Arsip Abstract Untuk Program Studi, dikeluarkan dan diterjemahkan oleh:
Tim Penerjemah **UPT Bahasa Inggris UNIVERSITAS DEHASEN BENGKULU**

1

AN ANALYSIS OF LANGUAGE STYLE OF GEN Z ON THE SOCIAL MEDIA PLATFORM TIKTOK
(A Study on the TikTok Account @Sastrasilalahi)

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ABSTRACT

The phenomenon of social media has established a new communication pattern, particularly among Generation Z (Gen Z), who are known for actively using unique language styles in digital interactions. One highly influential platform is TikTok, where accounts like @sastrasilalahi showcase the dynamics of Gen Z's distinctive language style. The research problem in this study is how the language style of Gen Z is displayed in the content of the TikTok account @sastrasilalahi. The aim of this research is to analyze the Gen Z language style that emerges in this content using Ferdinand de Saussure's semiotic approach. This study employs a qualitative descriptive method with data collection techniques including direct observation, documentation, and literature review. Initial results indicate that the Gen Z language style on TikTok is creative, informal, and influenced by the context of digital culture. In two observed video contents, words such as "bungkus," "cogan," and "bre" were found, reflecting group identity and specific social functions in online communication. In conclusion, the Gen Z language style serves not only as a means of communication but also as an expression of culture and identity. The recommendation from this research is the necessity for stronger digital literacy among social media users to understand the impact of language style in shaping a new communication culture.

Keywords: language style, Generation Z, TikTok, semiotics, @sastrasilalahi

June 1, 2025