

**SLANG WORDS IN MARINA TASHA'S CUISINE CONTENT:
A PRAGMATIC STUDY**

THESIS

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A PRAGMATIC STUDY

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2025

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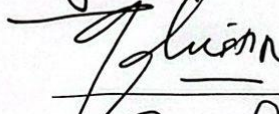

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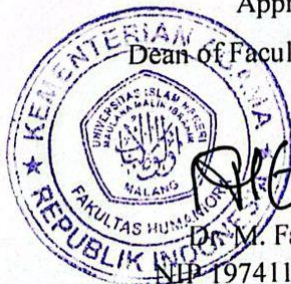
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MOTTO

“To fathom the vernacular of the present is to delve into the psyche of the epoch that forges the future's contours. In this ephemeral dance of digital tongues, we seize the fleeting murmurs ere they solidify into the annals of linguistic legacy, illuminating the vibrant tapestry of cultural metamorphosis woven through the threads of online discourse.”

DEDICATION

This thesis is especially dedicated to:

My cherished parents, whose steadfast love and quiet sacrifices guided me through shadowed valleys to luminous peaks; and to my dear brother, Uncle Anton, and Mama Darmina, whose gentle spirits wove warmth and resilience into the tapestry of my dreams.

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All glory and praise are due to Allah SWT, the Sovereign of the cosmos, the epitome of Compassion and Mercy, for bestowing upon the researcher the fortitude, perseverance, and myriad graces that carried this inquiry to fruition. Blessings and peace are extended to the Prophet Muhammad SAW, whose teachings have illuminated the path from obscurity to enlightenment for all humankind.

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ABSTRACT

Syadha, Hani. 2025. *“Slang Words in Marina Tasha’s Cuisine Content: A Pragmatic Study”*. Minor thesis. Departement of English Literatur. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Nur Latifah, M.A. TESL

Keyword: Slang Word, Cuisine, Pragmatic

This research was conducted due to the growing use of slang on social media as an informal communication style that captures audience attention while fostering emotional closeness between influencers and their followers. Marina Tasha, as a prominent TikTok influencer, consistently employs English-language slang to promote Indonesian cuisine to a global audience. The study aims to identify the types of slang used in Marina Tasha's TikTok videos and analyze their functions in enhancing content appeal and the effectiveness of culinary promotion.

In this research, the investigator employed a qualitative method with a case study approach to depict the phenomenon of slang usage in video content. Data were collected from Marina Tasha's TikTok videos themed around cuisine, uploaded between September 8, 2024, and January 18, 2025. All videos were downloaded and fully transcribed to ensure data accuracy. After data collection, the researcher analyzed the types and functions of slang based on Allan and Burridge's (2006) theory. The analysis process involved identifying slang forms, categorizing them accordingly, and interpreting their meanings and purposes within the communication context.

The analysis results reveal that Marina Tasha utilized five types of slang: fresh and creative, compounding, imitative, acronym, and clipping, with compounding being the most dominant. The most frequently used function of slang was to express impressions as a direct means of conveying reactions or feelings. These findings indicate that slang plays a significant role in building closeness, creating relaxed communication, and increasing audience engagement in culinary promotion. The study also reinforces the view that the development of digital language on social media is spontaneous and adaptive to cultural changes. The research limitations lie in the data sources, which focused on a single influencer and one platform. Therefore, future studies are encouraged to involve more influencers and various social media platforms to broaden the exploration of language evolution in the digital era.

ABSTRAK

Syadha, Hani. 2025. *“Kata Slang dalam Konten Kuliner Marina Tasha: Kajian Pragmatik”*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Nur Latifah, M.A. TESL.

Kata Kunci: Kata Gaul, Kuliner, Pragmatik

Penelitian ini dilaksanakan seiring dengan meningkatnya penggunaan slang di media sosial sebagai bentuk komunikasi informal yang mampu menarik perhatian audiens serta mempererat ikatan emosional antara influencer dan pengikutnya. Marina Tasha, sebagai salah satu influencer di TikTok, secara konsisten memanfaatkan slang berbahasa Inggris untuk mempromosikan kuliner Indonesia kepada khalayak global. Penelitian ini bertujuan mengidentifikasi jenis-jenis slang yang digunakan dalam video TikTok Marina Tasha serta menganalisis peranannya dalam meningkatkan daya tarik konten dan efektivitas promosi kuliner.

Dalam penelitian ini, peneliti menerapkan metode kualitatif dengan pendekatan studi kasus untuk menggambarkan fenomena penggunaan slang dalam konten video. Data dikumpulkan dari video TikTok Marina Tasha yang bertemakan kuliner, diunggah antara 8 September 2024 hingga 18 Januari 2025. Semua video diunduh dan ditranskripsi secara lengkap untuk memastikan akurasi data. Setelah pengumpulan data, peneliti menganalisis jenis dan fungsi slang berdasarkan teori Allan dan Burridge (2006). Proses analisis meliputi identifikasi bentuk slang, pengelompokan berdasarkan kategori, serta interpretasi makna dan tujuan penggunaannya dalam konteks komunikasi.

Hasil analisis menunjukkan bahwa Marina Tasha menggunakan lima jenis slang, yaitu *fresh and creative*, *compounding*, *imitative*, *acronym*, dan *clipping*, dengan *compounding* sebagai jenis yang paling dominan. Fungsi slang yang paling sering diterapkan adalah untuk mengekspresikan kesan sebagai sarana langsung menyampaikan reaksi atau perasaan. Temuan ini mengindikasikan bahwa slang memainkan peran krusial dalam membangun kedekatan, menciptakan komunikasi yang santai, serta meningkatkan keterlibatan audiens dalam promosi kuliner. Penelitian ini juga mendukung pandangan bahwa perkembangan bahasa digital di media sosial bersifat spontan dan adaptif terhadap perubahan budaya. Adapun keterbatasan penelitian terletak pada sumber data yang terbatas pada satu influencer dan satu platform. Oleh karena itu, penelitian lanjutan diharapkan melibatkan lebih banyak influencer dan berbagai platform media sosial untuk memperluas pemahaman tentang evolusi bahasa di era digital.

الملخص

شضا، هاني. ٢٠٢٥. الكلمات العامية في محتوى تيك توك مارينا تاشا: دراسة حول تطور اللغة في العصر الرقمي. «رسالة جامعية. قسم اللغة والأدب الإنكليزي، كلية العلوم الإنسانية، جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج. المشرفة: نور لطيفة، ماجستير في تدريس اللغة الإنجليزية بوصفها لغة ثانية.

الكلمات المفتاحية: العامية، تيك توك، اللغة الرقمية، تطور اللغة.

أُجريت هذه الدراسة بسبب تزايد استخدام اللغة العامية في وسائل التواصل الاجتماعي كأسلوب تواصل غير رسمي يجذب انتباه الجمهور ويبني قرباً عاطفياً بين المؤثرين ومتابعيهم. مارينا تاشا، كواحدة من المؤثرين في تيك توك، تستخدم بشكل مستمر اللغة العامية باللغة الإنجليزية للترويج للمأكولات الإندونيسية أمام جمهور عالمي. تهدف الدراسة إلى تحديد أنواع اللغة العامية المستخدمة في فيديوهات تيك توك الخاصة بمارينا تاشا وتحليل وظائفها في تعزيز جاذبية المحتوى وفعالية الترويج للمأكولات.

في هذه الدراسة، استخدم الباحث طريقة نوعية مع نهج دراسة حالة لتصوير ظاهرة استخدام اللغة العامية في محتوى الفيديو. تم جمع البيانات من فيديوهات تيك توك الخاصة بمارينا تاشا التي تتناول موضوع المأكولات، والتي تم تحميلها بين ٨ سبتمبر ٢٠٢٤ إلى ١٨ يناير ٢٠٢٥. تم تنزيل جميع الفيديوهات ونسخها بالكامل لضمان دقة البيانات. بعد جمع البيانات، قام الباحث بتحليل أنواع ووظائف اللغة العامية بناءً على نظرية ألان وبوريدج (٢٠٠٦). شمل عملية التحليل تحديد أشكال اللغة العامية، تصنيفها حسب الفئات، وتفسير معانيها وأغراضها في سياق التواصل.

أظهرت نتائج التحليل أن مارينا تاشا استخدمت خمسة أنواع من اللغة العامية: جديدة وإبداعية، مركبة، تقليدية، اختصار، وقصيرة، مع كون المركبة الأكثر هيمنة. كانت الوظيفة الأكثر استخداماً للغة العامية هي التعبير عن الانطباعات كوسيلة مباشرة لنقل التفاعلات أو المشاعر. تشير هذه النتائج إلى أن اللغة العامية تلعب دوراً حاسماً في بناء القرب، إنشاء تواصل مريح، وزيادة مشاركة الجمهور في الترويج للمأكولات. كما تعزز الدراسة الرأي بأن تطور اللغة الرقمية في وسائل التواصل الاجتماعي عفوي ومتكيف مع التغييرات الثقافية. أما قيود الدراسة فتكمن في مصادر البيانات المحدودة بمؤثر واحد ومنصة واحدة. لذلك، يُشجع على إجراء دراسات مستقبلية تشمل المزيد من المؤثرين ومنصات تواصل اجتماعي متنوعة لتوسيع الاستكشاف حول تطور اللغة في العصر الرقمي.

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CHAPTER I

INTRODUCTION

A. Background of Study

Language does not only function as a means of communication, but also as a tool for build identity and social interaction. According to Nanayakkara et al. (2020), personal branding built through social media makes it easier for someone to be recognized by many people. Choosing an appropriate language style is key to form an effective personal branding. On social media, language plays an important role in attract audience attention. Creativity in the use of language on social media enables more effective dissemination of information.

