Language Style and Register Used by Famous Content Creators in Tiktok Application

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Abstract

The phenomenon of social media today has a tremendous impact on young people's social life and Indonesian language usage. Content creators contribute to the change because they introduce the words as their trademark to get their viewers' attention quickly, followed by young people who have unlimited access to social media. This study aims to provide an overview of the new vocabulary introduced by content creators and analyse the language style they use when performing. The subject of this study uses two well-known *TikTok* content creators who have the most viewers according to a survey given randomly to 26 young people at a university in Bandung, West Java. Methods used in data collection were observing, writing and concluding and descriptive. The results of data processing are presented in the descriptive technique. The result showed that the *TikTok* content creator mostly used the uncommon word that could be classified as a register that added viewer vocabulary so that the vocabulary in society has undergone significant changes and additions. Its changes can negatively impact if there are no limits on the use of vocabulary and social media. One solution that can do is to strengthen the character of the younger generation to maintain their identity as young Indonesians amid the widespread influence of social media.

Keywords: Language Style; Sociolinguistics; Register

Introduction

The development of social media today is a phenomenon that is quite interesting to be noted and examined. Users are not given the convenience to establish communication with other people around the world but also an appreciation for what they have been done because humans as social beings are really in need of recognition for their existences. The content creator makes the number of unique contents to attract their followers' interest. It is an essential strategy used by the content creator to keep their followers. *TikTok* application is one of social media provided unique and interesting feature to explore their ideas

in creating an interesting content. The emerge of influencer term, especially in *TikTok* application is caused by the followers' response. If they enjoy watching someone content, they imitate his unique movement and act so he does. The content creator will not only try to find out the way how to make funny words and unpredictable actions but also maintain their utterances as a result their followers increased.

This strategy will change the community's language order in specific groups with unlimited access to social media, especially the *TikTok* application. The addition of new word invented by *TikTok* content creator in attracting his viewers called register in the scope of language variation. The register is part of language variation that develops in a society used to facilitate communication in a group. According to Inderasari & Oktavia (2018), register that appears between certain groups has short word form that the group only understands to facilitate the delivery of message. Moreover, the language style used by TikTok content creator also influences to their viewer. Joos (1976) pointed five of language variety Firstly, frozen style. It is the style of written prose and social stranger. Secondly is the formal (deliberative) style. It explains not only as a main information function but also addressing a large audience. Thirdly, consultative style. It generally uses in businesses talk and small- group discussion to get the audience's attention. Fourthly, casual style.it is a common style used in informal situation where the speaker and the hearer known before, and the last is intimate style. It is used in a private conversation between two people or groups as the ceaseless language code.

Several previous studies are used to strengthen the study. It is used to carry out language style and registers in *TikTok* content and analyze the influence of new words used by content creator; apart from being the tagline, they also create trends among other *TikTok* users and viewers. *First*, the article written Juliana Dewi et al., (2020)entitled "Language Style in Romantic Movies". In this study, the authors explained how to understand and use language style in the analysis of discourse. *Second*, an article was written by Mawarni (2020) entitled "Language Style used by Main Character in Extremely Loud and Incredibly Close Movie". In this study, several factors influenced of usage of language style of the characters. It is used as additional information to conclude the language style *TikTok* content creators uses in interacting with their followers. Third, article written by Namirah & Nuruddin Hidayat (2021)entitled "Views' Language Style on Gold Digger: A Multimodal Analysis". This study described the use of language style in providing comment on one event, which will be one of the references in analyzing *TikTok* creative content creator in using language style when interacting with audience or their followers. Fourth, in their article entitled "Language Style used in J.K Rowling's Harry Potter and Cursed Child", Ferara&Jamil, (2018) described social level could affect the use of language style. It is related to the purpose of research involving *TikTok* creative content creator. In that case, this research becomes a theory used to explain the tendency to use one language style. Fifth, article developed by Indra & Hamzah (2018) entitled 'An Analysis of Language Style of Teenagers Found in Facebook Users from Teenagers and Adults in Indonesia". Based on the data generated, casual style is the style that has the highest presentation value and some of the reason why they use

Casual style than others. In line with the flow results expected about *TikTok* content creator, primarily teenagers and adults, will choose one type of language style in delivering their material and find out several aspects that influence it. vSixth, Darmatama & Erdiansyah (2021) have written article entitled 'The Influence of Advertising in *TikTok* Social Media and Beauty Product Image on Consumer Purchase Decision" The result proved by using specific strategies, which it could increase the number of sales of certain product

