

ABBREVIATIONS IN SLANG LANGUAGE USED BY GEN Z TIK TOK INFLUENCERS OF INDONESIA

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ABSTRACT

The study of abbreviations in the slang language used by TikTok influencers from Gen Z examines the use of abbreviations in the slang language adopted by TikTok influencers from this generation. The main issue addressed in this research is how slang language abbreviations serve as an effective communication tool while simultaneously shaping group identity on social media. The purpose of this study is to describe the forms of abbreviations in the slang language used by TikTok influencers from Gen Z on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69. This research employs a qualitative descriptive method, with data collected in the form of screenshots and captions from TikTok video content within a specific period. The data analysis technique involves data reduction, data presentation, and

drawing conclusions to identify patterns in the use of abbreviations. The results of this study reveal 52 forms of abbreviations categorized into three main types: acronyms, initialisms, and clippings. Acronyms are the most dominant category with 29 instances, followed by initialisms with 19 instances, and clippings with 4 instances. These findings indicate that abbreviations not only expedite communication but also serve as an expression of Gen Z identity. This research contributes to modern linguistic studies by highlighting the role of slang language in shaping communication patterns in a dynamic digital era.

Keywords: abbreviation; slang language; TikTok; influencers; Gen Z

Introduction

Language, as defined by the Kamus Besar Bahasa Indonesia (2023), is a medium of social communication in the form of a sound symbol system produced by human speech organs. Additionally, according to (Kridalaksana, 2008), language is the primary tool for communication, expressing opinions, sharing information, and demonstrating self-identity. This self-identity is often associated with adolescents who seek freedom to express themselves through language when interacting with others. As social beings, humans require a means to interact with others. To fulfill this need for social interaction, a medium of communication called language is essential. Every community group possesses knowledge that continually evolves, including the daily language used by Gen Z or adolescents influenced by language trends emerging from the internet, particularly through social media platforms. The language used by Gen Z or adolescents is often unique and diverse, resulting in specific linguistic forms that are secretive and understood only by certain groups or their peers. This specific language refers to slang. In the Indonesian context, it is commonly referred to as bahasa

prokem. According to Putra A. (2014), the emergence of slang as a language style is closely associated with colloquial language, and in Indonesia, it initially appeared in the form of bahasa prokem, which gained popularity in the early 1980s.

Language functions not only as a tool for communication but also as a reflection of the social, cultural, and psychological identities of its users. This phenomenon, often referred to as "language reflects," suggests that the forms and styles of language employed by individuals or groups can reveal their values, mindsets, and ways of life. In the context of Gen Z, particularly those active on social media platforms like TikTok, the use of slang and abbreviations illustrates a generation that is dynamic, expressive, and digitally connected. Language, in this regard, becomes a mirror of a multitasking lifestyle, a preference for efficiency, and a desire to establish a distinct group identity. Therefore, it is essential to understand how Gen Z's linguistic practices not only facilitate communication but also serve as a means of self-expression and social affiliation in the digital age.

Meanwhile, the phenomenon of language use on TikTok is particularly intriguing to study because language is an integral part of human life and represents the distinct characteristics of a nation. Furthermore, language is a unique intellectual asset. The rapid advancement of modern times has influenced the evolution of language within society, as language is dynamic and continuously developing. The emergence of social media has made interpersonal communication more accessible, eliminating spatial limitations. TikTok, as one of the rapidly growing social media platforms, has garnered significant public attention. According to a report from Business of Apps in the second quarter of 2022, TikTok reached 1.46 billion monthly active users. According to the Head of Content and User Operations, TikTok experienced a 20% increase in users compared to the pre-pandemic period. Given its large user base, TikTok serves as a platform for interaction, facilitating information exchange and language evolution. Consequently, the phenomenon of slang language usage on TikTok represents a form of creativity that warrants further in-depth study. In line with this, Gen Z or adolescents are a demographic that frequently use abbreviations in their communication. According to Piaget (in Papalia and Olds, 2001), adolescence is characterized by cognitive maturity, which results from the development of optimal brain structures and broader social exposure. This stage enables adolescents to experiment and think abstractly, which is ultimately reflected in their linguistic practices. The use of linguistic variations by Gen Z or adolescents aims to establish a new group identity. Word-shortening processes that result in abbreviations can have both positive and negative impacts. On one hand, creating new language forms through these processes can enrich vocabulary, provided it does not disrupt communication flow. On the other hand, this phenomenon also has the potential to hinder communication if the usage is not appropriate.

