

Sociolinguistic Analysis of Gen Alpha's Slang in YouTube Shorts Comments of Meme Content Creators

Ilham Murti Adhi

Universitas Muhammadiyah Surakarta, Indonesia

Qanitah Masykuroh

Universitas Muhammadiyah Surakarta, Indonesia

Abstract

This study examines the use of Gen Alpha slang in YouTube short videos focusing on the importance of linguistic and sociolinguistic patterns. The purpose of this study is to identify slang used by Gen Alpha, analyze the types of slang based on Robert L. Chapman's classification. This study uses a qualitative method with a case study design that analyzes the comments column of content from five meme creators on YouTube Shorts. The choice of YouTube shorts as a data source is based on the popularity of this platform among Gen Alpha and this platform that encourages fast and dynamic communication. Data collection was carried out in Miles and Huberman's theory, data reduction was applied to filter relevant comments, data display was used to classify slang terms based on categories proposed by Robert L. Chapman, and verification was carried out through triangulation with other sociolinguistic references. The 121 comments containing slang, 75 were categorized as primary slang and 46 as secondary slang. This analysis is based on Janet Holmes' sociolinguistic theory of language change and age grading, and Chapman's slang word classification, which divides slang into primary and secondary categories. The results showed that Gen Alpha frequently used slang terms such as "Sigma", "Rizz", and "Mewing." The primary slang words such as "Sigma" and "Rizz" count for 35% of the total data collected. Secondary slang, more accurate to online subcultures, includes 25% words such as "Ohio" and "Fanumtax." The study concluded that YouTube Shorts act as a digital space where Gen Alpha innovate in language and enhance their group identity and social interactions. This study contributes to the field of sociolinguistics by providing insight into the effects of digital media on the development of slang and how language works to shape social dynamics among the younger generation. The results of this study suggest that digital slang has a significant impact on language development by accelerating the spread of new terms and influencing the types of communication on online platforms.

Keywords

Gen Alpha, Sociolinguistic, Slang Words

Corresponding author:

Ilham Murti Adhi, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Email: a320210185@student.ums.ac.id

INTRODUCTION

In today's digital era, social media have become inseparable parts of youth daily lives, especially Gen who refers to individuals born approximately between 2010 and 2025 (McCrindle & Fell, 2021). Unlike the previous generation who experienced the development of digital technology gradually (Ulfah N., 2018), Gen Alpha grew up with advanced digital technology and it became a major and comprehensive part of their daily activities. They are logged on and linked up – known as ‘digital natives’. Consequently, social media become inherent part of Gen Alpha’s lives.

The Social Media helps to strengthen relationships through the sharing of important life events in the form of status updates, photos, etc., reinforcing at the same time their in-person encounters as well (Aichner et al., 2021). Social media not only functions as a means of communication, but also as a means of socialization, entertainment, learning, and even character building. Nowadays, social media is an obligation that teenagers think they must have and have an influence on the lives of today's generation (Yohanna, 2020). This global accessibility and connectivity, for the social media generation through the internet, have opened new opportunities for communication and collaboration in various fields of activity or for entertainment, transforming the way we interact (Budau, 2024). Among the various social media platforms available, YouTube Shorts is a favorite choice because there is no age limit and everyone can access it. Additionally, the short and interactive visual design allow the users to interact through comments, reactions to videos, and sharing content with peers. These interactions often display unique linguistic patterns that offer interesting opportunities to explore how Gen Alpha language develops in the digital world, especially on YouTube Short.

Sociolinguistics is a new discipline that complements and expands our understanding of language (Zokirov & Isomiddinov, 2021). This study focuses on the sociolinguistic phenomena in the YouTube Shorts comment section, especially words that represent Gen Alpha. The engaging and interactive YouTube Shorts platform encourages users to use the latest slang terms. By merging the technical aspects of youth as media creators with the social aspects of youth as social networkers, new media platforms such as YouTube offer a participatory culture in which to develop, interact, and learn (Ginting et al., 2023). By analyzing comments on YouTube Shorts videos from content creators with a large following from Gen Alpha, this study aims to identify “slang words that represent Gen Alpha” and find out “the meaning behind those slang words.” The comment section is dominated by Gen Alpha, that contributes with comments that reflect linguistic features. This creates a more complete picture of how slang and expressions are used by Gen Alpha. The comments by Gen Alpha shows how digital communication encourages the emergence of a shared language that reflects generational identity. The virtual world is, for most young people who are "digitally grown," the space of selfrepresentation (Budau, 2024).

This study uses sociolinguistic theoretical framework to analyze Gen Alpha language use. Sociolinguists study the relationship between language and society (Holmes & Legere, 2013). Accordingly, factors such as age stratification (where certain linguistic features are specific to certain age groups) and language change play an important role in understanding how new linguistic forms emerge and spread. Further, social factors, including age, influence how language develops within a given group. Gen Alpha’s use of social media, such as YouTube Shorts, illustrates this theory clearly, showing how their linguistic behavior signals their age group and helps shape their

identity. These digital environments serve as spaces in which linguistics rapidly evolves, adapts, and spreads.

