

**LANGUAGE VARIATION: ANALYSIS ON THE REGISTERS
USED BY ALPHA GEN ON TIKTOK**

THESIS

By:

Viki Zulva Najuba

NIM 210302110093

Advisor:

Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

NIP 197402111998032002



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2025**

**LANGUAGE VARIATION: ANALYSIS ON THE REGISTERS
USED BY ALPHA GEN ON TIKTOK**

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Viki Zulva Najuba

NIM 210302110093

Advisor:

Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

NIP 197402111998032002



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2025**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **Language Variation: Analysis on the Registers Used by Alpha Gen on Tiktok** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, May 19, 2025
The Researcher




Viki Zulva Najuba
NIM 210302110093

APPROVAL SHEET

This is to certify that Viki Zulva Najuba's thesis entitled **Language Variation: Analysis on the Registers Used by Alpha Gen on Tiktok** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra (S.S.)*.

Malang, May 19, 2025

Approved by,
Advisor,



Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.
NIP 197402111998032002

Head of The Department of
English Literature,



Ribut Wahyudi, M. Ed., Ph.D.
NIP 198112052011011007

Approved by

Dean of Faculty of Humanities



Dr. M. Faisol, M.Ag.
NIP 197411012003121003

LEGITIMATION SHEET

This is to certify that Viki Zulva Najuba's thesis entitled **Language Variation: Analysis on the Registers Used by Alpha Gen on Tiktok** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra (S.S.)* in Department of English Literature.

Malang, May 19, 2025

Board of Examiners

Signatures

1. Prof. Dr. H. Mudjia Rahardjo,
M.Si.
NIP 195901011990031005

(Chair)



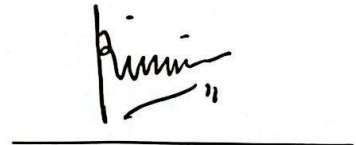
2. Dr. Hj. Galuh Nur Rohmah, M.Pd.,
M.Ed.
NIP 197402111998032002

(First
Examiner)

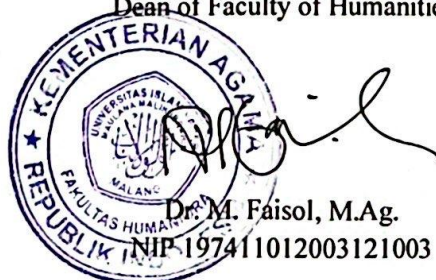


3. Rina Sari, M.Pd.
NIP 197506102006042002

(Second
Examiner)



Approved by
Dean of Faculty of Humanities



MOTTO

“The limits of my language mean the limits of my world.”

(Ludwig Wittgenstein)

“He created man, he taught him the ability to express himself.”

(QS Ar-Rahman 55:3-4)

DEDICATION

This thesis is proudly dedicated to:

I dedicate this thesis and my graduation to my parents: my beloved father, Samsul Hadi, who has always guided and strengthened me, and my beloved mother, Nur Ita Aini, whose endless love, prayers, and sacrifices have accompanied me through every step of my life journey. Thank you for always supporting me through every stage of my education and for constantly striving to give me the best.

I was able to go through the lecture process to write a thesis, thanks to all the sincere support and prayers of my parents. Thank you.

ACKNOWLEDGEMENTS

Alhamdu lillahi robbil ‘alamin, all gratitude and praise are due to the presence of Allah SWT, who has given us mercy and guidance so that this thesis can be completed. Shalawat and salutations are always extended to the Great Prophet Muhammad SAW who led humanity out of darkness and into this age of light. I would like to express my deepest gratitude to all parties who have helped me a lot in the process of preparing my thesis.

First, I would like to thank my honorable supervisor, Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed., who has been patient, has always given clear guidance, and has provided me with valuable ideas and constructive criticism in guiding me so that my thesis could be completed successfully. I also thank Mr. Dr. M. Faisol M. Ag., the Dean of the Faculty of Humanities, Mr. Ribut Wahyudi, M. Ed, Ph.D, the Head of the Department of English Literature in the Faculty of Humanities, and all lecturers in the Department of English Literature at UIN Maulana Malik Ibrahim Malang who have shared a wealth of knowledge to me from the first semester to the end of this semester.

My sincere gratitude also goes to my family and friends. I thank my parents, my beloved father, Samsul Hadi and my mother Nur Ita Aini, who always support me and inspire me. as well as my sisters Nazyela and Amelia who always encourage me and always love me. Thank you also to my friends Andini, Rara, Kanina and Azizah I am grateful for meeting you who always help and support me during my lectures.

Furthermore, hopefully this thesis can be used as a learning for those in need, especially students of the English Literature Study Program. The researcher realizes that there are still many shortcomings in the research conducted by the respondents. Therefore, if there are constructive criticisms or suggestions, the researcher will accept them openly and gratefully. May Allah bless us all.

Malang, May 19, 2025
The Researcher

Viki Zulva Najuba

ABSTRACT

Najuba, Viki Zulva. (2025). Language Variation: Analysis on the Registers used by Alpha Gen on Tiktok. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.
Advisor: Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

Keywords: *register, generation alpha, tiktok.*

The rapid development of digital technology has encouraged the emergence of new language variations in social media. TikTok, a short video platform popular since 2019, is particularly favored by younger users such as Generation Alpha, who have grown up entirely within the digital age. This is evident through the creation of new vocabulary and increasingly diverse and innovative communication styles. This study aims to analyze the lexical features and situational contexts of registers used by Generation Alpha in TikTok communication. The research employs a descriptive qualitative approach using Hasan and Halliday's (1985) Register Theory as the main analytical framework, which includes three components: field (topic), tenor (social relationship), and mode (communication medium). The data sources are selected TikTok videos featuring verbal interactions by Generation Alpha, which are analyzed based on the mentioned framework. The findings reveal that Generation Alpha frequently uses slang and emotive expressions that reflect their identity as digital natives. The situational context of these interactions tends to be relaxed, with light, everyday topics, informal and close relationships among participants, and spontaneous verbal communication. Thus, the language used by Generation Alpha reflects the characteristics of digital native speakers: expressive, creative, and adaptive communication that embodies their social identity and self-expression in the dynamics of online social life.

ABSTRAK

Najuba, Viki Zulva. (2025). *Language Variation: Analisis terhadap Register yang Digunakan oleh Generasi Alpha di TikTok*. Skripsi sarjana Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

Kata Kunci: *register, generasi alpha, tiktok*

Perkembangan teknologi digital yang pesat mendorong munculnya variasi bahasa baru di ranah media sosial. TikTok merupakan platform video pendek yang banyak diminati sejak 2019, terutama di kalangan generasi muda yang aktif di media sosial seperti Generasi Alpha, yang merupakan generasi yang tumbuh sepenuhnya dalam era digital. Hal tersebut dapat dibuktikan dengan terciptanya kosakata baru serta gaya komunikasi yang lebih bervariasi dan inovatif. Penelitian ini bertujuan untuk menganalisis fitur leksikal dan konteks situasional dari register yang digunakan oleh Generasi Alpha dalam komunikasi di TikTok. Pendekatan penelitian yang digunakan adalah deskriptif kualitatif dengan teori register Hasan & Halliday (1985) sebagai kerangka analisis utama, yang mencakup tiga komponen: field (topik), tenor (hubungan sosial), dan mode (cara berkomunikasi). Sumber data penelitian berupa video-video TikTok yang menampilkan interaksi verbal oleh Generasi Alpha, yang dikumpulkan secara selektif dan dianalisis berdasarkan kerangka tersebut. Hasil penelitian menunjukkan bahwa Generasi Alpha kerap menggunakan istilah slang dan ekspresi emosional yang merefleksikan identitas digital native mereka dalam komunikasi TikTok mereka. Konteks situasional percakapan cenderung santai dengan topik ringan yang relevan dengan kehidupan sehari-hari, hubungan antar peserta informal dan akrab, serta komunikasi dilakukan secara verbal dan spontan. Dengan demikian, bahasa yang digunakan Generasi Alpha memperlihatkan ciri khas penutur digital native: komunikasinya ekspresif, kreatif, dan adaptif, yang mencerminkan identitas sosial serta ekspresi diri mereka dalam dinamika sosial dunia maya.

ملخص

نجد، فيكي زولفا (2025) تنوع اللغة: تحليل للسجل اللغوي المستخدم من قبل جيل ألفا في تطبيق تيك توك. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج. المشرفة. الدكتور هـ. ج. جالوه نور روحماه، ماجستير في التربية، ماجستير في التعليم.

لكلمات المفتاحية : السجل، جيل ألفا، تيك

إن التطور السريع للتكنولوجيا الرقمية قد أدى إلى ظهور تنوعات لغوية جديدة في مجال وسائل التواصل الاجتماعي. تُعد تيك توك منصة فيديو قصيرة تغطي بشعبية واسعة منذ عام 2019، خاصة بين جيل الشباب النشطين على وسائل التواصل الاجتماعي مثل جيل ألفا، وهو الجيل الذي نشأ بالكامل في العصر الرقمي. ويتضح ذلك من خلال ظهور مفردات جديدة وأنماط تواصل أكثر تنوعًا وابتكارًا. يهدف هذا البحث إلى تحليل السمات المعجمية والسياقات الموقفية للسجل اللغوي الذي يستخدمه جيل ألفا في تواصلهم عبر تيك توك. وقد تم استخدام المنهج الوصفي النوعي في هذا البحث بالاعتماد على نظرية السجل التي وضعها حسن وهاليداي (1985) كإطار رئيس للتحليل، والتي تشمل ثلاثة مكونات: المجال (الموضوع)، والعلاقة (العلاقة الاجتماعية) (والطريقة) وسيلة الاتصال. (ومصادر البيانات في هذا البحث هي مقاطع فيديو من تيك توك تُظهر تفاعلات لفظية لجيل ألفا، تم جمعها بشكل انتقائي وتحليلها وفقًا لهذا الإطار. أظهرت نتائج البحث أن جيل ألفا كثيرًا ما يستخدم مصطلحات عامة وتعبيرات عاطفية تعكس هويتهم كجيل رقمي. ويتميز السياق الموقف للمحادثات بالاسترخاء. وبتناول مواضيع خفيفة تتعلق بالحياة اليومية، كما أن العلاقة بين المشاركين غير رسمية وودية، ويتم التواصل شفهيًا وعفويًا، وبالتالي، تُظهر اللغة التي يستخدمها جيل ألفا سمات مميزة للناطقين الأصليين الرقميين؛ حيث يتسم تواصلهم بالتعبير، والإبداع، والمرونة، مما يعكس هويتهم الاجتماعية وتعبيرهم الذاتي في ظل الديناميكيات الاجتماعية لعالم الإنترنت.