For supporting the register theory, this study uses several studies that discuss register. First, an article written Nafia & Rustono (2019) entitled "The Register Form of Pesantren Community in Semarang". They stated that the registers found in their study were in the form of words, phrases and acronyms. It will be a reference in classifying the register that will be found in the speech of TikTok creative content creator. Second, research written Achsani & Permana (2020) titled "*Register Bahasa Inggris dalam Kopetisi Memasak Master Chef Indobesia Season 5*" stated that register appeared in the certain group. It added new vocabulary in the community. Third, Budiarsa (2015) wrote research titled "Language, Dialect and Register in A Sociolinguistics Perspective" determined the emergence of the register in the community based on the social level, and the last is article titled "*Pemakaian Register Bahasa Kru Bus AKAP di Terminal Tritonadi Surakarta*", the use of register was determined by social level which caused the emergence of new vocabulary that had a different meaning from the previous words (Inderasari & Oktavia, 2018).

Based on the previous study used to support this research, this research aims to investigate the language style and observe the use of register used by *TikTok*content creator when interacting with his viewers or followers. Adolescent characters absorb information quickly, and the desire to imitate something becomes one of the accesses to be accepted in a specific community, making the process of imitating new words introduced by *TikTok* creative content creator and apply it in their daily communication.

Method

This research is research with a qualitative descriptive approach. According to Arikunto (2006) cited inAchsani&Permana(2020), the descriptive method is a research method that explains data or objects naturally, objectively, and factually as found by the researcher. The descriptive approach is not limited to define the data but is also used to examine and interpret the data in depth to obtain research results with good quality. The data source of this study is primary data which is video captions in TikTok content creators. Data collection is substantial part of concluding the data of this study. The method that is used in data collection is. Data is classified based on the research questions; and the finding of subject response described in descriptive form. The steps taken in collecting research data were documentation and transcription after getting the information needed trough the listening technique, followed by note-taking technique to make it easier in describing the findings. The in analyzing data described language style and new word used by TikTok content creator supported by Joos' theory (1976).

Results

TikTok content creator

In categorizing the most favorite TikTok content creator, based on the subject research response: *RiaRicis*, *Pascol* and *SiscaChol* as the primary data in analyzing the registers that appear in *TikTok* content and the tendency to use one language style in delivering the material.

*Table 1.*Research subject response
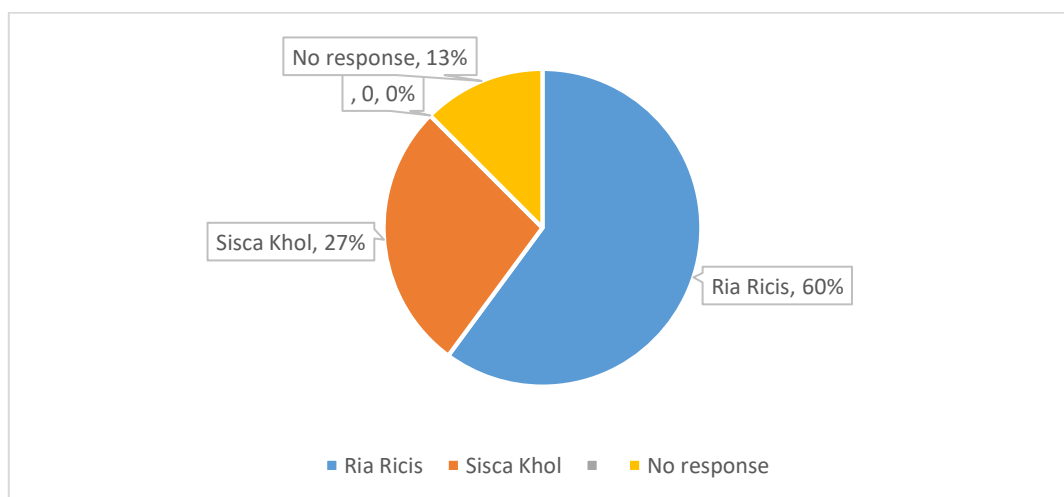
The table above shows the presentation value of the research subject statement in selecting the most favorite *TikTok* content creator. 15 (57%) research subject chose *RiaRicis*, 8 (19%) research subjects chose SiscaChol, Meanwhile, 3 (12) research subject decided not to vote because they had never used the TikTok application. The number of followers showed that they were in the proper sequence. Based on the data in TikTok account, RiaRicis had 20.8 follower, and SiscaChol had 9.1 followers, and.

