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Alpha Generation Slang By Content Creators On Tiktok

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Abstract

This research explores the use of slang by Alpha Generation on TikTok, focusing on content from creators @DamonSharpe, @KarenWazen, and @LearnWithPari, analyzed between December 1st-18th, 2024. Employing a descriptive qualitative approach, the research identifies and classifies 63 slang terms based on Allan and Burridge's (2006) framework, categorizing them into five types: Fresh and Creative (52 terms, e.g., Sigma, Rizz), Clipping (4 terms, e.g., Sus, Fit), Flippant (4 terms, e.g., Fanum Tax), Acronym (2 terms, e.g., GOAT, FR), and Imitative (1 term, e.g., Finna). The study also examines their meanings and social functions, including addressing, initiating relaxed conversation, expressing impressions, and conveying emotions like anger or intimacy. Data were collected through observation, screenshots, and analysis of videos, with meanings derived from online sources and creator content. Findings highlight TikTok's role as a dynamic platform for linguistic innovation, reflecting Alpha generation cultural and social identities. The predominance of Fresh and Creative slang underscores their creativity, while the varied functions illustrate slang's role in fostering community and identity. This research offers insights into digital language evolution and suggests future studies explore slang across platforms and incorporate quantitative methods for broader sociolinguistic understanding.

Keywords: Alpha Generation, TikTok, Slang, Sociolinguistics

I INTRODUCTION

The prominence of slang has been amplified by the rise of digital platforms, including social media sites such as Quora, Instagram, Facebook, Twitter (X), and TikTok. This research focuses on the linguistic development facilitated by TikTok, a platform that promotes creative expression through short-form video content. Content creators on this platform, representing diverse social and cultural backgrounds, frequently use slang to engage with their audiences, particularly Alpha Generation those born from the mid-2010s onward. Terms such as "Sigma" and "Skibidi," popularized through viral content, serve as identity markers, encapsulating social dynamics and group affiliations (Manurung et al., 2022:154). These

examples illustrate how slang adapts to reflect shifting social contexts, enabling users to negotiate and assert their social identities within digital communities.

Among youth, the platform's popularity facilitates the construction of linguistic and social identities for Alpha Generation.Slang fosters a sense of intimacy between creators and viewers, enabling personalized and relatable communication. Through informal language, humor, and memes, creators promote values such as creativity and freedom of expression, cultivating a shared sense of community grounded in common linguistic and cultural practices. The concise and accessible video format accelerates the dissemination of new slang terms, with viral trends often introducing words that rapidly transcend cultural and national boundaries. This rapid diffusion underscores the fluidity of language in the digital age, where global connectivity, fast-paced content, and technological advancements position the platform as a key site for expressing contemporary social and cultural realities.

Slang originating from content creators influences communication beyond the platform, permeating settings such as schools, gaming environments, and other social media spaces. Terms introduced by creators frequently enter the everyday lexicon of younger generations, particularly Generation Alpha, highlighting the role of creators as linguistic innovators. The diversity of creators' backgrounds enriches slang usage, as each incorporates unique cultural and experiential influences into their language. This variation not only facilitates communication but also serves as a medium for expressing generational identity, fostering a sense of belonging and shared cultural understanding within digital communities.

From a sociolinguistic perspective, this research aims to examine the slang employed by content creators targeting Alpha Generation, a cohort distinguished by its digital fluency and cultural awareness. Through classifying the types and meanings of slang terms, this research seeks to uncover their social, cultural, and identity-related functions within the TikTok ecosystem. Such an analysis would provide valuable insights into how language evolves in digital contexts and how slang shapes social interactions among young users. Furthermore, understanding the nuances of Alpha's Generation slang is critical, given their projected demographic significance and potential to influence future linguistic trends.

There are many reasons why people exhibit certain communication behaviors influenced by social media, one of which is language use. TikTok, which is accessible worldwide, generates content in various languages depending on the content creators. Through watching content on TikTok, users can indirectly learn different slang languages, particularly the slang of Generation Alpha. This is why researcher focuses on studying the use of slang by Generation Alpha on TikTok, in a research titled "Alpha Generation Slang by Content Creators on TikTok."

This title is chosen because TikTok is one of the largest social media platforms today, and Alpha Generation is expected to have a large population that will significantly influence language in the future. Additionally, Alpha Generation possesses a unique slang vocabulary that reflects their identities and cultures Parasmewari et al (2023:2). Many educators, parents, and members of the public lack an understanding of the language used by Alpha Generation, making this research relevant and important. The goal of this resesarch is to classify the types of slang used by Alpha Generation content creators on TikTok and to understand the meanings of these slang terms. Understanding the context and roles of this slang allows for a deeper exploration of the social and cultural dynamics influencing how Alpha Generations engages in the digital.

