

THE USE OF GEN ALPHA SLANG ON SELECTED TIKTOK VIDEOS

THESIS



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ABSTRACT

Mahariya, I.A.P. (2025). *The Use of Gen Alpha Slang on Selected TikTok Videos*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

This research aims to explore the use of Gen Alpha slang through selected videos from the TikTok platform. Gen Alpha is a term for a group of people born between 2012-2024. There are two focuses that the researcher wants to analyze, including the types of Gen Alpha slang and the word formation process of each Gen Alpha slang. By using the theory of Partridge (2015) and Yule (2019), this research focuses on analyzing the types and word formation process of each slang.

This research adopted a qualitative approach that focuses on presenting a detailed and structured description of the phenomenon under study. This research emphasizes in-depth descriptions and transcripts to gain a comprehensive understanding rather than using numerical measurements. The data from this study was collected by transcribing selected videos containing Gen Alpha slang on TikTok. Next, the types and word formation process of Gen Alpha Slang were analyzed.

This research reveals that the majority of Gen Alpha slang falls into the society slang type, with a total of forty data. While the type of slang that has a minority of data is slang in sports and games with a total of only four data. This finding shows that Gen Alpha slang is widely circulated and used by the community, especially teenagers who actively use social media. Furthermore, fourteen data are included in multiple processes and have the most data compared to other word formations. The findings prove that the majority of Gen Alpha slang experiences more than one word formation process. Moreover, the word formation process with the minority of data is acronym with only one data.

Keywords: slang language, Gen Alpha, TikTok

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ABSTRAK

Mahariya, I.A.P. 2024. *Penggunaan Bahasa Gaul Gen Alfa pada Video-video Terpilih di TikTok*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

Penelitian ini bertujuan untuk mengeksplorasi penggunaan bahasa gaul Gen Alfa melalui video-video terpilih dari aplikasi TikTok. Gen Alfa merupakan sebutan untuk sekelompok orang yang lahir pada rentang tahun 2012-2024. Terdapat dua fokus yang ingin dianalisis oleh peneliti, yaitu jenis-jenis bahasa gaul Gen Alfa dan proses pembentukan kata dari masing-masing bahasa gaul Gen Alfa. Dengan menggunakan teori Partridge (2015) dan Yule (2019) penelitian ini berfokus untuk menganalisis jenis dan proses pembentukan kata dari masing-masing bahasa gaul.

Penelitian ini menggunakan pendekatan kualitatif yang berfokus pada penyajian deskripsi yang rinci dan terstruktur dari fenomena yang diteliti. Penelitian ini lebih menekankan pada deskripsi dan transkrip yang mendalam untuk mendapatkan pemahaman yang komprehensif daripada menggunakan pengukuran numerik. Data dari penelitian ini dikumpulkan dengan cara mentranskrip video-video terpilih yang mengandung bahasa gaul Gen Alfa di TikTok. Selanjutnya, jenis dan proses pembentukan kata bahasa gaul Gen Alfa dianalisis.

Penelitian ini mengungkapkan bahwa mayoritas bahasa gaul Gen Alfa masuk ke dalam jenis bahasa gaul masyarakat, dengan total empat puluh data. Sedangkan jenis bahasa gaul yang memiliki data minoritas adalah bahasa gaul di olahraga dan permainan dengan total hanya empat data. Temuan ini menunjukkan bahwa bahasa gaul Gen Alfa banyak beredar dan digunakan oleh masyarakat, khususnya remaja yang aktif menggunakan media sosial. Selanjutnya, empat belas data termasuk dalam beberapa proses dan memiliki data terbanyak dibandingkan dengan bentukan kata lainnya. Temuan ini membuktikan bahwa mayoritas bahasa gaul Gen Alfa mengalami lebih dari satu proses pembentukan kata. Selain itu, proses pembentukan kata dengan jumlah data paling sedikit adalah akronim dengan jumlah satu data.

Kata Kunci: bahasa gaul, Gen Alfa, TikTok

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