TABLE OF CONTENTS

THESIS	i
STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET.....	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENTS	vii
ABSTRACT.....	ix
ABSTRAK	x
ملخص.....	xi
TABLE OF CONTENTS.....	xii
CHAPTER I	1
INTRODUCTION	1
A. Background of the Study.....	1
B. Research Questions	8
C. Significance of the Study	8
D. Scope and Limitation	9
E. Definition of the Key Terms	10
CHAPTER II.....	12
REVIEW OF RELATED LITERATURE	12
A. Language Variation.....	12
B. Registers.....	15
C. Lexical features	16
1. Slang.....	17
2. Emotive Expression	18
D. Generation Alpha and Digital Media	19
1. Communication Pattern of Generation Alpha.....	21
2. Influence of TikTok on Alpha Gen Communication Pattern.....	21
CHAPTER III	23
RESEARCH METHOD.....	23
A. Research Design.....	23

B. Research Instrument.....	24
C. Data Source	25
D. Data Collection.....	26
E. Data Analysis	27
CHAPTER IV	30
FINDINGS AND DISSCUSION	30
A. Findings.....	30
B. Discussions.....	60
CHAPTER V CONCLUSION AND SUGGESTION	72
A. Conclusion	72
B. Suggestion.....	73
BIBLIOGRAPHY	74
CURRICULUM VITAE	78
APPENDIX.....	79

CHAPTER I

INTRODUCTION

This chapter aims to elucidate several points relating to the research area. Those are the background of the study, research questions, scope and limitation, significance of the study, and definitions of the key terms.

A. Background of the Study

The increasingly significant development of digital technology plays a crucial role in shaping language use, and this development has an impact on how humans communicate in various circles (Androutsopoulos, 2011). Language functions to express ideas, opinions, and emotions to be understood by others. In this digital era, social media serves as a platform that connects people from all corners of the world. (Bangun et al., 2024). Social media functions as a significant space in the communication process that generates a lot of new vocabulary due to changes in communication over time (Izmaylova et al., 2017).

Language changes reflect social and technological advances. The emergence of many social media platforms, including TikTok, a video-sharing platform launched in 2016, attracts users from various circles. In 2019, this platform became the most popular and widely discussed video application. TikTok has become a popular platform for many people to communicate and express themselves, resulting in a variety of languages and new approaches to communication.

One group that frequently appears in TikTok content is Generation Alpha, which refers to individuals born after 2010 (McCrindle & Fell, 2021). Generation Alpha is the first generation to grow up fully immersed in rapidly evolving digital technologies. They are used to using smartphones, tablets, and digital apps as an integral part of their daily lives (McCrindle, 2021). From an early age, they have engaged with multimedia platforms, making them highly skilled in using various multimedia tools and online networks (Ziatdinov & Cilliers, 2022). This continuous exposure significantly affects their cognitive development, social behavior, and especially their communication style.

As digital natives, Generation Alpha exhibits distinctive linguistic characteristics shaped by their close interaction with technology (Tootell et al., 2014). They frequently use different modes of communication that often arise from trends in social media. The language used by this generation tends to be short, expressive, adaptive and highly trend-following (Hutajulu et al., 2024). On platforms such as TikTok, Generation Alpha shows strong creativity in creating new slang terms, expressions and linguistic innovations that serve both as tools of expression and as markers of group identity and social belonging (Piccerillo et al., 2025). Generation Alpha's interaction with global digital culture allows them to blend linguistic elements from different languages and cultural references, resulting in dynamic and flexible forms of language variation. The significant development of

digital technology has led to the emergence of new language variations, especially in registers used on social media sites such as TikTok. The use of language variation on the TikTok platform by the alpha generation reflects the influence of digital culture, generational identity, and language evolution.

To understand the emergence of new language variations due to the rapid development of digital technology, it is important to apply a sociolinguistic perspective. Sociolinguistics, as a branch of linguistics, focuses on linguistics and studies the relationship between language and society (Holmes & Wilson, 2022). Sociolinguistics examines how language is influenced by various social factors, such as age, gender, social status, ethnicity, and situational context (Wardhaugh & Fuller, 2021). In this case, the application of sociolinguistics aids in analyzing the situational context behind language variation, which in this study refers specifically to the registers. According to sociolinguistic studies, register refers to variations in language use determined by specific social contexts, including the relationship between speakers, the mode of communication, and the topic of discourse. These features reflect their digital language style. Each registers has lexical features appropriate to the context.

This research focuses on the Register Theory developed by Hasan and Halliday (1985). This theory is used to understand how Generation Alpha uses language on TikTok, while also explaining the dynamics of linguistic variation that develop on social media. The main focus is to

explore how the distinctive characteristics of Generation Alpha are reflected in the registers they use on the platform. This theory serve as the foundation for analyzing the situational context behind the emergence of a register, particularly through its three main aspects: field, tenor, and mode.

This approach aims to identify the lexical features in the registers used by Generation Alpha on TikTok, while also understanding the situational context behind the variations in language. On TikTok, communication takes place in a video format that combines short text, music, and other visual elements. Therefore, this study seeks to explore how language is used by Generation Alpha in that digital space by highlighting the lexical features. Furthermore, this research examines the situational contexts in which these lexical features are used, to understand how language reflects the communication situations that occur, emphasizing how the communication style used by Generation Alpha on TikTok is influenced by digital technology.

Research on language variation within the scope of sociolinguistics highlights its role as a means of expressing social identity. Studies related to language variation registers with various topics have been carried out before (Damirjian, 2024; Shen & Wang, 2019; Sun & Wang, 2023; Zhen, 2024) while in the study of registers (Collins, 2017) on social media (Affandi, 2023) especially in the TikTok platform, it is still often only focused on the previous generation (Siagian, 2024; Stahl & Literat, 2023) rather than focusing on the generation Alpha that has

characteristics (Höfrová et al., 2024; Hutajulu et al., 2024; Lad & Deepika, 2024; Piccerillo et al., 2025; Ziatdinov & Cilliers, 2022) tendency towards the use of technology through social media. Therefore, this study seeks to fill this gap by specifically investigating the language variation and register used by Generation Alpha on TikTok, which has not been extensively explored in previous studies that predominantly focused on older generations or on other platforms.

There remains a need for a more in-depth exploration of how language variations in sociolinguistics relate to the registers used by Generation Alpha on TikTok. This distinctive form of communication reflects the development of digital technology. Generation Alpha represents the first generation to fully grow up in the digital ecosystem, interacting with more visual and dynamic digital platforms like TikTok, which promotes shorter and denser forms of interaction through short videos. Therefore, understanding the lexical features and situational context they use in the registers used by Generation Alpha on TikTok is very important, considering how this generation creates a unique language variation that is influenced by digital technology that affects their communication style.

This study aims to determine the lexical features and situational context of language variation within Generation Alpha's registers it explores how people have used various terms in their communication, indicating how digital interaction has influenced language choices and functions. Understanding this process is essential to comprehend how

digital interaction contributes to language acquisition and how platforms such as TikTok have become environments that facilitate language learning among members of Generation Alpha. This research provides a new perspective in sociolinguistic studies, particularly in understanding how language accommodates technological innovation and social media trends.

Generation Alpha has grown up entirely during the era of digitization and, hence, serves as an interesting and relevant subject for research. From an early stage in their life cycle, they have mastered the use of electronic devices, software, and network platforms such as TikTok, which is particularly popular among them (McCrindle & Fell, 2021). With technology being used as the primary medium in learning, Generation Alpha has been intensely engaged with digital tools, which has significantly shaped their learning mechanisms, communication skills, and interactions with their environment.

Language use among Generation Alpha on TikTok is informal, concise, and contextualized, reflecting a broader shift away from traditional language norms toward more casual and fluid modes of communication. This indicates that their social and cultural identity is increasingly intertwined with virtual spaces. In this global and open communication environment, Generation Alpha actively constructs new lexical items that diverge from their etymological roots and introduce innovative terms, pioneering more revolutionary language practices.

This research assumes that the registers in the TikTok videos from the accounts @ericj3ng, @imacoolmomduh, @emilydawnl, @thesuprecole, and @jazzbaby. Involving Generation Alpha participants, show the tendency of language variation shaped by their interaction with digital media. These videos capture how they use certain lexical features. Another assumption is that the registers used by Generation Alpha on TikTok is influenced by the situational context shaped by social interactions, cultural background, and digital trends in the social media environment. These elements contribute to the emergence of a linguistically unique registers that reflects the identity of Generation Alpha as digital natives. Their language is characterized by creativity, conciseness, expressiveness, and multimodal communication which shows how they adapt language in a dynamic online environment.

This research aims to provide a comprehensive analysis of the registers used by Generation Alpha in TikTok videos, where they actively participate in verbal communication. Specifically, this study examines the lexical features and situational contexts of the use of this registers that reflects their identity as a generation closely connected to digital media. The research also highlights the role of TikTok as a space where Generation Alpha creates and spreads new language variations through their interactions.

This study intends to explore the context in which registers are used by Generation Alpha in their communication on TikTok, as well

as the characteristics of the registers they employ, showing how social, cultural, and digital trends can influence language usage on social media, particularly among Generation Alpha. This study is also expected to provide an overview of the communication patterns constructed by Generation Alpha through language, with particular attention to the lexical features they use as well as the situational context in which these registers emerge. By examining both the linguistic features and the situational context (field, tenor, and mode), this research not only identifies the variations in language use but also aims to understand the underlying conditions that give rise to the distinctive registers found within this digital generation's community.

B. Research Questions

The researcher is encouraged to ask several questions for the following research:

1. What lexical features are found in the registers used by Generation Alpha on TikTok?
2. What situational contexts influence the use of registers by Generation Alpha in their TikTok communication?

C. Significance of the Study

The practical significance of this research is to help readers and language researchers gain a better understanding of the lexical features and situational context of the language variation used by Generation

Alpha on TikTok, which reflect social dynamics and the development of digital culture. This understanding can be used to develop more adaptive language learning methods in response to the digital communication patterns used by Generation Alpha.

Additionally, this research also provides insights for social media practitioners and digital platform developers regarding how young generations create and adapt language in virtual environments. Thus, the results of this research can be utilized to design communication strategies, digital marketing, and platform features that are more relevant and authentic according to the language characteristics and interaction patterns of Generation Alpha on social media.

D. Scope and Limitation

This research analyzed the language variations in the registers used by Generation Alpha on TikTok. Sociolinguistics, as a branch of linguistics, has studied the relationship between language and society (Holmes & Wilson, 2022). By exploring how Generation Alpha has formed and used unique language variations on this digital platform, this study has applied Register Theory by Hasan and Halliday (1985) to analyze three main components: field, tenor, and mode. This analysis has identified the social situations and has explained how the situational context of the use of registers by Generation Alpha on TikTok has reflected their characteristics as a generation that has frequently and intensively interacted with digital media.

This study has had several limitations. First, it has focused on the TikTok platform and has not included other social media platforms where Generation Alpha might use different registers. This narrow focus limits the generalizability of the findings across other digital communication contexts. Additionally, since Generation Alpha is still very young, the data collected represents only a snapshot of their current language use, which may not fully capture the complexity or future developments of their linguistic behavior. Moreover, this study has relied on selected TikTok videos, which may not represent the entire diversity of language use within Generation Alpha.

E. Definition of the Key Terms

In order to avoid ambiguity and ensure clarity, several key terms used in this study are defined. These definitions provide a clear framework for understanding the main concepts throughout the research.

- a. Registers:** A variety of sociolinguistic language used by individual or groups in certain situations, characterized by distinctive features. This research focuses on the registers of the Generation Alpha, an informal phrase often used in casual contexts, identified through TikTok videos.
- b. Lexical features:** specific vocabulary forms or word level language choices that characterize the registers in identifying linguistic elements commonly found in the language used by Generation Alpha on TikTok. These lexical features help reveal how

Generation Alpha adapts and modifies language in digital communication to express identity, and emotions.