One of the active social media users is influencers. Influencers are individuals who have a significant impact on social media through a large number of followers and the ability to build a self-image through the content produced. The language that influencers use must be customize to their audience and their segmentation. For example, influencers who focus on self-development to use inspirational and motivational sentences. The appropriate use of language attracts the audience's attention and builds stronger connections. Razak (2025) states female Gen Z influencers on Instagram and Twitter use various types of slang word to strengthen bonds with followers. If the language used becomes more familiar to the audience, then it is easier for influencers to convey their message.

Commonly the language style used by influencer to make their communication more familiar and attractive to the audience is slang word. Talibzhanova (2024) states slang word is a language variation that is characterized by a new, rapidly change vocabulary and is use by a group of people, especially young people, to communicate. The use of slang word in social media plays a role in build closeness between creators and their followers through language that is relaxed and relevant.

From various types of social media, TikTok is one of the most massive in present content. Users express their ideas, interests, and talents freely. Wang (2022) states videos upload on TikTok are generally informative, entertaining, or showcase specific creativity. Additionally, this platform is also used to convey social criticism, include development issues in various regions Lee (2023). It's ability to reach a wide audience makes TikTok potential for spread information.

Marina Tasha is an influencer from Indonesia who is known for her unique style in create TikTok content. She uses English and slang word in her videos to promote Indonesian food. This use of language makes her content more casual and appealing to a global audience. One form of language she employs is informal language tailored to her audience, such as the slang word "nope" in her video on January 9, 2025. This term refers to the category of slang word words that are fresh and creative, derive from the word "no," which signifies a rejection.

Communication style by Marina Tasha successfully introduces Indonesian culinary to the international market. This phenomenon shows that language selection in social media can influence the attractiveness and perception of the audience towards content. Therefore, the use of slang word in Marina Tasha's videos is relevant to be studied in the context of language development in social media.

Previous research slang word in the film field has been carried out by several researchers. Rosa (2021), researches slang word in *Bad Boys for Life*, which focused on the types and meanings of slang word in dialog between characters. Her study successfully identified slang word forms used in informal conversations. However, it did not address the social function or role of slang word in specific contexts such as communication or promotional strategies on digital platforms. This gap open up opportunity to explore the use of slang word in social media. This current research creates a chance to investigate slang word use on social media by analyzing slang word in Marina Tasha's TikTok content.

Previous studies by Adfentiana and Kusumaningtyas (2022) on the film *Toy Story 4* and the film *The Warriors* researched by Yudhistira and Mayasari (2022) identified forms of slang word in character dialog, but focused on film as a medium of communication. Both studies did not explore the use of slang word in social media and also did not analyze the influence of slang word on audience perceptions, especially in promoting Indonesian food on TikTok. This research provides novelty by combining

linguistic and cultural approaches to examine the persuasive function of slang word in digital media.

Film *Fast and Furious 7* researched by Triandani, Kone, and Abdollah (2023) has shown slang word forms in interactions between characters. Their research shows how slang word can build closeness. However, the study has not analyzed the use of slang word in social media. This current research provides novelty by analyze the use of slang word in Marina Tasha's TikTok video which not only functions as informal communication, but also as a promotional tool for Indonesian food.

Research on the use of slang word was also conducted in *My Block Movie* by Sukarini et al. (2024) which highlighted the form and function of slang word in the interaction of teenage characters in an urban environment. This research describes slang word as a social identity. Unfortunately, the research has not explored the use of slang word on TikTok. Their research makes a new contribution by analyzing the evolution of informal language in Marina Tasha's TikTok cuisine.

The research indicates that slang word strengthen the emotional connection between characters and the audience because it is closer to everyday life. However, there are no studies yet that link the linguistic aspects of slang word with the effectiveness of food promotion, so this research fills this gap by examine the role of slang word as culinary promotion through social media.

In the field of music, research on slang word is discussed by Siahaan et al. (2021) analyzing slang word in Billie Eilish's Song Lyrics, Another study An Analysis of Slang word Used in Justin Bieber's Song by Levieg Meray et al. (2023) and An Analysis of Slang words Found in Anne Marie's Song Lyrics, research by Desak Made Sayang Ovalili et al. (2024) find that slang word in music can help music lovers more easily understand the meaning conveyed in the song lyrics. Unfortunately, the use of slang word found is quite limited because it only uses a few songs. Meanwhile, this research use more video sources and the data found is more varied.

Previous research An Analysis of Slang word Words in @Agnemo's Posts on Instagram by Kesek et al. (2023) analyze the use of slang word to build personal branding. The result indicate that slang word creates a relaxed and familiar impression, supporting @Agnemo's image as a public figure who follows popular language trends. However, that research does not discuss the role of slang word in promotion, especially in introducing Indonesian food to the international market. This research offers a new perspective by highlighting how slang word attracts a global audience's attention in enhancing the appeal of Indonesian food on video-based platforms.

Research An Analysis on The Types of English Slang word Words Found in Neel + Jordan Podcast by Mulyantini et al. (2023) analyzed the use of slang word in podcast to create relax and familiar communication. The research show that slang word make interaction more informal and

closer to the audience. However, their study only focuses on audio media without considering visual aspects. In contrast, this research examine the use of slang word in TikTok videos that involve visual and interactive element.

Based on previous research review, the researcher find a research gap that need further investigation. The study does not specifically examine how the use of slang word words on video-based platforms like TikTok can contribute to marketing strategies, particularly in introducing Indonesian cuisine to audiences worldwide. The research results are expected to provide a deeper understanding of how language choices on social media can serve as an effective promotional tool.

This study investigates the types and functions of slang word used by Marina Tasha in her TikTok videos. The use of these slang word enhances content appeal and fosters closeness with the audience. From a linguistic perspective, the use of slang word on social media can help strengthen an individual's identity and create a more relaxed communication style that is accepted by various groups.

B. Research Question

In this study, researcher focuses on two research questions, there are :

1. What types of slang words are used by Marina Tasha on her cuisine content?

2. What are the functions of slang words by Marina Tasha on her cuisine content?

C. Significance of The Study

This research provides practical benefits for influencers, TikTok users, and future researchers. This study aids TikTok users to comprehend how slang words enhances engagement and content attractiveness, while also help influencers to perceive how slang words can help them build relationships with audiences and promote culture. In addition, this research can also be a reference for future researchers who are interest in study the use of slang words in social media, especially in the context of digital marketing.

D. Scope and Limitation

This study focuses on analyze the types and functions of slang words on Marina Tasha's TikTok videos by Allan and Burridge's theory. Data was taken from 15 videos review Indonesian food, which upload from September 8, 2024 to January 18, 2025. Duration of the videos range from 41 seconds until 1 minute 25 seconds. This study was limit to slang words found in these culinary content videos and it did not cover slang words outside the context of food reviews. These limitations ensure the study remain focuses and manageable within the chosen context.

E. Definition of Key Terms

Slang words :

Informal language use in casual communication to strengthen social relationships.

Marina Tasha :

An Indonesian TikTok influencer who introduces Indonesian specialties to an international audience using English with slang word elements.

Cuisine Content :

Content that discusses the flavors of regional cuisine, recipes, restaurant reviews, and everything relate to culinary arts. The goal is to share information with people who are interest in the culinary world.

CHAPTER II

REVIEW ON RELATED LITERATURE

In this section, the researcher provide a review of the literature that makes the content of the research clearer. Starting from pragmatic, language evolution, types and functions of slang words.

A. Pragmatic

Levinson (1983) defines pragmatic as the study of the relationship between language and context that affects the meaning of utterances. Meanwhile according to Ogba ThankGod Igiri et al. (2020), pragmatic is a branch of linguistic that studies meaning in the context of its use by speakers, not just based on the formal structure of language. Pragmatic does not only discuss lexical meaning, but also considers the social context, communication situation, and the speaker's purpose. Pragmatic examines how speakers adapt language to context. This distinguishes it from semantic which only focuses on abstract meaning.

The field includes five main components. First, deixis, which is the context-dependent meaning of words. Second, conversational implicature, which is the implied meaning that arises from context and cooperation principles. Third, presupposition, which is an assumption that is considered to be known before the utterance is delivered. Fourth, speech act that make utterances as social interactions, such as requesting or commanding. Fifth, conversational structures that focus on the manner of verbal interaction, such as turn-taking. These aspects form the basis of pragmatic analysis to

comprehend language use. Pragmatics consists of two main parts, namely pragmalinguistics and sociopragmatics. Pragmalinguistics focuses on the way language is used to convey specific intentions, such as word choice and sentence structure. Acton (2025) states sociopragmatics studies the influence of social and cultural factors such as norms, social status, and relationships between participants in communication. These two elements show that the meaning of language cannot be separated from the social context, so pragmatics is important for analyzing interactions in direct communication and digital media.

Slang words belong to the realm of pragmatics due to their significant communicative functions in certain social contexts, especially on social media. On these platforms, slang words not only serve as a marker of group identity, but also function as an expressive tool that conveys emotions and attitudes implicitly. In Zulfiya's (2024) research, the use of slang words reflects how speakers influence the awareness and behavior of their interlocutors, which is at the core of the study of pragmatics. Thus, slang words play an important role in reinforcing meaning during informal interactions, especially among teenagers and social media users.

Moreover, slang words are often used informally to create a sense of humor, familiarity, or exclusivity, even when it goes against conventional language norms. This makes pragmatic analysis important for understanding the function and evolution of slang in digital communication. As

demonstrated in Marina Tasha's content on TikTok, the use of slang reflects the dynamic nature of language and communication in digital spaces.

