ENGLISH SLANG WORDS IN COMMENTS ON @AESPA_OFFICIAL TIKTOK ACCOUNT

THESIS

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ABSTRACT

Aryanti, E.S.C (2024). *English Slang Words in Comments on @aespa_official TikTok Account.* English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Endratno Pilih Swasono, M.Pd., (II) Prof. Dr. H. Mohammad Kurjum, M.Ag.

In this research, two problem statements will be discussed: 1) What are the slang types used by the followers of @aespa_official TikTok account in the comments section? and 2) What are the reasons followers of @aespa_official use slang words when commenting? Based on Allan & Burridge (2006) theory, this study identifies slang words into five types: Fresh and Creative, Clipping, Imitative, Casual, and Acronym. This study aims to analyze the use of slang words by followers of the TikTok account @aespa_official, which is a form of informal communication used in conversations within the K-pop fandom community. This research focuses on the use of slang words found in the comment section, which shows the creativity and social identity of the younger generation.

This research applies a descriptive qualitative method that collects data on 149 comments on the @aespa_official TikTok account. Based on the analysis, it shows that the Fresh and Creative type has the most data with 81 data (54.4%), followed by Clipping with 32 data (21.5%), Imitative with 27 data (18.1%), Flippant with 5 data (3.4%), and Acronym with 4 data (2.6%). The use of the words Fresh and Creative shows users' creativity in forming new terms related to the social and culture of Generation Z. Meanwhile, the use of the words Clipping and Imitative shows that users want to facilitate communication without eliminating the word's original meaning.

The results of this study also identified several reasons why TikTok users use slang words, including to build relaxed communication, show a social identity, show familiarity, and adjust to cultural trends and digital technology. As a video-based platform, TikTok significantly impacts language use through interactive visual content. This research also shows that language continues to evolve according to its users' social and cultural needs. This research provides a new understanding of the role of slang words in strengthening relationships between people in online communities, especially in the K-pop fandom. This study provides suggestions for further research across a wider range of social media platforms and uses more data to better understand the development of slang over a longer period of time and observe the development of the slang trend phenomenon in the digital era.

Keywords: Slang, TikTok, Aespa

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ABSTRAK

Aryanti, E.S.C (2024). *Kata-kata gaul Bahasa Inggris dalam Komentar di Akun TikTok @aespa_official.* English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Endratno Pilih Swasono, M.Pd., (II) Prof. Dr. H. Mohammad Kurjum, M.Ag.

Dalam penelitian ini, terdapat dua rumusan masalah yang akan dibahas: 1) Apa saja tipe-tipe bahasa gaul yang digunakan oleh para pengikut akun TikTok @aespa_official di kolom komentar? dan 2) Apa saja alasan para pengikut menggunakan bahasa gaul saat berkomentar? Berdasarkan teori Allan & Burridge (2006), penelitian ini mengidentifikasi kata slang menjadi lima jenis: Segar dan Kreatif, Kliping, Imitatif, Santai, dan Akronim. Tujuan dari penelitian ini adalah untuk menganalisis penggunaan kata slang yang digunakan oleh pengikut akun TikTok @aespa_official yang merupakan salah satu bentuk komunikasi informal yang digunakan dalam percakapan dalam komunitas fandom K-pop. Penelitian ini berfokus terhadap penggunaan kata-kata slang yang terdapat dalam kolom komentar yang menunjukkan kreativitas dan identitas sosial generasi muda.

Penelitian ini menerapkan metode deskriptif kualitatif yang mengumpulkan data sebanyak 149 komentar yang terdapat pada akun TikTok @aespa_official. Berdasarkan hasil analisis menunjukkan bahwa tipe Fresh and Creative memiliki jumlah data yang paling banyak dengan 81 data (54,4%), yang diikuti dengan Clipping sebanyak 32 data (21,5%), Imitative sebanyak 27 data (18,1%), Flippant sebanyak 5 data (3,4%), dan Acronym sebanyak 4 data (2,6%). Penggunaan kata Fresh dan Creative menunjukkan kreativitas pengguna dalam membentuk istilah-istilah baru yang berkaitan dengan sosial dan budaya Generasi Z. Sementara itu, penggunaan kata Clipping dan Imitative menunjukkan bahwa pengguna ingin mempermudah komunikasi tanpa harus menghilangkan makna asli dari kata tersebut.

Hasil penelitian ini juga mengidentifikasi beberapa alasan pengguna TikTok menggunakan kata slang di antaranya adalah untuk membangun komunikasi yang santai, menunjukkan sebuah identitas sosial, menunjukkan keakraban, dan menyesuaikan diri dengan tren budaya dan teknologi digital. Sebagai platform berbasis video, TikTok memberikan dampak yang besar dalam mempengaruhi penggunaan bahasa melalui konten visual yang interaktif. Penelitian ini juga menunjukkan bahwa bahasa terus berkembang sesuai dengan kebutuhan sosial dan budaya penggunanya. Penelitian ini memberikan pemahaman baru terhadap peran kata slang sebagai sarana untuk mempererat hubungan antar sesama dalam komunitas online, terutama dalam fandom K-pop. Penelitian ini memberikan saran untuk meneliti lebih lanjut di berbagai platform media sosial yang lebih luas dan menggunakan lebih banyak data sehingga dapat lebih memahami perkembangan bahasa gaul dalam periode waktu yang lebih lama guna mengamati perkembangan fenomena tren bahasa gaul di era digital.

Kata Kunci: Kata gaul, TikTok, Aespa

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