THE USE OF LANGUAGE VARIATIONS BY THE GEN Z YOUTH COMMUNITY IN DAILY LIFE AND ON SOCIAL MEDIA

Ni Wayan Swarniti[1] and Dewa Bagus Putu Indra Mahendra[2]

[1],[2] *Dwijendra University*
e-mail: swarniti12 @gmail.com

ABSTRACT

This study explores the use of language variation by Gen Z youth communities in their daily lives and on social media. Utilizing a qualitative approach with literature review as the primary method, the research aims to describe how these variations manifest and their implications on communication. Data analysis was conducted qualitatively and descriptively, highlighting the dynamic and adaptive nature of language among Gen Z. The findings reveal that language variation is not only a means of identity expression but also a tool for social interaction and community building in both offline and online environments.

Keywords: *language variation, sociolinguistics, Gen Z, social media*

1. INTRODUCTION

Generation Z, which includes individuals born between 1997 and 2012, has brought significant changes in the use of everyday language and on social media. In this digital era, social media such as TikTok, Instagram, and Twitter have become the main platforms for young people to express themselves and communicate. Gen Z's use of language variations reflects unique social and cultural dynamics, as well as adaptations to evolving information technology. Generation Z is a group of people who were born in close proximity to the same environmental conditions so that they form distinctive characteristics and are different from previous generations. According to Kupperschmidt, generational groupings are based on similarities in birth year, age, location, and events or events that affect each growth phase. This means that generation is a group of individuals who have experienced the same events in the same period of time (Putra, 2016) According to Prensky (2001) Generation Z is a generation of digital natives who are very attached to the use of technology, it seems to have been embedded in them since birth. Generation Z also has the characteristic of wanting to always be connected to the internet at all times to create and share content with others which makes them very active in using social media. Generation Z also spends a lot of time with technology in every activity and becomes a real digital society.

The variety of languages used by Gen Z often includes slang, slang, abbreviations, and the use of emojis or stickers to enrich communication. This phenomenon does not only occur in everyday informal conversations but also in interactions on social media. For example, research shows that on platforms such as Facebook, Instagram, X(twiter), TikTok, and WhatsApp young people often use language variations such as acrolet, vulgar, slang, colloquial, and jargon in posts, captions, and comments. This means that the influence of globalization and easy access to international content also makes Generation Z tend to adopt foreign language elements, especially English, into their conversations. This reflects their open and adaptive attitude towards global

influence. In addition, the preference for visual communication with the use of emojis, gifs, and stickers is creating a new form of language that is more inclusive and expressive.

However, the use of language variations in everyday life also poses challenges, especially in maintaining politeness and formality of language in contexts that require it, such as in formal education and communication. Therefore, it is important to understand the dynamics of everyday language use by Gen Z to appreciate their contribution to language development as well as overcome emerging challenges. In addition, the main factor that is different from other generations is mastery in the field of information.

2. RESEARCH METODOLOGY

This study uses a qualitative method with a descriptive approach to analyze the phenomenon of the use of language variations by the Gen Z youth community in daily life and on social media. This method was chosen to gain a deep understanding of the forms and functions of language variations used by Gen Z, as well as the social and cultural implications of such use.

Data Collection, the main data in this study was obtained through literature studies and observations. Literature sources include books, scientific journals, articles, and previous research related to language use, generation Z, and social media. Observations were made indirectly through observation of language use on social media platforms such as TikTok, Instagram, Twitter, and others. In addition, researchers will also conduct a study on content produced by Gen Z on social media to see the variety of languages used. The data analysis techniques collected were analyzed in a qualitative descriptive manner. Researchers will categorize the variety of language used by Gen Z, such as slang, abbreviations, jargon, mixed language, and the use of emojis and stickers. After that, the data was analyzed by looking at the pattern of language use, both in the context of daily communication and on social media. So the analysis will also include the identification of factors that influence the use of language variations, including the influence of globalization, technology, and pop culture. Validity and Reliability To ensure validity, this study uses data triangulation, where data from various sources (literature, social media observations) are compared and confirmed with each other. Reliability is gained by ensuring that the data analyzed comes from reliable and representative sources, as well as by conducting consistent analysis throughout the research stages.

The data sources in this study include:
1. Social media content created and shared by Gen Z users
2. Scientific articles and research related to Gen Z language and communication
3. Observation of language behavior on digital platforms and social media

Therefore, with this method, the research is expected to be able to provide a comprehensive picture of how language variations are used by Gen Z, as well as how these languages affect their social interactions in the digital era.

3. RESULTS AND DISCUSSION

The results showed that Gen Z's use of language variations is not only influenced by technological developments and globalization but also by their need to express their identity and build community. Language Variations Used by Gen Z This study identifies several forms of language variations that are commonly used by the Gen Z community to demonstrate uniqueness and connection with their peer groups, both in daily life and on social media. These variations include:

1. Slang

Popular and often short-lived terms emerged and were used in informal contexts. For example, words like savage, cringe, bucin, pov, fomo, or fyi are often found in conversations and posts on social media.