Slang is a type of language used informally in situations that are also unofficial, often employed by specific groups as part of their social or cultural identity (Cahyani & Jafar, 2020). Additionally, according to (Kridalaksana, 2008) slang language is an informal variation of language used by adolescents or specific social groups to communicate within their environment, with the aim of making their conversations incomprehensible to outsiders. Based on this statement, slang can be considered a form of language not bound by standard rules. It is formed by modifying syllables, making it difficult for outsiders to understand. On the other hand, the presence of slang also enriches the linguistic landscape, as, besides formal language, accents and variations of language can also be used as tools for daily communication within certain communities. Thus, the existence of social groups encourages the creation of new languages that are seen as facilitating communication among members. Furthermore, slang functions as a symbol of unity among its users. With its flexible and informal nature, slang often reflects ongoing social, technological, or cultural changes.

Leonard Bloomfield, an influential structural linguist, did not explicitly write in detail about slang language. However, his views on language within the structuralist framework offer insights into how slang is understood from his perspective. According to Bloomfield's views (1933), variations in slang language use can be categorized into four types: abbreviations, humorous mispronunciations, shortened forms, and interjections. These variations of slang are used not only in spoken conversations but also in written communication, such as on social media platforms (Persulesy et al., 2024). Technological advancements have made it easier for humans to share information and accelerated the spread of slang language variations to a broader scope. With the development of technology, many social media platforms such as Path, Facebook, X, Instagram, Threads, and TikTok have led to an increase in the use of slang in daily communication (Arent et al., 2023). Gen Z, often referred to as the internet generation, frequently uses slang because they are seen as being able to perform many activities using their phones or gadgets (Yustisia, 2016). According to the Kamus Besar Bahasa Indonesia (2024), abbreviation is one or more letters used as a shortened form of one or more words. Additionally, abbreviation is also a process of word formation by shortening words into letters, parts of words, or specific combinations to form a new word without changing its meaning (Kuswaya, 2021). Therefore, the primary purpose of abbreviation is to simplify, shorten, and enhance efficiency in delivering information, both orally and in writing. Furthermore, Hidayatullah (2021) explains that abbreviations function to simplify and shorten words used in speech or writing. In practice, the use of abbreviations is frequently found in the language used on social media. Specifically, social media users, especially adolescents, often use slang abbreviations to convey specific messages or information. This phenomenon is evident in their posts, which are filled with various forms of

abbreviations. On one hand, the use of abbreviations not only simplifies communication and message delivery but also serves as a means of expressing self-identity. On the other hand, this also has the potential to strengthen relationships among groups of users who share similar linguistic patterns.

Another study conducted by Dewi (2024) entitled "Penggunaan Variasi Bahasa Slang pada Platform TikTok untuk Generasi Z: Kajian Sociolinguistik" examines the use of slang language variations on the TikTok platform by Gen Z. This study identifies around 60 types of slang used by Gen Z or adolescents on TikTok social media. Of the total 60 data variations, 23 were instances of mispronunciations, 29 were abbreviations, 3 were shortened forms, and 5 were interjections.

A subsequent study by Yermia Nugroho Agung Wibowo (2024), titled "Forms of Abbreviations in Gen Z's Slang Language on the X Account @Tanyarlifes (A Morphological Study)," investigates the use of colloquial language on the @Tanyarlifes account, which includes various types of abbreviations such as acronyms, abbreviations, and fragments. The findings show that there are approximately 20 words in acronym form, which can be classified into 11 different types. Additionally, 37 words were identified in abbreviation form, which include the use of the initial letters of each word component and variations in their pronunciation. Finally, this study also identified 9 fragment words that maintain one or two syllables.

Meanwhile, this study explains the abbreviations in slang language used by TikTok influencers from Gen Z on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69. The primary reason for selecting these five accounts for the study is that they represent Gen Z demographically in terms of age, background, and lifestyle, making their language highly relevant. Additionally, these accounts enjoy high popularity and significant influence, enabling the slang they use to spread widely among their followers. The variation and creativity of the content they produce also provide greater opportunities for the use of various types of slang, enriching the research data. These accounts also demonstrate consistency in their use of slang, facilitating the analysis of emerging language patterns by researchers. Lastly, active interactions with their audience allow for the use of informal language, reflecting how Gen Z communicates on social media. The abbreviations in slang identified will later be categorized by type and compiled into a table of slang abbreviation words to streamline the research writing process.