This study also adopts Chapman's slang classification which divides slang into primary and secondary categories to deepen the understanding of Gen Alpha language. Primary slang is the language used by members of a subculture and is so natural to the speakers that it is silent without the language (Chapman, 1986). Primary slang is a relatively new term, used within a small, common subculture and serves as a marker of identity among people. It is dynamic and changes rapidly as new trends develop. Secondary slang words are more of a matter of stylistic choice than actual identification (Chapman, 1986). Secondary slang, on the other hand, is a term that has become widely understood and understood by the public outside of its use within a specific group. Understanding these classifications will help determine whether words like “Sigma” and “Ohio” are popular or pervasive only among Gen Alphas, so analyzing comments about YouTube shorts is important. By understanding these classifications, researchers can track how popular certain slang words are and whether they are spreading to a certain age group or leaving a larger audience out.

Previous studies have investigated the linguistic phenomena on social media, particularly in the use of language by younger generations. (Mauk et al., 2020) highlighted the challenges of Generation Z and Alpha in maintaining Indonesian during globalization, while (Hasan et al., 2022), (Ulfah, 2021), (Syaputra et al., 2024) as well as (Wedananta et al., 2023) study how teenagers use slangs on social media, and (Ginting et al., 2023) analyzed how youth use language on YouTube. Other studies are by (Puspita & Ardianto, 2024) who discussed code switching and slang in Generation Z to enhance social identity, (Syaputra et al., 2024) and (Luhulima et al., 2024) who examined the development of language on Instagram and other social media and the acceleration of style using language; (Syaputra et al., 2024) who investigates the effect of social media on identity highlighted by slang, and (Putri & Sulistiyono, 2023). Besides, (Aharul, 2023) and (Ly Ngoc Toan, 2022) explored the spread of new vocabularies among young people, and particularly the examination of language talent in advertising (Martino, 2023) and vocabularies adjustment in various cultural contexts (Torrecillas & Belanger, 2023).

Although it has many similarities with previous studies, this study has significant differences. This study examines slang words that often appear in YouTube Shorts comments, while (Mauk et al., 2020) focuses on Indonesian and (Khovivah, 2022) analyzes slang on Facebook. YouTube Shorts is a platform that allows young people to watch short videos and provide comments. This study also uses Janet Holmes' sociolinguistic theory to investigate the impact of age and generation on language use. In addition, Robert L. Chapman's concept is used to understand the slang terms used by Gen Alpha, which refers to children born after 2010. Thus, this study is unique in that it examines how today's children use slang to express their identity in the digital world.

This study aims to identify the types of slang words used by Gen Alpha on YouTube Shorts and analyze how these words represent Gen Alpha's identity. This study fills a gap in research by examining the phenomenon of digital slang used by Gen Alpha in the

context of YouTube Shorts, which has not been widely explored in previous studies. By understanding the emergence and use of these words, this study can provide important insights into digital communication patterns among young people. This study is also a useful resource for further investigation into intergenerational linguistic patterns and the development of digital language. The purpose of this study is to deepen our knowledge of how language changes and adapts to the environment by describing specific slang phrases used by Gen Alpha.

LITERATURE REVIEW

1. Sociolinguistics

Sociolinguistics is language as a written or spoken sign or symbols that people use to communicate or interact with each other (Wang et al., 2023). Sociolinguistics examines the relationship between language and society, examining how language works in various social contexts, and how social factors influence its use (Holmes & Legere, 2013). Sociolinguistics is trapped in pure language studies empirical (Siregar, 2021). This study focuses on language variation, including the use of different groups, using language based on locale, social class, gender and age. “Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationships in a community, and the way people convey and construct aspects of their social identity through their language” (Holmes & Legere, 2013). One of the sociolinguistic concepts discussed by Holmes is “Age Grading,” which shows how language use changes. “They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning” (Holmes & Legere, 2013). This concept explains that patterns of linguistic change across generations are usually consistent and provide stability within a linguistic community.

2. Language Variation

Language is the most important thing humans use in communicating (Luhulima et al., 2024). Language variation is the difference in the way people speak, which can be influenced by many things, such as place, time, and situation. The way of speaking, the words chosen, or the sentence structure used by individuals from different groups or communities can show this language variation. Language variation can be influenced by many social factors, such as age, social status, and cultural background. Variation is an inherent feature of all languages and can reveal a lot about the social structure of a community (Labov, 1971), which means that by studying language variation, we can find out more great way to see how language is used in different places and by different people.

3. Slangs

Slang is an informal language used by a particular group to express their cultural or social identity (JAWU, 2023). Slang has become a trend among young people, and has become one of the contributing factors to its spread on social media (Budiasa, 2021).