II RESEARCH METHOD

2.1   Method of Collecting the Data

The data for this research were collected through careful observation and analysis of the slang language used by Alpha Generation in videos created by content creators on TikTok. The research process began with monitoring and observing slang language from December 1st-18th, 2024. The method employed for data collection involved observing videos that featured Generation Alpha slang, followed by the documentation of data in the form of video screenshots. These documents were then analyzed and categorized based on the types of slang and organized to facilitate the research writing process.

2.2 Method of Analyzing the Data

In the analysis of the data, the researcher focused on the content of videos and captions uploaded by content creators on TikTok, which inherently included elements of Alpha Generation slang. The analytical method employed in this research include data reduction, data display, and conclusion drawing, as outlined by Miles & Huberman (1994:10-11). After data collection, the data was identified and classified to simplify the conclusion process. The presentation of data was organized into tables based on patterns or similarities, accompanied by notes that assist in drawing conclusions. Finally, conclusions were formulated to derive meanings from the analyzed data.

2.3 Technique of Collecting the Data

Data collection techniques used in this research are as follows: 1. Observation Technique

this technique allows researchers to observe freely, aiming for objective results. The resarch utilizes non-participant observation, where the observer does not engage in the daily lives of those being studied but functions solely as an observer. In this context, the observer acts as an audience without directly interacting in the field. Observation serves as a technique of data collection through careful and direct examination at the research site. It is essential for researchers to adhere to their research design while visiting the site to observe various phenomena or conditions firsthand. 2. Reading Technique: This involves reading the content related to slang posted by each content creators on TikTok. 3. Documentation Technique: This technique entails capturing screenshots of the content related to slang via smartphone, aimed at obtaining a written record of the slang language.

2.4Technique of Analyzing the Data

The researcher used the following steps to analyze the data: 1. The researcher read, analyzed, and reviewed the content produced by slang creators on TikTok, focusing on slang terms specific to the Alpha Generation. 2. The researcher, during the data selection process, identified and selected relevant data, specifically isolating slang words associated with the Alpha Generation from the content created by TikTok slang content creators. 3. The researcher classified the data, categorizing the identified slang terms according to their types, utilizing the classification framework proposed by **Allan and Burridge (2006)**, which delineates five categories of slang: Flippant, Fresh and Creative, Clipping, Imitative, and Acronym.

III RESULTS AND DISCUSSION

3.1The Types of Alpha Generation Slang

A. Acronym

1. GOAT The term "GOAT," an acronym for Greatest of All Time, is classified as such due to its derivation from the initial letters of a longer phrase, a hallmark of acronyms in digital communication. On TikTok, "GOAT" is frequently employed to laud individuals or content deemed exceptional, such as a highly skilled content creator or a remarkable performance in a viral video. This classification is appropriate because the term exemplifies the economy of language valued by the Alpha Generation, who prioritize concise yet impactful expressions in fast-paced digital interactions. The acronym's widespread use in comments and captions reflects its role in fostering a sense of community admiration, aligning with

sociolinguistic trends where brevity enhances communicative efficiency in online platforms. Furthermore, "GOAT" serves as a marker of cultural capital, signaling the user's alignment with contemporary internet culture and their ability to recognize excellence within the TikTok ecosystem. Its adoption underscores the Alpha Generation's engagement with globalized digital trends, reinforcing their identity as fluent navigators of online spaces.

2. For real or FR The term "For real," often abbreviated as "FR," is categorized as an acronym because it condenses the phrase into its initial letters, facilitating rapid communication in digital contexts. On TikTok, "FR" is utilized to affirm the authenticity or truthfulness of a statement, as seen in phrases like "That's FR insane!" This classification is fitting, as the acronym allows the Alpha Generation to convey sincerity or agreement succinctly, a critical feature in the ephemeral nature of social media interactions. The term's popularity stems from its seamless integration into both written and spoken discourse, reinforcing its utility in dynamic conversational exchanges. By adopting "FR," users demonstrate linguistic adaptability, leveraging a compact form to engage with peers and assert shared cultural understanding, thereby reinforcing social bonds within the TikTok 29 community. This usage highlights the Alpha Generation's preference for efficient, contextually rich expressions that enhance their digital presence.

