

Construction of Gen Z Linguistic Identity in English-Language Tik Tok Content

Fitri Amelia¹

Sekolah Tinggi Agama Islam Mandailing Natal
meliahasibana@gmail.com

Syamsul Ma'arif²

Sekolah Tinggi Agama Islam Mandailing Natal
syamsulmaarif0765@gmail.com

Muhammad Ridwan Gozali³

Sekolah Tinggi Agama Islam Mandailing Natal
ridwangozali812@gmail.com

Alwi Davianza⁴

Sekolah Tinggi Agama Islam Mandailing Natal
davianzaalwi@gmail.com

Muhammad Hasyimsyah Batubara⁵

Sekolah Tinggi Agama Islam Mandailing Natal
Muhammad.hasyimsyahbatubara@gmail.com

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Abstrak

The purpose of the present study was to investigate the ways in which Generation Z and specifically junior high school (SMP) students form their linguistic identity via the usage of English in the contents posted on Tik Tok. This research employs qualitative descriptive methods and considers language as a social practice in digital communication. The empirical data was obtained from Tik Tok videos featuring some elements of English usage such as speech, caption, hashtag, and comments. Data sampling involved the use of purposive sampling, which allowed selecting samples demonstrating linguistic creativity in the form of slang terms, abbreviations, code switching, and hybrid languages. Consequently, it can be concluded that English in the Tik Tok videos is utilized not only to communicate but also serves as a way to construct one's identity, convey personal message and create a feeling of community within certain linguistic group. In the current era of globalization, students integrate their native and English language into speech, and Tik Tok plays a significant role in facilitating this process.

Keyword: Linguistic identity, Generation Z, Tik Tok, English language use, code-switching, digital communication, qualitative descriptive method

ABSTRAK

Tujuan dari penelitian ini adalah untuk menyelidiki cara-cara yang digunakan Generasi Z, khususnya siswa sekolah menengah pertama (SMP), dalam membentuk identitas linguistik mereka melalui penggunaan bahasa Inggris dalam konten yang diunggah di Tik Tok. Penelitian ini menggunakan metode deskriptif kualitatif dan memandang bahasa sebagai praktik sosial dalam komunikasi digital. Data empiris diperoleh dari video-video Tik Tok yang menampilkan beberapa elemen penggunaan bahasa Inggris, seperti ucapan, keterangan, tagar, dan komentar. Pengambilan sampel data melibatkan penggunaan purposive sampling, yang memungkinkan pemilihan sampel yang menunjukkan kreativitas linguistik dalam bentuk istilah slang, singkatan, code switching, dan bahasa hibrida. Oleh karena itu, dapat disimpulkan bahwa bahasa Inggris dalam video Tik Tok tidak hanya digunakan untuk berkomunikasi, tetapi juga berfungsi sebagai cara untuk membangun identitas diri, menyampaikan pesan pribadi, dan menciptakan rasa kebersamaan dalam kelompok linguistik tertentu. Di era globalisasi saat ini, siswa mengintegrasikan bahasa ibu dan bahasa Inggris ke dalam percakapan, dan Tik Tok memainkan peran penting dalam memfasilitasi proses ini.

Kata kunci: *Identitas linguistik, Generasi Z, Tik Tok, penggunaan bahasa Inggris, alih kode, komunikasi digital, metode deskriptif kualitatif*

INTRODUCTION

A language holds a crucial role in individual characteristic and group identity, especially in digital environments to young generations. In the social media era, platforms like AI become central space which is not only for communication but also persistently transformed and changed as the most famous platform amidst the young generations including Tik Tok. Tik Tok allowed users to create, share, and interact by means of short video, regularly went with captions, comments, and audio elements which reflect diverse linguistic practice. (Kaye et al., 2021; Zulli & Zulli, 2022)

Generation Z dominated defined as individuals who born in the end of 1990s until early 2010s. Broadly acknowledged who is strong for engagement with digital technology and global culture. (Francis & Hoefel, 2018)

This generation is regularly created their identity across language that used in the Online space. Notably applying English as the common language in the global era. In Tik Tok content the use of English is frequently alongside local languages. As the result some condition such as code switching, code mixing, and absolutely the use of idioms and slang. (Androutsopoulos, 2015; Tagg, Seargeant, & Brown, 2017) (Androutsopoulos, 2015; Tagg, Seargeant, & Brown, 2017) These linguistics features are not simply communication but also serve as marker of identity, social belonging and cultural association.