An example of a slang word that is relevant in a digital context is the word “Ghosting”, which means abruptly cutting off communication without explanation, usually use in the context of a relationship or friendship. On TikTok, this slang word creates an comprehend and contextual use of slang phrases in digital communication explain by pragmatic analysis.

B. Types of Slang Words

An comprehend of linguistic classification is essential for analyzing slang varieties. Allan and Burridge (2006) provide a theory of slang types that divides them based on formation characteristics, making identification systematic. This theory is widely used because the classification is clear and applicable. It is also highly relevant in studying the use of slang, both in direct interaction and digital media. Here are the types of slang words according to Allan and Burridge (2006):

1. Fresh and Creative

This type of slang word is new words create in an innovative way to describe something in an unusual way. These words come from the imagination of the speaker and are often temporary, following a particular social phenomenon or trend. For examples, the word “yummy” is use to express good food and drink, “sus” to express something unbelievable, and “vibe” refers to an atmosphere or feel.

2. Compounding

This type of slang word is formed by combining two or more words into one new term that has a special meaning in slang. To be more expressive and memorable, the words produced from compounding are usually shorter or modified from their original meaning. For example, “brunch” which comes from the combination of the words breakfast and lunch, “badass” to express someone who is cool, “chillout” to show keep calm.

3. Imitative

This kind of slang term originates from terms that mimic certain noises or sounds found in the natural world or in human activities. Onomatopoeic words are the outcome. Typically, these words are used to convey ideas more clearly and passionately. The examples “wanna” short form of “going to” mean going to do something, “kinda” short from “kind of” which mean sort of, and “lemme” short from “let me” mean to allow.

4. Acronym

An acronym is a type of slang word that consists of the initial letter of each word in a phrase which is then shortened into a single word or abbreviation that is easy to pronounce. Because they are effective and quick, they are very popular, especially in digital communication and social media. One example is the word “IMO”, which stands for “In My Opinion” to express an opinion, “TBH” word from “To be Honest” to

convey fact, and “LOL” short for “Laugh of Loud” to convey an expression of laughter.

5. Clipping

Slang word is create by cutting some of the original words into shorter, less formal forms. Words take from clips are generally easier to pronounce and use in everyday conversation. For example, “cuz” come from “because”, “gym” come from “gymnasium,” and “math” come from “mathematic”. These slang words show that language can be simplify to communicate easily without losing the original meaning.

The researcher decides to use Allan and Burridge's (2006) theory because it provides a clear and thorough classification of the types of slang words often found in digital media and everyday language. Word formation, as well as the inventiveness and social role of slang words in casual communication, are all covered by the theory. Additionally, this approach is widely used in contemporary linguistic research and may be used for the analysis of slang terms found in digital content as Marina Tasha's TikTok. Understanding how slang evolves and contributes to the evolution of digital language is made easier by Allan and Burridge's theoretical approach.

C. Functions of Slang Words

The functions of slang words according to Allan and Burridge (2006) includes seven main aspects that describe how slang is used in everyday communication. Here are the functions of slang words:

1. To address, this function use to greet and create a sense of intimate, makes communication feel more relax and close. For examples use words like “dude, mate, buddy” which is use to address close friends informally, creating a sense of friendship without formal hierarchy. This slang word replaces the word "friend" with a more casual variation.
2. To humiliate, usually use to mock or insult in a joking or sarcastic context. For examples "loser, jerk, dork" are use to belittle someone in a sarcastic way.
3. To initiate relax conversation, helps open conversations with a more relax atmosphere and makes the other person more comfortable in interacting. The examples are "gonna, gimme, what's up" that can create a relax and non-stuffy atmosphere.
4. To form intimate atmosphere, creates an atmosphere of intimacy and emotional closeness between speakers. For examples, the words "sis, gurl, and homie", use to establish intimacy between the speaker and listener, is often use in the context of a romantic relationship or close friendship.
5. To express impression, use to express an impression, feeling, or reaction. It is a slang word that shows admiration, surprise, or dislike. For examples, the word "lit" to describe something so fun, “cringe” to describe discomfort, and “savage” to describe a very bold action or speech.

6. Escalated aggression can also be part of emotional articulation. It is common to use derogatory language even in mildly offensive contexts. Expressions such as “fuck,” “damn,” and “shit” signify extreme anger and frustration in regard to particular angry events.
7. Use of slang also serves to mark and signify intimacy in sociolinguistic contexts. The use of slang is an indication that the speaker and listener share a more intimate and familiar social bond. Thus, they share a more personal emotional connection. The expression of warmth in the slang “honey, sweetie, pumpkin” is often invoked in social contexts in which the interlocutor is a romantic partner, or a social acquaintance to whom the speaker wishes to express emotional closeness.

Slang words are informal expressions used in certain social environments to communicate outside of standard language norms. Slang in digital content such as Marina Tasha's videos from TikTok shapes interactions, identity and social closeness between users. It is crucial to understand the function of slang to analyze the development of digital language and its influence on communication dynamics on online platforms.

Allan and Burridge's (2006) theory offers a systematic and relevant analytical framework for understanding the social functions of slang words. The theory formulates seven main functions of slang in building relationships, expressing emotions, and creating informal communication, so it provides a strong foundation for slang words research in social media.

CHAPTER III

RESEARCH METHOD

This chapter presents the research method in this research. This section includes research design, research instrument, data source, data collection and data analysis.

A. Research Design

This research employ a qualitative design. According to Creswell (2018), qualitative methods are use to explore social phenomena within their natural contexts. Similarly, Bogdan and Biklen (2007) describe qualitative research as an approach that emphasizes words rather than numerical data in both data collection and analysis. It is characterize flexibility and emergent nature, making it particularly suitable for investigating complex social dynamics in real life settings.

A case study approach was select to examine the use of slang words in Marina Tasha's TikTok content as a reflection of digital language evolution. This method enables the researcher to gain an in depth comprehend of the meanings and contexts in which language is use. Therefore, this study aligns with the qualitative research paradigm, as it focuses on the descriptive analysis of linguistic phenomena within social media environments.

B. Research Instrument

Research instruments are tools used to collect data in research. One of the key or important element in data collection is how to observe participant

behavior in carried out the activities being studied (Creswell, 2018). In this study, the researcher conduct documentation of Marina Tasha's TikTok videos, specifically those discussing Indonesian food. The observations were carried out by the researcher used a smartphone as the primary tool for access and analysis the content.

C. Data Source

In this research, data was taken from Marina Tasha's TikTok video from September 8, 2024 to January 18, 2025. Then, the data found were in the form of slang words that appeared in videos discuss Indonesian food. This period was chosen because Marina Tasha was very active in uploading culinary content during that period, ensuring that the data obtained was recent, relevant, and reflected current language usage in digital communication. In addition, the selected time frame provided sufficient variation in slang words while keeping the research focused and manageable for analysis.

D. Data Collection

In this study, the researcher collects data by downloading Marina Tasha's videos containing Indonesian food reviews from September 8, 2024 to January 18, 2025. The data collection was conducted used a documentation method, in which the researcher accessed and downloaded the videos directly from the TikTok platform. The videos were selected based on their relevance to the research objectives and their content related

to Indonesian food. All collected videos were then organized and stored systematically to ensure the completeness and reliability of the data.

E. Data Analysis

The researcher collect data in the form of slang words that appear in Marina Tasha's TikTok content using documentation methods and direct analysis of the uploaded videos. Furthermore, the data was analyze based on the type and function of slang words according to Allan and Burridge's theory (2006). The final stage was to conduct a qualitative descriptive analysis to interpret the meaning and function of the slang word, then draw conclusion based on the finding and discussion of the research.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the results and discussion. The researcher uses data analysis based on Allan and Burridge's (2006) theory to identify the types and purposes of slang phrases. There are two primary sub-chapters in this chapter. The many kinds of slang terms are covered in the first part, and their purposes are covered in the second. At the chapter's conclusion, there is also a discussion of the research.

A. Findings

In Slang Words in Marina Tasha's Tik Tok Content, the researcher discovered 21 data categories of slang phrases. Drawing from Allan and Burridge's (2006) hypothesis, the researcher identified several slang word types, each with varying quantities. The data is shown in the following table:

No	Types of slang words	Frequency
1	Fresh and creative	3
2	Compounding	7
3	Imitative	5
4	Acronym	3
5	Clipping	3
Total		21

Table 1 Types of slang words in Marina Tasha's Tik Tok Content

According to the following data, Marina Tasha's films from September 2024 to January 2025 contain 21 slang terms of various kinds. With seven occurrences, compounding is the most prevalent. Five imitative kinds come in second. After that, three instances of slang terms are clipped. Furthermore, examples 3 and the fresh and creative and acronym kinds have two equal quantities.

The result of the findings shows that there are three functions of slang words, used by Marina Tasha. They are, to address, to initiate relax conversation, and to express impresion. Meanwhile, there are four functions of slang words that are not found, namely to form intimate atmosphore, to humiliate, to reveal anger, and to show intimacy. The following table is the data:

No	Function of slang words	Frequency
1	To address	4
2	To initiate relax conversation	10
3	To express impresion	7
Total		21

Table 2 Table 4.2 Function of slang words in Marina Tasha's Tik Tok Content

According to the above chart, Marina Tasha uses eight slang terms with various purposes. With four examples, the most common slang word

function is to convey an impression. The function to be addressed then has two slang terms. Two slang terms are used in the function to start a casual discussion.

Following the discovery of the data, the researcher categorized it according to the applied theory. The types and purposes of slang terms were examined in further detail by the researcher in this section.

