



SLANG USAGE AMONG GENERATION ALPHA IN TIKTOK VIDEOS: A SOCIOLINGUISTIC VARIATION ANALYSIS

Abdurrahman Malik Fajar*, Putri Mentari
Universitas Gadjah Mada, Universitas Gadjah Mada

ARTICLE INFO

Article history:

Received: 23-09-2025

Accepted: 19-12-2025

Published: 28-12-2025

Keyword: Alpha Generation, Slang, Tiktok,
Variation of Language

ABSTRACT

This study examines slang language use among Generation Alpha in Indonesia, focusing on TikTok videos from the Monella and Marsonn Family accounts. Using a qualitative descriptive approach and sociolinguistic analysis, it explores language variation, its functions, and the factors that influence it. Findings indicate that slang reflects bilingual identity (English-Indonesian) and is shaped by informal speech settings, age, and speaker intent. The research highlights how digital platforms contribute to evolving linguistic trends among younger generations.

INTRODUCTION

Language does not exist in a social vacuum, but is deeply embedded in the social structures and practices of its speakers. This perspective underlies the emergence of sociolinguistics as a field concerned with the interplay between language and society. Sociolinguistics focuses on the study of language within its social context and explores social life through the lens of linguistics (Coupland & Jaworski, 1997). It examines the relationship between language and society (Trudgill, 2000) and investigates correlations between dependent linguistic variables and independent social variables (Chambers,

* Corresponding author.

E-mail addresses: Abdurrahmanmalikfajar548092@mail.ugm.ac.id)

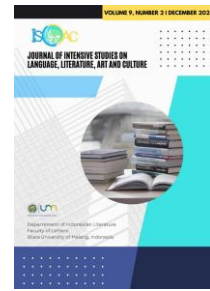
ISSN: 2597-7385 (Online) - ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture is licensed under Creative Commons Attribution-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>).

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



relationship between language and society (Trudgill, 2000) and investigates correlations between dependent linguistic variables and independent social variables (Chambers, 2003). Given the diverse ways society influences language, the scope of ways society influences language, the scope of sociolinguistics is extensive, encompassing personal, stylistic, social, sociocultural, and sociological dimensions. This field is further divided into qualitative approaches, such as ethnography of communication and discourse analysis, and quantitative approaches, such as the study of language variation and change. Sociolinguistics emphasizes language in its social contexts, whereas the sociology of language focuses on the social interpretations of language. Variation analysis, integral to sociolinguistics, begins with the rules of grammar and examines how these rules interact with society. The key question becomes the extent and manner of this interaction, with the chosen method of analysis, linguistic or sociological, differentiating the various schools of sociolinguistic thought. From this viewpoint, variation analysis is fundamentally linguistic, analytical, and quantitative, rooted in the recognition of language's inherent variability. Speakers often have multiple ways to convey similar meanings, highlighting the dynamic and heterogeneous nature of language.

Variation occurs across languages such as French, English, and Spanish. In this context, it is evident in the language choices made by bilingual or multilingual speakers. Crucially, this variation represents the normal state of linguistic behavior. As Weinreich et al. (1968: 100–1) argue, understanding language change and language itself relies on the ability to describe systematic differentiation within the languages of a community. In fact, the lack of structural heterogeneity would be problematic. Moreover, this heterogeneity is not arbitrary but follows discernible patterns, reflecting the inherent order and structure of a language's grammar. The analysis of slang thus becomes one topic in the study of language variation.

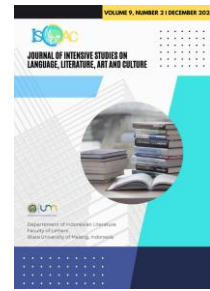
Slang represents a form of language variation, shaped by numerous social, historical, and cultural influences within speech communities that affect how change is transmitted. Linguistic theory often overlooks these factors in favor of treating language

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



change as a relationship between different grammatical systems. Hutabarat et al. (2020) define slang as informal language, typically used in relaxed or non-formal situations. The rapid growth of technology and information plays a role in this linguistic variation. As a result, language not only conveys information but also allows individuals or groups to signal their identity, affiliations, perspectives on their audience, and the nature of the interaction. Language diversity enables us to communicate all these nuances simultaneously. The different linguistic choices speakers make often carry significant information beyond the words themselves. Consequently, language variation can provide clues about a person's age or generation, and sometimes even socio-economic status, through their speech. Depending on familiarity with these variations, it can also be relatively easy to identify someone's nationality, region, or community.