The flexible and multimodal nature of Tik Tok encouraged users to have affiliation with language in creative way. Across trends, hashtags, viral content and Gen Z users learn how to adopt and adapt linguistic elements which reflect both global influences and personal creativity. This procedure contributes the appearance of a distinct linguistics identity characterized by informality, playfulness and adaptability (Bucholtz & Hall, 2005; Varis & Wang, 2011).

In addition, English as the dominant language in Tik Tok as a communication platform, studies goal to create of linguistics identity among Gen Z in Tik Tok content which remain limited. The existence

research has examined at general social media language which use or the pattern of digital. its abounding divide in understanding how linguistics identify is specifically shaped with Tik Tok algorithm.in other side this study focused to analyses how Gen Z and English as the language use in Tik Tok it's also aim to construct and linguistics.to identify through the use of English will direct attention to shape on linguistic futures, communicative strategies, and the social meaning the convey.

While recent study have been investigated the relationship among language, digital media, and identities, this study aims to expand and describe how Generation Z constructs their linguistic identities by using English on Tik Tok. difference studies have touched upon the relationship amid language and online identities, specifically focusing on language use as well as the use of digital media. For instance, Androutsopoulos (2015) views online social media as a 'multilingual space' where users are able to use different languages within their posts in the form of code-switching and code-mixing, which serve as resources that can be used for online identity performance. Tagg, Seargeant, and Brown (2017) argue that online interaction enables users to strategically select certain linguistic features such as slang and more informal language in order to assign especially meanings to online interactions and to demarcate and create social relationships with other online users. In global English, studies, Pennycook (2018) posits that English is not a fixed entity; rather, it is a dynamic and influenced by the local contexts within which it is used, thus forming hybrid English. Furthermore, Abidin (2021) explores how users are affected by and influenced by social media algorithms that determine their online visibility, which also has an indirect effect on language trends and styles. Zulli and Zulli (2022) assert that Tik Tok's 'participatory culture' encourages content to go viral and be subsequently replicated and changed, which enables the development of collective identities through shared linguistic features used by users online. Although previous studies have addressed how language is used online, there is a dearth of research examining how Generation Z specifically constructs their linguistic identities using English on Tik Tok.

Problem Formulation: Formulating the Problem Based on Background and Gaps of the Study
In order to provide a clear problem formulation for this study, the background and gaps of the study need to be reviewed and summarized. This study explores how Gen Z uses English to negotiate their linguistic identity in creating Tik Tok contents. This study is also aimed to identify the most common linguistic features such as code-switching, code-mixing, slang, and idiomatic expressions, and analyze how these linguistic features function as communication strategies to express sense of belonging to certain social groups and cultural identity. The problem formulation also covers how Tik Tok algorithm and participatory online culture shape the performed linguistic identity and make it performed and visible.

RESEARCH METHOD

This study emphasis to analyze how junior high school students apply in a qualitative descriptive (SMP students) as of gen Z they were created the own linguistics as their identities, especially through the utilize of English in Tik Tok videos. This method is considered proper the since of it aim to describing and interpreting social condition as their core occur. In leaning

On numbering measurement. This strategy permit to the researcher to expand language as the one of social practice ingrained In digital communication among teenager. When the linguistics identity is intricate and socially constructed, it also requires in deep and contextual the understanding and better than common statistical.

