# VARIATIONS IN THE USE OF INDONESIAN IN SOCIAL MEDIA: A CASE STUDY ON TIKTOK

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**ABSTRACT**

This study discusses the use of Indonesian language variations in TikTok social media. TikTok as a social media application that can provide education and entertainment, there are many unique and creative variations of language in it. This research discusses the variations of Indonesian in it and the impact of language variations in TikTok. This research method uses qualitative analysis methods. The technique used is listening and note-taking techniques to obtain data by listening to language use and noting the language in the speech. The research findings show that there are many variations in Indonesian, including the use of mixed Indonesian with regional languages, changes in words, and changes in meaning in the creator's speech.

**Keywords: Language Variations, TikTok, Creator Content**.

## INTRODUCTION

Social media is a digital platform for interacting, sharing content, which is used to make it easier for someone to find information or entertainment by online. Some examples of social media; Facebook, Instagram, Twitter, YouTube, TikTok, and several others. In this digital era, social media has become the main platform for everyone either to provide education or just to find entertainment. Some of the social media platforms provided certainly make it easier to find or what you want to find. Especially TikTok social media. TikTok social media is one of the popular music video applications and platforms among the public. TikTok, is the most popular social media platform in the current era for finding information or just entertainment. Some of the content in this application has a lot of interesting information and is easy to find just by writing keywords in the search in the TikTok application, after that we will be directed to several informational videos related to what we are looking for. Some TikTok content such as education, art, culture, pets, news, and many other things that can be explored.

Indonesian as the official language of the country is a large language, but in its application in social media, especially those used on TikTok, it has experienced rapid and dynamic development. TikTok, with its short video format, allows users to interact with language directly and spontaneously. This creates a rich and diverse space for linguistic exploration. The variety of language displayed on TikTok is called language variety. According to Kusumaningsih (2013: 15), language variety is a term used to designate one of the many variations that exist in language use. The language used in TikTok social media uses a unique and diverse language. In the Indonesian context, the use of Indonesian in TikTok shows interesting variations, reflecting new adaptations and creations in language use. There are several differences in meaning that have changed due to the unique language culture on social media, for example on the @udapalo account.

The content creator created a large portion of eating content. However, what is interesting is the language used, such as the beginning of the video he said "kepala gua lagi sakit perut". The context of the language used in the video does not match the meaning. Because logically the head and stomach are two different things but are united by the creator. Interestingly, the audience or those who comment understand the language, even though linguistically it does not have a clear meaning.

This language ability needs to be considered, because it can affect the use of standardized language. This change in words or sentences is called language variation. This is certainly important, because it will become a habitual thing and affect the writing of language that will be used to write papers, theses, reports, and other forms of scientific papers. Although the language in this context is only for entertainment and can be understood by many and in accordance with the situation and conditions, which is not formal.

Some previous similar studies on the use of Indonesian in social media include Mila Rosa Amelia, et al with the title "Ragam Bahasa Remaja Dalam Media Sosial Tiktok; Kajian Sosiolinguistik". This study focuses on TikTok social media where the data analyzed is in the form of speech in which there is a variety of Indonesian. The techniques used are taking note and speaking technique. Deviyatul Ro'fah, and friends with the title "Variasi Bahasa Jargon Pada Akun Tiktok @Vina Muliana". This research is to describe the form,class, and function of jargon in the TikTok @Vina Muliana account. So the difference with the current research is that the scope of language obtained is wider, while the previous research only discussed examining one TikTok account in which there were several language variations. Yeri Septianti Putri, and friends with the title " Bahasa Gaul Dalam Media Sosial TikTok". Previous research focused on how Indonesian language variations from abbreviations, absorption forms, acronyms, metathesis forms, contraction forms, Indonesian beheading forms that occur in TikTok. Meanwhile, the current study discusses more generally how language variations are obtained from several TikTok accounts. Ati Sandi Rohayati with the research title ""Penggunaan Bahasa Indonesia di Media Sosial". The previous study looked for several language variations on Instagram social media, obtained some slang vocabulary from word abbreviations, acronyms, and new vocabulary created on Instagram social media. Meanwhile, the current study focuses on ticktock social media which is considered to have a wider scope of language variations used.

This study aims to identify and analyze the variation of Indonesian language use in TikTok social media. How Indonesian is used on the platform. The main focus is to know and understand how TikTok users adapt Indonesian in creative and social contexts on the platform.

## METHODS

Methods is a way of using techniques in doing something. Meanwhile, data means information obtained through certain measurements to be used as a basis for compiling logical arguments into facts (Fathoni, 2011: 104). This research method uses a qualitative analysis method. According to Staruss and Cobin (in Sujarweni, 2023: 6) what is meant by qualitative research is a type of research that produces findings that cannot be achieved using procedures or other means of measurement. This research is to analyze the language taken from several tiktok accounts.