This study examines slang through the lens of inherent variation, continuous change, and broad social implications, with the specific goal of assessing what is termed the "vernacular." Vernacular, as defined by Labov (1972), refers to speech styles with minimal self-monitoring. This term aligns with the focus of variation studies on natural, everyday language (Sankoff, 1974, 1980; Milroy, 1992; Poplack, 1993), or spontaneous speech used in informal or casual situations. Language on social media platforms like TikTok exemplifies such informal contexts, where certain slang expressions, even those considered rude or impolite, are acceptable in real-world settings (Supri & Tajudin, 2021; Irma et al., 2018). Allan and Burridge (2006) categorize slang functions into seven purposes: greeting, initiating casual conversation, creating a friendly atmosphere, expressing impressions, teasing, expressing intimacy, and occasionally causing embarrassment.

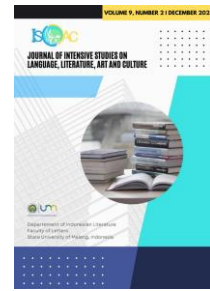
Generation Alpha is the cohort born between 2011 and 2025, growing up during an era of unprecedented technological innovation. According to Duanto (2017), this generation is the most digitally adept, often described as the smartest, due to constant exposure to and familiarity with digital tools from a young age. However, their engagement with gadgets has also led to social isolation, as they often prioritize screen-

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



based activities over direct interpersonal interactions. Duanto (2017) highlights several key traits of Generation Alpha. They are often dominant, assertive, and comfortable in leadership roles or positions of control. While they tend to be nurturing and protective of peers, they may assert dominance in these roles, though they generally avoid bullying. Their strong sense of ownership makes them reluctant to share, and they value personal possessions and spaces. Technology is seamlessly integrated into their lives. Alpha children find smartphones easier to navigate than laptops or desktop computers, while older generations may find them more practical. They prefer visually appealing, user-friendly applications designed to meet their specific needs. However, this deep integration of technology has diminished their direct communication skills, as they rely more on digital interactions than face-to-face ones. Social media platforms, particularly visually engaging ones like TikTok, hold immense appeal for Generation Alpha. By July 2024, Indonesia had become TikTok's most extensive user base, with 157.6 million users, surpassing the United States, which had 120.5 million users. This widespread use of social media underscores the generation's strong connection to digital culture and their tendency to interact online rather than in person. While their technological fluency offers numerous opportunities, it also raises concerns about the impact on their social development and interpersonal communication skills.

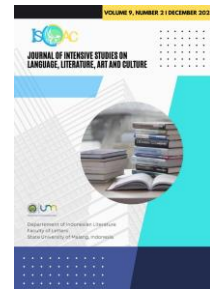
The TikTok accounts Monella and Marson Family were selected because they effectively represent the linguistic tendencies of Generation Alpha, particularly in social media interactions. TikTok is a dominant platform among Generation Alpha, a group of children and teenagers born in the digital era. These accounts have a substantial number of followers, demonstrating their strong appeal among young audiences, including Generation Alpha, who frequently engage actively through comments and other interactions. Their content focuses on everyday conversations, family interactions, and situations that reflect the lives of children and teenagers, making them relevant as representations of this age group's communication style. Moreover, the language in their videos reflects current linguistic trends, such as slang, viral terms, and unique

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



constructions typical of social media, which are key characteristics of Generation Alpha. The combination of popularity, content relevance, and modern language style makes the Monella and Marson Family highly suitable choices for linguistic analysis of this generation.

To understand the linguistic patterns in these interactions, it is essential to examine slang as a prominent feature of Generation Alpha's communication. According to Allan and Burridge (2006), slang serves seven primary functions: addressing others, humiliating, initiating relaxed conversations, fostering intimacy, expressing impressions, insulting, and conveying closeness. They also categorize slang into five types: Fresh and Creative, Flippant, Imitative, Acronym, and Clipping. Kulkarni and Wang (2018) note that speakers often deviate from standard language norms, using slang freely within their social groups. Observations indicate that slang is especially popular among younger generations, with these types and functions frequently appearing in their interactions.

Research has shown that Gen Z uses slang to build familiarity and intimacy, especially on social media, where informal interactions are encouraged. Platforms like Instagram facilitate this trend, blending visual and textual elements to enhance self-expression and social connection, while slang enables casual, familiar communication that fosters a sense of community (Yusuf & Fata, 2022).