This study aims to describe the use of abbreviations in slang language employed by TikTok influencers from Gen Z. The study is significant because slang is a part of the ever-evolving linguistic phenomenon, especially in the digital era where social media platforms like TikTok play a major role in shaping communication trends. Influencers from Gen Z have a strong impact on shaping language use among youth, making it essential to understand how they utilize abbreviations in slang language. This understanding can provide insights into social dynamics, cultural identity, and intergenerational interactions on the platform. Furthermore, slang also reflects changes in digital culture and social values among the younger generation, making it a relevant subject of study both academically and practically, particularly for linguists, marketers, or those interested in modern communication trends.

Methods

This study employs a qualitative descriptive method aimed at presenting phenomena, facts, or events in a structured and accurate manner (Zuriah, 2006). According to Bogdan and Taylor, as cited by Moleong (2005), qualitative methodology refers to research procedures that generate descriptive data in the form of written or spoken words from individuals as well as observed behaviours. The qualitative descriptive method was chosen because it aligns with the research objective, which is to describe abbreviation data in slang language used by TikTok influencers from Gen Z.

The data used in this study comprises documentation from the posts of TikTok influencers from Gen Z, which include a variety of slang abbreviations. The research findings will be presented descriptively, consistently describing the obtained data according to the research focus. In this qualitative descriptive study, the collected data will be recorded, analysed, and interpreted based on social phenomena occurring within the community.

The data source for this study consists of screenshots of utterances taken from the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69, which were selected based on their demographic relevance to Gen Z, their high follower counts, and their consistent use of slang in digital interactions. These influencers represent a wide range of sociolinguistic behaviors typical of Gen Z, making them appropriate sources for analyzing abbreviation trends in contemporary digital communication. The researcher began observing and analysing slang abbreviations on the TikTok platform or social media from November 4 to November 14, 2024. The data collection technique employed in this study was non-participant observation, in which the researchers systematically observed TikTok video content containing slang abbreviations without engaging directly with the subjects. This observation was conducted by carefully selecting and analyzing video posts from the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69 within a specific timeframe (November 4–14, 2024). The observed content was then documented in the form of screenshots, focusing on captions, spoken utterances, and contextual use of slang terms. These documented data were compiled into a dataset and categorized based on the type of slang abbreviation—acronyms, initialisms, and clippings. The final dataset was organized in a table format to facilitate descriptive analysis and interpretation.

Table 1. Data Source Accounts

No	Account Name	Number of Followers	Number of Likes
1	Fujiiian	28,7 M	1,7 B
2	Alwifahry	13,2 M	486,3 M
3	Hesfinatia	12,9 M	913,3 M
4	Iniganta	7,6 M	416,3 M
5	Emilmario69	7 M	451,4 M

Sumber : Primary Data, 2024

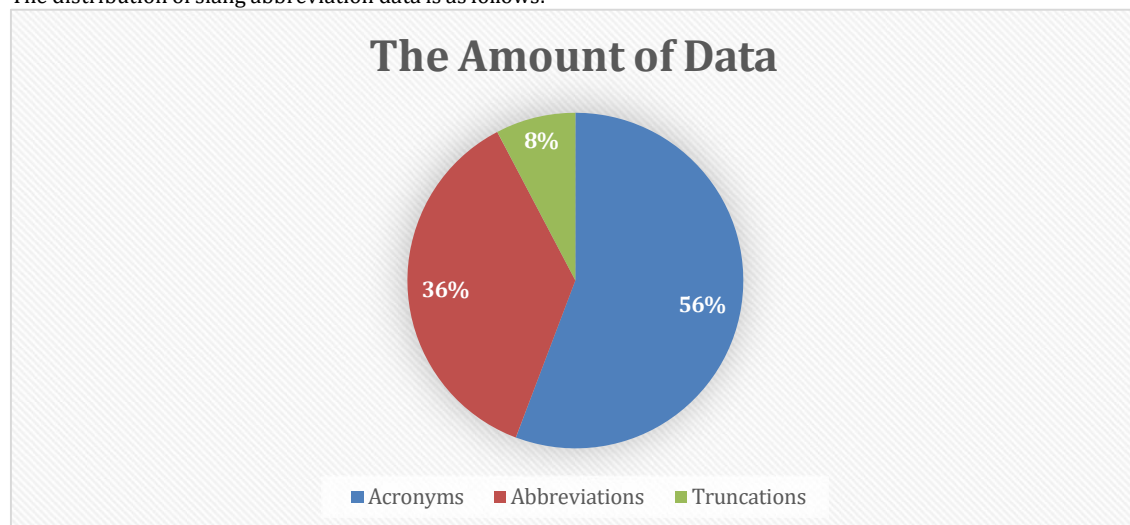
In analyzing the data, the research focused on video content and captions from the TikTok posts of selected Gen Z influencers. The data analysis procedures followed the interactive model by (Miles et al., 2014), which includes three key components: data reduction, data display, and conclusion drawing. After data collection, the slang abbreviation forms were identified and classified into categories such as acronyms, initialisms, and clippings. These classifications were presented in tabular form to highlight recurring patterns and linguistic features. The categorization process was supported by analytical notes to aid interpretation. Finally, conclusions were drawn to reveal underlying social and linguistic patterns represented in Gen Z slang usage.