B. Clipping

1. Sus The term "sus," a clipping of "suspicious" or "suspect," is classified as such because it truncates the original word to its initial syllable, a defining characteristic of clipping as a word-formation process. On TikTok, "sus" is frequently used to describe behaviors or situations perceived as dubious, often in a humorous context, such as referencing gameplay in Among Us or playfully questioning someone's actions in a video. This classification is apt, as the shortened form enhances communicative efficiency, aligning with the Alpha Generation's preference for concise language in digital spaces. The term's versatility allows it to function across various contexts, from gaming to social commentary, making it a staple in TikTok's linguistic repertoire. Its widespread adoption

underscores its role in fostering a shared cultural lexicon, enabling users to signal familiarity with internet trends and engage in lighthearted social critique, thereby strengthening the Alpha Generation's digital community identity.

2. W The term "W," a clipping of "win," is categorized as such due to its reduction to a single letter, representing the core concept of victory or success. On TikTok, "W" is commonly used to celebrate achievements, such as in comments like "That's a W!" on videos showcasing personal triumphs or impressive content. This classification is appropriate, as the clipped form exemplifies the minimalist 30 linguistic strategies employed by the Alpha Generation to convey approval in high-speed digital interactions. The term's brevity enhances its applicability in rapid exchanges, while its positive connotation fosters a sense of communal support. By using "W," TikTok users align themselves with a broader internet culture that values succinct expressions of encouragement, reinforcing social cohesion within the platform and reflecting the Alpha Generation's adeptness at navigating digital communication norms.

C. Flippant

1. Fanum tax The term "Fanum tax" is classified as flippant due to its playful and humorous origin, derived from TikTok creator Fanum's comedic skits about taking something (e.g., food) from others. On TikTok, it is used to describe lighthearted appropriation, often in a joking context, such as "Paying the Fanum tax for those fries!" This classification is apt because the term's irreverent tone and specific cultural reference reflect the flippant category's emphasis on non serious, context-driven language. Its popularity among the Alpha Generation highlights their penchant for humor-driven slang that fosters in-group camaraderie, particularly within TikTok's meme culture. The term's usage reinforces community identity, as users engage with shared references to affirm their participation in the platform's evolving linguistic landscape, showcasing the Alpha Generation's affinity for playful, community-specific expressions.

2. Pop off The term "pop off" is categorized as flippant because it conveys success or excitement with a casual, enthusiastic tone, as seen in TikTok comments like "She's

popping off with that dance!" This classification is suitable, as the term's lighthearted and spontaneous nature aligns with the flippant category's focus on expressive, non-serious language. On TikTok, "pop off" serves to celebrate standout performances, resonating with the Alpha Generation's preference for hype-driven discourse that amplifies communal excitement. Its versatility across contexts, from dance challenges to comedic skits, underscores its role in fostering engagement and reinforcing the platform's vibrant, performative culture, a key aspect of the Alpha Generation's digital communication practices.

D. Fresh and Creative

1. Sigma The term "sigma" is classified as fresh and creative because it represents a novel internet-coined concept describing an individual who is independent and non-conformist, distinct from traditional "alpha" or "beta" archetypes. On TikTok, "sigma" is used in memes or videos to praise unique, self-reliant characters, as in "He's such a sigma!" This classification is appropriate, as the term lacks traditional etymological roots and emerges from digital culture, reflecting the Alpha Generation's innovative approach to identity construction. Its popularity 34 underscores the platform's role in shaping new social hierarchies, with "sigma" serving as a marker of cultural capital that celebrates individuality within TikTok's performative space, highlighting the Alpha Generation's influence on digital identity formation.

2. Skibidi The term "skibidi" is categorized as fresh and creative due to its origin in the viral Skibidi Toilet animated series, used on TikTok in an absurd or humorous manner without a fixed conventional meaning, as in "Skibidi vibes!" This classification is apt, as the term is a purely internet-driven creation, embodying the Alpha Generation's tendency to embrace nonsensical language for comedic effect. Its lack of traditional linguistic grounding highlights TikTok's role as a breeding ground for innovative slang, where "skibidi" fosters a sense of shared absurdity and community engagement, reflecting the Alpha Generation's playful approach to digital communication.

E. Imitative

1. Finna The term "finna," classified as imitative, mimics the informal pronunciation of "fixing to" from African American Vernacular English (AAVE), meaning to intend to do something, as in "I'm finna make a TikTok." This classification is fitting, as the term replicates a spoken dialectal pattern, reflecting the Alpha Generation's adoption of authentic linguistic forms in digital contexts. Its usage underscores TikTok's role in amplifying diverse linguistic influences, enabling users to engage in casual, culturally resonant communication through imitative slang, a practice emblematic of the Alpha Generation's inclusive digital communication.