1. Types of slang words by Marina Tasha

The types of slang words are divided into five types based on Allan and Burridge's (2006) approach, included fresh and creative, compounding, imitative, acronym, and clipping. These types of slang show how language develops spontaneously among social groups.

a. Fresh and creative

Datum F1



*"You ate it all one bite? It's really hot. **Damn.** We thought it would break that's why we were kind of scared."*

This data was sourced from a video uploaded by Marina Tasha on the TikTok platform on December 22, 2024. In the video, Marina Tasha introduced *Wedang Ronde*, a dish that is very popular in Yogyakarta. The *Wedang Ronde* featured colorful ronde in shades of white, pink, and green. These ronde have a chewy texture and resemble fish balls in shape, served with a flavorful ginger broth. Each ronde is filled with cashews and a touch of sugar, enhancing the overall delicious taste of the dish.

Additional details came from a video shared by Marina Tasha. There, she showcased *Wedang Ronde* as a beloved food in Yogyakarta, often enjoyed during chilly evenings for its comforting warmth and cultural significance as a traditional street snack. The tender ronde, shaped like fish balls, are part of a savory ginger soup that blends aromatic spices, complemented by a cashew filling sweetened just enough to boost the dish's flavor while highlighting the balance of textures and tastes that make it a staple in local cuisine.

In analyzing Marina Tasha's dialogues, the researcher identified the word "*damn*" as an example of modern and creative slang, thanks to its flexible and adaptive use in English. This word serves as an emotional exclamation, helping people express feelings through speech. Its usage also reflects the innovation embedded in the related culture and language.

Datum F2



*“It’s that time of the year that we’ve all been waiting for! **Nope,**
it’s not new years. It’s durian season!”*

This information is derived from a TikTok video uploaded by Marina Tasha on January 9, 2025. In the content, she promotes *Lapis Legit Durian*, a traditional Indonesian cake known for its distinctive sweetness, soft sponge like texture, and strong, appealing durian aroma. The cake is made from layered batter consisting of wheat flour, eggs, sugar, and durian extract. It is often regarded as a special delicacy in Indonesia, largely due to its complex and time-consuming preparation process, as well as its cultural value as a symbol of luxury in Indonesian cuisine. *Lapis Legit Durian* is typically served during important events such as weddings, birthdays, or cultural festivals, where it not only satisfies culinary preferences but also strengthens social bonds through the tradition of sharing food.

In analyzing the material, the researcher also identified the slang term “*nope*” as an example of modern and creative linguistic innovation. This expression offers a more relaxed and imaginative way of conveying refusal, differing from more formal equivalents such as “*no*” or “*not at all*”, thereby creating a friendlier and more casual tone in everyday communication. The use of “*nope*” frequently appears in social media contexts or informal interactions, where it helps build emotional connection and express spontaneous reactions. At the same time, it reflects the evolving dynamics of language within global society. This phenomenon demonstrates how such slang contributes to the development of contemporary communication, facilitating interactions that feel more authentic and inclusive.

Datum F3



*“How big are these spring rolls? **dude**. I’m scared. Bamboo shoots and eggs dried shrimp too.”*

The data is derived from a video published by Marina Tasha on the TikTok platform on January 18, 2025, with a duration of approximately 1 minute and 60 seconds. In this content, Marina Tasha introduces *Lumpia*, a traditional Central Javanese dish from Semarang, which distinguishes itself from common variations of lumpia through its substantial use of bamboo shoots as the primary ingredient. In addition to its unusually large size, often reaching up to 30 centimeters in length, this lumpia features an aroma reminiscent of an omelet, produced by the combination of bamboo shoots, eggs, dried shrimp, and traditional spices such as garlic and pepper. These elements reflect the richness of Indonesian culinary heritage and highlight the role of bamboo shoots as a staple component in Central Javanese cuisine. As a dish that has evolved since the Dutch colonial period, Semarang Lumpia not only serves as a symbol of regional identity but also demonstrates the ways in which local culinary traditions adapt to foreign influences, frequently appearing as a snack or main dish in family gatherings and culinary festivals.

In the linguistic analysis of Marina Tasha's dialogue, the expression "*How big are these spring rolls?*" accompanied by the colloquial term "*dude,*" functions as a casual communication strategy intended to build familiarity and warmth between the speaker and the audience, particularly within the interactive

environment of social media. Additional remarks such as “*Bamboo shoots and eggs dried shrimp too*” further reinforce this tone by providing vivid and spontaneous descriptions that help capture viewers’ attention and encourage engagement. Semantically, the term “*dude*” initially referred to an adult male, yet in the evolution of modern slang, the term has shifted into a universal marker of familiarity, frequently used to create a more relaxed and friendly tone in everyday conversation. In such interactions, “*dude*” emerges as a spontaneous expression that signals surprise or amazement, reflecting the social dynamics in which language functions as a tool for establishing emotional connection.

Within slang categorization, “*dude*” can be classified as a form of novel and inventive slang due to its high degree of flexibility in contemporary digital communication, particularly on platforms like TikTok that encourage linguistic creativity. Its semantic shift, from an informal mode of address to a neutral noun, illustrates the adaptability of language in response to rapid social changes such as globalization and the development of selfidentity among younger generations. This creative shift, which loosens the conventional use of social address in media contexts like Marina Tasha’s content, not only enhances the creativity and social responsiveness of language but also strengthens its expressive function. Moreover, it reflects the informal and relational conversational tone naturally adopted by

influencers. This phenomenon provides meaningful insight into how slang contributes to the evolution of communication, facilitating more authentic interactions in the digital era and even shaping global linguistic norms, an aspect highly relevant to linguistic studies in the context of popular culture and social media.

b. Compounding

Datum C1



*“It is really soft and very sweet. It almost immediately disintegrates your mouth. She’s little **Miss Juicy**. It still has that slight tanginess to it.”*

The author obtained primary data from a TikTok video posted by Marina Tasha on October 19, 2024, in which she introduced the *Harum Manis* Mango, a premium mango cultivar originating from East Java, renowned for its commercial potential in the tropical fruit industry. As explained by this culinary influencer, the cultivar stands out with its bright and fresh green skin, as well as

its tender, smooth, juicy, and exceptionally sweet flesh, thereby offering an appealing sensory experience for consumers. These characteristics not only enhance its aesthetic and taste value but also indicate high nutritional potential, such as rich content of vitamin C and antioxidants beneficial for health.

Furthermore, the researcher conducted a linguistic analysis of the data encompassing the slang term "*miss juicy*", classified as a form of compounding that is, the morphological process of forming new words through the combination of two independent lexemes. In this context, the word "*miss*" typically serves as a polite address for a woman, while "*juicy*" literally refers to a watery or juicy state, yet in figurative usage, it often implies something "*attractive*" or "*alluring*". Although this slang expression is commonly applied to describe the appeal of a woman in popular culture, Marina Tasha, as a food influencer, creatively adapted it to emphasize the extraordinary allure of the mango, which proves accurate based on its physical and organoleptic descriptions. This approach reflects the evolution of slang in social media, where informal terms are frequently adapted to non traditional contexts, enriching the dynamics of digital communication and cultural interactions between everyday language and culinary content.

Datum C2



*“Have y’all tried bone marrow in kidney bean soup? It’s called Sop Brenebon. Pour some siup on it. **Umami fatty creamy**. I’m gonna mix it up with the bone.”*

This research draws upon a TikTok video published by Marina Tasha on November 20, 2024, in which she discusses *Sop Brenebon*, a traditional Indonesian dish made from a combination of pork and red beans. In the video, viewers are presented with a demonstration of the cooking process by a skilled chef, who meticulously prepares beef using a slow cooking method overnight, yielding a tender, soft, and optimally cooked meat texture. This method not only highlights the significance of time in processing ingredients but also embodies Indonesian culinary traditions that prioritize patience and precision to attain authentic dish quality.

In this analysis, the researcher emphasizes observations and the application of the slang term “*umami fatty creamy*” used in that

context. When dissected individually, “*umami*” refers to the rich and savory taste, frequently linked to the natural depth of flavor derived from high-quality ingredients; “*fatty*” points to the fat content or richness of components that deliver sensory gratification; and “*creamy*” depicts the smooth and velvety texture. Collectively, this expression accentuates the exceptional harmony between the intricate flavors and the characteristic texture of traditional dishes, thereby deepening insights into how these sensory elements contribute to a comprehensive culinary experience. Furthermore, this perspective illustrates how colloquial language can convey nuanced culinary details in digital settings, offering valuable perspectives for research on the evolution of food culture in the social media age.

Datum C3



*“You get the sweetness from the vegetables and the cakalang it’s savory. It’s like a seafood porridge. I would say for a porridge this is **quite hearty** there’s like a lot of things going on.”*

On November 28, 2024, Marina Tasha released a video on the TikTok platform that offers an explanation of *Bubur Manado*, a traditional Indonesian dish originating from the North Sulawesi region. This dish is a form of porridge made primarily from seafood ingredients, featuring key components such as skipjack tuna, tofu, spinach, and pumpkin. The natural sweetness derived from these vegetables creates a harmonious balance, while the robust and savory flavor of the skipjack tuna renders it a distinctive and enticing culinary option. Beyond its role as an everyday meal, *Bubur Manado* is frequently viewed as a symbol of local culinary heritage, embodying the abundance of Indonesia's marine resources and the principles of nutritional equilibrium between animal proteins and vegetables.

In the content analysis of this video, the researcher identified the use of the slang phrase *"quite hearty"*, which, in a colloquial context, serves to depict a dish presented in a generously sized portion that delivers profound satisfaction in terms of fullness for consumers. This expression, commonly encountered in everyday social media discourse, seeks to engage the audience in a relaxed and relatable way, thereby amplifying the allure of educational culinary

content such as this. Employing such slang can be regarded as an effective communication tactic in the digital age, where informal language facilitates greater accessibility to intricate details about culinary traditions for younger audiences.