The researcher objective of discourse descriptive qualitative examine and expand how language function on the other side of exact connotation. It's also containing the social role, communicative, objectives and contribution to confirm the in development. This research look into, how SMP students use English linguistics part such as idioms, abbreviations, code-switching and hybrid some phrases in their own Tik Tok substances through to examine the arguments. These language attributes are examined to comprehend how learners articulate themselves, form social identity, and show group affiliation within online communities. Moreover, this study views Tik Tok as a multimodal platform where meaning is created not just through spoken and written words but also via visual, auditory, and symbolic components.

The research is carried out within the framework of the use of Tik Tok as a digital media platform commonly utilized by SMP learners. Tik Tok creates a platform that is full of changes and developments of languages through trends, algorithms, and communication with other users. As digital natives, the participants make active use of English, which they combine with their native language, and thus Tik Tok becomes a suitable environment for studying the process of linguistic identity development.

The data of this study are the Tik Tok videos made by the SMP students who use the elements of the English language. The English elements are represented by the spoken language featured in the video, the written texts in the form of captions, subtitles, hashtags, and comments. To be considered as a relevant source of data, they should come from publicly available videos.

Purposive sampling serves as a method of choosing data according to some criteria related to the goals of the research. Such criteria can be the presence of users who call themselves SMP students or who fall within the age limit of early adolescents, the usage of English elements either entirely or partly, the manifestation of linguistic creativity in the form of slang, abbreviations, and code-switching, and representation of trends in digital communications.

The sources of the data of the study are the videos on Tik Tok that have been created by the SMP students using the components of the English language. These components are demonstrated by the spoken language, which is found in the video clip, as well as by the written language, which is seen in the form of captions, subtitles, hashtags, and comments.

Purposive sampling can be viewed as a tool for selecting the data based on certain characteristics associated with the research goals. These characteristics may include the presence of the users who identify themselves as SMP students or those who fit into the category of young adolescents, the application of the components of the English language either wholly or partially, the evidence of linguistic creativity in terms of slang, abbreviations, and code-switching, and finally, the depiction of digital communication trends.

This paper follows a qualitative descriptive method consisting of five steps. Data reduction involves selecting language features (LFs) and discarding linguistic material that is irrelevant to the analysis. Data classification includes categorizing LFs into slang, code-switching/code mixing, abbreviations, and hybrid language. Contextual analysis examines each of the selected LFs within specific contexts of communication. Interpretation highlights the language's functions in relation to students' identity construction, social belonging, and other means of self-expression. Finally,

conclusions are drawn in order to outline patterns of linguistic identity among junior high school students in digital communication.

In order to validate the results, the following approaches have been taken into account within this study such as data triangulation via utilizing more than one content from different Tik Tok accounts; theoretical triangulation through the use of proper sociolinguistic theories and thick descriptions to give an explanation about the linguistic features. Peer review might also take place to make sure the consistency and clarity of results. As far as ethics are concerned, this research is done ethically since no sensitive data is revealed and only public data has been used for academic purposes.

RESULT AND DISCUSSION

Result

The evaluation shows the qualitative descriptive though Tik Tok videos is most made by (SMP) students as the part of Gen Z. this research uncovers various patterns of English Language usage which are nearly tied to the topics mentioned in the introduction, particularly There relevant with digital media's influence, globalization, and the formation of identity. The results showing if the English not just serves not just as a means of communication however it's also became a way to express identity and engage in global digital culture.

The main Effect with the early statement is related that the Generation Z have effect on Digital settings. the findings show that students often incorporate English language elements such as slang, abbreviations, code-switching, and hybrid expressions in their Tik Tok post and contents. These characteristics are found in captions, verbal exchanges, and hashtags, how to casing the vibrant and multimodal as the core of communication on Tik Tok. This reinforces Crystal's (2006) claim that language in digital environments is rapidly modifying in the since of technological benefits and online communication.