Result

Based on the findings and data analysis conducted by the researcher, approximately 52 forms of abbreviations in slang language were identified, used by TikTok influencers from Gen Z on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69. These data are categorized into three forms of slang abbreviations: 1) acronyms, 2) abbreviations, and 3) truncations.

Data Distribution

The distribution of slang abbreviation data is as follows:



The circle diagram illustrates the distribution of abbreviation data based on three main categories: acronyms, abbreviations, and truncations. Based on the diagram, acronyms emerge as the most dominant category, accounting for the largest share of 56% of the total data. This indicates that acronyms are the most frequently used form in this data distribution. The next category is abbreviations, comprising 36%, while truncations hold a small share of only 8%, making it the least frequently used category.

The most commonly occurring type of acronym in the data is the two-word acronym. This suggests that terms formed from two words are more common, as they are considered simpler and easier to remember. The dominance of

two-word acronyms also reflects a communication pattern that prioritizes efficiency in conveying information. In addition to two-word acronyms, only one three-word acronym was found in this data. Although rare, three-word acronyms still play an important role in summarizing longer terms into a more concise form without losing their meaning. This type is typically used for complex terms that still require abbreviation. Furthermore, a portion of the acronyms analyzed are derived from English, such as nethink, comsu, menfess, pikmi, and prank. The use of English as the basis for forming acronyms reflects the significant influence of the language across various fields, both locally and internationally. This shows that English is often chosen to reach a broader audience and create terms that are easily recognizable on a global scale.

Slang Language in the Form of Acronyms

Based on the data collected, there are 28 forms of two-word acronyms in slang language used by TikTok influencers from Gen Z on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69. Below is Table 2, which contains the details of abbreviation data in the form of two-word acronyms in slang language.

Table 2. Findings/Data of Two-Word Acronym Abbreviations in Slang Language by TikTok Influencers from Gen Z

No	Account Name	Example Word	Full Form	Meaning
1	Fujiiian	Bucin	Budak cinta	A term referring to someone who is obsessed with their partner.
		Bumil	Ibu hamil	A term used to refer to a woman who is pregnant.
		Debay	Dedek bayi	A term for a baby or young child under the age of five.
		Gabut	Gajih buta	A term for someone who is doing nothing or feeling bored.
		Jamet	Jawa metal	A term to describe someone trying to appear cool like a metal band member.
		Mantul	Mantap betul	A word used to show appreciation or praise for someone.
		Salfok	Salah fokus	A term used to describe someone who comments on something unrelated to the current topic.
2	Alwifahry	Cecan	Cewek cantik	A term used to praise or refer to physically attractive women.
		Cegil	Cewe gila	A term used to refer to a woman with unique or unusual behavior.
		Cogan	Cowok ganteng	A term to refer to a handsome man or group of men.
		Cogil	Cowok gila	A term used to refer to a man with unusual, excessive, or strange behavior.
		Nethink	Negative thinking	A term referring to the tendency to think negatively about someone without a valid reason.
3	Hesfinatia	Baper	Bawa perasaan	A term for someone who is emotionally sensitive and easily affected by feelings.
		Bocil	Bocah kecil	A term used to refer to young children.
		Caper	Cari perhatian	A term used to describe someone who seeks attention from others.
		Curhat	Curahan hati	A term referring to the activity of sharing personal issues with a close friend.
		Salting	Salah tingkah	A term referring to awkward behavior that is disorganized or out of control.