Datum C4



*“I need my chili. Oh they gave fried tofu too. My taste buds are so used to that **spicy kick** that if I eat something without it, I just feel like something is missing.”*

This research data is sourced from a TikTok video published by Marina Tasha on November 28, 2024. In the content, she introduces *Bubur Manado*, a traditional Indonesian dish originating from the North Sulawesi region, renowned for its satisfying portions and complex flavor profile. The dish comprises fried tofu that provides a subtle salty nuance, spinach and pumpkin that add a natural sweetness, and skipjack tuna that contributes a deep and authentic savory taste. The combination of these ingredients results

in each spoonful of porridge offering a diverse harmony of flavors, reflecting the richness of Indonesian cuisine that blends marine and terrestrial elements. Furthermore, *Bubur Manado* is often regarded as a representation of local culture that emphasizes nutritional balance, where proteins from fish and vegetables deliver high nutritional value, making it suitable as an everyday meal that supports the health of coastal communities.

In the analysis, the researcher identified the use of the slang term "*spicy kick*", which is colloquially employed to describe an intense and piercing sensation of spiciness in food. Here, the word "*kick*" metaphorically refers to a sudden and powerful burst of spicy flavor that immediately impacts the taste buds when the dish is consumed. The use of such slang, which is common on social media platforms like TikTok, serves as an effective communication tool to capture the attention of young audiences while simplifying complex sensory descriptions. This demonstrates how informal language can enrich educational culinary content, facilitate understanding of food traditions, and promote intercultural interactions in the digital era.

Datum C5



*“Melts in your mouth. **Have a sweet sweet day**, like my sweet sweet desserts that I have right here.”*

In the TikTok video published by Marina Tasha on November 28, 2024, *Kue Lumpang* is introduced as a traditional delicacy originating from South Sumatra. This cake is prepared through a process of mixing key ingredients such as rice flour, tapioca flour, sugar, coconut milk, pandan leaves, and suji leaves, which are then steamed until cooked. *Kue Lumpang* is widely recognized for its soft and chewy texture, offering an appealing sensory experience to its consumers. The distinctive savory flavor comes from the addition of grated coconut into the batter, while the slightly crunchy texture of the coconut creates a unique contrast when consumed, making it a popular choice in Indonesian regional cuisine. Culturally, this cake serves not only as a dessert but also reflects the rich culinary heritage

of South Sumatra, often associated with festive traditions and family gatherings.

In the analysis of this video clip, the researcher emphasizes the use of the slang expression *"have a sweet sweet day"*, where the word *"sweet"* is applied repetitively to impart a softer and more intense nuance to *"day"*, thereby implying a day filled with joy or delight. This expression functions as a communication strategy to convey the aspiration that Kue Lumpang can enrich an individual's daily experience by *"sweetening"* it, while enhancing consumer satisfaction through emotional and sensory aspects. In the context of social media platforms like TikTok, such slang is often employed to foster audience engagement, blending informal linguistic elements with product promotion, which can strengthen the cultural identity and commercial appeal of traditional foods.

Datum C6



*“Banana fried Maybe don’t scoop that much cause I just got like the worst **brain freeze** ever. But I don’t like the contrast between the cold and also the warm.”*

In analyzing the data obtained from Marina Tasha’s TikTok video dated January 13, 2025, the researcher noted that the speaker’s utterance was situated within the context of describing *pisang goreng* as the featured culinary item. Pisang goreng, or fried banana, is one of Indonesia’s traditional foods and holds a distinctive position in the nation’s culinary heritage. The dish is prepared by coating slices of banana in batter and deep-frying them to create a crisp exterior and a soft interior. It is widely consumed across various regions in Indonesia, both as a daily snack and as part of local culinary traditions. In contemporary adaptations, pisang goreng is occasionally served with complementary elements such as ice cream, introducing a contrast of temperature and texture during consumption.

Within this data set, the researcher identified the slang expression “*brain freeze*” in the utterance, “*Banana fried... maybe don’t scoop that much cause I just got like the worst brain freeze ever.*” The term “*brain freeze*” is classified as a form of compounding, following Allan and Burridge’s (2006) categorization, which defines compounding as the combination of two independent lexemes to produce a new lexical unit with a

distinct meaning. Structurally, the expression consists of the elements “*brain*” and “*freeze*”. Semantically, however, the resulting compound does not describe a literal freezing of the brain; instead, it refers to a sudden, sharp sensation of pain in the head caused by consuming extremely cold food or beverages.

This finding demonstrates that compound slang often undergoes idiomatic development and functions as a unified semantic unit in spoken interaction. It aligns with Allan and Burridge’s view that compounding involves not only the fusion of lexical forms but also the creation of meanings that cannot be directly inferred from the individual components. The use of “brain freeze” in this video exemplifies the kind of linguistic creativity that emerges in digital communication and highlights its relevance to studies focusing on word-formation processes within social media discourse.

Datum C7



*“I have to save im really a **savory kind of girl**. The spice and the salt combined with the slight sweetness of the banana fried.*

Compliment each other like yin and yang.”

This data was sourced from a TikTok video uploaded by Marina Tasha on January 13, 2025. In the video, Marina Tasha introduces a traditional Indonesian dish known as *Pisang Goreng*. In her explanation, she describes how the combination of spices and salt harmoniously blends with the sweet taste of the fried bananas, thereby creating a complementary balance of flavors.

The term “*savory kind of girl*” appears in the statement “*I really am a savory kind of girl, but I have to save*”. This expression is used when Marina Tasha explains that the subtle sweetness of the fried bananas mixes with the spices and salt, much like the concept of yin and yang that complement each other. In this context, the word “*savory*” is employed to metaphorically depict a personal preference or flavor profile, namely a tendency to favor strong, spicy, and salty tastes with a gentle touch of sweetness. The speaker uses the culinary experience as a way to reflect on dualities in life, while also affirming that she is someone who values quality in food.

This expression serves as an example of compound slang, where the words “*savory*” and “*kind*” are combined to form a new expression that goes beyond the lexical meanings of the individual words. The slang term “*savory kind of girl*” demonstrates

grammatical creativity in the formation of compound slang by seamlessly integrating self-reference and flavor profile representation. This shows how existing words can be merged to create new concepts. The creativity in this expression is significantly influenced by the delivery style of the TikTok user, Marina Tasha, who innovatively utilizes language on the platform.

c. **Imitative**

Datum 11



*“I’m **gonna** eat some mangoes for dessert. This variety mangoes called Harum Manis. Harum means aromatic and manis means sweet. And this is also an Indonesian original, because it originates from East Java.”*

The data was obtained from a TikTok video uploaded by Marina Tasha on October 19, 2024. In the content, Tasha introduces the *Harum Manis* Mango from Java, Indonesia, characterized by its

striking green skin, soft and smooth fruit texture, abundant juice content, and an intensely sweet and satisfying flavor.

In the expression "*I'm gonna eat some mangoes for dessert*", the use of "*gonna*" as an informal contraction of "*going to*" indicates the speaker's intention to perform an action in the future. This linguistic style commonly appears in everyday interactions, contrasting with the formal variant "going to," and reflects the dynamics of casual communication. This excerpt illustrates how social media platforms like TikTok often employ an informal tone to engage audiences effectively.

Furthermore, the term "gonna" exemplifies the phenomenon of eye dialect or phonetic spelling, where words are represented in writing with substandard orthographic norms, frequently observed in digital texts. This fully captures the phonological dimension of spontaneous speech, marked by reduced articulation precision and increased speaking speed, as discussed in linguistic studies on oral versus written language variation (for instance, within the framework of Labov's sociolinguistic theory). The casual nature of Marina Tasha's TikTok video content is enhanced by the imitation of natural speech patterns, enabling authentic conversational language to forge stronger emotional connections with viewers, thereby boosting communicative effectiveness in interactive digital contexts. This phenomenon aligns with research on language evolution in the

social media era, where such informal elements contribute to the formation of cultural identities and virtual communities.

Datum I2



*“It's good for ur **gut** health. This time its good. Usually I don't like the sweetness kinda stings. But this time the sweetness is just right.”*

The data was obtained from a TikTok video uploaded by Marina Tasha on November 8, 2024. In the content, Tasha introduces *tape*, a fermented product purchased by her parents in Jember, Indonesia. This *tape* is characterized by its unique aroma, a blend of cheese and fermented cassava, along with a harmonious level of sweetness that leaves no bitter aftertaste, making it an appealing culinary choice within the local cultural context

The phrase “*It's good for your gut health*” employs the slang term “*gut*” to refer to digestive system health, with a specific

emphasis on benefits for the stomach and intestines. The word “*gut*” particularly denotes the human body's internal biological system, which, despite its casual or lighthearted connotation, actually encompasses overall digestive processes and physiological conditions in a more approachable manner. Common social media vernacular conveys this phrase in a straightforward way, making it accessible to a broad audience and aligning with the informal delivery of health information.

The use of this phrase aligns with informal speech patterns, classifying it as slang rather than standard expression. The word “*gut*” is direct and unofficial, making it suitable when applied outside medical terminology and integrated into similarly informal phrases. Marina Tasha's TikTok videos explicitly demonstrate this phenomenon, illustrating the adoption of a relaxed conversational tone. This imitation of speech style plays a key role in fulfilling the needs of informal social communication, strengthening social bonds between speaker and audience, as outlined in sociolinguistic studies on language dynamics in digital platforms (for instance, within Goffman's framework of social interaction theory). This phenomenon also reflects the evolution of language in the social media era, where informal elements like this contribute to shaping virtual community identities and promoting health through more personal and relatable approaches.