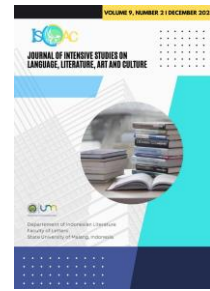
To further contextualize the role of slang in digital communication, comparative studies have examined generational differences in its use on social media platforms. In a study by Juli, Suci, and Esti (2024), the differences in slang usage between Millennials and Gen Z on social media are explored, highlighting how cultural, social, and technological factors shape each generation's communication style and social identity. Findings reveal that while both Millennials and Gen Z use slang to express social identity, their approaches differ. Millennials tend to use slang to strengthen social ties and align with trends from their formative years, thereby contributing to their peer-group identity. In contrast, Gen Z views slang as a mode of self-expression in tune with fast-moving digital culture. Gen Z's slang is versatile and used across formal and informal contexts, while Millennial slang is

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



largely informal. Additionally, Millennials favour platforms like Facebook and Twitter, while Gen Z gravitates toward Instagram, TikTok, and X, showing each generation's adaptation to evolving digital spaces. Consequently, Gen Z slang evolves rapidly alongside internet culture, whereas Millennial slang remains more traditional.

The theoretical novelty of this study lies in its application of a sociolinguistic variation framework to analyze the emerging slang of Generation Alpha in TikTok interactions, an area underexplored in the existing literature. While prior studies have examined slang practices among Millennials and Generation Z on various social media platforms (Juli, Suci, & Esti, 2024) and documented the role of digital environments in shaping youth language (Hutabarat et al., 2020; Irma et al., 2018), research specifically addressing Generation Alpha's linguistic patterns is still limited. This study extends Allan and Burrige's (2006) typology of slang by demonstrating how the categories of Fresh and Creative, Imitative, Clipping, and Flippant manifest in unique ways within the communicative practices of a digital-native cohort. Unlike earlier generations, Generation Alpha's slang reflects not only informal speech but also rapid memetic circulation, bilingual identity, and participation in algorithm-driven digital cultures.

The study also contributes theoretical insight by integrating semantic interpretation with variation analysis, enabling a deeper understanding of the speaker's intention behind each slang item used in TikTok videos. This dual lens allows the research to reveal how slang functions semantically to express impression, humiliation, and intimacy in a highly visual, fast-paced platform. By situating Gen Alpha's slang within broader sociolinguistic theory, the study offers a novel perspective on how digital fluency reshapes the mechanisms of linguistic innovation among the youngest generation.

METHOD

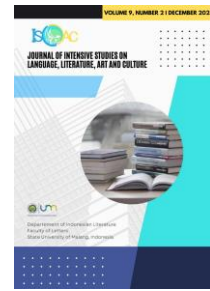
This study employed a qualitative descriptive design to investigate the linguistic features of slang used by Generation Alpha in TikTok videos. A qualitative descriptive approach is appropriate for documenting naturally occurring language phenomena and

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>

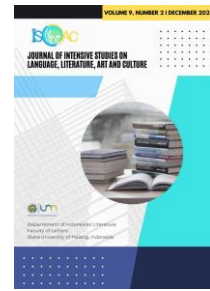


providing a detailed, context-embedded account of linguistic behavior (Creswell, 2007). This design prioritizes rich description over theoretical abstraction, making it compatible with sociolinguistic inquiries into emerging digital communication practices. Recent research also demonstrates that qualitative approaches are well-suited for examining online discourse and youth language innovation, particularly within fast-paced digital platforms such as TikTok (Indra & Marhamah, 2024).

The data consisted of two TikTok videos posted by the Monella and Marson Family accounts. These accounts were selected through purposive sampling based on three criteria: (1) their relevance to Generation Alpha audiences, (2) high engagement levels indicating active language use, and (3) frequent appearance of slang expressions in child or adolescent interactions. Purposive sampling is widely used in sociolinguistic studies examining specific linguistic communities or media environments because it enables researchers to capture targeted speech events that exemplify the phenomenon under study (Ary et al., 2006).

Data collection proceeded through four stages: (1) identifying TikTok videos that met the sampling criteria, (2) extracting and transcribing spoken utterances, (3) isolating lexical items that met the operational definition of slang, and (4) tabulating slang expressions into a structured dataset. The unit of analysis was individual slang lexemes occurring within the selected videos.

Data analysis followed a deductive–inductive procedure. First, slang expressions were categorized using Allan and Burrige's (2006) typology, which classifies slang into fresh and creative, imitative, clipping, acronym, and flippant types. Second, each item was interpreted in terms of its communicative purpose, drawing on sociolinguistic perspectives on digital discourse. Analytical memos were used to ensure consistency and to strengthen interpretive validity. Triangulation of theory and iterative coding were employed to enhance analytical rigor and transparency.