2. Abbreviation

Gen Z often uses abbreviations to speed up communication, such as "LOL" (laugh out loud), "OMG" (oh my God), "OOTD" (outfit of the day), FOMO (Fear of Missing Out), POV (Point of View), FYI (For Your Information).

3. Use of Emojis, Stickers, and GIFS

Visual communication using emojis and GIFs is particularly prominent, especially on platforms such as Instagram, TikTok, X(twiter) and WhatsApp/telegram. The use of certain emojis can also provide a special or contextual meaning.

4. Mixed Language

The combination of Indonesian and English (code-mixing) often appears in everyday communication, such as in the sentence "It's so crisp!" which shows their ability to adopt elements from foreign languages.

5. Acroletic and vulgar

A more formal or professional-looking variation of language, often used in formal contexts, commonly used in work or business environment situations and academic forums or discussions. Whereas vulgar language is used in more casual and tending to be informal situations, usually to express emotions directly, it is often used in everyday conversations with friends and comments on social media.

6. Collocial and Jargon

The use of colocial terms that are only understood by certain communities or special interest groups, such as in the world of gaming or K-pop, increasingly shows the identity of the Gen Z community on social media.

The role of social media as the main platform for Gen Z is very important in expanding and accelerating the adoption of their language variations where platforms such as Facebook, TikTok, Instagram, and Twitter not only provide a space for them to express themselves but also enable the cultural adoption of foreign content. Observations show that content that goes viral on social media tends to form new languages or new terms that are quickly adopted by the Gen Z community.

This research showed that the variety of language used by Gen Z in daily life and on social media is developing dynamically and adaptively. Gen Z uses language to express their identity, build community, and enrich communication both offline and online. On social media, language variations include slang, abbreviations, mixed language, as well as the use of visual symbols such as emojis, gifs, and stickers.

Examples of the use of language variations that are often found on various platforms, such as "LOL" (laugh out loud), "OMG" (oh my God), "OOTD" (outfit of the day), FOMO (Fear of Missing Out), POV (Point of View), FYI (For Your Information).show how Gen Z adapts to the limitations of characters on several platforms, while adapting the language to the culture of each social media.

However, this language variation has implications for how Gen Z communicates in a more formal context. Skills are needed to adapt in the use of language to conform to formal communication norms, especially in the world of education and professionals. Gen Z must be able to balance their desire to express themselves

through informal language and the need to show seriousness in a more formal context.

Overall, the study shows that language variation by Gen Z communities reflects their dynamic, adaptive, and creative nature in responding to social and technological changes. The variety of languages they use not only enriches communication but also creates strong social bonds between them, revealing a distinctive group identity in this digital age.

1. The following is a summary of Gen Z's language style variations across various platforms as follows:

A) Facebook

The language style tends to be more formal and narrative (suitable for long conversations and discussions) and is often used in communities or groups with more polite language, it can also be informal if it is within the scope of friends or family.
However, in today's Gen Z slang, users sometimes use mixed language (Indonesian- English), slang words, or emojis.

1. Examples of Formal Confessions:

"Today I feel very grateful to be able to go through all these challenges with the support of family and friends. Hopefully in the future it can be even better."

2. Contemporary Gathering:

"I swear, this is the most trivial day! From the morning, I was invited to prank with my office friends. It's not strong in the cave wkwkwk."

B) Instagram

The language style tends to be more relaxed, aesthetic, and concise, with a focus on visuals, where captions are usually short and use a lot of emojis and hashtags. And contemporary words often appear especially to look trendy, such as:

1. Contemporary Slang, where the language uses a mixture of English-Indonesian, with words such as "healing," "bestie," "vibes," or "savage."
2. Many emojis replace words for expressions.

For example: "Weekend vibes 🏖️🦋 Finally can heal too. Who needs a leave of absence like a cave? 🤣 #beachlife #healingtime"

C) X (Twitter)

The language style tends to be shorter and straightforward (limited to 280 characters), so many use abbreviations and slang words because of limited characters, where viral words and memes are growing rapidly here, namely:

1. Contemporary slang where words like "pov," "spill," "FYI," "FOMO" are often used, and users also often use "LOL," "wkwk," "anjay," or ambiguous sentences that provoke interaction.

For example: "Pov: you promise not to overthink but still have trouble sleeping

#relate #teaminsomnia"

D) TikTok

The language style tends to be more very relaxed and casual, often using slang or regional languages. So many follow the trend with viral words and hashtags, if in the slang of the Contemporary Gen Z it is very trendy such as "pov" or silly terms are also popular.