Slang as a means of witnessing and separating group membership from mainstream culture (Chapman, 1986). Chapman emphasizes that slang helps to exclude outsiders and at the same time strengthens relationships between group members and creates a common language that strengthens identity and intimacy. Slang is necessary for self-development. Society would not be possible without slang (Chapman, 1986). This phenomenon shows that slang not only reflects social trends, but also contributes to cultural evolution. Chapman is often seen as a departure from standard language, but he sees slang as a valuable linguistic innovation. "To create slang, the group must be very large and in constant contact with the dominant culture, or tightly woven from small cultures and sufficiently removed from the dominant culture." (Chapman, 1986).

4. Types of Slangs

The type the slang language found on social media consists of fresh and creative, flippant, imitative, acronym, and clipping (Budiasa, 2021). The important points to one of its distinctions, that between what I call "primary" and "secondary" slang (Chapman, 1986). Chapman divides slang into two main categories: primary and secondary slang, each serving different functions and contexts. Primary slang is often embedded in the culture of a particular group, and is usually used spontaneously and informally within a close circle of friends. Secondary slang, on the other hand, is more widely known and can be used outside its original social group. Chapman's classification provides a framework for understanding how different types of slang contribute to linguistic diversity.

RESEARCH METHOD

This study uses a qualitative approach with a case study design (Miles, M. B., Huberman, A. M., Saldana, 2020), to analyze the use of slang in YouTube Short comments. In in-depth research, case studies are selected to allow for linguistic patterns in the digital gen alpha community. Sample selection is based on three main criteria: the number of creators (from thousands to millions), gen alpha participation (from comments and responses), and similarity of content types. It focuses on memes and digital culture trends. Five selected Content Creators, namely Ohioboss Satoyu, @MrCi.tv, Master Oogway, Chrizzhall, and Banjarmasin News Video, consistently produce content that reflects Gen Alpha online culture and has high interaction in the comments column. Through documentation by identifying and analyzing comments containing slang words. Comments are collected through screenshots and manually collected in Robert L. Chapman's classification, namely Primary Slang and Secondary Slang.

To ensure the validity of the data, this study uses methodological triangulation by comparing the results of the analysis with Janet Holmes' sociolinguistic theory of language change and Chapman's Slang classification. Data triangulation was conducted by reviewing repeated comments to ensure consistency in the use of slang terms, while peer validation was conducted by involving linguists in interpreting and classifying slang words to minimize subjective bias. Data analysis used Miles and Huberman's theory consisting of data reduction (filtering relevant comments), data presentation (grouping

slang based on categories and contexts of use), and drawing conclusions (linking results to research objectives). This approach allows the study to provide more detailed insights into the patterns of alpha-gen-slang use in digital communication with YouTube shorts.

FINDINGS AND DISCUSSION

1. The slang words and their meaning of slang words

Researchers collected 121 data from YouTube short comments that contain slang words. From the 121 data, the slang words found are grouped into 2 types of slang based on the slang classification proposed by Robert L. Chapman which is divided into 2, namely Primary slang and Secondary slang. The table 1 shows the frequency of occurrence of Primary and Secondary slang in YouTube short comments.

Table 1 Slang Words Frequency

Slang Words	Frequency	Percentage
Sigma	32	26.23%
NPC	16	13.11%
Mewing	11	9.02%
Ohio	9	7.38%
Rizz	7	5.74%
Gyatt	7	5.74%
Skibidi	6	5.74%
FR	6	4.92%
Brainrot	5	4.10%
Aura	4	3.28%
Blud	4	3.28%
W/L	3	2.46%
Gigachad	2	1.64%
Fanumtax	2	1.64%
Cap	2	1.64%
Big L	1	0.82%
Sheesh	1	0.82%
Mopping	1	0.82%
Goofy ahh	1	0.82%
GOAT	1	0.82%
Total Slangs Words	122	100%

1) Sigma

Sigma is a slang term used to describe an independent male archetype who likes to live outside of established social norms. The term has emerged on social media depending on the stereotype of the “alpha male.” “Sigma” is depicted as an independent, contemplative figure, often focused on his life goals, unaffected by social expectations. The term is often used of young men, especially in conversations about gender dynamics and self-development. “Sigma” is controversial, but has become a symbol of a person who respects autonomy and self-confidence and does not conform to the norms of mainstream society.

Datum 15

“Bro had all the sigmas on speed dial”

The context of this sentence is about a content creator who often collaborates with people who are considered "sigma males." Sigma males are the type of men who are independent, like to do everything themselves, and don't really care what other people think. They live outside of the usual social rules. The sentence jokes that the creator has the contacts of all the "sigma males" and can contact them directly at any time. In internet culture, the concept of a sigma male is often used to indicate a cool, calm, and goal-oriented personality. Teenagers who are active on social media often like this idea because it supports freedom and being yourself without social pressure.