Register

The table below is used to classify the register that found in three TikTok content creator. Data taken from five top liked:

TikTok Content Creator	Register	Sentence	Language Syle
	FYP	*"FYP sampaimana?"* (FTY where you have been?)	Casual style
	Kepo and ongkir	*kepo"* in sentence *"Eiits...banyakhadiahmenarikdan gratis ongkir"* (you will get doorpriceanf free charage	Casual style
	wkwkwkw	wkwkwkw	Casual style

	warga +62	*"lagiapawarga +62?"* (What do people +62 do?)	
RiaRicis	gaes	*Cantiknya bang @teukuryantrnihgaes! Wkwk* (He is so cute, guys)	Casual style
			Casual style
	check	*Borong 1000 pcs parfum. Check* (Buy 1000 parfume, check)	
	check	*Bikin snack fisk cake Korea Check* (Making Korean Fisk Ckae, check)	Casual style
	Check	*Buat Mint Choco Chiken check* (Making Mint Choco Chiken, check)	
SiscaChol	check	*Bikineskrim Pizza check!Adikku @ aliyyah.kholsukabanget* (Making Pizza ice cream, check! My sister @aliyyah,khol love it)	Casual Style
	Check	Bikin cheese ball, Check! (Making cheese Ball, check!)	Casual style

DISCUSSION

Register

To analyze the use of word known as register, the researcher used five top liked videos in their account to find and collect words that could predict the register imitated their followers' daily conversation.
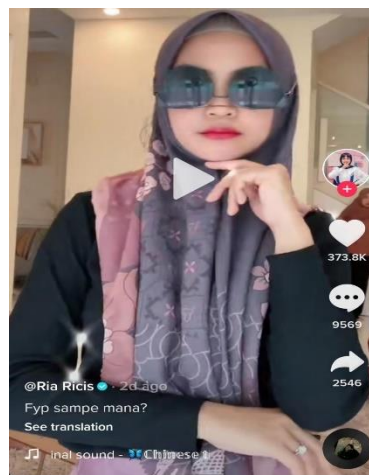
1.RiaRicis' five top liked:

Figure1: RiaRicis with 3.73 likes

In figure 1, RiaRicis wrote *"FYP sampaimana?"*(FTY where you have been?).According to a page on Google, the meaning of FYP on TikTok application comes from phrase "For You Page", which refers to the 'For You' column on the

TikTok homepage. When the viewers open the *TikTok* application, they will usually be presented with video in FYP column. Not all videos can be entered in FYP; what is documented as FYP is content that gets a lot of like and views. Sometime, *TikTok* content creator also compete so that their videos can be included in this FTP column. It means that the usage of word FYP in *TikTok* caption of this video has no meaning but is understood as a sign that the viewers like this video.

Figure 2.RiaRicis with 209.6K likes

In figure 2, two new word were found in the video: "*kepo*" in sentence " *Eiits…banyakhadiahmenarikdan gratis ongkir*" (you will get doorpriceanf free charage) and "*ongkir*". According to NurFawaid et al., (2021), the word "*Kepo*" is an acronym for 'Knowing Everything Particular Object", which refers to curious people who want to know everything. This word symbolizes a bad attitude. Meanwhile, Hermanbagus, (2013) stated that word "*ongkir*" is often used in online buying and selling transactions. This term is used to ensure payment of shipping cost charged to the buyer. Is free shipping, the shipping costs are paid by the seller. This statement showed that RiaRicis tried to introduce her new business program, giving free charge in every transaction.

Figure3. RiaRicis with 603.3K likes

In figure3, Riaricis wrote the word "wkwkwkw" in her video caption. The word "wkwkwkwk" does not have a similar equivalent in Indonesian vocabulary. The usage of this word shows someone expression where he feels awkward. The placement of this word in the video caption showed that RiaRicis was confused and embarrassed about what she had done to her partner.

Figure 4.RiaRicis with 393.7K likes.

In picture 4, riaRicis wrote "*lagiapawarga +62?*" (What do people +62 do?). in the video caption. The +62 symbol indicates the Indonesia telephone code, so the meaning of +62 is Indonesia citizen. Some Indonesian young people very commonly use this symbol to show unique events that only occur in Indonesian territory, so the understanding based on the article is that RiaRicis wants to ask about the news of Indonesian citizens.