- c. **Situational context:** The social conditions that affect the use of registers, consisting of field, tenor, and mode. In digital communication, such as on TikTok, situational context determines the variety of language used by Generation Alpha, reflecting their identity, communication style, and social dynamics.
- d. **Generation Alpha:** A group of individuals born after 2010, growing up in the era of advanced digital technology, and highly familiar with the use of electronic devices from an early age. This exposure enables them to form their own language registers, particularly on digital platforms that reflect their lives as digital native.
- e. **TikTok:** A social media platform that allows users to create, share, and watch short videos usually containing entertainment or educational content, which results in the emergence of unique registers within the user community.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presented the main framework and literature reviewed in relation to the research topic. It consisted of discussions on language variation, registers, lexical features, and finally, Generation Alpha and digital media.

A. Language Variation

Language variation was one of the main topics in sociolinguistics, a field of study that explored the relationship between language and society. By understanding sociolinguistics, researchers were able to comprehend how language was influenced by various social factors (Hudson, 1996). The discussion of language variation focused on examining how speakers used language under the influence of several sociolinguistic factors, including geographical location, social class, ethnicity, age, and social context.

One important factor that influenced language variation was age, as each age group tended to have different speech patterns and vocabulary choices. For instance, the younger generation often used terms or expressions that were not easily understood by the older generation due to their preference for non-standard terms (Labov, 2006). These variations in language use among different groups often reflected aspects of identity, social status, and group membership. This demonstrated that language functioned not only as a means of

communication but also as a marker of identity and social affiliation (Collins, 2017).

According to Holmes and Wilson (2022), several social factors influenced language choice, such as who was involved in the conversation (the speaker and the interlocutor), the social conditions surrounding the interaction, the topic of discussion, and the communicative goals to be achieved. In this regard, social factors played a significant role in creating linguistic variation, as each situation could lead to differences in word choice and language structure, ultimately resulting in new forms and practices of language (Mardikantoro et al., 2023).

Language variation came in various forms, including dialects, accents, pidgin, everyday language, slang, creole, jargon, and registers. These forms of variation not only represented effective ways of communication but also reflected personal identity, social status, and group affiliation. The connection between language variation and societal factors highlighted language as a crucial element in representing and shaping human behavior within society.

For this research, an approach based on register theory by Halliday and Hasan (1985) was applied as the framework to analyze the components of tenor, mode, and field in language use. This approach enabled a deeper understanding of language variation while identifying shifts in language practices aligned with ongoing social changes.

In this study, the register theory developed by Halliday and Hasan (1985) served as the main analytical framework, focusing on how field, tenor, and mode shaped communication. The analysis of language variation through the lens of register theory provided meaningful insights into the complexity of communication that reflected the dynamic nature of social interactions.

1. Language Variation in Social Media

Language variation that arose on social media indicated changing communication habits shaped by the digital wave that introduced new platforms into everyday life. Social media served as the primary domain for young people to interact, share information, and express their opinions and emotions. The rapid and innovative nature of social media created a unique communication environment. The intensive interactions among its users led to the emergence of new language variations, as they continuously modified their speech according to context and communicative needs.

According to Clarke and Grieve (2019), the variety of linguistic styles on social media was influenced by several factors, including users' communicative goals, cultural backgrounds, and the technical limitations of the platform itself, such as character limits or a focus on visual and audio content. These conditions encouraged users to convey messages in more creative and flexible ways, resulting in distinct and innovative language forms. Consequently, the interactions that

occurred on social media shaped a specific register that reflected each user's identity and characteristics.

B. Registers

In sociolinguistic studies, register refers to the variation of language used in a particular context, which is influenced by social and functional factors. The register includes lexical and grammatical choices made by speakers to convey meaning effectively, demonstrating that language is a dynamic tool that constantly adapts to the needs of users in a variety of situations. The register theory proposed by Halliday and Hasan (1985) explains how language is used in various social contexts, where language variations are influenced by audiences, goals, and communication contexts. In this case, the situational context plays an important role in determining the variety of language applied.

In this framework, there are three main components that build a situational context, namely field, tenor, and mode. Field refers to the topic or activity being discussed in communication, tenor relates to social relationships between communication participants, including aspects of social hierarchy and the level of formality. Meanwhile, mode refers to the medium of communication used, whether spoken, written, or digital (Halliday & Hasan, 1985).

Situational context plays a significant role in shaping registers variations in various domains, such as communication on social media, business, and everyday conversation. Yule (2022) adds that registers

appear as language variations triggered by situational contexts, where the use of language differs depending on a specific activity or context (Yule, 2022). The registers serves as a means to create a common understanding among a group of speakers in a certain social context.

Each social group has distinctive communication characteristics, which contribute to the formation of the registers. Cultural factors, values, age, and communication norms that develop in a group also form a distinctive communication pattern. These various communication patterns trigger the formation of registers as part of the characteristics of the group. In the digital age, platforms like TikTok show how situational context can affect the use of registers.

C. Lexical features

Lexical features are important elements that described the characteristics of words and influenced how language was used in specific situations (Halliday & Hasan, 1985). These features served as key indicators reflecting the purpose of communication, the relationship between participants, and the medium used in communication. In a register, lexical features functioned as markers of language variation adapted to the situational context, which included three main dimensions: field (the topic or activity being discussed), tenor (the social relationship between the speaker and the listener), and mode (the channel or medium of communication). The choice of vocabulary in a text or discourse reflected these three aspects

simultaneously and played a significant role in aligning language with its context of use.

Lexical features not only distinguished between formal and informal language but also contributed to shaping social identity and conveying the speaker's attitudes and emotions. Certain lexical forms, such as slang and emotive expressions, demonstrated how vocabulary was used not merely as a tool for conveying literal information but also as a social instrument that reflected emotions, affinities, and collective identity.

1. Slang

Slang was a form of non-standard vocabulary that was used creatively and dynamically. It generally occurred in informal situations and was often not found in standard dictionaries. Slang tended to develop and change rapidly, reflecting the flexibility and creativity of its users' language, especially within youth communities such as Generation Alpha. Drake (1980), in the article titled *The Social Role of Slang*, explained that slang was often used to distinguish internal groups from external ones, as well as a way to challenge existing social norms (Drake, 1980). Green (2016) asserted that slang functioned in building group solidarity and distinguishing group members from outsiders (Green, 2016), in line with the characteristics of the registers determined by context, communication purpose, and the relationship between speakers.

As a form of linguistic register, slang was influenced by social context and specific situations. It was commonly used within groups or communities to express identity, create familiarity, and strengthen social interaction. Slang frequently appeared on social media due to the informal and interactive nature of digital platforms, which allowed users to communicate freely without being constrained by formal language norms. It became a key tool for expressing personality, building relationships, and signaling group affiliation. Slang also served as a marker of social identity, proficiency in using specific slang terms enabled listeners to infer the speaker's group affiliation. Through the concept of lexical metadata, slang carried not only linguistic meaning but also implicit information about the speaker's social background and cultural alignment (Damirjian, 2024). Slang terms often developed and spread rapidly through digital platforms, reflecting the linguistic creativity of younger generations. These groups not only adopted but also popularized various forms of slang as part of their identity construction, often reconstructing the meaning of existing words or creating new terms based on communication needs (Clarke & Grieve, 2019).

2. Emotive Expression

Social media, as a communication platform, allowed instant and broad expression of emotions. Emotive expression was a form of using words that aimed to express the speaker's emotions or feelings toward something. Roman Jakobson (1960), in the article *Closing Statement*:

Linguistics and Poetics introduced six functions of language, one of which was the emotive function, focusing on the speaker or addresser. This function aimed to express the speaker's attitude, feelings, or emotions toward the topic being discussed (Jakobson, 1960). In this case, the emotive function sought to provide an emotional impression to the listener, whether through genuine emotions or those presented constructively.

Emotive expressions were not always explicit or literal, but could appear in the form of hyperbolic, metaphorical, or evaluative word choices. Emotive expressions were important indicators in the analysis of language variation because they showed the speaker's attitude towards the topic, participants, or situation being discussed. In addition, emotive expressions also served as a tool to strengthen social connections and empathy between users, where emotional content tended to be shared and responded to more frequently than more neutral content (Adikari et al., 2021).

D. Generation Alpha and Digital Media

Generation Alpha referred to individuals born between 2010 and 2025, who were the successors of Generation Z. The name "Alpha" was taken from the first letter of the Greek alphabet, symbolizing the beginning of a new era after the end of the generational naming with the Latin alphabet in Generation Z (McCrindle & Wolfinger, 2009). Generation Alpha was known as true digital natives, as they were the

first generation to grow up entirely in the digital era. Since birth, they had lived in a world heavily influenced by advanced technology.

Generation Alpha lived in a digital ecosystem where technology dominated various aspects of their lives, including education, entertainment, communication, and social interaction. They were exposed to smart devices, apps, and digital platforms even before they started talking or reading. This generation not only used technology as a tool but also viewed it as an integral part of their daily lives (Jha, 2020).

Hutajulu, Agustiani, and Setiawan (2024) highlighted that this generation was marked by increased exposure to technology and digital media consumption habits factors that significantly shaped how they processed information and engaged in communication. Children in this generation were often seen operating tablets, playing educational games, or watching interactive videos at a very young age. Technology was not just a tool but also the environment in which they thrived. This generation lived in an ecosystem rich in instant information, with broad access to digital education, entertainment, and communication. These conditions created a generation that was highly adaptive to change and strongly connected to social media and digital platforms as a means of building personal identity.

1. Communication Pattern of Generation Alpha

Generation Alpha's engagement with technology created different communication patterns from previous generations. They preferred instant, visual, and shareable communication, in line with the character of digital platforms that offered quick responses (Rusmiatiningsih & Rizkyantha, 2022). They tended to favor instant and direct communication, in line with the character of digital platforms that offered quick responses. Lengthy information tended to be less appealing to them.

Their proximity to social media, especially visual-based platforms like TikTok, allowed them to create and spread new variations of language or registers, Slang, acronyms, and the use of emojis became part of their communication. This process was enriched by global collaboration, where cultural terms and trends from different countries could be easily adapted into their daily communication.

2. Influence of TikTok on Alpha Gen Communication Pattern

One of the most influential media in guiding Generation Alpha's communication and creative expression was TikTok. This ByteDance-developed application, launched in 2017, offered short video services that enabled people to create, edit, and disseminate their videos. With synchronization with music and visual filters as part of its features, as

well as collaborative capabilities, TikTok was a media that fully supported digital creative expression.

The impact of TikTok on the communication patterns of Generation Alpha encompassed various aspects. This platform not only served as a place to spread ideas and cultural trends but also accelerated the process of creative expression and played an important role in the formation of the collective identity of this generation (Sintiani & Romadona, 2024). Through its ability to disseminate information instantly, TikTok encouraged this generation to continuously explore new ideas and create many variations of new language.

CHAPTER III

RESEARCH METHOD

This chapter has explained the methodology that has been used to analyze the register employed by Generation Alpha on TikTok. It has included the research design, data sources, research instruments, data collection, and data analysis. Through systematic observation and analysis, this research has provided a deeper understanding of the lexical features found in the registers used by Generation Alpha, as well as the situational context that has influenced their language use.