Datum I3



*"I'm **kinda** struggling to eat it and I've actually seen variations of stuffed tofu like the Chinese ones, but they're usually steamed right?"*

The data collection includes a TikTok video uploaded by Marina Tasha on December 14, 2024. In this video, Marina Tasha introduces a food item called *tahu isi*. This dish features a soft texture on the inside but is notably crispy on the outside. The filling of tahu isi consists of shrimp, rice noodles, carrots, cabbage, and several other vegetables.

The slang term "*kinda*" in the sentence "*I'm kinda struggling to eat it and I've actually seen variations of stuffed tofu like the Chinese ones, but they're usually steamed right?*" serves as an informal contraction of "*kind of*", functioning to soften or moderate the statement that follows. In this context, "*kinda*"

indicates that the speaker experiences difficulty while attempting to consume the food, and this expression renders the statement more comprehensible and emotionally closer to the listener. The use of this form reflects the characteristics of spoken language in everyday conversations and social media interactions, where informal language is employed to foster a sense of familiarity and a lighter tone

Such vernacular expressions are classified as imitative forms because they phonetically mimic rapid and unplanned speech patterns, as commonly observed in the communication of native speakers who spontaneously shorten or combine words in specific discourses. “*Kinda*” exemplifies a clipped version of the more formal alternative “*kind of*”, a linguistic phenomenon that illustrates informality, linguistic economy, and conciseness aligned with informal varieties of English. In the TikTok context, this combined form results from speech acts, where the use of imitative vernacular enhances discourse accessibility and reinforces the authentic impression of digitally mediated social interactions.

Datum I4



*“We **gotta** put them all on top. It’s like snowflake falling since it’s winter right? Now, it’s cute.”*

The data was sourced from a TikTok video uploaded by Marina Tasha on December 28, 2024, featuring a traditional dish from South Sumatra known as *Kue Lumpang*. The ingredients for making *Kue Lumpang* include rice flour, tapioca flour, sugar, diluted coconut milk, pandan leaves, and suji leaves. This cake has a chewy and soft texture, along with a salty flavor derived from grated coconut.

The slang expression “gotta” in the sentence “*We gotta put them all on top. It’s like snowflakes falling since it’s winter right? Now, it’s cute*” represents a colloquial contraction of “got to”, indicating a sense of necessity or obligation. In the context of this statement, the speaker conveys that all ingredients must be placed on

top. The use of “*gotta*” reflects a conversational style of language that is informal and frequently employed in social media settings.

“*Gotta*” is categorized as an imitative misspelling because it approximates the informal vocalization commonly found in natural English speech. This form mirrors the prosodic flow and patterns of linguistic inefficiency that emerge in spontaneous conversations, as well as the irregularities typical of informal utterances. The adoption of this variety enhances the impression of informal realism, particularly given the authentic conversational style in Marina Tasha's TikTok videos.

Datum I5



“So I’m gonna wait. The fried chicken here is aromatic. Oh I wanna try the cabe ijo. The green chili is not spicy enough.”

The data was obtained from a TikTok video uploaded by Marina Tasha on December 30, 2022, in which she introduces *Ikan*

Kari, a traditional Indonesian dish renowned for its rich culinary heritage and regional variations across the archipelago. One segment she samples is the fish cheek meat, noted for its tender texture. The curry sauce of the *Ikan Kari* features a coriander aroma and blends sweet, spicy, and savory flavors. The sauce's texture is somewhat thick and creamy, with a moderate level of spiciness that balances the overall taste profile.

The term “*wanna*” exemplifies imitative slang, as it captures the essence of rapid speech flow. Its usage demonstrates phonetic structural simplification that frequently arises from informal processes in English language use. This slang form highlights the imitative nature in the speaker's linguistic performance, thereby reinforcing an informal approach and enhancing audience engagement on the platform. In sociolinguistic terms, such imitative elements align with theories of language variation, such as those proposed by Labov, which emphasize how informal speech patterns facilitate social interaction and identity construction in digital spaces. This phenomenon underscores the evolution of vernacular in social media, where phonetic reductions like “*wanna*” contribute to the authenticity and relatability of content, fostering stronger connections between creators and viewers while reflecting broader trends in contemporary communication.

d. Acronym

Datum A1



*“I’m hungry. **LOL**, I forgot. They got the nuts in it too the chili
kinda sweet. Well my mum cut up some.”*

On September 8, 2024, TikTok user Marina Tasha posted a video showcasing one of Indonesia's iconic culinary dishes, known as *Nasi Kuning*. This dish is traditionally served in generous portions, consisting of yellow rice cooked with spices such as turmeric, accompanied by a variety of complementary components rich in flavor and texture. These include grated coconut that imparts a savory aroma, fresh basil leaves that add a refreshing note, yellow chicken seasoned with distinctive spices, jalapeño peppers providing a spicy kick, and crispy fried potato pieces, creating a harmonious blend of savory, spicy, and textural elements that reflect the richness of Indonesian cuisine.

In the video, one of the expressions uttered is *"I'm hungry"*, accompanied by the acronym *"LOL"*. The acronym *"LOL"*, short for *"laughing out loud"*, represents a common form of digital slang used in online communication to convey that someone is amused, to lighten the seriousness of an interaction, or to indicate that a topic is perceived as humorous. In this specific context, the use of *"LOL"* explicitly demonstrates that the speaker is in a relaxed mood, making their statement lighter and less formal. Furthermore, this acronym enriches the social dimension of the conversation by signaling the speaker's cheerful and relaxed emotional state, which often facilitates more intimate interactions in virtual environments.

Such informal language forms promote communication efficiency through the principle of linguistic economy, accelerating the exchange of information, particularly in social media contexts where rapid responses are prioritized. Marina Tasha's TikTok video reflects the characteristic communication style of the platform, where authentic use of acronyms like *"LOL"* can foster emotional connections with the audience, enhance viewer engagement, and contribute to the formation of virtual communities grounded in humor and digital etiquette. More broadly, this phenomenon can be analyzed through the lens of digital communication theories, such as Malinowski's concept of *"phatic communication"*, where elements like *"LOL"* serve as tools to maintain social bonds without requiring

deeply substantive content, thereby strengthening interaction dynamics in the contemporary digital era.

Datum A2



*“This is wrapped in coconut leaf. Anyway you won’t hear this
ASMR cause it’s raining.”*

In December 2024, TikTok user Marina Tasha published a video introducing one of Indonesia's traditional culinary delights, known as *Lepet*. This dish is made from glutinous rice cooked in coconut milk, filled with red beans that provide a soft texture and natural sweetness, and wrapped in roasted coconut leaves that impart an aromatic flavor. This combination creates a harmonious blend of sweetness from the coconut milk and beans with the savory notes from the coconut leaves, reflecting the rich culinary heritage of the Nusantara that is often associated with traditional ceremonies or

cultural celebrations across various Indonesian regions, such as Java and Sumatra.

The term "*ASMR*" stands for Autonomous Sensory Meridian Response, a phenomenon referring to an autonomous sensory response involving pleasurable tingling sensations in the head, neck, or spine commonly known as "*tingles*" or "*head tingles*". These sensations are typically triggered by subtle, gentle, and sudden auditory stimuli, such as tapping sounds, whispers, scratching, or paper crumpling, often linked to everyday activities. In the context of Marina Tasha's video, the specific ASMR elements originate from sounds recorded live within the video itself, rather than external elements like rain sounds. ASMR content is deliberately designed to induce relaxation and euphoria in viewers, particularly through the sounds produced in the video, which can contribute to stress reduction and improved psychological well-being, as supported by recent research in sensory psychology.

Drawing on the theory developed by Allan and Burridge, the term "*ASMR*" can be categorized as an acronym, formed by the initial letters of sequentially arranged words, resulting in a concise and efficient expression. Such acronyms play a crucial role in communication by facilitating the conveyance and comprehension of complex or repetitive information, thereby reducing cognitive load on the message recipient. This linguistic function becomes

increasingly vital in the digital communication era, characterized by high-speed and voluminous interactions. In Marina Tasha's TikTok video, the acronym "ASMR" operates effectively in this capacity, illustrating how acronyms in informal communication contexts can enhance the efficiency of meaning transmission through compact and easily identifiable forms, especially among individuals engaged with contemporary media culture. Furthermore, this phenomenon can be analyzed through pragmatic frameworks, such as Grice's concept of *"economy of expression"*, where the use of acronyms like *"ASMR"* enables more economical communication without sacrificing clarity, thus strengthening the dynamics of social interaction on digital platforms like TikTok.

Datum A3



*"One piece here. Wah hot! It's stuffed tofu. We got karedok. **IMO** better than gado-gado or ketoprak. Don't fight with me on it!"*

The information originates from a video uploaded by Marina Tasha on TikTok on December 30, 2024. In this video, she introduces *Ikan Kari* as a distinctive Indonesian dish, characterized by its rich blend of flavors and cultural significance. Marina is shown tasting the tender cheek of the fish, highlighting its soft texture. Additionally, the fish curry sauce features a coriander aroma and offers a harmonious combination of savory, spicy, and sweet notes. The broth's texture is slightly thick and creamy, contributing to the overall sensory experience that underscores Indonesia's diverse culinary traditions, particularly in coastal regions where seafood plays a central role in local cuisines. This presentation not only promotes traditional Indonesian gastronomy but also engages viewers by demonstrating the dish's preparation and consumption, thereby fostering cultural appreciation in a digital context.