The listening method and note-taking technique are used in this study to obtain data by listening to the use of language from TikTok social media and note-taking technique is done to record and classify the language in the speech.

**RESULTS AND DISCUSSION**

The use of language variation on TikTok social media is an interesting phenomenon. The results show that the Indonesian language used varies greatly. Some content creators use Indonesian creatively by mixing various language used, ranging from slang, English, regional languages, and even illogical language. Here are some language variations obtained from content creator accounts.

1. @mursid241. This content creator account is very unique, because it has some creative content, one of which is trying out dishes that are on the rise or the term is now viral combined with his funny behavior. In his content, he often mentions the word "*wel*" seperti kalimat "*metode dan cara-cara di video ini wel*" "*cuman aja encer wel*", "*harganya terjangkau wel*", "*walaupun hanya ada uang 100 ribu wel*" "*sampai 400 ribu wel*"

   The word "*wel*" in some video excerpts provide a fairly clear understanding. Content creators use the word "*wel*" as a substitute for greeting people, or it could just be a figurative word in complementing the sentences spoken. This is unique and some other content creators also use the word "*wel*" as a greeting or complementary word.

2. @A D E B A E. This content creator provides an appetizing eating experience. Some of her content always manages to steal the attention of many people with her delicious way of eating. But there are other interesting things, namely some pronouncing that are rarely heard, such as:

   a. "*Sanak*" in several videos such as "*Halo Sanak, ujan-ujan mi lagi*", "*halo Sanak, sudah berapa tahun kita tidak makan mi*", "*Halo Sanak, gimana kabar*", "*Ah nyesel beli produk ini Sanak*", Halo Sanak, makan yuks*".

   According to KBBI, the word Sanak means brother; family; people who are related; relatives. The word "Sanak" is always featured in some of A D E B A E's videos, which is interesting because it introduces a language that is rarely used by some Indonesians because this language is usually used in several places in Indonesia.

   b. Another word "pemanis buatan" in the video is often said, "*pemanis buatannya kita taroh duluan ya*" "*pemanis buatan, ingat ya makan ini harus pedas kecut*". The translation in English: "*we put the artificial sweetener first*" *artificial sweetener, remember this meal must be spicy and sour*. The word "pemanis buatan" the artificial sweetener in the video has a different meaning, which refers to the lime used to flavor food, the creator did not say lime but replaced it with the word artificial sweetener.

   c. Bawang jahat "*ada bawang jahat sama air-airnya*", "*nah untuk bawang jahatnya kita pakai*". The translation in English: "*There are bad onions and water*", we use the bad onions*". The word "evil onion" here refers to red onion or shallots. The term "evil onion" may be derived from the famous legend of shallots and garlic. Shallot is antagonistic or evil, so the word "evil onion" in the video refers to shallot.

   d. Ikan teri "*kita kasik ikan teri hijau dan merah*", "*bawang jahat, ikan teri*". The translation is: Anchovies "*we give green and red anchovies*", "*evil onions, anchovies*". The anchovies in the video refer to small green and red

chili peppers. Every video shown contains green or red chilies, the creator always mentions these chilies with anchovies.

3. @tony JR. This account owner from Bali has quite interesting and entertaining content, which provides tutorials on wearing clothes that match the theme. Not only is the content interesting, the language used is also very varied.

   a. The word "*Wi*" is always used in his content . "*Okay Wi, karena Wi nya sudah komen*" (*the translation in English: "Wi has commented"), Okay Wi, karena Wi nya sudah paket lengkap*" (its translation: "*Wi is a complete package*".) Actually, the word "Wi" that is often spoken by creators is the meaning of the word older brother in Bali. This word is often used by Balinese people in addressing friends or relatives they meet.

   b. The word "*Bray*", "*Hai Bray di video hari ini*",( its translation in English: *Hi bray in today's video*",) "*Hai Bray, di video hari ini mau styling nyari klepon", "cek outfit dulu Bray".*(its translation: *Hi Bray, in today's video I'm styling for klepon", "check your outfit first bray"). Bray* is a substitute word for the word Bro, which is used as a slang term to call a friend who is very close like a brother.

4. @adamardika. This account owner from Bali has many followers on his TikTok account. Content about his daily life is an attraction for his followers. There is an interesting language used by this creator, namely the mention of the word "*Semeton*". "*Dalam 1 jam Made bisa dapetin semua ini semeton", "Akhirnya pindah cabin semeton", "Belum semeton, jadi Made".* (The translation in English: "*In 1 hour Made can get all of this semeton", Finally move to the cabin semeton", "Not yet semeton, so Made".)* The word *semeton* is actually common in Balinese ears, because this word means brother in Balinese.

