

CHAPTER I

INTRODUCTION

This chapter contains six subchapters: Backgrounds, Research Question, Objective of The Research, Scope of Research, Significance of the Research, and Clarification of Terms. A brief explanation of each is given in sections 1.1 through 1.6.

1.1 Backgrounds

Language is an important tool for communication both spoken and written. Crystal and Robbins (2024) state that language evolves dynamically to express thoughts, emotions, and share information among individuals, who as part of a social group or community. One of the language functions according to Fahrurroji (2019) is a tool for representing human identity and for self-expression. Terminologies as a part of language grows when community members create new terminology in reaction to social change, technology, or new communicative needs. The community's language diversity increases along with the advancements of technology. New terminologies arises within a community through a collective linguistic agreement that serves as a communication tool, facilitating the conveyance of meaning and intent (Lutfiah & Sudarwati, 2021).

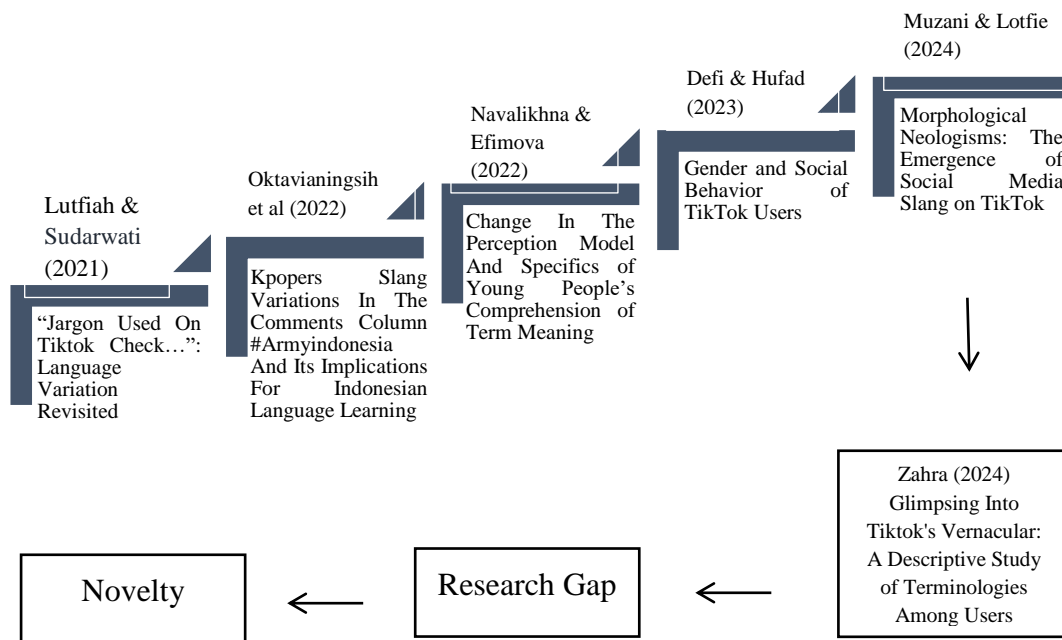
Moreover, Ming (2020) states that people employ several language varieties in their daily interactions with each other, based on the various social contexts that are dictated by variables like the issue, the environment, and the participants. Cultural connections, communication needs, common interests and goals are important factors in establishing a language community. Every community has their own terminologies, including on TikTok as a social media platform. Based on the previous study by Karpova & Borymska (2022), TikTok is one of the most popular applications in this era. According to Iqbal in Business of Apps, April 18, 2024 TikTok reached 1.5 billion users in 2023, an increase of 16% from the previous year, which is about 1.3 billion in 2022. TikTok has high usage across all regions and has more than 500 million users in the Asia Pacific region, including Indonesia. Khlaif & Salha (2021) state that TikTok application allows

users to easily comment, upload, and share content with other users via various social media platforms. The use of TikTok has increased among teenagers and adults in Indonesia since the pandemic, and children also use this application service when they are bored, they make and view content they find entertaining (Nurviantika & Umam, 2023).

Social media platforms such as TikTok have created unique virtual communities whose linguistic expressions are rapidly evolving language. Language development is based on dynamic technology, generating terminology within a community. An interesting phenomenon is the growing use of vernacular language on TikTok by its users. Ming (2020) state there are different social functions and meanings associated with different language varieties. This is also same case with the development of vernacular terminologies used by TikTok users.