3.2 The Meanings of Alpha Generation Slang

1.Sigma The term "sigma," meaning "good" or "best of the best," denotes an individual who embodies independence and excellence, distinct from traditional "alpha" or "beta" archetypes, as in "He's a sigma!" on TikTok. Its significance lies in its emergence as a novel internet-coined concept, reflecting the Alpha Generation's innovative approach to constructing social identities that prioritize self-reliance and uniqueness. Within TikTok's performative culture, "sigma" serves as a marker of cultural capital, used to praise those who stand out through authenticity or exceptional traits, fostering admiration within the community. The term's positive connotation aligns with the platform's emphasis on celebrating individuality, enabling users to signal alignment with modern internet hierarchies. By employing "sigma," the Alpha Generation reinforces a digital culture that values non-conformity and excellence, using concise, creative slang to navigate social dynamics and affirm shared values in a visually driven, trend-centric environment.

2. Skibidi The term "skibidi," meaning "bad," is used on TikTok to denote something absurd or of poor quality, often in a humorous or mocking context, as in "That's so skibidi!" Derived from the viral Skibidi Toilet animated series, its meaning reflects the Alpha Generation's penchant for repurposing absurd internet phenomena into critical slang, highlighting their creativity in linguistic innovation. On TikTok, "skibidi" functions as a playful critique, often targeting outdated or embarrassing content, which fosters a sense of in-group superiority by mocking cultural disconnects. Its nonsensical origin enhances its

humorous impact, aligning with the platform's meme-driven culture where absurdity is a tool for social commentary. By using "skibidi," the Alpha Generation engages in lighthearted yet pointed critique, reinforcing community norms and demonstrating their fluency in digital humor within a fast-paced, trend-sensitive environment.

3. Delulu The term "delulu," meaning "delusional," is used on TikTok to describe unrealistic hopes or beliefs, often in a romantic or social context, as in "She's so delulu about that crush!" Its significance lies in its creative truncation of "delusional," reflecting the Alpha Generation's innovative linguistic practices that blend humor with critique. On TikTok, "delulu" serves as a playful yet sharp tool for social commentary, allowing users to mock perceived naivety while maintaining a lighthearted tone, aligning with the platform's culture of candid yet entertaining discourse. The term's accessibility and humorous edge make it a versatile expression for navigating social dynamics, fostering group cohesion by aligning users against unrealistic behaviors. By employing "delulu," the Alpha Generation showcases their ability to use concise, creative slang to regulate social norms within TikTok's dynamic, community-driven ecosystem.

3.2 The Functions of Alpha Generation Slang

1) To Address

1. Pookie The term "pookie" functions as a mode of address because its warm, intimate connotation, rooted in older affectionate uses, is repurposed by the Alpha Generation to foster emotional closeness in TikTok's fast-paced digital environment. Its playful, almost childlike tone creates a sense of familiarity and camaraderie, aligning with the platform's culture of expressive, supportive communication. The term's effectiveness lies in its ability to bridge the gap between digital anonymity and personal engagement, satisfying the psychological need for belonging. By using "pookie" for both peers and admired creators, users flatten social hierarchies, making distant figures feel approachable. This reflects the Alpha Generation's innovative approach to language, using lighthearted compliments to foster inclusive, community-driven interactions. The term's versatility creates a personalized,

engaging tone within TikTok's trend-driven ecosystem, where quick emotional resonance strengthens social bonds.

2) To Initiate Relaxed Conversation

1. Cap "Cap" initiates relaxed conversation by serving as a versatile marker of authenticity ("no cap") or a playful challenge to deceit, rooted in hip-hop culture but adapted for TikTok's emphasis on genuine interaction. Its dual functionality creates a conversational entry point that feels candid yet non-confrontational, aligning with the Alpha Generation's preference for concise, culturally resonant expressions. The term's effectiveness stems from its ability to establish trust or spark playful debate, fostering dynamic exchanges in TikTok's fast-paced, authenticity-driven culture. By navigating the tension between performative self presentation and credibility, "cap" encourages casual, trust-based dialogue, reflecting the Alpha Generation's skill in using slang to lower social barriers.

3) To Humiliate

1. Skibidi "Skibidi" humiliates by leveraging its association with the absurd Skibidi Toilet series, which the Alpha Generation uses to mock outdated or ridiculous behavior. Its nonsensical nature amplifies its shaming effect, signaling a cultural disconnect that positions the target as out of touch with TikTok's trend-driven culture. The term's effectiveness lies in its ability to enforce in-group norms through social gatekeeping, using absurd, meme-driven slang to regulate social boundaries in a platform where trendiness is a key social currency.