FINDINGS AND DISCUSSION

Findings

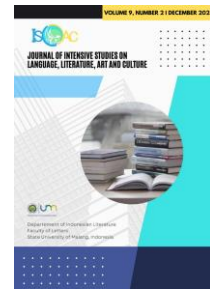
In addressing the research question, the discussion is presented in two sections. The first section presents the types of slang used by Gen Alpha in the TikTok video of the Monella and Marson family. The second section analyzes the purposes of the languages of Gen Alpha in the TikTok video of the Monella and Marson family. The data found 12 slang terms used by the participants, as listed in Table 1. Based on the results, this study offers four categories of slang language: (1) Fresh and Creative, (2) Imitative, (3) Clipping, and (4) Flippant. The most used slang type is fresh and creative, while the least common ones are imitative, clipping, and flippant.

Discussion

This section discusses the types and functions of the slang languages found in the video. There are several dominant types of slang languages and the most frequent functions of them. The further explanation and analysis will be discussed below

Types of Slang Languages of Generation Alpha

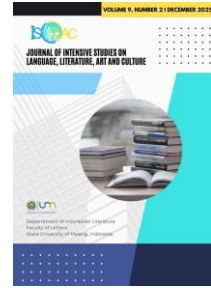
No	Data	Types of Slang	Functions of Slang	Meaning
1	Sigma	Fresh and Creative	To humiliate	Dominant leader, lone wolf, cool, and popular
2	Mewing	Fresh and Creative	To express an impression	The act of placing the tongue on the roof of the mouth makes the jawline appear sharper. It can also be used to describe someone trying to look more attractive.
3	Gucci	Fresh and Creative	To express an impression	A term used to describe nice and cool, or denoting something high quality or style that comes from the luxury brand Gucci.
4	Skibidi	Fresh and	To humiliate	A term with negative



		Creative		connotations that comes from the viral YouTube series Skibidi Toilet
5	Cap	Fresh and Creative	To humiliate	Something is a lie or an exaggeration
6	Ohio	Fresh and Creative	To humiliate	Referencing incidents that happen in the state, which are often bizarre. A term used to describe something weird or cringe
7	Pookie	Fresh and Creative	To express intimacy	A term to address a loved one or to describe another, similar to 'honey'.
8	Beta	Imitative	To humiliate	Something is a lie or an exaggeration
9	Negative Aura	Imitative	To humiliate	A term used to describe someone who has a negative influence on others or who emits a bad vibe
10	Rizz	Clipping	To express an impression	Someone's romantic appeal or charm
11	Delulu	Clipping	To humiliate	Someone who has unrealistic expectations or beliefs, especially in the context of relationships
12	Fanum Tax	Flippant	To humiliate	A term used to describe the act of taking another person's thing.

Table 1. Types of Slang Languages among Generation Alpha on Monella and Marson Family's Account

No.	Functions of Slang	Occurrence	Percentage
1	Fresh and Creative	7	58%
2	Imitative	2	17%



3	Clipping	2	17%
4	Flippant	1	8%
	Total	12	100%

Table 2. The Frequency of Types of Slang Language

Fresh and Creative

This type is the primary and most frequently used form among Generation Alpha, on the Monella and Marson Family accounts. This slang category is popular because it involves creating new, inventive terms to describe concepts in unique and engaging ways, often specific to social and cultural trends among Generation Alpha. From all the data, only seven or as many as 58% of 12 slang expressions belong to fresh and creative slang. Here are the examples. (1) Sigma, (2) Mewing, (3) Gucci, (4) Skibidi, (5) Cap, (6) Ohio, and (7) Pookie. The first (1) sigma means the dominant leader of a group, illustrated as the lone wolf in the group, and refers to someone who is cool and popular. Then (2) mewing is the act of placing the tongue on the roof of the mouth to make the jawline appear sharper. It can also be used to describe someone trying to look more attractive. Next, (3) Gucci is a term used to describe something nice and cool, or to denote high quality or style from the luxury brand Gucci. After that, (4) skibidi is a term with negative connotations that comes from the viral YouTube series skibidi toilet. (5) Cap is something that is a lie or an exaggeration. Sixth, (6) Ohio refers to incidents that occur in the state, which are often bizarre; thus, this term is used to describe something weird or cringeworthy. Last, (7) Pookie is a term to address a loved one or describe another, similar to 'honey'.