A. Research Design

This research has used a descriptive qualitative design to explore the registers used by Generation Alpha on TikTok. This approach has been chosen because it has facilitated an in-depth exploration of the lexical features and situational contexts of the registers employed by Generation Alpha on a platform that reflects linguistic phenomena in specific social contexts. A descriptive qualitative approach has been considered suitable for this study due to its ability to observe phenomena in detail and capture the complexity of social interaction, particularly in dynamic environments such as social media. The research is grounded in the interpretive paradigm, which views social reality as holistic, dynamic, complex, and constructed through subjective meanings. The interpretive paradigm emphasizes understanding human behavior by exploring the meanings individuals assign to their actions within natural contexts (Rahardjo, 2018). It

allows researchers to reveal patterns of meaning that lie behind observable behaviors, enabling a deeper understanding of social phenomena as socially constructed realities (Rahardjo, 2018).

The researcher has conducted this study using a content analysis approach within the field of registers analysis used by Gen Alpha on the TikTok platform. since the data were obtained from social media, this study also falls under the scope of cyber research. The development of social media has given rise to research practices that collect data from virtual spaces, where interactions occur in online environments such as social media platforms (Rahardjo, 2023). Thus, this research can be categorized as part of cyber linguistics research, which examines language use within digital communication. By focusing on identifying emerging language trends within Generation Alpha, this study has aimed to identify the lexical features and understand the situational contexts behind the language variation in the registers used by Generation Alpha on TikTok.

B. Research Instrument

The main instrument in this study has been the human researcher, who has acted as both the data collector and analyst. The researcher has selected and analyzed lexical features and the situational context of the registers data related to language use by Generation Alpha on TikTok. The researcher has selected relevant TikTok videos based on predetermined criteria, including videos from selected accounts that

feature conversations conducted by Generation Alpha, in which they use registers typical of their generation and reflect specific situational contexts. This selection process has aimed to ensure that the analyzed data have been relevant to the observed phenomenon.

C. Data Source

The data source of this research has been TikTok videos that have showcased verbal communication involving individuals born between 2010 and 2024, categorized as Generation Alpha. TikTok has been chosen because it is a short-form, interactive video platform that has gained popularity among this generation, making it an ideal medium for investigating language variation and registers forms in digital communication used by Generation Alpha to express themselves creatively.

The videos have been selected based on several main criteria. First, the video must feature individuals from Generation Alpha as participants in the communication. Second, the video must contain the use of terms, expressions, or linguistic forms commonly associated with Generation Alpha, such as slang, acronyms, or other contemporary terms. Third, the video must present verbal communication that allows for analysis using the situational context framework based on Halliday's register theory, which includes the aspects of field, tenor, and mode.

The registers data have been obtained from selected TikTok accounts: @ericj3ng, @imacoolmomduh, @emilydawnl, @thesuprecole, and @jazzbaby. These accounts have been selected because their content frequently features individuals from Generation Alpha, either as the main characters or as part of the interaction in the videos. Moreover, these accounts have had at least 100,000 followers, indicating an active audience and the social relevance of the content they have uploaded.

D. Data Collection

The data in this research were collected by gathering TikTok videos that feature verbal communication by individuals from Generation Alpha. The collection process was carried out gradually and systematically to ensure the relevance of the data to the research focus. The data collection began by selecting relevant TikTok accounts: @ericj3ng, @imacoolmomduh, @emilydawnl, @thesuprecole, and @jazzbaby. These accounts were chosen because they actively involve Generation Alpha in their content, which often reflects the language variation typical of this generation.

After selecting the accounts owned by @ericj3ng, @imacoolmomduh, @emilydawnl, @thesuprecole, and @jazzbaby, the next step was to search for relevant videos based on the research criteria, namely those that showcase the use of Generation Alpha's distinctive registers such as slang, acronyms, and contemporary

expressions in which Generation Alpha individuals also participate in the conversation. The selected videos that met the research criteria, particularly those featuring the typical Generation Alpha registers, have then been analyzed further. These videos were downloaded for documentation.

Next, the utterances or dialogues in the videos were fully transcribed to identify the forms of registers used. This process supported the situational context analysis based on Halliday's register theory, which includes three aspects: field, tenor, and mode. All of these steps were conducted to ensure that the collected data are valid, relevant, and capable of supporting a linguistic analysis of the language variation used by Generation Alpha in digital communication on TikTok.

E. Data Analysis

In this study, data analysis was conducted through a series of systematic steps to gain a deeper understanding of the registers used by Generation Alpha on TikTok. The analytical process involved several main stages. First, the data collected from TikTok videos showcasing the use of Generation Alpha's registers were compiled. Then, the registers words found were analyzed to identify lexical elements based on lexical features such as slang and emotive expressions.

After analyzing the lexical features, the situational context was examined in the part of the registers used by Generation Alpha in the sentence. The situational context was analyzed using the three main aspects of Register Theory by Hasan and Halliday (1985): Field, which identifies the topic or activity underlying the communication; Tenor, which analyzes the social relationship between participants, including levels of formality, social hierarchy, and familiarity between the content creator and the audience; and Mode, which observes the communication medium used to support the meaning of the interaction.

To ensure accuracy in interpreting the meaning of the registers used by Generation Alpha, this study employed data triangulation. This was done by reviewing explanatory video content from other creators who specifically discuss the meanings of registers used by Generation Alpha. Additionally, the researcher reviewed the meanings of these registers through Urban Dictionary, a community-based online dictionary widely used to understand slang in the ever-evolving digital age. These data sources were not used as primary data, but rather as cross-references to validate the interpretation of register items and to align the analysis with the actual usage and understanding of the registers used by Generation Alpha.

By incorporating data triangulation into the analysis, this research aimed to provide a more accurate capture of how Generation Alpha constructs meaning and identity through language choices on TikTok.

This study captured the dynamic relationship between language, digital media, and Generation Alpha's culture. Overall, the combination of lexical categorization, situational context interpretation, and data triangulation formed a systematic methodological framework for investigating registers forms within the ever-changing sociolinguistic landscape of digital media, particularly concerning the language variations used by Generation Alpha in their digital interactions on TikTok.

CHAPTER IV

FINDINGS AND DISSCUSION

This section addressed the research questions of this study, focusing on what lexical features have been used and how situational contexts have shaped the registers employed by Generation Alpha on TikTok. The following part presents a detailed analysis of the data that has been collected from selected TikTok videos, categorized by lexical features, followed by an exploration of the situational contexts based on Halliday's register variables: field, tenor, and mode.

A. Findings

This section presents the research findings obtained from the analysis of TikTok videos featuring Generation Alpha. The findings describe the lexical features and situational contexts of the registers used, which are discussed in accordance with the research objectives.

Datum 1:

*“You **spill tea** to our cats?”*

In this datum, there is one register that is identical to Gen Alpha, namely “spill tea” where this term is used not based on its literal meaning of spilling tea. The part of speech for “spill” here functions as a verb, but its meaning has undergone semantic shift. The word “tea” continues to function as a noun, but its denotative meaning has shifted. “Spill tea” here refers to gossiping or leaking personal information. This

reflects the use of non-standard words in informal communication, especially among young people on social media like TikTok. Therefore, the lexical feature in this datum is slang, because its meaning deviates from the literal meaning and is used creatively as a form of social expression. The phrase “spill tea” here is used to indicate that she prefers to tell stories or gossip with his cat, because he considers his cat the only one she can gossip with without fearing that the story will leak to others.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: This is a casual conversation where their topics of discussion are random and relaxed, such as talking about feelings, school activities, and personal matters like crushes and friends. The sentence “You spill tea to our cats?” appears as a joking response to her younger sibling who previously said that they like to talk and gossip. The phrase spill tea in this context represents the activity of gossiping or sharing stories.

Tenor: The participants in this conversation have a fairly close relationship as siblings, which is evident from the tone of voice filled with jest, the use of light sarcasm, and the

informal nature filled with humor and emotional closeness.

There is no power distance between them.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between two siblings, which is then recorded and uploaded to the internet via the digital platform TikTok.

The emergence of the phrase “spill tea” in this datum cannot be separated from the situational context that reflects the closeness between siblings as well as the informal and personal atmosphere underlying their interaction. The existence of sibling relationships allows for the use of more relaxed, expressive, and sometimes hyperbolic language, such as the term “spill tea.” This situation also indicates that the register used not only serves as a communication tool but also as a means of forming identity and emotional closeness. The word reflects Generation Alpha’s tendency to use slang as a tool to convey experiences and build unique social connections in their digital environment.

Datum 2:

“Girly pop, you ate in that outfit today.”

In this datum, the register “girly pop” is a form of slang used as a sweet and feminine greeting for women. This phrase is not found in formal dictionaries and is used informally in digital communities, especially by Gen Alpha. This word reflects a typical communication

style of young people that is close, playful, and full of expression. “Girly pop” here functions as a noun used as a form of greeting that not only indicates familiarity but also social solidarity within certain groups. Thus, the use of “girly pop” in this conversation indicates lexical features that fall into the category of slang because it shows a characteristic communication style, social group membership, and expression of identity.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This is a casual conversation in the car between a mother and her children after school. The topics discussed include the children’s appearances, funny incidents at school, and the mother uses popular trend words often used by Gen Alpha such as “sigma” and “skibidi Rizzler” in her conversation. The term “Girly pop” is used as a greeting when the mother praises her children’s appearances. This sentence illustrates a light hearted, enjoyable interaction that follows Gen Alpha language trends.
- Tenor: The participants in this conversation are a mother and her children. Although socially the mother has an authoritative

role, in this conversation she deliberately teases her children by using the same speaking style to appear “relatable” and fun. The mother uses contemporary terms like “girly pop”.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a mother and her children, which is then recorded and uploaded to the internet via the digital platform TikTok.

The use of the phrase “girly pop” in this context shows how Gen Alpha utilizes informal language to create a more intimate and expressive communication style. This register reflects the digital culture they embrace, where greetings serve not just as a regular social function, but also as a way to reinforce group identity. In conversations among siblings, the use of such terms creates a warmer and more playful atmosphere. It also indicates that Gen Alpha’s communication is not merely about conveying information, but is rich in style and emotional attitudes shaped by internet culture and social media.

Datum 3:

*“Girly pop, you **ate** in that outfit today?”*

This datum contains the use of the register “ate” whose lexical feature is a form of slang, and this word is not used in its literal meaning, which is “to eat.” Here, “ate” remains a verb, but its meaning deviates from the literal sense. This word is used in conversations in the video to compliment someone’s appearance, which is considered very good

or impressive. This word is commonly used by Gen Alpha to praise others. In this context, the term “ate” becomes a symbol of Gen Alpha’s unique communication style that is flamboyant, hyperbolic, and emphasizes free emotional expression. Therefore, “ate” is a slang that reflects Gen Alpha’s unique way of giving compliments.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: This is a casual conversation in the car between a mother and her children after school. The topics discussed include the children’s appearance, funny incidents at school, and the mother using trendy words popular among Gen Alpha, such as “sigma” and “skibidi Rizzler” in her conversation. The sentence “you ate in that outfit today” is a modern compliment meaning that her child looks very cool or stunning that day with the outfit they are wearing.

Tenor: The participants in this conversation are a mother and her children. Although socially the mother has an authoritative role, in this conversation she deliberately teases her children by using the same speaking style to appear relatable and fun. The mother uses contemporary terms like “ate”.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a mother and her children, which is then recorded and uploaded to the internet via the digital platform TikTok.