Example: "POV: Meet your ex, but pretend to be happy 😌 #pov #sadboi"

E) WhatsApp/Telegram

The language style tends to be more personal and spontaneous, because it is for quick and private chats. In addition, there are also many abbreviations and emojis, not formal. In today's Gen Z slang, they often use abbreviations such as "OTW," "WKWK," "BTW," or emojis to speed up communication.

Example: "Bro, do you want to watch it? OTW yes soon "Wkwk severe, I read the chat of person B earlier!"

2. Here are some examples of the use of language variations that are often found on various platforms, such as "FOMO," "POV," and "FYI," as follows:

1. FOMO (Fear of Missing Out)

This term is used by Gen Z to express a feeling of fear of missing out on information or activities. Often appearing on X (Twitter) or Instagram, FOMO reflects Gen Z's tendency to connect with what's happening around them.
Example: "This is a fix for the severe FOMO cave because I didn't participate in yesterday 's event."

2. POV (Point of View)

Gen Z uses "POV" on platforms like TikTok and X to invite audiences to imagine a situation from a certain point of view, often with a touch of humor or irony.
Example: "POV: You promise not to overthink but still have trouble sleeping #relate."

3. FYI (For Your Information)

This term is used to provide additional information in a concise manner. In the context of social media, FYI appears in short and informative conversations on X(twitter).
Example: "FYI, the latest update of this game is really cool, must try!

3. Here are the implications of using language variations by Gen Z

The variety of languages used by Gen Z has various implications in terms of communication and culture, both in the context of daily life and on social media, namely:

1. Influence on Intergenerational Communication

Gen Z's use of slang, abbreviations, and special terms sometimes creates barriers to communication with older generations. Older generations may find it unfamiliar or have difficulty understanding the terms used by Gen Z, which can lead to misunderstandings or differences in perception. On the other hand, this language variation also provides an opportunity for Gen Z to express their unique identities and build solidarity between younger generations.

2. Identity and Self-Expression

The language used by Gen Z, especially on social media, is a means of showing personal and group identities. For example, the use of certain jargon within a particular community, such as a term in the world of K-pop, gaming, or other fandoms, indicates a sense of belonging to that group. This shows that language is becoming more than just a means of communication; Language is also a symbol of social and cultural affiliation.

3. Adaptation to Social Media as a Communication Platform

Gen Z born in the digital era has a strong attachment to technology and social media. Therefore, they tend to create language variations that are flexible and easily adaptable to various social media platforms. For example, on Twitter with strict character restrictions, they use abbreviations and short words, while on TikTok, they more often use more relaxed and visual collocial language.

4. Challenges and Opportunities in the Educational and Professional Context

While this language variation enriches communication among Gen Z, there are challenges in its application to formal contexts such as education and work:

1. Difficulties in Maintaining Formal Language in Education

Informal language that is often used by Gen Z on social media can be an obstacle when it comes to switching to formal language in an educational environment. The use of slang or abbreviations in the classroom or in academic writing often does not conform to formal standards, requiring language adjustments within the environment.

2. Adaptation in a Professional Environment

In a professional setting, the variations of informal language commonly used by Gen Z are not always welcome. Therefore, this generation needs to learn skills in adapting to be able to adjust to a more formal environment. Some companies may also have difficulty understanding how Gen Z communicates, so it is necessary to understand both parties in overcoming these differences.

3. Innovation in Education and Training

Educational institutions and business organizations can take advantage of this language variation as an opportunity to create teaching or communication methods that are more appealing to Gen Z. By understanding their language patterns, educators can tailor teaching methods that are more relevant and engaging.

4. CONCLUSION

This research showed that the variety of language used by the Gen Z community in daily life and social media reflects their dynamic, adaptive, and creative characteristics in responding to social and technological changes. In their communication, Gen Z leverages slang, abbreviations, mixed languages, and visual symbols such as emojis, gifs, and stickers to express their identity, enrich social interactions, and build a strong digital community. However, this language variation also poses challenges, especially in contexts that require formalities, such as education and professionalism.

Overall, Gen Z's adaptation to social media and digital technology has not only changed the way they communicate, but also demonstrated their tendency to create a distinctive collective identity in the digital age. A flexible and open approach is needed from various parties to support Gen Z's creativity and identity while helping them adjust to formal situations. Further research on this variety of languages is expected to help the next generation understand the role of language in the formation of identity and social relationships in the modern era.

REFERENCE

Arshanti, K. D., & Swarniti, N. W. (2023). Pragmatics Perspective: The Analysis of Illocutionary Act Found In Movie "Toy Story 1". *PRAGMATICA: Journal of Linguistics and Literature*, *1*(2), 58-66.

AZKA, Salma Sabila; KARO-KARO, Samuel Tulus Hati. Penggunaan Bahasa Gaul Dikalangan Remaja Dalam Menggunakan Twitter.