Imitative

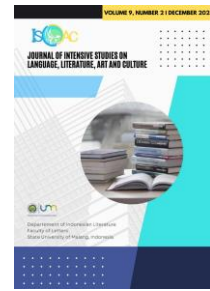
Allan and Burrige (2006) state that slang often mimics or originates from Standard English (SE) words, utilizes SE words in alternative contexts, or merges two distinct words. This category emerged as the second-most-common type in the analysis, with 12 instances. This substantial result is likely due to Generation Alpha frequently inventing their own

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



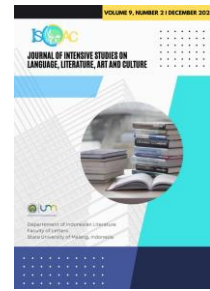
language in everyday conversations. Below are some examples of slang within this category. The first is (8) Negative Aura, which is a term used to describe someone who has a negative influence on others or who emits a bad vibe. The following data is (9) Beta, which is a term used to describe someone weak or soft. These two slang terms derive from standard English words, such as 'negative aura' and 'beta,' and are used in different contexts.

Clipping

Clipping is a process in English that creates new words by shortening longer words, often to a single syllable (Allan & Burrige, 2006). This method represents the third type of slang found, with two examples, making up 17% of the total data. Generation Alpha tends to simplify language in this way, influenced by their fast-paced lifestyle and need for efficient communication on social media. The aim of using clipped slang is to express the original meaning of a word in a shorter, more direct form. Typically, using a clipped version like this allows the listener to grasp the intended meaning without additional context. The first example is "delulu," a term used to describe someone with unrealistic expectations or beliefs, particularly in relationships. "Delulu" is derived from "delusion," meaning a false belief that persists despite evidence to the contrary and is generally recognized as false by others. The second example is "rizz," which refers to someone's romantic charm or appeal. This term comes from "charismatic" (shortened as "charizzmatic") and describes a person with an engaging and persuasive presence. These slang terms are classified as clipping because they shorten longer English words.

Flippant

Flippant slang refers to terms formed by combining two or more words that are not directly related to their literal meanings (Allan & Burrige, 2006). In this analysis, only one slang term falls under the flippant category: "fanum tax." This term combines "fanum," a Latin word meaning "temple" or "sanctuary" (according to the Oxford Advanced American



Dictionary), and "tax," which refers to a mandatory payment imposed by the government on income, business profits, or specific goods and services. Fanum tax is the act of taking someone else's belongings, similar to kleptomania. In essence, this slang term merges two unrelated words to create a new meaning.

Functions of Slang

No.	Functions of Slang	Occurrence	Percentage
1	To humiliate	8	67%
2	To express an impression	3	25%
3	To express intimacy	1	8%
	Total	12	100%

Table 3. Frequency of Functions of Slang Language

Based on Table 3, the most used function of slang language is to express humiliation. In contrast, the least common slang function is to express impression and intimacy. These can be seen from the explanation below:

To Express Humiliation

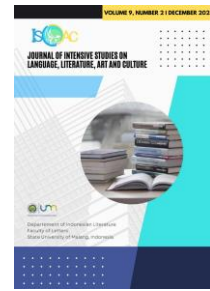
This function appears most frequently in the data analysis, with 8 of 12 data points. Most of Generation Alpha thrives in a culture dominated by memes and sarcastic humor, which defines much of digital interaction. Slang with a humiliating function is often used not to harm but to joke or reinforce group identity. In example (1), Sigma, this slang is used to express an impression of the dominant person, as a leader in a group. The term "Sigma" is often used to label someone or something as cool and suggests a confident, modest independence. A "sigma" leader embodies this by quietly doing their own thing, letting their actions speak louder than words, rather than dominating conversations. Sigma leaders are self-reliant and independent, and inspire others through a calm, composed

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



presence that naturally earns respect. Then, (4) Skibidi: a term with negative connotations that comes from the viral YouTube series Skibidi Toilet. It is often used to label something or someone as bizarre, ridiculous, or embarrassing. Data (5) Cap meaning a lie or exaggeration, is utilized to call out dishonesty or overstatements, often in a derisive tone. Data (6) Ohio serves as a slang term implying mediocrity or insignificance, stemming from stereotypes about the state being uneventful. Data (8) Beta is employed to demean someone as weak, submissive, or lacking assertiveness, contrasting with the admired "Alpha" or "Sigma" personas (9). Negative Aura is a critique of individuals perceived to bring bad vibes or exude unpleasant energy, often implying a broader disapproval of their presence or behavior. Therefore, the following data is (11) Delulu, which means someone who has unrealistic expectations or beliefs, especially in the context of relationships. The last is (12) Fanum Tax, which means taking another person's property.

