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## Sociolinguistic Perspective on Digital Communication: Understanding Gen Alpha Language Use in Tiktok

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**Abstract:** This study explores the sociolinguistic characteristics of Generation Alpha's language use on TikTok, a platform blending creativity and social interaction. Examining code-switching, slang, and the influence of visual elements highlights how these features shape digital identities and cultural expression. The research uses qualitative methods like content analysis and user interviews to reveal how Gen Alpha adapts language to TikTok's standards while challenging traditional linguistic norms. The findings demonstrate that digital communication significantly impacts the language of today's youth, showcasing Generation Alpha's sensitivity and inventiveness in coining new terms driven by rapid technological advancements. Social, cultural, and technical factors influence these communication patterns, with video and visual exchanges enhancing communication skills, shaping social identities, and fostering intergenerational connections. This research emphasizes the role of platform-specific language practices in shaping teenage culture and advancing sociolinguistics in social media contexts. It concludes that Generation Alpha employs a relaxed, creative, and trend-sensitive vocabulary, particularly on TikTok, reflecting contemporary digital communication trends. The study underscores the importance of understanding language dynamics in an ever-evolving digital landscape.

**Keywords:** Sociolinguistic, Language Use, Gen Alpha, Cultural Expression, Social Interaction.

### 1. INTRODUCTION

English is a significant language that is used on a global scale. English is now utilized as a second language in many nations. Many countries have different languages, and English is an alternative to enjoying various kinds of sociolinguistics from various countries. This paper will center on social media—English so that users worldwide can enjoy it. So, the more we understand English, the more languages from around the world that we can enjoy. Slang words can be started generically in all countries based on generations. The analysis of the TikTok accounts @itsmerry91 and @tiffany.octavia shows that location and background contribute significantly to Gen Alpha's language style. Users tend to use expressions and cultural references familiar to their audience. This shows how social and geographic context influences word choice and linguistic interactions, reflecting a sociolinguistic perspective in digital communication among Gen Alpha.

The research uses a sociolinguistic lens to investigate how Generation Alpha uses language in the digital environment, specifically on TikTok. It explores how social identities are built, communication norms are established, and language changes in response to the platform's unique affordances. Understanding Gen Alpha's language use on TikTok allows us to understand better how digital environments influence language, identity, and community among young users.

Mane (2022) stated that the rise of digital platforms has transformed communication habits, particularly among young people. TikTok, one of today's most popular social media platforms, has

emerged as a dynamic arena where linguistics patterns quickly evolve, particularly among Generation Alpha (Gen Alpha), the cohort born after 2010. Gen Alpha's early exposure to digital technology influenced their language use in distinct ways, reflecting both the societal backdrop and the rapid pace of digital communication.

Sureshkumar Nayak et al. (2024). Gen Alpha's linguistics practices on TikTok provide a rich site for sociolinguistics analysis, with inventive abbreviations, emerging slang, and the usage of multimodal features such as hashtags, emojis, and short-form video content. Unlike traditional written or spoken communication, language on TikTok frequently combines verbal, visual, and aural clues to express meaning, defying established linguistic structure and interaction concepts. Sociolinguistics is intriguing because it demonstrates how language is more than just words; it reflects our personalities and interactions with others. This discipline investigates how social variables such as age, gender, class, and culture influence communication. For example, young individuals may use different slang than older generations, and we frequently change our linguistic style depending on whether we are at work, among friends, or online. With the emergence of digital platforms such as TikTok, sociolinguistics investigates how language transforms in the digital world. Each generation, such as Gen Z and Gen Alpha, develops its language for communicating, developing identity, and connecting with others. Sociolinguistics helps us understand how language changes with society, dynamically expressing our identities and interactions.

Aliyev (2021) Presumably, the most obvious of these features is that of being a verbal object (this is an object composed, for the most part, of linguistic elements). (Nasution et al., 2019) When we want to watch TikTok in English, we must learn sociolinguistics carefully because some languages come from various countries and regions worldwide. Sociolinguistics must be understood since it is directly tied to culture and the use of language in social life. (Ponomarenko et al., 2021) Generally, there are many kinds of sociolinguistics, but only one sociolinguistics will be the main focus of this research, namely slang. Through this research, the writer is interested in analyzing the use of sociolinguistics and slang in novels. (Silalahi & Silalahi, 2023) Slang is used in phrases in the novel's sentences. Searching and analyzing what kind of slang is used is a new challenge for the writer in completing this paper. Slang word is a language that tends to be harsh, not formal, and is not in the dictionary.

## 2. RESEARCH DESIGN AND METHOD

This study will take a qualitative method to investigate how Generation Alpha (children aged 8 to 14) uses language in TikTok. In general, qualitative research is a technique for explaining and interpreting phenomena, events, dynamics, relationships, attitudes, beliefs, and perceptions of a person or group about anything. The study will adopt a case study approach, focusing on unique TikTok material generated by Generation Alpha users. This provides a thorough comprehension of their verbal behavior in the digital realm.

### a. Data Collection

- 1) Content Analysis: A selection of TikTok videos from Gen Alpha users will be gathered and examined. The videos will be chosen based on popular trends and hashtags among this age group.
- 2) Hashtag Collection: Videos featuring hashtags related to Gen Alpha trends (e.g., #skibidi, #genalpha, #sigma, #fyp) will be filtered to highlight viral content among the age cohort.
- 3) Transcription: We will write down the videos' spoken content and look at the on-screen text.

### b. Data Analysis

- 1) Thematic Analysis: The transcriptions and content will be evaluated thematically to discover crucial language elements such as slang abbreviations, code-switching, and multimodal communication.