In the sentence “*One piece here. Oh, very lovely! The tofu is filled. We received karedok, which is, IMO, the best out of ketoprak or gado-gado. ‘Don't fight with me on it!’*” the word “*fighting*” conveys a consultative nuance or a light invitation to interact. This term introduces a subtle and measured touch to the conversation, intended to actively involve the audience. In this context, the abbreviation IMO reinforces this nuance. IMO serves as a soft marker of personal opinion. This form qualifies as an acronym, as it is constructed from the initial letters of the phrase it represents, in

accordance with the classification proposed by Allan and Burridge. Such acronyms exemplify the essence of linguistic units designed for rapid and effective communication a necessity in the evolving landscape of digital and social media platforms. The utilization of acronyms illustrates how conciseness is leveraged in digital discourse, enabling efficient information exchange amidst the high volume of online interactions. This is evident in Marina Tasha's TikTok videos, where she employs IMO to address her audience and cultivate engagement through a friendly and conversational style, a consistent approach throughout her content. Furthermore, this practice aligns with pragmatic theories of communication, such as Grice's cooperative principle, which emphasizes the economy of expression to maintain clarity and relevance, thereby enhancing social dynamics on platforms like TikTok and potentially contributing to viewer retention and community building in contemporary media environments. Empirical studies on digital linguistics, including those examining user-generated content on social media, support the notion that such linguistic strategies facilitate interactive and inclusive dialogues, reducing barriers to participation and enriching the communicative ecology of online spaces.

e. **Clipping**

Datum C1



*“**Bro**, how am I eat this I keep sneezing. Today we’re eating fried tapioca flour. Oh there’s something on the inside.”*

In the sentence *“Bro, how am I eating this I keep sneezing. Today we’re eating fried tapioca flour. Oh there’s something on the inside”* the term *“Bro”* represents a shortened form of the word *“Brother”*, employed to address the interlocutor and signify a sense of closeness in their relationship. This term establishes a relaxed tone and is typically utilized in conversations to reinforce emotional intimacy, thereby facilitating a more personal and engaging interaction.

This term can be understood through the phenomenon of shortening, as elucidated by Allan and Burridge, where *“bro”* falls within the category of words derived from *“brother”* via a linguistic process known as clipping in morphological studies. This process

abbreviates longer lexical forms without altering their core meaning, as outlined in Allan and Burridge's theoretical framework. In this instance, “*bro*” retains the essential semantic content of “*brother*” by shedding certain constituent morphemes, thereby preserving the efficiency of the original expression. Such shortening contributes to enhanced fluency in language use, ease of pronunciation, and practicality in writing, particularly within the context of the language employed in Marina Tasha's TikTok videos. Furthermore, this morphological adaptation aligns with broader trends in digital communication, where abbreviated forms expedite conversational flow and accommodate the rapid, informal exchanges characteristic of social media platforms. Empirical research in sociolinguistics, including studies on internet slang and user-generated content, underscores how such clippings foster inclusivity and relatability among diverse audiences, potentially influencing viewer engagement and community formation in online spaces. This practice also resonates with pragmatic theories, such as those proposed by Grice, which emphasize the cooperative principles of communication, where brevity aids in maintaining relevance and efficiency without compromising mutual understanding. Consequently, in Marina Tasha's content, the use of “*bro*” exemplifies how morphological innovations can bridge traditional linguistic norms with contemporary digital discourse, enriching the

interactive dynamics of culinary-themed videos and reflecting evolving patterns in global online interactions.

Datum C2



“Y’all I’ve never seen fried tempeh looking like this. It’s so thin.

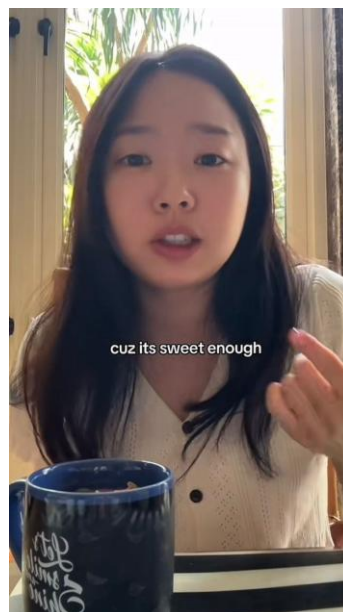
Cause usually the dough is kind of thick.”

The term “y’all”, derived from the contraction of “you all”, functions as a second-person plural pronoun used to directly address a group of individuals in informal communication. Its usage not only serves as a form of address but also carries a pragmatic function, namely fostering social closeness, creating a sense of inclusivity, and encouraging audience participation in a shared communicative experience.

According to the theoretical framework proposed by Allan and Burridge, “y’all” is classified as a form of clipping because it represents a shortened version of the phrase “you all” while retaining

its original referent and meaning. This morphological process demonstrates an effort by speakers to achieve linguistic efficiency through the reduction of phonological elements without diminishing communicative intent. Within the context of Marina Tasha's TikTok videos, the use of "y'all" reflects a speech style that is personal, direct, and easily accessible to viewers. The presence of this clipped form reinforces the conversational spontaneity of the discourse and illustrates the tendencies of digital communication, which prioritize practicality and interpersonal engagement.

Datum C3



*"So, my dad has been adding this as like extra sugar instead of real sugar **cuz** it's sweet enough. I don't think I've ever tried that one."*

The non-standard form "y'all", which derives from the contraction of "you all", functions as an informal second-person

plural pronoun commonly used in casual communication. In the utterance, *“Y’all, I’ve never seen fried tempeh looking like this. It’s so thin. Because usually the dough is kind of thick”* the use of “y’all” does not merely address a group of listeners; it also serves to construct an inclusive and dialogic atmosphere. This expression reflects the speaker’s intention to cultivate emotional closeness, foster a sense of shared experience, and strengthen the social connection between the content creator and the audience.

The phonological smoothing characteristic of “y’all” illustrates its operation within a low-formality communicative setting. This aligns with the communicative style of Marina Tasha’s TikTok videos, which consistently emphasize a personalized tone and conversational register. From a morphological perspective, “y’all” is the result of a clipping process that reduces the lexical form without altering the semantic content of its original phrase. This mechanism demonstrates the natural linguistic tendency toward efficiency, enabling speakers to convey messages more swiftly and accessibly.

The use of “y’all” in Marina Tasha’s videos further demonstrates how clipping contributes to an informal, authentic, and approachable communication style that resonates with audiences in digital media environments. This phenomenon underscores the dual function of language on social media: as a medium for transmitting

information and as a tool for constructing socially meaningful, interactive relationships within contemporary digital communication dynamics.

2. Function of slang words by Marina Tasha

The functions of slang words according Allan and Burridge (2006) are divided seven, including to address, to humiliate, to initiate relax conversation, to form intimate atmosphere, to express impression, to reveal anger, to show intimacy. These seven main aspects describe how slang is used in everyday communication.

a. To address

Datum TA.1



*“**Bro**, how am I eat this I keep sneezing. Today we’re eating fried tapioca flour. Oh there’s something on the inside.”*

In this segment of the video, Marina Tasha is shown enjoying the iconic street food from West Java, known as *Cireng*, during a

mukbang broadcast uploaded on September 11, 2024. She interacts with her audience by describing the dish and exhibiting her vivid response to its spicy profile, all while capturing the session with evident delight. Her profound surprise at the *Cireng*'s elevated spiciness leads her to convey her irritation and unease through the statement, *"Bro, how am I eat this I keep sneezing. Today we're eating fried tapioca flour. Oh there's something on the inside."*

Culinary and cultural research indicates that *Cireng* is a contraction of *"Aci digoreng"*, denoting fried tapioca flour, with tapioca flour (*pati singkong*) as the primary component, resulting in its characteristic chewy center and crunchy exterior. Within the video, the *Cireng* incorporates a potent seasoning abundant in capsaicin, the active compound in chili peppers responsible for heat, prompting a significant physiological reaction in Marina, manifested as frequent sneezing. This clip illustrates a genuine instance of a content creator grappling with overpowering tastes, a central feature of current mukbang productions that harness unscripted bodily responses to draw in and entertain viewers.

The researcher's investigation reveals that the slang term *"Bro"* in the phrase *"Bro, how am I eat this I keep sneezing"* is utilized specifically as a vocative address, directly engaging the audience. Drawing on Allan and Burridge's (2006) framework, this vocative application of *"Bro"* fulfills dual roles: affiliative and

phatic. From an affiliative standpoint, it instantly integrates the audience into an intimate social group, conveying familiarity and solidarity. Phatically, "*Bro*" facilitates the creation and sustenance of a relaxed communicative exchange, while also serving as an exclamatory element that heightens the expression of genuine emotion and exasperation, thereby challenging conventional linguistic formality. This linguistic strategy not only personalizes the interaction but also aligns with broader patterns in digital media, where informal elements enhance relatability and emotional resonance in audience engagement.

Datum TA.2



“ Y’all I’ve never seen tempe goreng looking like this. It’s so thin.

Cause usually the dough is kind of thick.”

In this segment of the video, Marina Tasha is featured reviewing and savoring the Indonesian delicacy known as *Tempe Goreng* in a concise food-focused broadcast posted on October 12,

2024. She engages her audience directly, sharing her overwhelmingly favorable impressions of the dish while maintaining an upbeat tone throughout the recording. Deeply pleased with the Tempe Goreng's attributes, Marina Tasha urges her viewers to sample it, conveying her excitement through the remark, "*Y'all, this is seriously one of the best tempe goreng I've had recently*".

From a culinary standpoint, *Tempe Goreng* represents a straightforward yet essential component of Indonesian cuisine, with roots tracing back to Java. The preparation involves deep frying slices of tempe, a traditional product derived from the controlled fermentation of soybeans. The creator's explicit observation, "*crisp on the outside and soft in the middle*", underscores the ideal texture of the dish a harmonious balance between the crunchy outer layer and the tender, flavorful core of the fermented soybean patty. This affirmative sensory encounter forms the central theme of the video, effectively conveying the superior quality of the specific tempe featured and inspiring a straightforward endorsement to her followers.