To Express Impression

This function is the most frequently used slang, with three occurrences out of 12 data points. The number is the same as in other functions: to humiliate other people. When compared with the total amount of data. The most significant possible cause is the creativity to express admiration for peers and things in specific contexts. For example, Data (2) Mewing is used to express an impression to an attractive person. At first, it is the act of placing the tongue on the roof of the mouth to make the jawline appear sharper. It can also be used to describe someone trying to look more attractive, even though the American Association of Orthodontists (AAO) says there is no evidence to support the claims that mewing reshapes the jawline. Next, the data (3) Gucci is a term used to describe something nice and cool, or to denote something high-quality or stylish that comes from the luxury brand **Gucci**. The last is (10) Rizz, which describes someone's romantic appeal or charm.

To Express Intimacy

This function found only one piece of data. Here is an example of data: (7) Pookie is

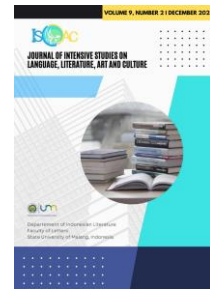
234 | ISLLAC : Journal of Intensive Studies on Language, Literature, Art, and Culture

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



a term to address a loved one or describe another, similar to 'honey'. It is inherently playful, suggesting affection with a hint of cuteness. Its soft, childlike tone conveys warmth and a sense of fondness that may be difficult to express in more formal language. This playfulness makes "Pookie" versatile, as it can apply to close friends, romantic partners, and even pets, adapting to a range of intimate relationships.

CONCLUSION AND SUGGESTIONS

This research delves into the slang language utilized by Generation Alpha on the social media platform TikTok, with a specific focus on video content from the Monella and Marson Family accounts. Generation Alpha, born between 2011 and 2025, has grown up amid rapid technological advancements and shows an innate familiarity with digital tools and platforms. This digital fluency is reflected in their language use, particularly in the way they create and adapt slang to suit their online communication needs. As a linguistic phenomenon, slang is not only a means of informal communication but also a vehicle for identity construction and social interaction. This study aims to categorize and analyze the slang types used by Generation Alpha in TikTok videos, examining how these language choices reflect their social values, group dynamics, and technological adaptation.

The study adopts a qualitative descriptive approach, drawing on Allan and Burrige's Burrige's (2006) typology of slang to categorize expressions by form and function. Data collection involved analyzing 12 common slang expressions featured in TikTok videos from the two family accounts, each account offering a window into the social interactions of bilingual English and Indonesian speakers. This framework enabled a systematic exploration of the creative, imitative, and clipped forms of slang favoured by Generation Alpha, as well as the intentions behind their use. The slang expressions were categorized into five primary types: Fresh and Creative, Imitative, Acronym, Clipping, and Flippant, and each instance was analyzed to understand its contextual meaning, purpose, and connotation.

The study's findings reveal that "Fresh and Creative" slang predominates,

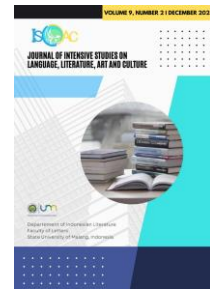
235 | ISLLAC : Journal of Intensive Studies on Language, Literature, Art, and Culture

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



accounting for approximately 58% of the slang expressions used. This slang type is characterized by fresh, creative expressions that showcase Generation Alpha's inclination toward distinctive, culturally relevant language. For example, terms like "sigma," "mewing," and "gucci" illustrate how Generation Alpha uses creative slang to describe specific social roles, aesthetic preferences, and lifestyle ideals. "Sigma," for instance, denotes a dominant, independent leader who commands respect without being overtly assertive. At the same time, "mewing" refers to a popular jawline-enhancement technique and implies a desire for an appealing appearance. "Gucci" conveys a sense of high quality, a nod to the luxury brand and its association with exclusivity. These terms are not merely descriptive but also carry social significance, allowing users to communicate implicit judgments, aspirations, or admiration in a single, catchy phrase.

Imitative slang, the second most common type at around 17%, borrows existing words from standard English but recontextualizes them to convey new meanings. This type includes terms such as "negative aura" and "beta," both of which carry distinct connotations in Generation Alpha's discourse. "Negative aura" describes a person who brings a bad vibe or exudes an unpleasant presence, while "beta" describes someone perceived as weak or unassertive. This slang type underscores the tendency of Generation Alpha to adapt and personalize standard terms to suit their communicative style, often using these expressions to critique or humorously assess social roles within their peer groups.