2) NPC

NPC stands for "Non-Player Character," a term that originated in the video game world for characters that are not played by the player and only follow a certain script. In a slang context, NPC is used to describe someone who is considered to be lacking in originality, just following trends, or has no personal opinion. The term is often used sarcastically on social media to comment on behavior that is considered monotonous or uncritical, thus creating certain stereotypes in social interactions.

Datum 33

“MrBeast became a npc for this video”

This sentence describes MrBeast, a popular YouTube creator, who in the video is not as active as usual. He is considered to be like an NPC (Non-Player Character) in a game, which is a character who only does standard and unimportant things. On social media, NPC is often used to joke about people who are considered boring or just following a routine. This video may feature MrBeast in a different way than usual, and viewers jokingly call him an NPC to describe his minor role.

3) Mewing

Mewing is a tongue posture technique created by Dr. John Mew, an orthodontist, with the goal of improving facial structure and breathing. The technique involves placing the tongue flat on the roof of the mouth while keeping the mouth closed and the teeth together. Mewing has become a social media trend due to claims that the practice can naturally change facial aesthetics, such as defining the jawline and improving facial symmetry. While there is no strong scientific evidence to support it, the technique has caught the attention of many, especially teenagers and young adults looking for non-invasive aesthetic solutions.

Datum 50

“Bro made the master of mewing face”

This sentence is about a creator who tried the "mewing" technique in front of the camera, but his facial expression turned out funny. Mewing is a technique that involves placing the tongue on the roof of the mouth that is said to improve facial shape or enhance appearance. Many teenagers try this because it went viral on social media, even though there is no clear scientific evidence. The creator in this sentence may be making a tutorial

video or just joking around with a silly face while doing mewing. The audience also found it funny and sarcastically called him the "master of mewing face".

4) Ohio

Ohio, in internet slang, is often used as a symbol or metaphor for strange or unusual things. It originated from a meme depicting Ohio as a place where the normal rules of the world do not apply. Phrases such as "Only in Ohio" are often used to refer to something absurd or out of place. The trend became popular because of the hyperbolic humor that accompanied it, making Ohio part of the meme culture narrative.

Datum 62

"Only one Man Can Defeat Ohio Final Boss"

The word "Ohio" here is not just the name of a US state, but a symbol for strange or absurd things. On social media, there is an "Only in Ohio" meme that depicts ridiculous and absurd events that "could only happen in Ohio." In this context, someone jokes about the "Ohio final boss," which depicts the most bizarre and difficult challenge or situation imaginable. Teenagers love this trend for its hyperbolic and ridiculous humor.

5) Rizz

Rizz is a term used to describe someone's ability to flirt or attract the romantic attention of another person. It is often used in a humorous context to compliment someone who is perceived to have "charm" or skills in flirting. Rizz has become popular on platforms like TikTok, where users often create content about "seduction" techniques or funny moments related to romantic interactions.

Datum 69

"Bro rizz the phone"

The context of this sentence is the Content Creator make a romantic face and his face look hilarious. This sentence jokes about a creator making a romantic or flirtatious expression towards a phone. The word "rizz" is used to describe someone's ability to attract romantic attention. However, in this context, it is clearly a joke because no one can "rizz" a phone. This trend is popular on TikTok, especially for making funny videos with exaggerated facial expressions.

6) Gyatt

Gyatt is a popular slang among Gen Z and is often found in social media comments. This word is short for "goddamn," usually used in an expressive way to show admiration or surprise at someone, especially regarding their physical appearance. "Gyatt" is often used by young people in a casual or humorous context, emphasizing the sense of spontaneous and unexpected surprise.

Datum 76

"GYATTTTTT, Got me dying"

The word "Gyatt" is an expression of great admiration or surprise. In this phrase, a viewer comments on a creator's video with an exaggerated reaction, perhaps because of their appearance or something the creator did. The term is often used by teens on social media to express surprise or awe, usually in a joking manner. "Got me dying" adds the sense that the reaction is very funny or surprising.

7) Skibidi

Skibidi first mentioned the Russian music group Little Big, which went viral for their original dance moves. On platforms like TikTok, though, the phrase has changed to reflect an eccentric, humorous, and vivacious way of living. Featuring ridiculous scenarios in animated comedy, the "Skibidi toilet" joke has also gone viral on the internet. Generally speaking, "Skibidi" is a sign of crazy comedy and young online culture since it is used to convey things that are unusual or ridiculous.

Datum 89

"Not my lil cousin saying you're not skibidi sigma"

This sentence shows how the "Skibidi" trend has mixed with the idea of "sigma male." Skibidi itself originated from a viral song with a weird and funny dance, then evolved into a meme and symbol of an absurd lifestyle. Here, someone commenting on YouTube comments has a young cousin who jokes that others are "not skibidi enough" to be considered sigma. In other words, they combine two viral concepts to add a funny touch. Many teenagers like this trend because it combines something weird with typical social media humor.