4	Iniganta	Comsu	Commitment issue	A term used to describe someone who is reluctant to be involved in serious relationships and prefers casual ones.
		Jaim	Jaga image	A term used to describe someone who hides their true feelings or behavior to maintain a certain image.
		Menfess	Mention confess	A term used to express something anonymously without revealing the sender's identity.
		Pikmi	Pick me	A term referring to someone who does anything to get attention.
		Salken	Salam kenal	A casual term used to greet someone during a first interaction or as a greeting.
5	Emilmario69	Carmuk	Cari muka	A term referring to someone who shows kindness just to gain recognition or praise from others.
		Mager	Malas gerak	A term used to describe the reluctance to do anything or the desire to be lazy.
		Omdo	Omong doang	A term used to refer to someone who talks without taking any action or makes empty promises.
		Pansos	Panjat sosial	A term describing someone who tries to gain popularity or advantages by using others or a particular situation.
		Prank	Practical jokes	A term used for playful tricks intended to surprise, embarrass, or confuse someone.
		Warteg	Warung tegal	A shortened term for a simple eatery from Tegal, Central Java.

The tables 2 display various acronyms frequently used by TikTok influencers from the Gen Z group on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69, originating from both Indonesian and mixed-code or foreign languages. These tables reveal that many two-word acronyms are adjectives that describe specific traits or conditions. Examples include terms like baper (bawa perasaan, overly emotional), bucin (budak cinta, love slave), and gabut (gajih buta, unproductive), all of which refer to a person's state or characteristics in a particular context. In terms of word types, two-word adjectival acronyms dominate due to their practicality in delivering concise yet meaningful descriptions. These adjectives are typically used in casual or informal conversations to provide an expressive impression. For instance, words like mager (malas gerak, lazy to move) and salting (salah tingkah, awkward) are highly effective in conveying moods or behaviors without lengthy explanations.

Based on the data of acronyms found, there is one three-word acronym in the slang language used by TikTok influencers from the Gen Z group on the @hesfinatia account. Below is Table 3, which contains detailed data on abbreviations in the form of three-word acronyms in the slang language.

Table 3. Three-Word Acronym Abbreviations in the Slang Language Used by TikTok Influencers from the Gen Z Group

No	Account Name	Example Word	Full Form	Meaning
1	Hesfinatia	Markicob	Mari kita coba	The term that describes an invitation to eat together and try food together.

Moreover, the tables also document acronyms entirely based on foreign languages or mixed codes, such as terms like comsu (commitment issue), jaim (jaga image, maintaining a certain image), menfess (mention confess), nethink (negative thinking), pikmi (pick me), and prank (practical jokes), which utilize English entirely or blend English with Indonesian. The use of mixed codes reflects the influence of globalization and the dominance of English in modern

communication, particularly in the context of social media and popular culture. The presence of mixed-code or foreign-based acronyms not only demonstrates society's openness to global culture but also enriches local vocabulary with new terms. Such acronyms are often employed within specific groups, such as younger generations or digitally active communities that tend to adopt dynamic and trendy language styles. This makes acronyms not just tools for communication but also representations of an evolving culture.

Slang Language in the Form of Abbreviations

Based on the data collected, there are 19 forms of abbreviations in the slang language used by TikTok influencers from the Gen Z group on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69. Below is Table 4, which provides detailed data on abbreviations in slang language in the form of abbreviations.