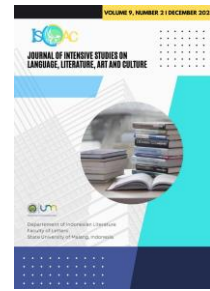
Clipping, which also accounts for around 17% of the slang analyzed, represents the trend of shortening longer words to create abbreviated forms that are quicker to type and easier to remember. Examples include "delulu" (from "delusional") and "rizz" (from "charisma" or "charizzmatic"). These clipped forms reflect Generation Alpha's fast-paced communication style and their need for efficient language that fits the rapid exchange of messages on social media platforms. Given the brevity and speed of digital communication, these clipped forms fulfil a practical function, allowing users to convey complex meanings with minimal effort.

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



The final slang type, Flippant, is much less common, with only one example, "Fanum Tax," found in the data. This type involves combining seemingly unrelated words to produce a phrase with a specific social meaning. "Fanum Tax" refers to taking someone else's belongings, highlighting a playful, almost rebellious tone in the way Generation Alpha communicates online. The flippant nature of this slang type exemplifies how this generation often blends humor with critique, using language to poke fun at social behaviours while bonding over shared expressions that define their in-group identity.

The functions of slang, as outlined in the study, provide further insight into the social and psychological motivations behind these language choices. The most frequently observed function is "to express impression," used in 33% of the slang expressions. This function encompasses terms that signal admiration, esteem, or awe, such as "sigma," which denotes a respected figure, or "mewing," which reflects an aesthetic preference. These expressions enable Generation Alpha to convey subtle judgments or evaluations, expressing values that resonate within their peer groups and shaping their social landscape. By using impression-based slang, Generation Alpha members can quickly communicate complex social evaluations, reinforcing group norms and signalling shared understandings of what is "cool," attractive, or admirable.

Another common function of slang among Generation Alpha is "to humiliate," a term that may initially appear negative but is often used in a playful or sarcastic context within this age group. Slang expressions like "skibidi" and "cap" illustrate this function, as they serve to call out behaviours or attitudes deemed exaggerated or fake. "Cap," for instance, is used to label a statement as false or exaggerated, while "skibidi" carries a humorous, slightly derisive tone associated with absurdity. This function reflects Generation Alpha's inclination to critique social behaviours in a humorous, unfiltered way, using slang to maintain authenticity in their interactions.

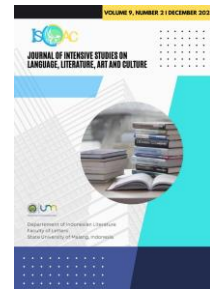
This study highlights the integral role of slang language within Generation Alpha's digital communication practices on TikTok. The findings illustrate that slang serves as more than just informal language; it functions as a powerful tool for identity construction,

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



social bonding, and value expression. Generation Alpha's preference for "Fresh and Creative" slang, in particular, points to their desire for originality and cultural relevance in language use. By crafting new phrases or assigning novel meanings to familiar terms, Generation Alpha distinguishes itself as a generation that embraces innovation not only in technology but also in language.

The diversity of slang functions also reveals the multifaceted ways in which this generation uses language. Whether expressing admiration, forming social bonds, critiquing behaviour, or establishing intimacy, Generation Alpha uses slang to navigate social relationships in ways that are both meaningful and reflective of their digital surroundings. This slang usage is closely tied to their social identities and values, as the language they use often embodies the qualities they admire, the behaviours they critique, and the relationships they foster.

In conclusion, Generation Alpha's use of slang on TikTok underscores the deep interconnection between language and social identity within this digital-native generation. As members of Generation Alpha continue to engage with social media, their language practices will likely evolve further, driven by the interplay between technological advancements and their unique social dynamics. This study sheds light on how slang functions as a dynamic linguistic resource for this generation, allowing them to express individuality and foster community within a digital culture that values brevity, creativity, and innovation. Future research could explore how these trends will influence language evolution more broadly as Generation Alpha matures, contributing new linguistic forms and functions to the social media landscape and beyond.

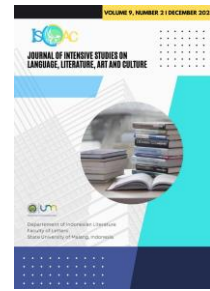
The recent study by Indra and Marhamah (2024) reveals that slang is widely used on Instagram, fostering a sense of community and connection among users while also mirroring cultural and social trends. It offers significant insights into the changing nature of language in digital communication and underscores the need to recognize slang as a key linguistic feature in social media interactions. Therefore, the analysis of Slang Languages of Gen Alpha on TikTok Videos of Monella and Marson Family explores the linguistic

ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



innovations within Generation Alpha's use of slang on social media. It highlights how digital platforms like TikTok foster new linguistic trends that reflect identity construction, social dynamics, and cultural values. The study categorizes slang into various types, such as fresh and creative, imitative, clipping, and flippant, using Allan and Burridge's (2006) framework. It also delves into the functions of slang, such as expressing admiration, forming social bonds, and critiquing behaviours.