8) FR

FR is short for "For Real," meaning "really" or "seriously." The phrase is used to assert the truth or confirm someone's statement. On social media, FR is often paired with other terms, such as "FR FR," to enhance its intensity. Its use is widespread among young people because of its short, casual, and easy-to-understand nature in informal conversations.

Datum 95

"Bro whattasig dia adalah orang gen alpha fr"

The word "For Real" has the context of emphasizing something that is real. FR, stands for "For Real," which denotes "really." Here someone is claiming that the person under discussion truly belongs to the Alpha generation, the young generation born following 2010. Teenagers commonly use this word to underline integrity or guarantee that something is authentic in casual talks.

9) Brainrot

Brainrot is a word that describes an unhealthy fascination with something, such as a movie, song, or fictitious character. It is frequently used sarcastically to signify that someone cannot stop thinking about something they are passionate about. The term reflects an intense and sometimes humorous relationship with a particular piece of pop culture or entertainment, especially among online fan communities.

Datum 27

"Nooo I don't want this new person I want the sigma brainrot person"

The context of this sentence is the word brainrot refers to the content that is weird and "rots your brain". The word "brainrot" here refers to an excessive obsession with something funny or weird. In this context, someone jokes that they don't want anything new, but want sigma content that makes them feel super obsessed (or "brain rot")

metaphorically). Teenagers often use the term to describe an intense interest in a particular trend.

10) Aura

Aura, in slang, refers to the magnetism or energy that someone exudes. The term is often used to describe someone who has a positive, charismatic, or alluring “vibe.” On social media, the term is widely used to describe a person’s unique presence that is able to attract others without having to speak or do much effort.

Datum 104

“A person with a thousand auras is very sigma”

The word “aura” here is used to describe someone who exudes a very strong energy or magnetism. In this context, someone with “a thousand auras” is considered to be extraordinary, charismatic, and captivating. The phrase refers to such a person as a “sigma,” emphasizing that their charismatic aura fits the independent and unique traits associated with the sigma male archetype. This trend is popular among teens because it links a person’s natural magnetism to a fun internet meme.

11) Blud

Blud is British slang meaning “buddy” or “bro.” The term is often used among young people, especially in everyday conversation to indicate familiarity. Blud can also have a lighthearted or joking tone, depending on the context. The word reflects the influence of urban culture and is often used in grime or rap music lyrics.

Datum 105

“Blud stuck in 2023”

The context of this sentence is the word blud is pointing to the creator it self. "Blud" is a British slang term meaning "friend" or "bro." In this sentence, the word is used to refer to someone who is still stuck in the past, because the content creator is stuck with habits or behaviors that are no longer relevant. This trend is often used to joke with friends or content creators who seem to be out of touch with the times. Teenagers like this word because it sounds casual and contemporary.

12) W/L

W/L is short for “Win/Loss,” which is often used in gaming culture or everyday discussions to judge the outcome of a situation. If someone gets a “W,” it means they succeeded or won in a particular situation, while an “L” means they lost or failed. This term is simple but very popular because of its versatility in various contexts.

Datum 111

“W song ngl but i still love you content bro i hope you have the best day”

The context of this sentence is people are commenting the comment because they think the content is awesome. W/L stands for "Win/Loss," which is used to judge the success or failure of something. In this sentence, someone is praising a song in a creator's video as a "W" (win), but still showing appreciation for the content as a whole. This term is popular among gamers and social media users because it is short, simple, and easy to understand.

13) Gigachad

Gigachad is a meme character depicting a man with a perfect physique, a defined jawline, and an extremely confident demeanor. Gigachad is often used to represent someone who is considered to be "perfect" physically and mentally, almost to a hyperbolic degree. The meme is often used ironically to praise or poke fun at unrealistic standards of masculinity.

Datum 113

"Bro had all the gigachades on speed"

The context of this sentence is the Content Creator make his face look like the Gigachad person, so the viewer are waiting for his face turned into Gigachad things. Gigachad is a meme about a man with a perfect appearance, a muscular body, and very high self-confidence. In this sentence, the creator may use a filter or effect to look like Gigachad, and the viewer jokes that he looks like he "collected all the Gigachads" in his videos. This meme is often used ironically to show excessive expectations of perfection.

14) Fanumtax

Fanumtax is a slang term that refers to the cost or price that someone has to "pay" for their pleasure or good fortune. It is often used in a humorous or hyperbolic context to describe a situation where someone faces little consequence for their actions. The term is popular in the meme community as part of an internet joke. The slang was popularized by a YouTuber Fanum. Used in a humorous context, the term refers to a situation where someone faces a small but significant consequence such as being extorted.

