensive. And should be more careful speaking using these words. Because if misused will cause anger. Like the word "fuck", if you say it to someone already familiar, it might sound typical, but if you say it to someone you don't know, it might be a problem.

3. Taboo

The third level to be avoided entirely is taboo language. It's like saying "niger" to black people in America.

## CONCLUSIONS

Language plays a significant role in the process of human life because language is a tool for communicating and interacting with humans. Languages become diverse and varied. This diversity

of languages occurs not only because the speakers are not homogeneous but also because the social interaction activities are very diverse. Slang is a social variety that is special, secret and limited. The vocabulary used in this slang is constantly changing, and the use of informal words and expressions that are not considered standard in the speaker's language or dialect but acceptable in specific social settings. And TikTok's social media is now not only about entertainment content. However, the author can also get information about the use of slang words in the video content used by content creators.

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