The use of the term “ate” in the above datum is a compliment that illustrates how Gen Alpha utilizes non-literal language to express admiration expressively. This conversation not only implies an evaluation of appearances but also shows how a word that comes from a literal meaning can be reconstructed into contemporary expression. The presence of the mother who also speaks using that slang reinforces the impression that this register is acceptable across generations. This shows that social media is not only a medium of communication, but also a place where creativity and freedom of language are accommodated.

Datum 4:

*“that’s really annoying, **negative 5000 aura points** for him”*

In this datum, the alpha gene register is found with the phrase “negative 5,000 aura points” which is a form of lexical feature emotive expression. This word is used hyperbolically and humorously to assess someone’s actions that are considered annoying. This phrase is clearly not used literally, as there is no real point system associated with “aura”. Grammatically, the word “negative” functions as an adjective that gives a judgment to the word “aura” which functions as a noun. This term is

adopted as a metaphor that reflects the perception of someone's personality or the atmosphere they emit, whether in a positive or negative context. This shows how Gen Alpha expresses emotions creatively through light yet effective figurative language in digital communication.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This is part of a casual conversation in the car between a mother and her children discussing their school experiences that day. When the child talks about a student who was disruptive by constantly moving his chair, the mother responds by saying, "That's really annoying. Negative 5,000 aura points for him." This expression uses the "negative aura" register that is commonly used to evaluate someone's actions to indicate that someone is behaving in an annoying manner.
- Tenor: The participants in this conversation are a mother and her children. Although socially the mother has an authoritative role, in this conversation she intentionally teases her children by using terms characteristic of Gen Alpha such as "negative

aura points” to engage in their language style, creating a warm atmosphere.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a mother and her children, which is then recorded and uploaded to the internet via the digital platform TikTok

The phrase “negative 5,000 aura points” reflects a distinctive way of Generation Alpha in expressing emotional expressions through hyperbolic and metaphoric language. Such language not only conveys messages functionally but also adds emotional color that enriches communication. In conversations among family members filled with intimacy, the use of this expression demonstrates that communication is not just a tool for delivering information, but also a form of entertainment and emotional outlet. By understanding this context, we can see that the use of emotive register like this is influenced by emotional closeness, an informal atmosphere, and expressive habits shaped by interactions on social media and the digital environment.

Datum 5:

*“Okay, if yo guys had to pick one person from your class who is the **skibidi ohio rizzler** of your class?”*

In the phrase “skibidi Ohio Rizzler”, it is a combination of several popular slangs frequently used by Generation Alpha. First, the word “skibidi” comes from a song titled “Dom Dom Yes Yes” which went viral on TikTok. From there, the word “skibidi” was popularized

in videos featuring a character with a toilet head in an absurd world. This word has no literal meaning, which Generation Alpha uses to express something strange, bad, or ugly. Second, the word Ohio is a metaphorical form used in internet memes to describe weird or abnormal things. This term comes from a meme trend on TikTok and X with narrations like “Only in Ohio,” which has made the name of the state of Ohio a symbol for where the strangest and most unusual things happen. As for the word rizzler, it comes from the word rizz, popularized by influencer Kai Cenat. “Rizz” is a short form of “charisma,” with the addition of the suffix *ler* in rizzler, which can be interpreted as a nickname for someone who is skilled at flirting.

The meaning of the combination of words that becomes “skibidi Ohio rizzler” in the video refers to someone who looks strange and awkward while trying to act cool or flirt with others. Thus, in the video, the phrase “skibidi Ohio rizzler” is used to ask who in their child’s class acts the most cringe or weird when trying to be cool or flirt. This expression is used to make social judgments in a different way and contains elements of an inside joke that is usually only understood by other users of the language, indicating solidarity through creativity and the informality of the slang they use.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field,

tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This conversation took place in a relaxed atmosphere in the car after the children came home from school. The mother jokingly asked, “who is the skibidi Ohio Rizzler of your class?”, to inquire about which of their classmates is the most cringe or awkward when trying to act cool or flirt. This combination of terms forms an expression commonly used by Gen Alpha to assess or mock social behaviors deemed excessive or embarrassing in a joking context.
- Tenor: The mother and children are talking in a very relaxed and humorous atmosphere. Although socially the mother has an authoritative role, in this conversation she intentionally teases her children using typical Gen Alpha terms like “skibidi Ohio Rizzler” which shows familiarity through the use of inside jokes that are usually only used by Gen Alpha.
- Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a mother and her children, which is then recorded and uploaded to the internet via the digital platform TikTok

The expression “skibidi Ohio rizzler” describes how Gen Alpha constructs meaning through a blend of internet culture and their own linguistic creativity. In casual conversations among siblings, with parental participation, this term emerges as part of an inclusive and

humorous communication style. Such a register is born from a rapidly changing digital context, where expressions can be created, modified, and disseminated in a short amount of time. The informal conversational setting and family-based relationships are crucial factors in fostering comfort in using quirky yet entertaining language.

Datum 6:

*“I got this wallet, **very cutesy**, Love the vibe.”*

In this datum, the word “cutesy” is a register commonly used by Gen Alpha to express things that are considered funny and adorable. This word is an emotive expression, as it is used to convey positive feelings or attitudes towards an object. Grammatically, “cutesy” is an adjective. This word comes from “cute” modified with the suffix *sy* to give a more whimsical nuance. The word *cutesy* in this video is used to describe the visual or form of the wallet that was purchased as cute. the use of the phrase “very cutesy” reflects the emotive function in communication, where language is used to express the speaker’s feelings and attitudes towards something. emotive function focuses on the addresser, that is, the speaker, and how they convey their attitude towards the content of the utterance. In this context, the expression “very cutesy” serves not to objectively describe the quality of the wallet, but to express admiration.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using

three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: This conversation takes place in a video content of an unboxing haul of items purchased at Ale Hop store in Spain. June shows the wallet she bought and says, "Very cutesy, love the vibe." The term "very cutesy" here is used to describe that the item is cute or adorable.

Tenor: The participants in this conversation have a fairly close relationship as siblings, which is evident from the tone of voice that is filled with jokes and is informal, full of laughter and emotional closeness. There is no power distance between them.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between two siblings, which is then recorded and uploaded to the internet via the digital platform TikTok.

The use of the word "cutesy" in this context illustrates how Gen Alpha chooses expressive diction to describe their experiences with everyday objects. This word not only conveys a visual description but also brings a sense of emotion and personal style. In the communication situation between close siblings, such expressions create a more lively and entertaining conversational experience. With a relaxed situational context full of visual interaction, the use of "cutesy" becomes part of

Gen Alpha's light, emotional communication style that is focused on strong personal impressions and aesthetics.

Datum 7:

*"I got this wallet, very cutesy, Love **the vibe**"*

In this datum, the word "vibe" appears in the phrase "love the vibe" as a noun used to express an assessment of his wallet's appearance. The term "vibe" refers to the emotional or aesthetic impression given by that object, such as its cute design, attractive color, or fashionable look. This word is not used literally, but rather as a form emotive expression that reflects its lexical feature as an intuitive expression used non literally to indicate an emotional or aesthetic impression of something. reflects the emotive function in communication, where language is used to express the speaker's feelings and attitudes towards something.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: Jazzy and June, who are participants in this video, are doing an unboxing haul, where they show the items they bought while in Spain. In the video, June shows that she bought a

wallet and feels that the wallet she purchased is very nice and she likes the vibe of that wallet.

Tenor: The participants in this conversation have a fairly close relationship as siblings, which is evident from the tone of voice that is filled with jokes and is informal, full of laughter and emotional closeness. There is no power distance between them.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between two siblings, which is then recorded and uploaded to the internet via the digital platform TikTok.

The term “vibe” in this context describes how Gen Alpha intuitively conveys their judgments through brief, emotionally charged words. The use of this term reinforces the impression that evaluations of an object are no longer merely based on form or function, but also on the overall subjective impression. The interactions between siblings in this video demonstrate comfort and spontaneity in speaking, making the use of “vibe” emerge naturally and contextually. The situational context supported by emotional relationships and social media platforms creates a space that fosters the emergence of a new, expressive, and concise register.

Datum 8:

*“Girl, what’s your favorite **rizz** of all times?”*

The word “rizz” in the above datum is one of the slangs often used by Gen Alpha. The word “rizz” is a noun used to refer to the content of cheesy remarks or pickup lines themselves. The word “rizz” refers to the charisma possessed by someone, the ability to flirt, charm, or a pickup line. In this video, the use of the word “rizz” arises in the question “What’s your favourite rizz of all times?” which is used to start a casual conversation about their favorite pickup lines. This word comes from the abbreviation “charisma” which was then simplified to “rizz”. Slang functions as para code, which is an alternative system for conveying social values that are not accommodated by formal language. Furthermore, slang serves as a means of solidarity, which is to create and strengthen connections through an expressive and creative form of language.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: The conversation in this video begins with a session of exchanging pickup lines between two siblings, Jazzy and June. The sentence “Girl, what’s your favorite rizz of all

times?” is used to ask about the best pick up line they have ever heard or said.

Tenor: The conversation takes place between two close sisters who often joke with each other, evident from the playful tone of voice that is informal and filled with humor and emotional closeness. There is no power distance between them.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between two siblings, which is then recorded and uploaded to the internet via the digital platform TikTok.

The word “rizz” used in this context indicates how Gen Alpha creates a light yet expressive system of meaning to discuss concepts that are actually complex, such as attraction and charisma. By replacing formal terms like “charisma” with “rizz”, they form a more personal and accessible form of communication. In conversations among siblings filled with laughter and intimacy, this term becomes a bridge for sharing experiences in a light-hearted yet relevant manner.

Datum 9:

*“I wanna look **demure and cutesy**, but also not like trying too hard”*

The phrase “demure and cutesy” falls under the lexical feature of emotive expression. This phrase is used by speakers to convey a desire to present themselves in a certain style that reflects their personality or mood. The word “demure” means to appear graceful,

polite, and calm, while “cutesy” describes something that is excessively cute or adorable. The word “demure” originates from the Old French “demore”, which means “to delay” or “to restrain oneself”, and then evolved in English into an adjective describing modesty. Meanwhile, “cutesy” comes from the root word “cute”, which means attractive or sweet, with the suffix *sy* added to create a hyperbolic effect.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: In this video, June is getting ready to go to the mall and is being assisted by her older sister, Jazzy, in choosing and styling her appearance. When asked about her desired style, June responds, “I wanna look demure and cutesy but also not like trying too hard.” The terms *demure* and *cutesy* here reflect a preference for a feminine, elegant, and cute style that still appears effortless. This statement shows how Gen Alpha expresses their visual identity in a trendy way that connects with social media language.

Tenor: This conversation takes place between two sisters who have a very close relationship, evident from the humorous, supportive, and warm tone of their speech. Jazzy plays the

role of the older sister who helps her younger sister achieve her desired look, while also being a confidante and makeshift stylist.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between two siblings, which is then recorded and uploaded to the internet via the digital platform TikTok.

The phrase “demure and cutesy” illustrates how Gen Alpha crafts their self-image with strong emotional and visual references. These words not only describe a style of dressing but also represent feelings, identity, and social expectations in appearance. In conversations among siblings, the emergence of this phrase signifies the importance of support and self-expression in building confidence, especially in the digital era. The relaxed, familiar, and playful context allows for freer and more reflective diction choices. This register not only reflects personal aesthetics but also shows how Gen Alpha interprets beauty and originality through hyper-personal and emotional language.