Therefore, the study demonstrates how digital platforms serve as laboratories for linguistic experimentation, a core topic in digital humanities. Understanding how Generation Alpha adapts and innovates language can inform curriculum design, fostering a critical awareness of how digital environments shape communication. Furthermore, studying slang can enhance cultural literacy and identity. The analysis underscores how slang acts as a tool for identity formation and social bonding among digital-native communities. This insight is valuable for teaching cultural studies, as it emphasizes the role of language in navigating digital identities. Thus, interdisciplinary learning that integrates sociolinguistics and digital media studies also enriches research and aligns with interdisciplinary approaches in the humanities. It bridges the gap between traditional linguistic theories and modern digital practices, enriching humanities learning with relevant, real-world applications. The last is that it can boost Critical Thinking and Media Literacy, such as the study's encouragement of critical engagement with digital content, a vital skill in the digital era. Educators can use such analyses to help students evaluate how language reflects societal values and challenges.

REFERENCES

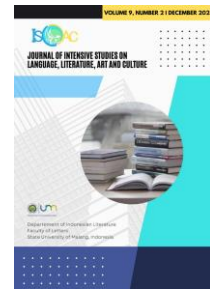
- Allan, K., & Burridge, K. (2006). *Forbidden words: Taboo and the censoring of language*. Cambridge University Press.
- Ary, D., Jacobs, L. C., Razavieh, A., & Sorensen, C. (2006). *Introduction to Research in Education*. Wadsworth: Cengage Learning.
- Chambers, J. K. (2003). *Sociolinguistic theory: Linguistic variation and its social significance*. Blackwell Publishing.
- Coupland, N., & Jaworski, A. (1997). *Sociolinguistics: A reader*. Palgrave Macmillan.

**ISLLAC: Journal of Intensive Studies on Language,
Literature, Art, and Culture**

Volume 9 Issue 2, 2025

Journal homepage :

<https://journal-sastra.um.ac.id/index.php/isllac/index>



- Cresswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. Sage Publications.
- Duanto, L. (2017). Characteristics of Generation Alpha and the impact of technology on their social interactions. *Journal of Youth Studies*, 22(4), 203–215.
- Evans, V. (2014). *The language myth: Why language is not an instinct*. Cambridge University Press.
- Hutabarat, R., Nasution, D., & Manurung, M. (2020). Slang language as an expression of youth identity on social media. *International Journal of Communication*, 14(2), 101–115.
- Irma, D., Supri, A., & Tajudin, M. (2018). The influence of social media on slang language development among teenagers. *Sociolinguistic Studies*, 12(3), 87–102.
- Juli, A., Suci, M., & Esti, T. (2024). Social media and intergenerational slang: A comparative study of Millennials and Gen Z. *Journal of Social Language*, 29(1), 34–56.
- Kulkarni, V., & Wang, W. Y. (2018). Slang evolution in the age of social media: Linguistic innovation among youth. *Journal of Sociolinguistics*, 22(3), 233–249.
- Labov, W. (1972). *Sociolinguistic patterns*. University of Pennsylvania Press.
- Milroy, L. (1992). *Social network and linguistic focus*. Blackwell Publishing.
- Poplack, S. (1993). Variation theory and language change: Mechanisms of social differentiation in language. *Language Variation and Change*, 5(3), 35–55.
- Sankoff, G. (1980). *The social life of language*. University of Pennsylvania Press.
- Sri Indra, & Marhamah. (2024). An Analysis of Slang Words Used in Social Media (Instagram). *RETORIKA: Jurnal Ilmu Bahasa*, 10(2), 347–352. <https://doi.org/10.55637/jr.10.2.9710.347-352>
- Trudgill, P. (2000). *Sociolinguistics: An introduction to language and society* (4th ed.). Penguin Books.
- Weinreich, U., Labov, W., & Herzog, M. I. (1968). Empirical foundations for a theory of language change. In *Directions for historical linguistics: A symposium* (pp. 95–195). University of Texas Press.
- Yusuf, S., & Fata, M. (2022). The impact of social media on linguistic choices: A case study on Gen Z's use of slang. *Journal of Digital Linguistics*, 10(1), 79–94.
- Zull, D. M. (2017). *Technological influences on modern youth language and communication*. Digital Era Press.