For example, the use of "literally" and 'slay' is common and already find out in the occurrence of English. These expressions act as markers of informal communication and are prominently used by SMP students to convey emotions, humor, and each perspective. Based on high junior school in Mandailing Natal Consistent with the introductory discussion on youth language innovation, this result verifies that young individuals dynamically modify and reshape language to meet their communicative requirements. Tagliamonte and Denis (2008) state that adolescent language is marked by creativity and ongoing transformation, particularly in socially engaging settings

the often use code switching amid the English and Indonesian become famous especially highlight the previously discussed globalized linguistic environment. Some learners could be adaptably mix some elements of both languages, such as incorporating English phrases into Indonesian sentences. Also this conduct is consistent with Poplack's (1980) description of code-switching used to be a common habit in bilingual cultures that serves a difference of social and communicative functions. This language use in the context of Tik Tok demonstrates how students keep maintenance amid the local identify and globalization.

One more important piece of research is connected with the development of hybrid language structures that incorporate the features of the native language and English. This is the example of how linguistic hybridity, i.e. the development of language through intercultural communication, works. From the perspective of qualitative descriptive approach, it becomes clear that students play an active role in

creating these new language structures, not only using them passively. This statement is also supported by Androutsopoulos's (2014) idea about linguistic innovation in digital media.

Discussion

The results, provide substantial support for the theoretical framework presented in the introduction on identity construction, which sees language as a crucial component in expressing social identity. SMP students promote themselves as contemporary, fashionable, and globally connected people by skillfully using English terms. It is possible they can adjust specific online communities. By using viral hashtags and famous terminology. This is in line with the thesis put forth by Bucholtz and Hall (2005), which holds that social contact and the use of language to forming identity.

Beside as the one of Tik Tok introduction the evident of the influence of Tik Tok on language is also quite significant. Due to the nature of the algorithm which leads to the rapid dissemination of newly created words, some slang words become very popular in a short span of time. Hence, language is experiencing rapid and constant evolution as influenced by technological advancements in the field of communication methods.

However, the research shows that there are many cross-cultural influences within the language used by students of SMP. Numerous expressions in the English language are borrowed from world trends, pop culture, and the online community around the world. This evidence backs up the assertion made at the beginning of the research that there is an influence of globalization on Generation Z in terms of language usage.

Lastly, on a qualitative descriptive level, the recent research also demonstrate the English is not just a communication tool, Nevertheless it also became the symbolic for expressing one's personality, constructing an identity, and positioning oneself in society. By applying the English in their Tik Tok posts, the participants of the study construct their identities on both the local and global levels. The result corresponds with the ideas developed by Gee (2011) that language is essential for shaping identity.

To summarize, the findings of this research can be relevant could be corresponding with the questions posed in the introduction and proving that Tik Tok and other digital platforms have act pivotal impact on how Generation Z shapes its linguistic identities. The participants of the study demonstrate linguistic ingenuity, social consciousness, and engagement in the global digital sphere by mixing English.

Conclusion

In summary, this research has proven that language contributes significantly in determining one's identity in Generation Z through digital mediums such as Tik Tok. As noted earlier in the introduction, Tik Tok is not just a medium that can be used to communicate but rather a means of expression and identity construction for young people. The results indicate that English is used by SMP students in their Tik Tok videos through the form of slang, abbreviations, code-switching, and mixing of language varieties. These findings are consistent with the findings in other studies (Androutsopoulos, 2015; Tagg et al., 2017), which argue that digital communication favors language mixing between the global and local languages.

Also, students who remain speaking English its be able to enhance their identity, interact with people, and not missing out with the current trends, which confirms Bucholtz & Hall's (2005)

assertion that identity is formed through the process of linguistic communication within society. Students use trendy phrases to express their affiliation to specific groups and subcultures in the digital space. Tik Tok have significant impact about linguistic behavior since the trends introduced by the platform and its functions promote the appearance of some newest neologisms. Finally language become more flexible for any situation.

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