Bawemenewi, E. P. S., & Swarniti, N. W. (2024). Analysis of Figurative Language in "Rewrite the Stars" Song Lyrics. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(1), 1-8.

CYNTHIA, Alysia, et al. Bahasa Slang pada Media Sosial "X" di Era Gen Z. *Innovative: Journal Of Social Science Research*, 2024, 4.3: 5193-5202.

Dewi, D. P. A. C., Suarjaya, A. A. G., & Muliawan, M. S. D. (2023). The Analysis of Language Style Found in "Clouds" Movie. *PRAGMATICA: Journal of Linguistics and Literature*, *1*(2), 47-57.

Dewi, Ni Putu Juliani Lestari. "Penggunaan Variasi Bahasa "Slang Language" Pada Platform Tiktok Untuk Generasi Z:

Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya, 2023, 6.3: 827-840.

FAREN, Juwita Paulina; FITRIYANI, Ida Jamilatun. Pengaruh Bahasa Gaul terhadap Bahasa Indonesia Remaja di Media Sosial.

IRAWAN, Sandi; SUDIKA, I. Nyoman; HIDAYAT, Rahmad. Karakteristik Bahasa Gaul Remaja sebagai Kreativitas Berbahasa Indonesia pada Komentar Status Inside Lombok di Instagram: Caracteristics of Teenage Slang as Indonesian Language Creativity on Status Comments Inside Lombok on Instagram.

Kajian Sosiolinguistik." *Scholars: Jurnal Sosial Humaniora dan Pendidikan* 2.1 (2024): 1-13.

Lestari, N. P. S. G., Adiwijaya, P. A., & Wedayanthi, L. M. D. (2024). The Analysis of the Usage of Emojis on Instagram Account@ Englishwithlucy. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(1), 28-37.

Mahaswari, N. M. A., Budiarta, I. W., & Muliawan, M. S. D. (2024). Illocutionary Acts Found in Dinosaur Prison Movie. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(1), 20-27.

Marthen, F. (2023). Slang Variations in "Black Eyed Peas" Songs. *PRAGMATICA: Journal of Linguistics and Literature*, *1*(1), 30-38.

Martinius, A. (2023). The Analysis of Semantic Meaning Found on Emma Watson's Speech. *PRAGMATICA: Journal of Linguistics and Literature*, *1*(1), 12-17.

Ndraha, L., Ginting, D. E. P., Hura, A. K., & Harefa, N. A. J. (2024). Pengaruh Media Sosial Terhadap

Perkembangan Bahasa Gaul di Kalangan Remaja Gunungsitoli.

Putri, A. A. (2024). Language Variation in College Students: Sociolinguistics Perspective. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(2), 72-76.

RAHMAH, Fahra Auliani, et al. Kreativitas generasi Z menggunakan bahasa prokem dalam berkomunikasi pada aplikasi TikTok.

RUMAGIT, Tannia Christina; RAMBING, Rosalina. Penggunaan Slang Bahasa Inggris Oleh Anak Muda di Kota Malang.

Setiadi, I. G. D. (2024). Language Functions Used by Local Drivers at Tanah Lot Area. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(2), 77-81.

SRI, Sri Rahmadani Syarif, et al. BAHASA SLANG PADA MEDIA SOSIAL TIKTOK. *AUFKLARUNG:*

Sutanto, J. A., Wijaya, F. A., Adrianus, I. W. A. P., Dafitra, B., Akbar, M. A. Y., Ardika, R., ... & Sholihatin, E. (2023). Ragam Bahasa Gaul Di Media Sosial Yang Digunakan Oleh Generasi Milenial Pada Era Digital.

Swarniti, N. W. (2021). The Analysis of Semantics Meaning Found In Comments of Instagram Account of Info Denpasar. In *Prosiding Seminar Nasional Linguistik dan Sastra*.

Swarniti, N. W. (2024). An Analysis of Short Story The Little Match Girl by Hans Christian Andersen in Semantics Perspective. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(2), 67-71.

Tasyarasita, A. Z., Duhita, M. E., Yulianti, W., & Yustanto, H. (2023). Ragam Bahasa Slang oleh Remaja Gen Z Pada Media Sosial Tiktok (Kajian Sosiolinguistik).

Translation and Linguistics (Transling), *3*(2), 98-109.

Widiastuti, N. L. P. S., Muliana, I. N., & Claria, D. A. K. (2024). Impoliteness Strategies Found On Jennie's Instagram. *PRAGMATICA: Journal of Linguistics and Literature*, *2*(2), 55-66.

YUNIAR, Ainun Nisa; SUWANDI, Suwandi; KA, AB Prabowo. AN ANALYSIS OF ENGLISH SLANG WORDS DISCUSSED BY SLANG CONTENT CREATORS ON TIKTOK.