4) To Form Intimate Atmosphere

1. Brat "Brat" forms an intimate atmosphere by signaling playful familiarity or admiration, leveraging its teasing yet affectionate tone rooted in pop culture (e.g., Charli XCX's influence). Its in-group vibe aligns with TikTok's expressive communication culture, fostering camaraderie among close-knit groups. The Alpha Generation uses "brat" to create a warm, inclusive space for digital intimacy, reflecting their ability to use creative slang to strengthen social bonds through shared humor.

5) To Express Impression

1. Sigma "Sigma" expresses admiration for uniqueness or nonconformity, drawing on its association with independent, self-reliant individuals in internet subcultures. Its positive connotation positions the target as exceptional, aligning with TikTok's performative culture where standing out is celebrated. The Alpha Generation uses "sigma" to praise those who defy social norms, reinforcing social hierarchies through positive reinforcement. This function is effective because it taps into the platform's emphasis on individuality, using concise slang to convey respect and create a powerful impression in a trend-driven environment.

6) To Reveal Anger

1. Tweaking "Tweaking" reveals anger by highlighting erratic or intense emotional reactions, using a critical tone to call out overreactions. Its exaggerated connotation amplifies its expression of disapproval, aligning with TikTok's candid culture. The Alpha Generation uses "tweaking" to foster social critique, reflecting their ability to use creative slang to express strong emotions like anger while maintaining a conversational tone.

7) To Show Intimacy

1. For Real (FR) "For real" or "FR" shows intimacy by establishing trust and authenticity, using candid, acronymic brevity to signal sincerity among trusted peers. Its function aligns with TikTok's informal culture, where genuine interactions are valued. The Alpha Generation uses "FR" to foster mutual understanding, creating a relaxed, intimate atmosphere that strengthens social bonds through shared honesty in a platform where trust is key.

IV   CONCLUSION

In a more thorough conclusion, this research not only classified the data but also identified patterns and trends in the use of hate speech. It was found that insults related to specific situations and expressive forms were the most commonly used by Instagram users. A notable pattern was the frequent use of terms related to sexual organs and animal names as forms of mockery and insult against Anies Baswedan. The researcher then linked these findings to Nieto's theory, which suggests that insults involving sexual organs and animal names are widespread phenomena in many languages. Terms such as idiot,bastard, and scumbag are often used to demean and mock individuals,   as   observed in   this research. These finding enhance the understanding of how hate speech is generated and   propagated   in   online   communication, particularly on social media platforms like Instagram. The findings of this research provide a detailed examination of 63 Alpha Generation slang words identified from TikTok content produced   by   creators   @LearnWith   Pari, @KarenWazen,   and   @DAMON   SHARPE. Utilizing Allan and Burridge's (2006) framework, the researcher classified these slang terms into five linguistic categories: Acronyms (GOAT, FR), Clipping (Sus, W, MID, Fit), Flippant (Fanum Tax, Pop Off, Low Key, No Printer), Fresh and Creative (e.g., Sigma, Rizz, Skibidi), and Imitative (Finna). Notably, the predominance of Fresh and Creative slang (52 terms) underscores the innovative and dynamic linguistic creativity of Alpha Generation within digital spaces. These terms serve diverse social functions, including to address (e.g., Pookie), initiating relaxed conversations (e.g., Cap, Tea), expressing impressions (e.g., Slay, Fire), and conveying emotions such as anger or intimacy (e.g., Salty, FR). This analysis highlights TikTok's pivotal role as a platform for the dissemination and evolution of youth slang, reflecting the cultural and social identities of Alpha Generation

Suggestions
To extend the scope of this research, future studies could adopt a comparative approach by analyzing Alpha Generation slang across multiple social media platforms, such as Instagram, YouTube, or Snapchat, to explore variations in usage and context. Additionally, longitudinal studies could investigate the lifespan and evolution of these slang terms, tracking their adoption, modification, or obsolescence over time to better understand their cultural staying power. Incorporating quantitative methods, such as surveys or corpus analysis, could further validate the prevalence and demographic specificity of these terms, providing a   more   comprehensive   picture   of   their sociolinguistic impact. For practical applications,

educators and language professionals are encouraged to integrate these slang terms into pedagogical frameworks to bridge generational gaps and enhance engagement with younger learners. Educators, through the integration and contextual analysis of slang within language curricula, can foster a profound appreciation for linguistic diversity and its significance in identity formation. Additionally, content creators and marketers targeting Alpha Generation could employ these findings to design culturally resonant campaigns that align with the linguistic preferences of this demographic. Ongoing exploration of digital slang will be essential for understanding the interplay between language, technology, and youth culture in an increasingly connected world.

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