Table 4. Slang Language Abbreviations Used by TikTok Influencers from the Gen Z Group

No	Account Name	Example Word	Standard Form	Meaning
1	Fujiiian	Btw	By the way	A term used to convey news or facts that were previously unknown.
		Fyp	For you page	A term used to describe a TikTok page containing specially curated video recommendations for each user.
		Hts	Hubungan tanpa status	Refers to a relationship without formal commitments.
		Pap	Post a picture	A phrase referring to the act of sending or requesting a photo from someone.
2	Alwifahry	Cod	Cash on delivery	A term that refers to a payment method where cash is given directly upon receipt of goods.
		Fomo	Fear of missing out	Refers to the fear or anxiety of missing out on exciting events attended by others.
		Vn	Voice note	A term commonly used in WhatsApp conversations to send voice messages.
		Wow	Words of wonders	A term used to express feelings or reactions spontaneously in daily conversations.
3	Hesfinatia	Bt	Bete	A term used to describe feelings or moods that are sad or upset.
		Gpp	Gak apa-apa	A phrase used to indicate that everything is okay or there is no need to worry.
		Otw	On the way	Commonly used to indicate that someone is on their way to a specific location.
4	Iniganta	Acc	Accedere	A shortened term used to indicate that an activity has been approved after extensive guidance or assistance.
		Bts	Behind the scene	A term providing a glimpse of what happens behind the scenes of a photo, event, or project, creating a more personal connection with followers.
5	Emilmario69	Bdmd	Badmood	A term used to describe someone's mood when they are feeling bad or unwell.
		Bm	Banyak mau	A term used to express someone's hopes or desires for something.
		Omg	Oh my god	A phrase used to express frustration, disappointment, surprise, or sadness.

		Pov	Point of view	A term used to describe someone's personal perspective or view on something.
		Vc	Video call	Refers to inviting other WhatsApp users to have a video call.
		Ygy	Ya guys ya	A term used to reassure someone in a discussion or argument.

The table 4 contains examples of abbreviations frequently used by TikTok influencers from Gen Z on accounts such as @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69 in daily conversations, especially on social media. Abbreviations like "btw" (by the way) and "fyp" (for you page) demonstrate how people simplify communication, particularly in digital contexts. These words make message delivery faster and more suited to the modern, instant communication style. Terms like "cod" (cash on delivery) and "vn" (voice note) reflect everyday habits such as online shopping or using voice messaging features. These terms emerge as a result of technological advancements that transform how we communicate and conduct transactions. With these abbreviations, conversations become more efficient and relevant to common activities.

Additionally, terms like "bt" (bete) or "bdmd" (badmood) describe someone's feelings. These words are commonly used to express moods in a simple and casual manner. On the other hand, abbreviations such as "bts" (behind the scenes) or "pov" (point of view) are more frequently used to narrate experiences or perspectives, especially on social media. Overall, the use of these abbreviations makes communication faster, easier to understand, and more aligned with contemporary needs. Language not only serves as a tool for communication but also reflects the identity and lifestyle of specific groups, particularly among young people. This phenomenon illustrates how language continues to evolve in line with technological and cultural changes.

Slang Language in the Form of Clippings

According to the Kamus Besar Bahasa Indonesia (2024), clippings are the process of shortening a word or phrase by taking a specific part of the lexeme. Based on the data found, there are four forms of clippings in slang language used by TikTok influencers from Gen Z on accounts such as @iniganta and @emilmario69. Below is Table 5, which contains details of abbreviations in the form of clippings in the slang language used by TikTok influencers from Gen Z.

Table 5. Clippings in Slang Language Used by TikTok Influencers from Gen Z

No	Account Name	Example Word	Full Form	Meaning
1	Iniganta	Bro	Brother	A term commonly used to address males in a casual and closer manner in daily conversations.
		Luv	Love	A term that conveys affection in a simpler way than 'love,' often used to greet someone casually.
2	Emilmario69	Nyet	Monyet	A term used as a humorous or playful nickname for close friends.
		Say	Sayang	A word used to express affection due to a very close relationship.

The table 5 resents examples of fragments in the form of greetings commonly used by Tik Tok influencers from the Gen Z demographic on the accounts @fujiiian, @alwifahry, @hesfinatia, @iniganta, and @emilmario69. Words such as bro (brother) and luv (love) reflect a more casual and intimate style of addressing others. These terms are typically used in daily conversations to create a sense of closeness or a warm friendship. Other slang terms, like nyet (monyet), also fall under greetings, albeit in a humorous context. This term is used among close friends as a form of lighthearted joking. Despite its informal nature, this greeting is not intended to offend but to demonstrate familiarity in friendships. Additionally, words like say (sayang) are more personal and signify a close relationship. This term is frequently used in romantic contexts or within very close relationships, such as with partners or special friends. Overall, these greeting words reflect the unique communication style prevalent among Gen Z. They tend to favor simple, relaxed, and sometimes humorous words to express intimacy. This illustrates how the younger generation creates communication methods that are more relevant to their daily lives, particularly in the digital era.