Datum 115

"He's fanumtaxxing the NPC"

The context of this sentence is the creator are taxing the people who act like NPC. In this sentence, the creator is considered to be "taxing" or giving consequences to someone who acts like an NPC (supporting character in the game). The context may indicate a situation where someone does something boring or too standard, and the creator jokingly adds "tax" as a punishment for that behavior. Teenagers often enjoy this humor because it combines the concept of virtual with a social situation.

15) Cap

Cap is slang for "lie" or "not true." In contrast, "no cap" is used to emphasize honesty. The term originated in rap and hip-hop culture, but has become very popular on social media and everyday conversation among young people. "Cap" is often used to call out someone who is considered dishonest.

Datum 117

"It's cap!"

The context of this sentence is the commenters are trying to tell that things are fake. "Cap" means lie or not true, while "no cap" means honest or true. In this context, some people say that something is "nonsensical." This means that you do not believe the statement. This term is often used to judge the honesty or validity of information on social media with the voices of young people who are easygoing and easygoing.

16) Big L

Big L stands for big loss or failure that leads. The letter "L" stands for "loss" and is often used to mark a moment of defeat. In internet culture, this term is used in interesting or serious situations that indicate failure. Big L is a term that indicates a big defeat, failure, or embarrassment. This term is often used in the context of internet culture to mark a moment when someone "fails" in a certain situation.

Datum 118

"Big L comment"

The context of this punishment is that people judge others. Because we believe that awareness is a distraction. Big L stands for "Big Loss." This means a big mistake. In this sentence, someone comments on the opinion of others who glance or are big. This term is usually used in a fun context to radiate what is considered uncool or inappropriate. Young people often use the term on social media to express their response to situations that are considered failures.

17) Sheesh

Sheesh is an expression of praise, surprise, and even bewilderment. In internet culture, the term is a response to something impressive or remarkable. It is often used with a high tone or dramatic style to emphasize the emotion felt.

Datum 119

"Sheeshhhh"

The context of this word is the commenter are expressing the excitement with the Content. Sheesh is an expression to show awe or surprise, usually said in a high pitch to emphasize amazement. In this context, the comment "sheeshhhh" is a way for viewers to show that they are very impressed with what the content creator has done. This trend is popular among teenagers because it is easy to use in various situations, especially to joke or show an overreaction.

18) Mopping

Mopping is a term that describes a situation where someone "cleans" or "dominates," especially in video games. The term also means to accomplish something by defeating your opponent very efficiently or completely. The term is popular in syndicates and is often used casually in discussions..

Datum 120

"You forgot mopping"

The context of this sentence is the audience trying to tell the content creator that they have forgotten the word mopping. To clean means "cleaning" or "dominating" especially in the context of video games. In this sentence, the audience can remind the creator that they forgot that it involves moments of "wiping" and situations where the creator can dominate or win. The term is popular among gamers and is often used casually to describe an incredible success.

19) Goofy ahh

The term "goofy ahh" refers to something stupid, weird, or wrong that is funny. The term is often used on social media and describes memes and very unusual situations

that make people laugh out loud. The term is humorous and is usually used as a joke. This term is often used in memes and situations that invite you to laugh because of its strangeness.

Datum 121

“Goofy ahh interview”

The sentence above is part of an interview parody, and the interviewer makes something ridiculous and ridiculous. Ahh the ridiculous refers to something stupid or funny. In this context, the film is a parody of an interview, with the interviewer or candidate acting strangely and thus causing laughter. This word is very popular among teenagers because of its basic but interesting humor.

20) GOAT

The word GOAT stands for "Greatest of All Time," which means "the greatest of all time." The phrase is frequently used to refer to someone who has achieved great success in a specific sector, such as sports, music, or art. "GOAT" is the ultimate degree of appreciation and is frequently used on social media to praise someone who is deemed iconic or legendary.

Datum 122

“He’s a GOAT”

The context of the following phrase is the viewers believe the greatest content producer of all time is here. Greatest of All Time, or GOAT for short, is the best of all times. In this line, someone is complimenting a content producer as the best due of her or his remarkable achievements. Athletes, artists, or anyone else deemed to have big impact and exceptional competence in their industry is frequently praised using this term. Teenagers find this phrase appealing since it connotes positive things and sounds cool.

2. The types of slangs

Chapman (1978) divides slang into two main forms primary and secondary slang defining the varieties of the slang words. he argues that slang reflects group identities and cultural tendencies, so it is absolutely important for language development. While secondary slang is more specialized and usually helps to differentiate in-groups from outsiders, primary slang is made of widely used terms that call for no particular knowledge. Table 2 presents the slang words types used by Gen Alpha in YouTube shorts comments.