Figure 5.RiaRicis with 800.6K likes

In picture 5, RiaRicis uses the word "*gaes*" to emphasize the statement. "*Gaes*" is word that come from word "guys" used as a plural pronoun. In daily life, Indonesian young people commonly use is as a substitute for word friends in informal situation. RiaRicis uses the word "*gaes*" in the video caption to point she shares her statement to viewers.
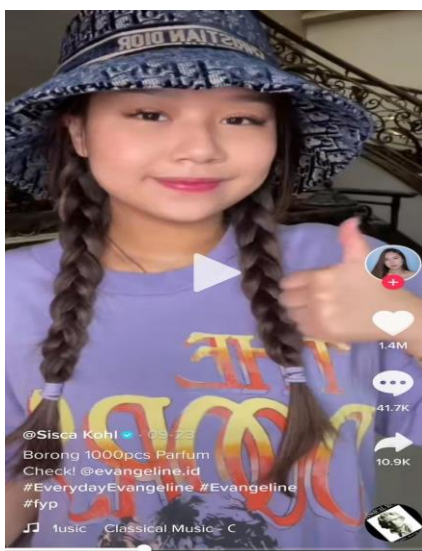
2. SiscaKhol' five top liked:

Figure 6.siskaKhol with 1.4M likes

In this video caption, Sisa Col adds the new word 'check" at the end of te sentence. According to Kumparan website, the word of 'Check" means inviting viewers to watch the activities carried out by the content creator. In writing the video caption,SiscaChol writes '*Borong 1000parfum, check*". (Buying 1000 bottles of parfum, check) means that she wants to shoe when she bought her favorite perfume at the convenience store. In her speech, siscaChol's language style is very relaxef and does not use the formal pattern. The use of word '*saya*' that meant I in English can be interpreted as placing her as a friend in communication process of the viewers.
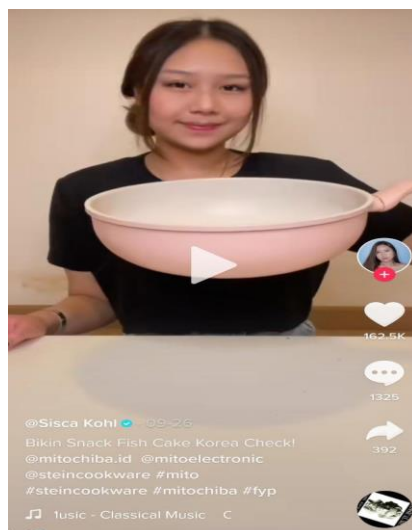
Figure 7.SiscaKhol with 162.5 likes

According to *Kumparan* website, the word of 'Check" means inviting viewers to watch the activities introduced by the content creator. In writing the video caption,SiscaChol writes '*Buat Snack Fisk Korea Check*". (Making Korean Fisk snack, check) means that she wants to show when she made Korean fish snack. In her speech, SiscaChol's language style is very relaxed and does not use the formal pattern. The use of word '*aku*' that meant I in English can be interpreted as placing her as a friend in communication process of the viewers.
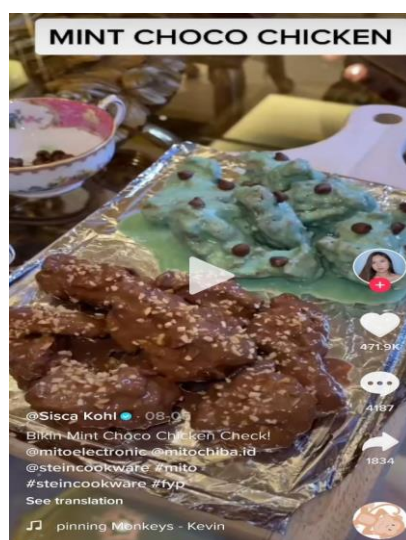

Figure 8.SiscaKhol with 471.9K likes

According to *Kumparan* website, the word of '*Check*" means inviting viewers to watch the activities introduced by the content creator. In writing the video caption,SiscaChol writes '*Buat Mint Choco Chiken*". (Making Mint Choco Chiken, check) means that she wants to demonstrates when she made Mint ChocaChiken.

