

ABSTRACT

The development of social media has made slang very popular among generation Z because it is often used as a medium of communication for daily conversations. Usually, various variations of language are combined to communicate, both interactions carried out in the real world and the virtual world. One of the interactions in cyberspace with slang occurs in the TikTok application, namely in content creation and in the comments section. This interaction makes slang become a culture in cyber media that is exchanged between entities. This research uses a virtual ethnographic approach with four levels of cyber media analysis to find out how cyber culture uses slang by generation Z on the TikTok application at various levels. Through observation methods and interviews with content creators and generation Z users of TikTok, researchers obtained the results that there are several types of slang that have become cultural artifacts on the TikTok application, including slang from foreign languages, slang from abbreviations, shortening and reversed words, to slang borrowed from foreign languages. The interactions that occur on the TikTok application also have effects on informants in the real world, such as experiences, relationships, and changes in daily communication habits due to slang.

Keywords: slang language, Z generation, TikTok, cyberculture, virtual ethnography