Datum 10:

*“OMG, the **yappers** back”*

In this datum, there is the word “yappers” which is included in the lexical features as slang. The word “yappers” in this sentence is used to refer to a chatty person, namely Jazzy, in an informal, humorous, and

slightly sarcastic style. This form of slang is a non-standard, informal vocabulary that is often used by Generation Alpha, who tend to be laid back and funny. The use of this slang is not intended to insult but to create a friendly atmosphere. slang is used within certain social groups to foster a sense of togetherness, create group identity, and express emotions in ways that formal language may not always capture. The word “yappers” comes from the word “yap” which literally means to bark (for small dogs) or to talk continuously in a loud voice. In slang, “yapper” is an informal term for a person who talks a lot. In its plural form “yappers”, the word has an expanded meaning as a greeting or a humorous nickname for someone known to be chatty.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

Field: This video has captured the moment when Jazzy, the older sister, has returned from Thailand, bringing gifts for her younger sister, June. When June has seen her, she has excitedly said, “OMG, the yapper’s back,” playfully calling her talkative sister a “yapper” in a warm and cheerful way. This moment has reflected their close bond and shared joy.

Tenor: The conversation takes place between two sisters who are very close and often joke around, evident from the playful tone of voice that is informal and filled with humor and emotional closeness. There is no power distance between them.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between two siblings, which is then recorded and uploaded to the internet via the digital platform TikTok.

The word “yappers” is used as a humorous greeting that indicates that in Gen Alpha communication, language expressions do not have to be literal or polite to be meaningful. Instead, through light and humorous language like this, they build group identity and create closeness. In the context of informal and familiar sibling relationships, the use of slang serves to strengthen bonds and create a pleasant conversational dynamic.

Datum 11:

*“Mmm, that’s **bussin bussin**”*

The term “bussin” is part of the lexical features of slang as an adjective. This term is utilized to express the goodness of food that is extremely tasty or exceptionally yummy. In this datum, a child utilizes the term “bussin” to state that his father presented him with grapes that were very good to eat. With “that’s bussin bussin”, a child indicates that

his father presented him with very good-tasting grapes. This term is itself a slang that comes from African American Vernacular English and has been disseminated very broadly among Gen Alpha through social media. slang is utilized to express meaning as well as to serve as a tool for expressing emotion and indicating participation in particular social groups. The adoption of this slang indicates a kind of communication that is concise but contained with lots of expression and is part of how Gen Alpha makes evaluations using an instantaneous and hyperbolic tone.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This conversation takes place while the participants in the video are eating grapes, and afterward, the child says, "Mmm that's bussin bussin" which is a modern expression to indicate that the food is very good or extraordinarily delicious.
- Tenor: The relationship between the father and son in this conversation is very casual, close, and full of affection. Although it occurs between two different generations, the use of the slang "bussin" indicates an open family dynamic,

where informal language is accepted and used as a form of familiarity.

Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a father and his child, which is then recorded and uploaded to the internet via the digital platform TikTok.

The expression “bussin bussin” shows how Gen Alpha uses repetition and hyperbolic expressions to convey their experiences in an emotional and expressive way. This word illustrates a form of praise that is not only pleasing phonetically but also capable of capturing a spontaneous and energetic spirit. In the interaction between a father and child, this slang becomes a bridge that breaks down formal boundaries between generations. The context of light and free conversation creates a space for children to express themselves with the distinctive language of their group. Situations like this reinforce the understanding that slang register plays an important role in strengthening social relationships and expressing feelings.

Datum 12:

*“I **bet** your mom gives you free food too”*

In this datum, the word “bet” appears in the phrase “I bet your mom gives you free food too!” which is said by a child as a form of belief that others also have caring mothers. The lexical feature “bet” falls into the slang category as an interjection that expresses certainty

or agreement towards something. Literally, “bet” is a verb (to gamble), but in modern slang usage, its function has shifted to indicate enthusiasm, certainty, or informal confirmation of a statement. The use of this word is highly dependent on the context, the speaker’s intent, and the social norm of their group.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday’s register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This video features a boy expressing his gratitude for having a loving mother. He mentions various reasons why he loves his mother so much, one of which is because of the “free food” he always gets. The sentence “I bet your mom gives you free food too!” is said with an enthusiastic and spirited tone, as an assumption that others also have caring mothers.
- Tenor: This video shows the relationship between a mother and her child, where it is evident that they are very close. The mother allows her child the freedom to express their honest opinions about why they like their mother.
- Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a mother and her son,

which is then recorded and uploaded to the internet via the digital platform TikTok.

The use of the word “bet” in this context reflects how Gen Alpha expresses confidence in a casual, expressive, and quick manner. This word replaces lengthy phrases like “I’m sure” or “I believe” with a more concise yet still communicative form. In communication situations between children and their parents that are quite familiar, the use of “bet” highlights how Gen Alpha conveys assurance in a relaxed, expressive, and swift way. This word serves to substitute long phrases like “I’m sure” or “I believe” with a more succinct yet communicative expression.

Datum 13:

*“But the bag is **fire**”*

The lexical feature in the word “fire” in this sentence includes a slang adjective that means something very good, cool, or interesting. Although literally “fire” means fire, in this video it is used metaphorically and hyperbolically as a compliment. In this video, the word “fire” appears in the phrase “But the bag is fire,” which is said by a child who means that he is praising the bag worn by that person as very cool. This is an example of a shift in meaning from literal to contextual that slang often departs from standard definitions and relies heavily on social context and shared understanding within a group.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This conversation happens spontaneously where an alpha gen chooses a random person passing by to interview, and they discuss age and birthdays, as well as the clothes they are wearing. In the video, the interviewed person mentions that they are wearing the worst outfit. The child responds with the phrase, "but the bag is fire while pointing at the bag their conversation partner is wearing. The word "fire" is used to praise that the bag looks very cool.
- Tenor: The interaction that occurs among the participants in this video is quite spontaneous, they do not know each other but they are of a relatively close age. This conversation is built in a very informal atmosphere and full of spontaneity. Even though they do not know each other, they interact with a familiar communication style.
- Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a random person and an interviewer, which is then recorded and uploaded to the internet via the digital platform TikTok.

The expression “fire” as a compliment for a bag is an example of how Generation Alpha uses metaphorical language spontaneously to convey strong judgments in a relaxed and informal communication context. This word, which literally means “fire,” has shifted in meaning to symbolize something very cool, interesting, or impressive, reflecting admiration in a brief yet expressive manner. The term “fire” has now become part of their social vocabulary, not only as an emotional expression but also as a marker of group identity that understands and shares specific linguistic codes. In a fast-paced digital environment, the use of slang like this becomes an efficient communication strategy to condense complex meanings into a single word that is easily understood by fellow users.

Datum 14:

“Drippy 13 years old”

In this datum, the word “drippy” is used in the phrase “Drippy 13 years old” as a compliment to the appearance of a 13 years old child deemed fashionable and stylish. This term is a slang adjective that originates from the root word “drip”, which in streetwear culture refers to a cool dressing style. “Drip” itself comes from the analogy of “bling” or luxury that “drips” like the sparkle from jewelry. The word “drippy” is an adjectival form that means someone has an on-point appearance, is fashionable, or is “glowing” in terms of fashion. slang often experiences a shift in meaning from its literal form to a new meaning

understood contextually, allowing individuals to express their values and social status through creative and expressive language.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This video is part of a spontaneous street interview where the participants discuss their age and also talk about appearances. The phrase "Drippy 13 years old" is a compliment regarding the fashion style of the 13 years old participant in the video. The word "drippy" is a popular slang used to describe someone who is very stylish.
- Tenor: The interaction that occurs among the participants in this video is quite spontaneous, they do not know each other but they are of a relatively close age. This conversation is built in a very informal atmosphere and full of spontaneity. Even though they do not know each other, they interact with a familiar communication style.
- Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a random person and the interviewer, which is then recorded and uploaded to the internet via the digital platform TikTok.

The word “drippy” describes how Gen Alpha expresses style and appearance with terms that reflect visual elegance in language form. This register not only replaces the words “stylish” or “fashionable”, but also conveys a sense of pride, self-expression, and trending styles. In spontaneous and confident interactions, such terms serve to indicate recognition and appreciation, showing that the development of slang in this group is not only related to communicative function, but also as a representation of identity and visual values.

Datum 15:

*“Do i got though **rizz**?”*

The word “rizz” in the datum above is a slang term often used by Generation Alpha. This word refers to the charisma that a person possesses, the ability to flirt, charm, or pick up lines. In this video, the use of the word “rizz” appears in the question “Do I got rizz though?” which is said by a child after he tries to approach a stranger. The word “rizz” is used to ask whether he successfully demonstrated charisma during that interaction. This word comes from an abbreviation of “charisma” which was then simplified to “rizz. slang functions as a para code, which is an alternative system to communicate social values that are not accommodated by formal language, and slang often experiences shifts in meaning from a literal form to a meaning that can only be understood contextually.

To fully understand the meaning and function of the language of this register, an analysis of the situational context is necessary using three main components in Halliday's register theory, namely field, tenor, and mode. The following is an analysis of the situational context of the datum:

- Field: This video is part of a spontaneous street interview where they discuss how someone approaches others. When the boy tries to greet a stranger with an "obnoxious flirting" style, he then asks, "Do I got rizz though?" This sentence is a self-assessment of whether his style or approach is charismatic enough. The word rizz itself refers to the ability to attract or flirt with others and is used as a measure of how effective or "cool" his way of approaching someone he just met is.
- Tenor: The interactions that occur among the participants in this video are quite spontaneous they do not know each other. The conversation is built in a very informal and spontaneous atmosphere. Although they are not familiar with each other, they interact with a friendly communication style.
- Mode: This interaction is a spoken communication in the form of a face-to-face conversation between a random person and the interviewer, which is then recorded and uploaded to the internet via the digital platform TikTok.

The question "Do I got rizz though?" reflects how Generation Alpha is accustomed to openly evaluating themselves in everyday

conversations, using a casual yet meaningful language style. The term “rizz,” which comes from the word “charisma,” not only depicts the ability to attract attention or charm others but has also become a symbol of confidence, social appeal, and personal performance in front of others. The use of this word in the context of informal communication indicates the linguistic flexibility of Generation Alpha and their courage in expressing self-assessment. In fast-paced and spontaneous digital conversations, such expressions not only showcase linguistic creativity but also illustrate how this generation builds social identity and intimacy among peers.

B. Discussions

This section discussed the findings data that have been analyzed in the findings part, specifically in relation to the lexical features and situational context of the register used by Generation Alpha on TikTok. This analysis has been based on Halliday and Hasan’s (1985) Register Theory, which emphasizes the importance of situational context, namely field, tenor, and mode that have existed in the interactions taking place, as well as the lexical features present in the register used by Generation Alpha. In this study, 15 data points have been found, taken from the TikTok platform from several selected accounts including @ericj3ng, @imacoolmomduh, @emilydawnl, @thesuprecole, and @jazzbaby, where Generation Alpha participants have been involved in those interactions.

This research has identified how Generation Alpha, as a generation whose lives have been fully dominated by technology from education, entertainment, communication, to social interaction occurring around them has used language in distinctive ways. As stated by Jha (2020), this generation not only uses technology as a tool but also sees it as an integral part of their daily lives. Generation Alpha has employed various lexical features in their register. The findings of this study have revealed that their language has been shaped not only by intense engagement with digital technology but also by a distinct generational identity and a tendency to communicate informally, concisely, and expressively, especially in digital spaces. As written by Piccirillo et al (2025), Generation Alpha has grown up in a highly visual, mobile, and globally connected environment. Generation Alpha has shown a preference for forms of communication that are brief, expressive, and rich in lexical innovation, such as the use of slang and emotive expressions.