5. @Hans. The owner of this account mostly contains videos about wedding decorations using flowers, plants, clothes, and others. There is interesting language from this creator, namely the word "*mengarang*". "*Gua lanjutin hasil mari mengarang ini dengan", "Mari mengarang, jadi sebenarnya gua", "Kita mari mengarang aja dengan tangan kosong", "Nah ini hasil mari mengarang gua hari ini", coba ya, mari mengarang".* The translation in English: "*composing". "I continue the results of composing this with", "Let's compose, so actually I", "Let's just compose with our bare hands", Now this is the result of composing today"' try okay, let's compose".* The word compose is actually intended to string words arranged based on a specified theme, but the application of the word compose is used by the account owner with the meaning of arranging or processing existing materials to be used as decoration.

6. @Daenk Rukka. This content creator has many funny videos containing discussions about one of the soccer clubs, Manchester United. But there is something interesting about the language conveyed by the creator, namely "Naik Gunung".

   "Udah siap Ijul naik gunung ini pak," "Malam ini lawan Porto kalau kalah naik gunung lagi lah kita". The translation in English ("*Ijul is ready to climb this mountain sir,"Tonight against Porto if we lose, we will climb the mountain again.*") The word climb up the mountain referred to in some of these videos apparently leads to the defeat of the team.

7. @Udapalo. This content creator also has his own uniqueness. Some of the videos shown are about eating activities quite a lot. Every content has language that is always inserted but not in accordance with reality. Here are some examples and their meaning in English:

a. *"Kepala Gua lagi sakit perut"* ("My head got stomach ache")
b. *"Diganjel dulu dikit nih"* ("Just stop it a bit first")
c. *"Kepala Gua lagi asam lambung"* ("My head got stomach acid")
d. *"Dipancing dulu dikit, lagi kurang napsu makan"* ("Stimulated fisrt, I have no appetite")
e. *"Lumayan buat ganjalan perut gua"* ("Not bad for filling my stomach")
f. *"Lagi ga enak badan, makan sedikit dulu"* ("not feeling well, eat a little first")

Whereas in the video, the creator prepared a large portion of food but not in accordance with the language conveyed.

Thus, it can be said that social media, especially TikTok, has several variations of language use that are not in accordance with its meaning. However, this language variation is understood by many people seen from the creator's comment column. This understanding of language variation is a conclusion that TikTok social media reflects an adaptation to a fast-growing digital culture where language is a flexible, unlimited, and innovative means of expression. The language variation is understood through language context.

## THE IMPACT OF LANGUAGE VARIATION IN TIKTOK

The use of varied language in TikTok can indeed affect the Indonesian language in its application. The incompatibility of the meaning makes someone have to think first with what is conveyed. Some of the impacts felt towards language variations in TikTok include:

a. The Spread of Slang
The spread of new languages that appear will be more quickly captured by TikTok users. This causes the use of Indonesian to be less desirable and will even seem wordy and difficult to learn, because the language in TikTok social media provides a language that is light and easy to understand.

b. New Vocabulary Creation
The creation of new vocabulary will be more widespread, because the language elements conveyed are so light and easily accepted by many people. Even the language created sometimes does not match the meaning conveyed, this becomes a new language variation in language understanding.

c. Influence on Language and Cultural Identity
The influence of this language will certainly be striking among young and old people. The use of TikTok language tends to be informal and fickle, while among older people, people tend to use formal Indonesian, this creates a difference in language style between the younger generation and older generation.

d. Influencing Literacy and Learning
Another impact of this phenomenon is the influence of literacy, or the culture of reading the Indonesian language. Because non-formal language skills are used to convey messages creatively, quickly, and concisely. Meanwhile, the use of standard language must be understood by the language rules that have been regulated in it. This affects the quality of language that makes confusion about understanding standardized language. Especially for those who are not used to such rapid language shifts.

## CONCLUSIONS

Language variations in the development of the times continue to change. This change is something that a person needs to know and learn in order to communicate using an understanding of meaning that can be captured properly. Although there are several

impacts that will occur when language developments that occur on social media, especially tiktok, can affect the level of good and correct Indonesian language learning decreases and the accuracy of pronunciation becomes less meaningful because it does not comply with the rules or references to Indonesian language in its standardization.

Through this case study, we can see how TikTok is not only an entertainment platform, but also a language innovation and cultural expression. The variety of language use in social media reflects the continuous evolution in the way we communicate and interact digitally. Some of the language variations obtain from TikTok's creative content make language broader and more develop. This development must be equally considered, not to affect our united language, namely Indonesian.

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