Table 2. Slang Words Types

Slang Words	Types	
	Primary	Secondary
Sigma	✓	
Mewing	✓	
Skibidi	✓	
NPC	✓	
Gyatt	✓	
Rizz	✓	

Ohio	✓
FR	✓
Brainrot	✓
Gigachad	✓
Aura	✓
Fanumtax	✓
Blud	✓
Big L	✓
Sheesh	✓
W/L	✓
Cap	✓
Mopping	✓
Goofy ahh	✓
GOAT	✓

2.1 Primary

Primary slang, Primary slang is the pristine speech of subculture members, so very natural to its speakers that it seems they might be mute without it (Chapman, 1987). As defined by Chapman, it consists of informal expressions that are primarily used by a particular group and are rarely adopted by outsiders. This type of slang is often used among close friends or within a subculture and reflects the unique identity of the group. Primary slang is characterized by spontaneity and linguistic exclusivity, creating a group identity. This type of slang usually does not last long because it is often adapted or replaced as the group's culture evolves, making it a constantly changing part of informal communication

Datum 1

"Bro face turn to sigma"

The sentence "Bro face turn to sigma" is an example of primary slang, because the word sigma has become a widely known term and is often used on various platforms to describe someone with an independent, strong and independent character, especially in the context of popular culture. This slang is easy to understand without requiring too specific a context, so it is generally accepted by various groups of language users.

2.2 Secondary

Secondary slang, Secondary slang is a matter of stylistic choice rather than true identification (Chapman, 1987). According to Chapman, its use is broader and can go beyond the social boundaries of its originating group. Unlike primary slang, words or phrases in secondary slang often gain general popularity and are used in a wider social context, sometimes even entering formal language over time. This kind of slang often lasts longer and reflects more general society trends, therefore joining the common

vocabulary. Often crossing social and cultural barriers, secondary slang shows the part slang plays in creating language connections amongst many groups.

Datum 49

“Bro never stopped mewing since he was born”

The expression "Bro never stopped mewing since he was born" is an example of a secondary slang term. The term "customs" refers to a unique procedure that Dr. John Mew created in society. It values facial authority and the beauty of dental health. This slang is more exclusive and requires special knowledge or interest to fully understand it. This shows that primary slang has a wider general reach, but secondary slang is limited to a specific community or situation.

CONCLUSION

In this study, the researcher discusses the use of slang by Gen Alpha in the YouTube Short comment section and answers two main questions: (1) the types of slang word used by Gen Alpha and (2) how slang word represent Gen Alpha identity. From the analysis of 121 comments, various terms were found that reflect the unique characteristics of Gen Alpha such as "sigma", "npc", "rizz", and "mewing". These terms are not just communication tools, but also reflect the social values and digital culture of this generation. "Sigma" describes independent people who are not bound by social norms, while "NPC" refers to people who are considered passive for social interaction. "Rizz" refers to the charm of romantic relationships, while "Mewing" refers to a popular attitude technique among online boys. This study confirms that slang develops not only as a form of communication, but also as a means to form generational identity in the digital environment.

Theoretical Contribution of this study lies in the application of Janet Holmes' sociolinguistic theory on language change in the digital context and linguistic change in the classification of slang in Robert L. Chapman's theory. By classifying slang terms into primary and secondary categories, this study broadens our understanding of how slang evolves into online communities. However, this study has limitations, such as its reliance on a single platform, YouTube Shorts, which may not fully represent slang usage on other social media. In addition, sampling bias may occur due to the selection of creators with a high number of followers, so there may be unidentified variations of slang from smaller communities. For future research, it is recommended to compare slang usage across social media platforms, such as TikTok, Instagram, or Discord, to gain a more comprehensive picture of the linguistic dynamics of Gen Alpha in the broader digital ecosystem.

REFERENCES

- Aharul, J. A. (2023). Social Media Influenced Lexicons: A Child's Vocabulary Production in Talk-In Interactions. *International Journal of Learning, Teaching and Educational Research*, 22(4), 541–556. <https://doi.org/10.26803/ijlter.22.4.29>
- Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking*, 24(4), 215–222. <https://doi.org/10.1089/cyber.2020.0134>
- Budau, C. (2024). Identity and Representation in the Virtual Environment of Generation Alpha, Current Theory. *International Journal of Academic Research in Progressive Education and Development*, 13(3), 1595–1604. <https://doi.org/10.6007/ijarped/v13-i3/21865>
- Budiasa, I. G. (2021). Slang Language in Indonesian Social Media. *Lingual: Journal of Language and Culture*, 11(1), 30. <https://doi.org/10.24843/ljlc.2021.v11.i01.p06>
- Chapman, R. L. (1986). *New Dictionary of American Slang*.
- Ginting, R. T., Samosir, F. T., Majidah, & Putu Melati Widya Putri. (2023). YouTube as Digital Media Platform for Udayana University Students. *Khazanah Al-Hikmah : Jurnal Ilmu Perpustakaan, Informasi, Dan Kearsipan*, 11(1), 53–62. <https://doi.org/10.24252/kah.v11i1a6>
- Hasan, A., Erkinjon, & Xamid, Q. M. (2022). USING YOUTH SLANGS AMONG TEENAGERS IN SOCIAL MEDIA. *European Journal of Interdisciplinary Research and Development*, 03(June), 169–175.
- Holmes, J., & Legere, K. (2013). An Introduction to Sociolinguistics. In *Language* (Vol. 70, Issue 3). <https://doi.org/10.2307/416511>
- JAWU, O. G. (2023). AN ANALYSIS OF SLANG LANGUAGE USED BY BALI SURFING COMMUNITY ON FACEBOOK. *Universitas Mahasaraswati Denpasar.*, 19, 709–715. https://doi.org/10.20595/jjbf.19.0_3
- Khovivah. (2022). Analysis of Slang Words through Facebook Media During Covid -19 in Class VIII Students of SMP HKBP SIDORAME. *Lives of the Queens of England*, 1–51. <https://doi.org/10.1017/cbo9780511736476.001>
- Labov, W. (1971). *Sociolinguistic patterns*. 1962.
- Luhulima, C. C., Linuwih, E. R., Hutagaol, D. R., & Nofiyanti, N. (2024). Language Change on Social Media. *International Journal of English and Applied Linguistics (IJEAL)*, 4(1), 81–87. <https://doi.org/10.47709/ijeal.v4i1.3718>
- Ly Ngoc Toan. (2022). The Influence of Mass Media and Social Networks on the Spread of Slang. *Journal of Humanities and Social Sciences Studies*, 4(3), 294–304. <https://doi.org/10.32996/jhsss.2022.4.3.33>