Based on the data that have been obtained, in the lexical feature slang category, there have been a total of 12 entries identified: *spill tea*, *girly pop*, *ate*, *Skibidi Ohio rizzler*, *rizz*, *yappers*, *bussin*, *bet*, *fire*, *drippy*, and *rizz*. Those included in the emotive expression category have been: *negative aura*, *very cutesy*, *vibe*, *very demure*, and *cutesy*.

The slang used by Gen Alpha does not only serve as a variation of vocabulary that they use, but also as a tool to form group identity and create solidarity. This aligns with Drake's (1980) view that slang

functions as a symbol of membership in certain groups, which fosters solidarity among users. This perspective is also supported by Green (2016), who explains that slang has a group identification function because it is used as a tool to distinguish certain social groups while simultaneously strengthening solidarity within those groups. Furthermore, Eble (1996, as cited in Damirjian, 2024) states that slang automatically creates linguistic responses that distinguish who belongs to the “in-crowd” and who does not (“out-crowd”), reflecting the social function of slang as a marker of membership and closeness among group members.

Meanwhile, emotive expressions such as the words “*cutesy*” or “*negative aura points*” have shown how Gen Alpha has creatively and hyperbolically expressed their feelings or attitudes towards something. The use of emotive expressions has served as an important indicator in the register used by Gen Alpha, as these expressions have demonstrated emotional closeness. This is reinforced by Adikari (2021), who has stated that emotive expressions also serve as a tool to strengthen social connections and empathy between users, where emotional content tends to be shared and responded to more than neutral content. Jakobson (1960) explains that the emotive function in language is used to convey the speaker’s feelings about something. For example, the expression “*negative aura points*” has been used hyperbolically to convey dislike towards someone’s behavior. This has illustrated how Generation

Alpha has used language to create strong emotional effects in a dramatic and expressive way.

The use of terms like *drippy*, *fire*, and *slay* has not only reflected the linguistic creativity of Generation Alpha but also has indicated a certain pattern in their communication field, specifically on topics related to fashion and appearance. In several data points that have been analyzed, these words have been used when Gen Alpha has evaluated the clothing, or accessories worn by someone in a video. For example, in statements like “*Drippy 13 years old*” or “*But the bag is fire*” these terms have functioned not only as compliments but also have demonstrated an understanding of current fashion trends. This aligns with the findings of Stahl and Literat (2023), who state that “TikTok has become a space for youth to construct and perform digital identities through visual self-representation and stylistic choices”. Thus, the use of fashion-related register has reflected how Gen Alpha has built their self-identity through distinctive visual aesthetics and linguistic expressions.

Next, there also appeared a lexical pattern related to the field of food, such as the use of the word “*bussin*” which has been found in the datum when a child has expressed delight in the food they have eaten. This word has indicated the presence of a specific domain in the Gen Alpha register that explicitly points to an appreciation for food, reinforcing that their register has been very contextual according to the topics being discussed. As explained by Clarke and Grieve (2019),

variations in linguistic style on social media are greatly influenced by user intent and the context of the digital platform being used, including when discussing food, fashion, or entertainment. Therefore, the forms of communication that have emerged not only have reflected literal meaning but also have involved complex situational contexts.

The phrase “*Skibidi Ohio Rizzler*” has served as a humorous register that has demonstrated the strong influence of internet culture in shaping the vocabulary of Gen Alpha. This term contains elements of popular culture references that have been encoded into a language form that can only be understood by certain communities. This has indicated that the Gen Alpha register has been closely tied to the phenomena of inside jokes and shared knowledge within their digital communities. These findings have reinforced the views of Novotný and Dvořáček (2025), who have stated that “digital-native slang often evolves from social memes and niche cultural references, forming a mainstream lexicon that carries subcultural meanings” (Novotný & Dvořáček, 2025). Thus, through internal humor and the use of memes, Gen Alpha has shaped and maintained group identity through a register that has been difficult for outsiders (out-groups) to understand.

In each datum, there have been different situational contexts used to express how the register has been utilized in specific communication contexts. As explained by Halliday and Hasan (1985), the register is formed from situational configurations consisting of field (what is being discussed), tenor (who is speaking and to whom), and mode (how

communication occurs). In the register of Generation Alpha from the data that has been found, the field has included everyday topics such as food, fashion, humor, and social relationships. The tenor has indicated informal and equal relationships, usually between peers or close family members. Meanwhile, the mode on the TikTok platform has been a combination of oral, visual, and digital communication that has encouraged brief, spontaneous, and expressive forms of communication. As also explained by Yule (2022), situational context greatly influences the formation of register, where language variation arises due to specific communication needs in certain situations.

For example, in datum showing conversations between a mother and her child, it has been found that the mother has intentionally used slang like “*girly pop*” and “*ate*” to build an emotional connection and demonstrate closeness with her children. This has indicated that register can also be used as a tool for adaptation across generations. This phenomenon has been reinforced by Sintiani and Romadona (2024), who have stated that “intergenerational communication styles are increasingly influenced by digital platforms, leading to convergence in language use between parents and children.” Therefore, the use of slang by parents with their children not only has indicated an understanding of Gen Alpha culture but also has served as a communication strategy that creates emotional closeness.

Interestingly, in the analyzed data, it has been found that the word “*rizz*” appears twice with meanings that are not entirely identical, but

rather have shifted according to their situational context. In the first datum that reads, “*Do I got rizz tho?*”, the term “*rizz*” has been used by the speaker as a form of reflection on personal charm, which is a self-evaluation communicated in a light, humorous, and performative style. This expression has shown that “*rizz*” is understood as “the ability to charm” or “aura of attractiveness” in the context of social interactions that are flirtatious in nature. Meanwhile, in the second datum, which reads, “*What’s your favorite rizz of all time?*”, the meaning of “*rizz*” refers to pick up lines, which are phrases or words used to grab someone’s attention or flirt with them.

This difference indicates that a slang term like “*rizz*” can have variations in meaning depending on the field (topic of conversation), as explained in Halliday and Hasan’s (1985) Register theory. This phenomenon reinforces the view of Berman and Slobin (1994) that “meaning is not fixed in words but emerges in context, shaped by speakers goals and the communicative situation.”(Berman & Slobin, 2013) In this case, although the word “*rizz*” remains lexically the same, its functional meaning has changed: on one hand as a form of nonverbal social appeal, and on the other hand as a form of verbal flirting. This demonstrates the linguistic flexibility of Generation Alpha in adapting their word usage to their social context and communicative goal.

Several previous studies have shared similar goals with this research, which is to analyze the language and communication aspects of the younger generation and the use of social media, but have differed

in approach, objects, and focus of analysis. For instance, Siagian (2024) has conducted an analysis of slang language usage by Generation Z based on TikTok videos using a sociolinguistic approach, which focuses on informal language variation in online communication. This study is similar to the current research, which also highlights the language of the younger generation on TikTok, but differs as the main focus of this research is on Generation Alpha and the application of Halliday and Hasan's (1985) Register Theory to examine the situational context and lexical features of their language.

Damirjian (2024), for instance, offers a philosophical and linguistic examination of slang as a marker of group identity, emphasizing how slang functions as lexical metadata that allows individuals to infer social affiliations. While the study focuses on the theoretical function of slang in general social discourse, the current research extends this perspective by empirically analyzing how specific slang expressions are used by Generation Alpha on TikTok as part of their situational linguistic repertoire (Damirjian, 2024).

The research conducted by Stahl and Literat (2023) has also discussed Generation Z on TikTok from the perspective of social media and digital identity, particularly through the use of the hashtag #GenZ as a collective reflection of that generation. However, their study places more emphasis on aspects of social identity and digital culture without deeply analyzing linguistic aspects such as register and the situational context of the language used. This makes it distinct from the current

research, which focuses on the analysis of register as a linguistic phenomenon that connects contextual aspects and forms of language.

Unlike those studies, some research has highlighted Generation Alpha from a broader and multidisciplinary perspective. For instance, Höfrová, Balidemaj, and Small (2024) have conducted a systematic literature review on Generation Alpha's education, emphasizing how this generation learns and interacts with technology and digital media, but without specifically discussing linguistic or register aspects. Similarly, Lad and Deepika (2024) have conducted a narrative study on the upbringing of Generation Alpha, focusing on psychological and social aspects, which also differs from the linguistic approach of this research.

Hutajulu, Agustiani, and Setiawan (2024) have contributed to the understanding of Generation Alpha by discussing their behavioral characteristics shaped by early and intense exposure to digital technology. Although the focus of their literature review is on behavioral management in pediatric dentistry, their findings underscore important generational traits such as high visual literacy, a preference for instant communication, and technological dependence traits that are also evident in this research. These characteristics influence not only how Generation Alpha behaves in clinical settings, as they found, but also how they use and shape language creatively in digital spaces like TikTok, as demonstrated in this study.

In addition, Ziatdinov and Cilliers (2022) have examined Generation Alpha as the upcoming group of students, discussing their social and academic characteristics in general, but without specifically addressing language and digital communication. Piccerillo et al. (2025) have investigated the use of social media by Generation Alpha and its impact on emotional intelligence and social dynamics. While relevant to the context of this study, their research focuses more on psychosocial aspects rather than providing an in-depth analysis of language registers.

From a linguistic and register perspective, Sun and Wang (2023) have conducted a bibliometric analysis of register studies and have highlighted the expanding development of register research, including within the context of digital communication. Their study provides a relevant theoretical foundation for the current research, which employs Halliday and Hasan's register theory to contextually examine the language of Generation Alpha on TikTok. Similarly, Zhen (2024) has studied register variation in international communication between China and the United States using a sociolinguistic approach that focuses on context and language variation. Although the contexts differ, this aligns with the situational analysis approach of the present study.

Collins (2017) has analyzed language registers in relation to race, class, and educational inequality in South Africa. This ethnographic work illustrates how registers can index broader social structures such as power and racial hierarchy. Although the context of the study differs from the present research, both share a concern with how registers

functions not only as a linguistic form but also as a social practice that reflects and reinforces identity. This reinforces the importance of examining situational contexts namely field, tenor, and mode as this study has done in analyzing Generation Alpha's language use on TikTok.

Affandi (2023) has examined the registers used by the cryptocurrency community on Twitter from a sociolinguistic perspective, emphasizing the significance of social and technological contexts in register formation. This focus provides a crucial foundation for the present study, even though the research objects and social contexts differ. Similarly, Shen and Wang (2019) have explored film subtitle translation using register theory to uncover the relationship between context and language variation. Although their study centers on different media and communication modes, it serves as an important theoretical reference in understanding register theory in this research.

From the description of previous studies, this research has had its own uniqueness and contribution, especially in combining the analysis of slang lexical features and emotive expressions with the situational analysis of the registers context used by Generation Alpha on the social media platform TikTok. Furthermore, this research has focused on a relatively new generation, namely Generation Alpha, which has uniquely used language and a register influenced by digital technology that has fully occupied their communication space. By employing Halliday and Hasan's (1985) register theory, this study has provided a

comprehensive and contextual linguistic perspective that has not been widely explored by previous research in this field.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter aimed to elucidate several points relating to the research area, including the background of the study, research questions, scope and limitation, significance of the study, and definition of the key terms.