State of the Art (SoTA) in research denotes the present level of knowledge and comprehension in a specific field. It refers to the current level of development or advancement in a particular field (Barry et al., 2022). It encompasses all contemporary findings, theories, methodologies, and practices relevant to the research topic at a given time. To obtain research gaps and novelty to enhance research discussions. In this research SoTA is used to provide an up-to-date overview of terminology and technology utilization across the digital community, specifically in TikTok as a social media platform. The differences from the previous studies can be seen in the following chart:

Chart 1. 1 State of The Art



TikTok is one of social media platforms that is used for language expression. Lutfiah & Sudarwati (2021) which gives a view of two aspects of the jargon used in the TikTok app: form and context. The aim of this study is to define jargon and determine its type and specific significance with a qualitative descriptive approach. Furthermore, Oktavianingsih et al (2022) found variations of slang in Kpopers as an online community that used their terms in communication. It is merely employed in certain circles so that besides these groups, they are less common to know its meaning. The purpose of this study is to describe the forms of Kpopers slang variations in the #ArmyIndonesia comment column on TikTok social network and their interactions in Indonesian language learning. Navalikhina & Efimova (2022) discusses changes in the perception model of young people aged 18 to 20 years, with a shift towards a digital type of understanding of word meaning based on logic, real facts, and evidence. This research used a quantitative method and the findings suggest that the meaning of terms is emotionally colored when they are used in one's professional field and when one understands them.

Defi & Hufad (2023) characterize how gender influences the selection of

TikTok video content and ascertain how gender affects users' social behavior. A questionnaire was employed for data gathering in the descriptive quantitative research approach. Moreover results of Muzani & Lotfie (2024) revealed current slang social media terms, which are neologisms or popularized on TikTok. Social media terms used as a form of group association where these words are commonly recognized by people who know TikTok or social media trends.

Novelty and research gap was found from the previous research. The concept of novelty has become increasingly important in this research. Novelty refers to the new or innovative aspects of research (Barry et al., 2022).

A variety of studies have been conducted to examine how terminology is used in digital communication, especially on TikTok. However, there is no specific discussion on the terminological form of these user accounts. Researcher found gaps regarding the vernacular terminologies and their meaning on TikTok based on gender demographics users. An important novelty of this research is focusing to find out the forms types and the uses of vernacular terminology in tiktok based on gender users demographics. Literature study and TikTok content analysis were selectively used to collect data in this descriptive qualitative research approach.

TikTok is currently one of the most popular social media platforms used by all social communities from all over the world. The emergence of unique phenomena in TikTok content is certainly an interesting aspect to research. In the context of this research focusing on a terminologies. The researcher is interested in the vernacular terminologies used by TikTok users. Currently, TikTok is also used as a place to publish information, culture, and characteristics of a community. According to Vlieg (2023) the interaction between users of TikTok can be revealed through the analysis of the vernacular on TikTok using digital methods, including content analysis. This allows researcher to explore how TikTok users use TikTok's vernacular to create and share content based on differences gender demographic.

Vernacular language spoken by a community, which is informal, or casual, or at least standardized and flexible (Ming, 2020). Vernacular terminology on

TikTok becomes popular and is often used in daily life. One of them is FYP, it stands for the "For You Page" page in the hugely popular TikTok short video app. It is the main screen when users open the app. For users, FYP serves as a personalized landing page with carefully chosen films that TikTok believes they may have seen or enjoyed (Lutfiah & Sudarwati, 2021). TikTok users often put the hash tag of their videos with #fyp. Hopefully, their content appears on other TikTok users' pages, thus getting more views.

According to Lev Vygotsky a Russian psychologist in his book entitled "Thought and Language" (1962), language learning happens through social interaction with others, and thoughts grow from external language obtained through the social environment. Based on Vygotsky's theories, communication and interaction are the primary influences on human development. Zavershneva & Veer (2019) state that using TikTok as a social platform and developing language to express social interactions contribute to the transformation of innate thoughts into higher thoughts.