- Martino, M. (2023). *White Noise: Linguistic Appropriation, Corporate Advertising, and Social Media*. 4(1), 1–23.
- Mauk, V., Ahmadi, A., & Mintowati, M. (2020). Defense of Indonesian Language in the Globalization Era in Generation Z and Alpha. *Proceedings of the International Joint Conference on Science, Technology, Art, and Humanities, Ijctah*, 92–100. <https://www.researchgate.net/publication/351491795>
- McCrindle, M., & Fell, A. (2021). *Generation Alpha: Understanding our children and helping them thrive*. Hachette Australia. <https://www.hachette.com.au/mark-mccrindle/generation-alpha>
- Miles, M. B., Huberman, A. M., Saldana, J. (2020). *Qualitative Data Analysis: A Methods Sourcebook*. India: SAGE Publications. SAGE Publications. https://www.google.co.id/books/edition/_/Bt0uuQEACAAJ?hl=ban&sa=X&ved=2ahUKEwily4-b78-LAxX4S2wGHaoJLn8Q8fIDegQIDhAK
- Puspita, V. G., & Ardianto, A. (2024). Code-Switching and Slang: An Analysis of Language Dynamics in the Everyday Lives of Generation Z. *Linguistics Initiative*, 4(1), 76–87. <https://doi.org/10.53696/27753719.41127>
- Putri, M. R., & Sulistiyono, Y. (2023). Code Switching and Code Mixing in TikTok Comment Columns and Its Implications for Indonesian Language Learning at High Schools. *International Summit on Science Technology and Humanity (ISETH)*, 1–14.
- Siregar, I. (2021). Epistemological Challenges Against Sociolinguistics. *International Journal of Linguistics Studies*, 1(2), 37–42. <https://doi.org/10.32996/ijls.2021.1.2.6>
- Syaputra, A. R., Sari, S., & Endang, A. (2024). *The Use Of Slang Language Style On Social Media Instagram By Gen- Z (Generation Z)*. 1(2), 147–152.
- Torrecillas, C., & Belanger, P. (2023). *Language Influences younger generations: Social Media affects students in more ways than one*.
- Ulfah, N. (2021). *Sociolinguistic study of slang words used on Tiktok memes videos*. 1–83.
- Ulfah N., F. N. A. S. (2018). Here comes the Acehese Gen-Z! Language and Identity in Social Media Communication. In *Angewandte Chemie International Edition*, 6(11), 951–952. (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Wang, J., Jin, G., & Li, W. (2023). Changing perceptions of language in sociolinguistics. *Humanities and Social Sciences Communications*, 10(1), 1–9. <https://doi.org/10.1057/s41599-023-01574-5>
- Wedananta, K. A., Padmadewi, N. N., Artini, L. P., & Budasi, I. G. (2023). Slang Words Used by Balinese Generation Z in Instagram Communication. *Theory and Practice in Language Studies*, 13(8), 2097–2106. <https://doi.org/10.17507/tpls.1308.26>

- Yohanna, A. (2020). The Influence of Social Interactions and Subjective Norms on Social Media Postings. *Journal of Information and Knowledge Management*, 19(3), 34–48. <https://doi.org/10.1142/S0219649220500239>
- Zokirov, M. T., & Isomiddinov, F. (2021). ABOUT THE PROBLEMS OF SYNCHRONOUS AND DIACHRONOUS SOCIOLINGUISTICS. *International Scientific Journal Theoretical & Applied Science*, 867–871. <https://doi.org/10.15863/TAS>