In her speech, SiscaChol's language style is very relaxed and does not use the formal pattern. The use of word '*aku*' that meant I in English can be interpreted as placing her as a friend in communication process of the viewers.
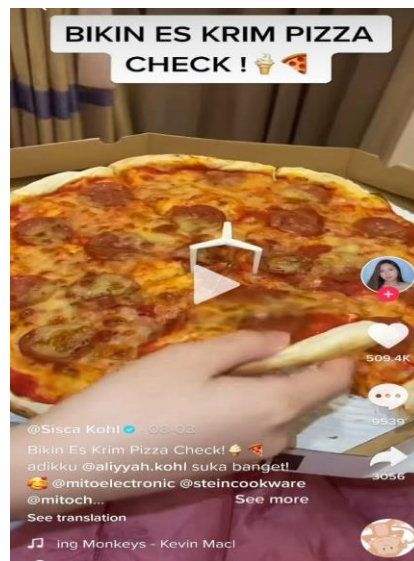

Figure 9.SiscaKhol with 509.4K likes

According to Kumparan website, the word of 'Check" means inviting viewers to watch the activities introduced by the content creator. In writing the video caption,SiscaChol writes '*BikinEsKrim Pizza check, adikku @aliyyah,kholsukabanget*". (Making Pizza ice cream, check. My sister @aliyyah.khol love it) means that she wants to show when she made Pizza ice cream. In her speech, SiscaChol'slanguage style is very relaxed and does not use the formal pattern. The use of word '*aku*' that meant I in English can be interpreted as placing her as a friend in communication process of the viewers.
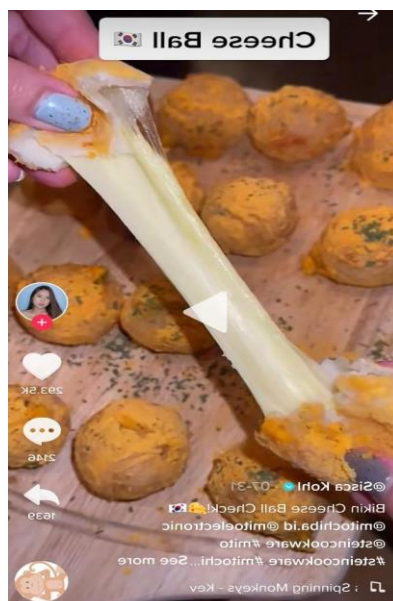

Figure 10.SiskaKhol with 293.5K

According to Kumparan website, the word of 'Check" means inviting viewers to watch the activities introduced by the content creator. In writing the video caption,SiscaChol writes *'BikinCheese Ball check,"*. (Making Cheese ball, check.)means that she wants to show when she made Cheese Ball. In her speech, SiscaChol's language style is very relaxed and does not use the formal pattern. The use of word '*aku*' that meant I in English can be interpreted as placing her as a friend in communication process of the viewers.

Based on the data above, the TikTok content creator uses the vocabulary as known as register commonly. It does not have a significant impact on the community's acquisition of vocabulary. Followers still receive the messages that the TikTok content creator want to convey. This fact is under several theories about the use of register in certain group of society. It proves that even TikTok content creator uses uncommon words in their performance, the content creator and follower can still establish good communication. The theory used to strengthen this fact is Budiarsa (2015) which states that register depends on social class. It points that the use of the TikTok application better understand by the intense TikTok users.

Based on the data related to registering, the word considered as register can be words, acronyms or phrase form. It is in line with Nafia&Rustono (2019) findings. In their research, the registers can be in the form of words and other written forms that followers still understand. It happened in one of RiaRicis video captions. In one of the displays, she wrote the word *'wkwkwkw'.* In Indonesian grammar, there is no suitable equivalent; followers in grasping the word's meaning. Content creators want to convey the expressions given to colleagues who are involved in the situation.

However, The *TikTok* content creators can use register as their trademark. In SiscaKhol's video, all of her five top likes use the word "check because she shows how she makes a product by using ingredients that others have never used before, so the word "check" can be interpreted as an invitation to see the process. In addition, it is SiscaKhol's trademark.

In the use of language style, both content creators use the casual style type. It is underwhichIndra&Hamzah (2018)states that casual style is the style used by *TikTok* content creators in their appearance and appropriate with their segment. The *TikTok c*ontent creators use casual style to greet their viewers or how they perform. Using formal language certainly makes their content look boring so that. it will reduce their viewers.

Conclusion

Based on the research results related to the use of language styles and register in the *TikTok*application, the vocabulary in society has undergone significant changes and additions. Its changes can negatively impact if there are no limits on the use of vocabulary and social media. One solution that can do is to strengthen the character of the younger generation to maintain their identity as young Indonesians amid the widespread influence of social media.

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