- 2) Discourse Analysis: This will help us understand the role of digital communication standards like memes, trends, and TikTok-specific lingo.
  - 3) Sociolinguistic Variable: Age, gender, and regional variation will be considered to determine whether there are significant language use disparities among these Generation Alpha subgroups.
- c. Ethical Consideration
- 1) Consent: TikTok is a public site; the study will examine publicly available content. All TikTok users under study will keep their privacy and anonymity.
  - 2) Age Sensitivity: Given that the participants are minors, extra precautions will be taken while handling and analyzing the data to guarantee no private or sensitive information.

### 3. RESULT AND DISCUSSION

This section summarizes the sociolinguistic findings from the study on Generation Alpha's language use on TikTok. The findings show that linguistic traits like slang, emoji use, and hybrid language practices represent this generation's distinct digital identity and social interaction. The conversation delves deeper into how digital communication platforms such as TikTok influence language development, emphasizing social and cultural aspects that drive these linguistic patterns.

TikTok's worldwide nature promotes language diversity and cross-cultural communication in Generation Alpha by exposing children to various languages, dialects, and cultural expressions. It promotes multilingualism and code-switching as users adjust their language to target a larger audience. This environment encourages Gen Alpha to use cross-cultural phrases, humor, and trends, resulting in a standard digital language incorporating other cultures' components while enabling local expressions to survive globally.

Generation Alpha's language use on TikTok defies standard grammar and communication conventions by emphasizing brevity, inventiveness, and visual aspects above formal structure. They frequently utilize acronyms, emoticons, slang, and non-standard spellings to communicate meaning quickly and effectively. This adaptable approach to language emphasizes immediacy and relatability, demonstrating how communication standards may change in digital settings to meet the platform's fast-paced, multimedia nature.

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We employ digital communication instead of manual communication since Gen Alpha interacts mainly through digital devices, and the platform significantly impacts the language and method of communication they use. Digital communication also allows for more engagement since Gen Alpha may connect with people from all walks of life, regardless of geography. Digital communication enables quick and flexible interactions, transforming how ideas and sentiments are conveyed. It also boosts innovation and creativity since platforms like TikTok encourage new kinds of communication, including memes, videos, and music, which are uncommon in manual communication.

### 3.1. Thematic Analysis

So here it is crucial language elements, such as slang abbreviations from

**Table 1. Gen Alpha Language-Meaning**

Millennials	Gen Alpha
Bad Vibes	Negative Aura
Leader, Good	Sigma
Bad	Skibidi
Charisma	Rizz
Cool	Gucci
Delusional	Delulu
Stealing	Fanum Tax
Loser	Ohio
Weak	Beta
Lies	Cap
Someone you love	Pookie
Botty	Great
Trying to look good	Mewing
Lose	Big L
The best	Goat
Suspicious	Sus
Acting weird	Tweaking
Did well	Ate
A confident person	Sizzler
Gossip	Tea
Enemy	Opp
Yummy	Bussin'
Ew	Ick
Average	Mid
Someone attractive	Snack
Whoa	Sheesh
Something delicious	Podium
Looking better than someone	Mogging
Sissss	Bruh
Swag	Drip

The use of Slang and Code Switching in social media identifies the usage of phrases like “Rizz” and “Sigma” to express status and self-confidence, which is common among teens and particular communities. These terms are frequently employed for code-switching in informal circumstances, alternating between formal and informal terminology, such as “Tea” to Gossip.

Multimodal communication in visual and context, many of these concepts are related to pop culture and social media, which provide meaning through visual context (e.g., memes or videos). In non-verbal expressions, terms like “Mewing” or “Skibidi” are frequently connected with popular gestures or facial expressions, which adds another layer of meaning.

### 3.2. Discourse Analysis

Pragmatic Features, Humor, Irony, and Playfulness. Humor and irony play important roles in Gen Alpha’s discourse, as they are frequently employed to establish a casual tone and undermine traditional communication conventions. TikTok’s platform design promotes humorous content; Gen Alpha uses sarcastic or exaggerated language to entertain, critique, or interact with popular themes. This discussion style strengthens group cohesion and displays a standard knowledge of the platform’s digital culture.

Influence of Digital Trends and Platform Norms. TikTok's ever-changing trends tremendously influence Gen Alpha's conversation habits. Trends like specific sound clips, memes, and challenges alter the language they employ and how they structure their messages. As a result, Gen Alpha's linguistic choices are frequently influenced by platform conventions, resulting in a language style that is both performative and adaptable, reflecting TikTok's fast-paced social milieu.

Sociolinguistics Variable: Younger generations may be more impacted by viral trends and memes shared on platforms such as TikTok. Mahardika (2024). They employ more casual and imaginative language, frequently introducing new terminology or fast-shifting slang. The Older Generation may be more consistent in their language use, blending slang aspects with more traditional language. They may be more impacted by pop culture and general allusions.

### 3.3. Ethical Consideration

When studying Generation Alpha's language use on TikTok, it is critical to ensure ethical issues about permission and privacy are met because Generation Alpha frequently involves minors. Consideration must be given to their privacy and liberty. Before collecting data, participants must provide informed consent from their parents or guardians, in the case of minors, given the public nature of TikTok material. It is critical to follow restrictions that safeguard the user's identity. Anonymizing data, eliminating direct citations that may identify individuals, and abstaining from direct involvement without consent protect participants' privacy and uphold ethical research norms.

## 4. CONCLUSION

By exposing how Generation Alpha employs language in digital communication, particularly on the TikTok platform. This journal demonstrates social, cultural, and technical influences. Gen Alpha tends to use more casual, imaginative, and receptive language to current trends. Aside from that, exchanges in the form of films and visual information improve how people communicate, establish social identities, and enable intergenerational relationships. This study stresses the need to understand language dynamics in constantly changing digital settings.

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