DISCUSSION

Abbreviations have emerged and become highly popular among Gen Z due to their existence in a digital era that demands fast and efficient communication. This generation has grown up with technologies such as social media and instant messaging apps, which often impose character limits or encourage brief responses. In this context, abbreviations serve as a practical way to convey messages without the need for lengthy writing, aligning with their fast-paced, multitasking lifestyles. Additionally, Gen Z tends to be more creative and flexible in their use of language. They have incorporated abbreviations into their cultural identity, reflecting their close relationship with technology and their casual communication style. The popularity of abbreviations among Gen Z is also influenced by their tendency to communicate more digitally than face-to-face, making abbreviations not just a practical tool, but also an integral part of their everyday language.

In terms of usage, abbreviations often appear in two main contexts: written and spoken. On social media or in text messages, abbreviations are used to expedite conversations or to conform to character limits on specific platforms. In spoken conversations, abbreviations are adapted as a form of casual and informal expression, reflecting closeness and familiarity among fellow Gen Z individuals. Thus, abbreviations not only function as communication tools but also reflect the culture and lifestyle of this generation.

Previous generations also used abbreviations, but in a manner and context that differ from those of Gen Z. Typically, abbreviations in earlier generations were more common in formal situations, such as in the workplace, academia, or certain institutions, to simplify lengthy terms. For instance, abbreviations were often used in official documents or business communications. However, the use of abbreviations was not as widespread or flexible as it is among Gen Z, who have popularized them in everyday conversations, both written and spoken. Initially, abbreviations were more frequently found in written form, due to the need to save space and time, particularly on digital platforms such as SMS and social media, which have character limitations. Over time, however, these abbreviations began to permeate spoken language due to their practicality and ease of understanding. This development illustrates how technology and modern lifestyles influence communication patterns, making abbreviations a crucial part of the way contemporary generations speak and write.

The findings of this study reveal a total of 52 slang abbreviations used by Gen Z TikTok influencers, categorized into acronyms, initialisms, and clippings, with acronyms being the most dominant form. This pattern reflects a strong preference among Gen Z for concise, impactful, and expressive language in digital interactions. Additionally, the use of mixed-language elements, particularly the incorporation of English into Indonesian slang, shows a distinctive linguistic blending influenced by globalization and social media culture. These findings emphasize how TikTok functions not only as a space for entertainment but also as a powerful medium for language innovation, where influencers play a crucial role in accelerating the spread of new linguistic forms among youth communities.

What sets this study apart from previous research is its focus on TikTok influencers as active agents of language change within Gen Z, rather than merely analyzing slang use among adolescents in general. By targeting specific high-follower accounts and analyzing both spoken and captioned content, this study provides a more nuanced view of how linguistic trends are formed, disseminated, and normalized in real time. The integration of sociolinguistic and morphological perspectives in categorizing abbreviations also adds depth to the analysis. Therefore, the novelty of this research lies in its contextualized examination of slang abbreviations as both a communication strategy and a reflection of digital identity construction in the era of influencer-driven media.

Conclusion

Based on the research findings that have been discovered and analysed by the researcher, it can be concluded that there are 52 forms of abbreviation grouped into three main categories: acronyms, abbreviations, and segments. Acronyms constitute the dominant category with 29 data points, followed by abbreviations with 19 data points, and segments with 4 data points. This is influenced by several factors, including the rapidly evolving digital culture and the dominance of social media in the daily lives of the younger generation. TikTok, as one of the most popular social media platforms, serves as the primary medium for the dissemination of this language style. Furthermore, abbreviations are used not only for communication efficiency but also as tools for expressing social and cultural group identities. Thus, slang language in the form of abbreviations reflects the creativity of this generation in utilizing technology to create a communication style relevant to their character. This phenomenon demonstrates the connection between technological development and changes in communication patterns, as abbreviations are employed to meet the needs of this multitasking generation, seeking practical ways to communicate amidst high mobility. The wealth of variations in slang language forms shows that this generation is capable of adapting to the dynamic and ever-evolving social and cultural landscape. Therefore, this study provides insights into how language reflects social values, cultural identities, and interaction dynamics in the digital era, while also opening up avenues for further research on the influence of social media on the development of modern language.

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