A. Conclusion

This study aimed to find various lexical features in the registers used by Generation Alpha on TikTok along with the situational context that occurred in the conversations in the videos. Based on the results of the research conducted, it was found that Generation Alpha used many forms of slang and emotive expressions in their communication on TikTok. Based on the situational context analysis that was carried out, it was observed that this registers often appeared in interactions that tended to be relaxed, where the topic of conversation was casual and relevant to their daily lives, and the participants in the conversation had an intimate or peer relationship, allowing them to talk casually and freely. Communication took place verbally and spontaneously in direct interaction, which was then documented and disseminated through a digital platform, namely TikTok.

This research also revealed that the language used by Generation Alpha was closely related to group identity, creativity, as well as the rapidly growing digital culture on social media. The registers and slang

terms they used were not only means of communication but also forms of self-expression and markers of emotional closeness. The researcher realized that their language was dynamic and adaptive, reflecting their identity as digital natives who were responsive to global trends. Nonetheless, this study had limitations as it only focused on the TikTok platform and did not include other social media or the long-term development of registers. This research is expected to serve as a basis for further studies on the language dynamics of the younger generation in the digital era.

B. Suggestion

Based on the results of the research that was conducted, the researcher suggested that research on the language variation of Generation Alpha could be extended to other social media platforms such as Instagram, YouTube Shorts, or Discord, to provide a more comprehensive picture of the use of digital registers across media using the same theory. In addition, future researchers could also observe the development of registers over a period of time to see the dynamics of language change used by Generation Alpha over time.

BIBLIOGRAPHY

- Affandi, R. I. (2023). *Register analysis of cryptocurrency community on social media Twitter: Sociolinguistics perspective*.
- Androutsopoulos, J. (2011). Language change and digital media: A review of conceptions and evidence. In T. Kristiansen & N. Coupland (Eds.), *Standard languages and language standards in a changing Europe* (pp. 145–159).
- Bangun, M. A., Nasution, M. F. A., Sinaga, N. R., Sastra, S. F. D., & Khairani, W. (2024). Analisis pengaruh media sosial terhadap perkembangan bahasa Indonesia di era globalisasi. *Jurnal Bahasa Daerah Indonesia*, 1(3), 9–9. <https://doi.org/10.47134/jbdi.v1i3.2646>
- Berman, R. A., & Slobin, D. I. (2013). *Relating Events in Narrative: A Crosslinguistic Developmental Study*. Psychology Press.
- Clarke, I., & Grieve, J. (2019). Stylistic variation on the Donald Trump Twitter account: A linguistic analysis of tweets posted between 2009 and 2018. *PLOS ONE*, 14(9). <https://doi.org/10.1371/journal.pone.0222062>
- Collins, J. (2017). Dilemmas of race, register, and inequality in South Africa. *Language in Society*, 46(1), 39–56. <https://doi.org/10.1017/S004740451600083X>
- Damirjjan, A. (2024). The social significance of slang. *Mind & Language*, 40(2), 138–156. <https://doi.org/10.1111/mila.12530>
- Drake, G. F. (1980). The social role of slang. In *Language* (pp. 63–70). Pergamon. <https://doi.org/10.1016/B978-0-08-024696-3.50015-6>
- Green, J. (2016). “Slang” as a linguistic register. In *Slang: A very short introduction* (pp. 9–22). Oxford University Press. <https://doi.org/10.1093/acrade/9780198729532.003.0002>
- Halliday, M. A. K., & Hasan, R. (1985). *Language, context and text: Aspects of language in a social-semiotic perspective*. Deakin University Press.
- Höfrová, A., Balidemaj, V., & Small, M. A. (2024). A systematic literature review of education for Generation Alpha. *Discover Education*, 3(1), 125. <https://doi.org/10.1007/s44217-024-00218-3>
- Holmes, J., & Wilson, N. (2022). *An introduction to sociolinguistics*. Routledge. <https://doi.org/10.4324/9780367821852>

- Hudson, R. A. (1996). *Sociolinguistics* (2nd ed.). Cambridge University Press. <https://doi.org/10.1017/CBO9781139166843>
- Hutajulu, J. M., Agustiani, H., & Setiawan, A. S. (2024). Special characteristics of Alpha generation children behavior in dentistry: A literature review. *European Journal of Dentistry*. <https://doi.org/10.1055/s-0043-1776336>
- Izmaylova, G. A., Zamaletdinova, G. R., & Zholshayeva, M. S. (2017). Linguistic and social features of slang. *International Journal of Scientific Study*, 5(6), 75–78.
- Jakobson, R. (1960). Closing statement: Linguistics and poetics. In *Style in language* (pp. 350–377).
- Jha, A. K. (2020). *Understanding Generation Alpha*. <https://doi.org/10.31219/osf.io/d2e8g>
- Labov, W. (2006). *The social stratification of English in New York City* (2nd ed.). Cambridge University Press. <https://doi.org/10.1017/CBO9780511618208>
- Lad, R. & Deepika. (2024). Raising Generation Alpha: A narrative review. *International Journal of Creative Research Thoughts*, 12(6). <https://doi.org/10.2139/ssrn.4872409>
- Mardikantoro, H. B., Siroj, M. B., Utami, E. S., & Kurniati, E. (2023). Investigating Indonesian language varieties in social media interactions: Implications to teaching practices. *Indonesian Journal of Applied Linguistics*, 13(2). <https://doi.org/10.17509/ijal.v13i2.63069>
- McCrindle, M., & Fell, A. (2021). *Generation Alpha*. Hachette Australia.
- McCrindle, M., & Wolfinger, E. (2009). *The ABC of XYZ: Understanding the global generations*. McCrindle Research.
- Novotný, M. T., & Dvořáček, Z. R. (2025). From social slang to standard lexicon: A corpus-based analysis of the mainstream adoption of new verbs in English. *Journal of Linguistics and Communication Studies*, 4(2), 40–50. <https://doi.org/10.56397/JLCS.2025.04.04>
- Piccerillo, L., Tescione, A., Iannaccone, A., & Digennaro, S. (2025). Alpha generation's social media use: Sociocultural influences and emotional intelligence. *International Journal of Adolescence and Youth*, 30(1), 2454992. <https://doi.org/10.1080/02673843.2025.2454992>

- Rahardjo, M. (2018). Paradigma interpretif.
- Rahardjo, M. (2023). Tradisi penelitian kualitatif yang mana?
- Rusmiatiningsih, R., & Rizkyantha, O. (2022). Analisis karakteristik literasi generasi alpha dan implikasinya terhadap layanan perpustakaan. *Tik Ilmeu: Jurnal Ilmu Perpustakaan Dan Informasi*, 6(2), 295–306. <https://doi.org/10.29240/tik.v6i2.5134>
- Shen, C., & Wang, G. (2019). A study of subtitle translation in Shawshank Redemption under register theory. *US-China Foreign Language*, 17(6), 305–309. <https://doi.org/10.17265/1539-8080/2019.06.006>
- Siagian, A. D. R. (2024). An analysis of using slang language of Gen Z based on TikTok videos: Sociolinguistics approach. *Jurnal Studi Indonesia*, 6(1). <https://doi.org/10.61672/jsi.v6i1.2745>
- Sintiani, I., & Romadona, N. (2024). Positive parenting styles in educating alpha-generation children in the industrial revolution 4.0 era. *Jurnal Obsesi*, 8(2), 293–302. <https://doi.org/10.31004/obsesi.v8i2.5689>
- Stahl, C. C., & Literat, I. (2023). #GenZ on TikTok: The collective online self-portrait of the social media generation. *Journal of Youth Studies*, 26(7), 925–946. <https://doi.org/10.1080/13676261.2022.2053671>
- Sun, Y., & Wang, Q. (2023). Mapping the field of register studies: A bibliometric analysis. *SAGE Open*, 13(4), 21582440231218078. <https://doi.org/10.1177/21582440231218078>
- Tootell, H., Freeman, M., & Freeman, A. (2014). *Generation Alpha at the intersection of technology, play and motivation*. 82–90. <https://doi.org/10.1109/HICSS.2014.19>
- Wardhaugh, R., & Fuller, J. M. (2021). *An introduction to sociolinguistics* (8th ed.). Wiley.
- Yule, G. (2022). *The study of language* (7th ed.). Cambridge University Press.
- Zhen, G. (2024). An analysis of register variances between China and the US in international communications. *Cogent Arts & Humanities*, 11(1), 2307642. <https://doi.org/10.1080/23311983.2024.2307642>

Ziatdinov, R., & Cilliers, J. (2022). *Generation Alpha: Understanding the next cohort of university students*.
<https://arxiv.org/abs/2202.01422>

CURRICULUM VITAE



Viki Zulva Najuba was born in Jember on August 19, 2003.

She graduated from SMA Al-Rifaie 1 Malang in 2021.

During her senior high school years, she was actively involved in school activities and organizational programs,

including serving as part of the editorial team for the school magazine and the publication division. Viki began her academic journey at Universitas Islam Negeri Maulana Malik Ibrahim Malang, where she pursued a degree in English Literature. During her university years, she was actively engaged in student organizations, including becoming a member of the Faculty Senate (SEMA) of the humanities Faculty from 2022 to 2023. Her involvement in campus activities helped her develop essential skills in leadership, teamwork, and communication. Within her major, she chose to focus on diplomacy, which led to her growing interest in international law, diplomacy, and global relations.

APPENDIX

S: slang

EE: emotive expression

No	Link	Account	Phrase	Register	S	EE
1.	https://vt.tiktok.com/ZSh62jos7/	@jazzbaby	You spill tea to our cats?	Spill tea	✓	
2.	https://vt.tiktok.com/ZSh6jxsDf/	@emilydawnl	Girly pop you ate in that outfit today	Girly pop	✓	
3.				Ate	✓	
4.			that's really annoying, negative 5000 aura points for him.	Negative aura		✓
5.			Okay, if yo guys had to pick one person from	Skibidi ohio rizzler	✓	

			your class who is the skibidi ohio rizzler of your class.			
6.	https://vt. tiktok.co	@jazzbab y	I got this wallet, very	Very cutesy		✓
7.	m/ZSh62 Ngrt/		cutesy, Love the vibe.	Vibe		✓
8.	https://vt. tiktok.co m/ZSh62 MUJ5/	@jazzbab y	Girl, what's your favorite rizz of all times.	Rizz	✓	
9.			I wanna look demure and cutesy, but also not like trying too hard.	Demure and cutesy		✓
10.	https://vt. tiktok.co m/ZSh6 YvYAS/	@jazzbab y	OMG, the yappers back.	Yappers	✓	

11.	https://vt.tiktok.com/ZShjSahPA/	@thesupre cole	Mmm that's bussin bussin.	Bussin	✓	
12.	https://vt.tiktok.com/ZSh6jEEQK/	@imacool momduh	I bet your mom gives you free food too!	Bet	✓	
13.	https://vt.tiktok.com/ZSh6jEEQK/	@ericj3ng	But the bag is fire.	Fire	✓	
14.	https://vt.tiktok.com/ZSh6jEEQK/	@ericj3ng	Drippy 13 years old.	Drippy	✓	
15.	https://vt.tiktok.com/ZSh6jVUBE/	@ericj3ng	Do i got rizz though.	Rizz	✓	