The terminologies has gained popularity over time and is frequently used on social media. TikTok users also frequently use the terminologies in everyday conversations inside and outside of the app. This research aims to find terminology that appears among TikTok users by characterize terminologies by the forms types and the uses of vernacular terminology in tiktok based on gender users demographics. Literature study and TikTok content analysis were selectively used to collect data in this descriptive qualitative research approach. As the reality of language is constantly being reshaped and adapted to fit the unique communication styles and trends on TikTok. It is like the evolution of language in the digital space to facilitate communication and minimize misunderstandings in its use.

From the explanation above, the development of language on social media, especially terminology on TikTok is a very interesting phenomenon to observe and research. The dynamic development of language in this digital era is a major factor in the emergence of modern terminologies on TikTok. Although the

language used by the TikTok user community is dominated by informal language such as slang and jargon, it is crucial to know and understand the meaning of these terminologies to minimize misunderstanding when communicating. The use of vernacular terms on TikTok is certainly interesting to explore because of its dynamic, unique, and frequently used development, especially by the zillennial generation.

The emergence of vernacular terms on TikTok initially functioned as a community identity, but now its function is not only limited to communicating online but also used as a daily language. This encourages researchers to conduct research on "Glimpsing TikTok Vernacular: A Descriptive Study among Users". As a TikTok user and zillennial generation, this study aims to explore the use of vernacular terminologies on TikTok. In addition, this study aims to understand the uniqueness of language development on online platforms, meaning based on the context of the sentence, and how the terminology is used on TikTok, as well as differences in the use of terminology based on gender identity and finally identify the categories of terminology forms used in colloquial language on TikTok based on the gender identity of users, to minimize misunderstanding in communicating or accepting information.

1.2 Research Questions

Based on the backgrounds above, the researcher determines several research questions, which are:

1. What are the forms of terminological categories used in TikTok vernacular?
2. How does TikTok vernacular terminologies based on gender demographics?

1.3 Objectives of The Research

Based on the research questions above, the following goals of the research, which are:

1. To find out the forms of terminological categories used in TikTok vernacular
2. To find out the TikTok vernacular terminologies based on gender demographics.

1.4 Scope of the Research

The scope of this research analyze the linguistic aspects of the terminology used by Tiktok users. This research aims to identify the forms of terminologies that are prevalent among TikTok users and the gender demographics of user. Samples were taken from the content of TikTok creators and interactions between users. The researcher identified 60 terminologies that found from different content. To investigate the research questions, a qualitative methods approach could be particularly effective.

1.5 Significance of The Research

The results of the research are expected to give contributions in both theoretical and practical point of view. These two points of view are as follows.

1. Theoretically, this research is intended to provide a comprehensive understanding of the TikTok vernacular and its variations across different demographics such as age and gender.
2. Practically, to help TikTok users as an online community to optimize social media, especially TikTok for minimize misinterpretation of meaning and increase terminologies that are often used in TikTok.

1.6 Clarification of Key Terms

Clarification of terms refers to the process of providing clear and precise explanations or definitions for specific terms or concepts used in a particular context.

1.6.1 Terminologies

Terms, as defined as re-words limited by their special purpose; words seeking to be unambiguous as an accurate expression of the concepts and names of things. Based on Mustaeva et al (2022) terminology is a set of terms for a given industry, activity, knowledge, which forms a special sector of vocabulary, most accessible to conscious regulation and ordering. Terminology refers to specialized terms or words used in a particular field, subject, industry, or specialized area of knowledge to convey precise meaning.

1.6.2 Vernacular

Vernacular is also a language code, this word comes from Latin vernaculus, which appeared in the 1600's. It meant “domestic, indigenous, or native”. The Latin term verna refers to a native or a slave born at home. (Ming, 2020). Vernacular is “the indigenous language or dialect of a speech community” (Major & Crystal, 2008). Vernacular language is the language of a community both geographical or societal includes slang and colloquialisms (Meekin, 2023). In general, vernaculars lack formal grammars and lexicons, so they have less prestige than standard or classical languages. Vernacular usually occur in the everyday language of a place and is regarded as daily language (Ming, 2020).

1.6.3 TikTok

TikTok is a social media platform that allows users to create short videos that last between 15 seconds - 3 minutes (Cervi et al., 2021a; Doni et al., 2022; Lutfiah & Sudarwati, 2021). TikTok is a widely used digital platform with a wide range of features that is utilized by various communities.