The researcher's examination identifies the slang term "*y'all*" (a contraction of "you all") in the introductory address as a deliberate vocative device, aimed at directly engaging the audience. Drawing on Allan and Burridge's (2006) framework, this application of slang predominantly fulfills affiliative and phatic roles. Affiliation

wise, "y'all" promptly integrates the collective viewers into an intimate social circle, fostering a casual, relatable, and egalitarian atmosphere. Phatically, it helps establish and sustain an open communicative flow, transforming the review into a genuine suggestion exchanged among peers rather than a structured evaluation, thereby bolstering the online community's sense of closeness and diverging from conventional linguistic standards. This linguistic choice not only personalizes the interaction but also exemplifies broader trends in digital media, where informal expressions enhance emotional sincerity and community cohesion in culinary content, ultimately enriching the authenticity of shared cultural experiences.

Datum TA.3



*“It is really soft and very sweet. It almost immediately disintegrates your mouth. **She’s little Miss Juicy**. It still has that slight tanginess to it.”*

Marina Tasha reviewed the Sweet Fragrant Mango on October 19, 2024. She introduced one of Indonesia's premium mango varieties, which originates from East Java. This mango is known for its soft texture, high water content, and dominant sweetness, making it one of the most sought-after fruits in Indonesian cuisine.

Marina Tasha described in detail the taste as well as the characteristics of the Mangga Harum Manis variety. The words “really soft” as well as “very sweet” reveal the softness of the flesh of the fruits as well as their sweetness, while the word “disintegrates your mouth” conveys the fact that the mango flesh would be so soft as to melt in mouth as soon as it is eaten. Furthermore, the word “slight tanginess” in the description reveals the balanced sweetness and tartness of the fruits. This will allow readers to imagine the taste of the fruits without them needing to taste it personally.

The application of the phrase “little Miss Juicy” is classified as a slang with an addressing function. This slang refers to a type of personification applied in addressing “Mangga Harum Manis” as if it were an entity with a human identity. The application of this slang establishes a sense of intimacy, relaxed, and also interesting tone, and at the same time, enhance the level of emotional intimacy

between the speaker and their audience. Marina Tasha applies “Miss Juicy” to refer to a mango not only to describe its juiciness but also to create an informal communication environment suited for online social engagement. Thus, this slang applies the function of addressing that involves referring to and getting the attention of the audience to an object in a creative and informal manner.

Datum TA.4



*“How big are these spring rolls? Face to lumpia ratio, **dude**.*

Bamboo shoots and eggs dried shrimp too.”

Marina Tasha reviewed “Lumpia Semarang” on January 8, 2025. This is one of the most popular dishes that originates from Central Java and is characterized by the presence of bamboo shoots, eggs, and dried shrimp among others. According to Marina Tasha, the lumpia consists of “a dish filled with dense ingredients and has immense texture.” The addition of the bamboos creates a special

“savory flavor” while the “eggs are soft” and the “dried shrimp provide salty and pungent aromas.”

The sentence will be categorized under the addressing type since the use of the word “dude” represents the informal way that the sentence greets the audience. In the context, the word “dude” does not represent one person but is essentially part of the ways that the speaker feels close to the audience. The application of slang in the utterance facilitates a conducive communication environment that represents Marina Tasha speaking to her friend. As such, the use of slang in the utterance has the objective of drawing the attention of the audience while creating a close social relation that aligns with the communication goals for culinary TikTok videos.

b. To Initiate Relax conversation

Datum TI.1



*“I’m hungry. **LOL**, I forgot. They got the nuts in it too the chili kinda sweet. Well my mum cut up some.”*

Marina Tasha uploaded a video introducing Nasi Kuning on September 8, 2024. Marina Tasha in the video describes Nasi Kuning as one of Indonesia's main dishes which must be rich in both flavor and texture. Nasi Kuning comes with a lot of accompaniments such as peanuts, sambal, as well as other accompanying dishes. This brings an assortment of either salty or spicy and sweet tastes.

On the linguistic, the slang word “LOL” is the marker of the casual utterance and playfulness. It again supports the impression of the informal talk rather than the official review presentation. The function of the slang words is the presentation of the relaxed conversation beginning with the audience. The application of the slang words within the utterance is intended to establish the interaction beginning with the audience within the relaxed and cozy environment. By expressing the hunger, forgetfulness, and instinctive reactions towards the food, Marina Tasha conveys the natural-feeling communication.

Datum TI.2



*“So I’m **gonna** wait. The fried chicken here is aromatic.”*

In this segment of the video, Marina Tasha is shown indulging in a substantial assortment of traditional Indonesian rice and accompanying dishes, such as *Nasi*, *Tahu Kipas*, Fried Chicken, and *Karedok*, during a mukbang broadcast posted on December 30, 2024. She interacts with her audience as she assembles her plate, incorporating various elements of the rijsttafel inspired meal. The dining experience is marked by profound contentment, especially regarding the *Tahu Kipas* (stuffed tofu). Prior to taking a bite of the scalding hot tofu, Marina Tasha announces her immediate course of action, incorporating slang in her statement: *“Piping hot! So, I’m gonna wait.”*

From a culinary and sensory viewpoint, the video emphasizes the diverse range of Indonesian textures and tastes. *Tahu Kipas* (stuffed, fan shaped fried tofu) receives particular attention,

with the creator explicitly acknowledging its temperature ("piping hot") before consumption. The inclusion of Karedok (a raw vegetable salad dressed with peanut sauce, a hallmark of West Javanese cuisine) alongside Fried Chicken offers a well-rounded interplay of crunchy, spicy, savory, and fresh elements. The creator's overwhelmingly favorable assessment, which includes descriptions of the dishes and even ranks one component as *"Number one on the Billboard chart"*, reflects a genuine and fervent appreciation for the culinary offerings.

The researcher's examination identifies the contracted slang term *"gonna"* (an abbreviation of "going to"), employed in the phrase *"I'm gonna wait"*, as a tool specifically designed to initiate a relaxed conversational exchange. Building on Allan and Burridge's (2006) theory, this slang usage is essential for cultivating informality and fostering interpersonal connections (through phatic and affiliative functions). By opting for the colloquial *"gonna"* over the more formal *"I am going to"*, Marina promptly conveys that her choice (to pause and allow the food to cool) is an integral part of an impromptu, flowing dialogue, akin to conversing over a shared meal with acquaintances. This linguistic strategy adeptly conveys a laid-back ambiance and integrates a brief deliberation or hesitation into the casual narrative framework. Such elements not only personalize the content but also illustrate evolving communicative practices in

digital food media, where informal language bridges individual sensory experiences with collective cultural enjoyment, enhancing viewer immersion and relatability in online culinary storytelling.

Datum TI.3



*‘So, my dad has been adding this as like extra sugar instead of real sugar **cuz** it’s sweet enough’*

The investigation begins with Marina Tasha evaluating and tasting peuyeum or fermented cassava, a traditional Indonesian delicacy, in a mukbang video published on 8 November 2024. This footage provides valuable data for linguistic analysis, focusing on the creator’s informal speech throughout the review. The featured product, a simple snack deeply rooted in local culture, stands in clear contrast to content that showcases luxurious culinary experiences. Tasha employs everyday language to describe the sensory characteristics of peuyeum, particularly its sweetness and texture. This accessible communicative style reaches its most notable point

in her use of a contracted conjunction to clarify a flavor related observation, as illustrated in the statement: *“It doesn't even need sugar, cuz it's sweet enough.”*

From a socio culinary perspective, peuyeum, also known as tapai singkong, represents an essential regional specialty, predominantly originating from West Java. Its cultural significance is grounded in its uncomplicated production process, namely the fermentation that transforms cassava starch into sugars and organic acids. The video emphasizes the inherent qualities of the snack, including its natural sweetness and its moist and tender texture, rather than complex cooking techniques. Consequently, Marina Tasha's assessment presents peuyeum as an accessible and culturally authentic product. This approach intentionally diverges from the structured conventions characteristic of high end culinary criticism, thereby highlighting the intimate and personal nature of the consumption experience.

The researcher identifies the contraction “*cuz*” a reduced form of “*because*” as serving the function of introducing a causal explanation related to the sweetness of the snack, as expressed in the phrase “*cuz it's sweet enough*”. Referring to the insights of Allan and Burridge (2006) regarding the sociological dimensions of slang, this contracted form primarily fosters informality in communication. The choice of the non-standard “*cuz*” instead of the conventional

“*because*” immediately reduces the perceived distance between the speaker and the audience by engaging both phatic and affiliative mechanisms. This linguistic choice contributes to an impression of spontaneity and authenticity, resembling a natural exchange of views among individuals of equal standing, thereby effectively initiating and sustaining a relaxed conversational tone in the online setting. Such communicative strategies not only personalize the narrative but also reflect broader trends in digital media, in which colloquial expressions enhance emotional engagement and community resonance in culinary discussions. As a result, this approach enriches the exploration of cultural heritage through accessible and relatable forms of storytelling.

Datum TI.4



*“It’s good for ur **gut** health. This time its good. Usually
I don’t like the sweetness kinda stings.”*

On November 8, 2024, Marina Tasha reviewed a cuisine named "Tape," which refers to a fermented cassava product that originated from Indonesia. As indicated in the review, Marina Tasha tasted the "tape" that her parents brought from Jember. It should be noted that "tape" has the characteristic smell and taste that comes from the fermentation process and is known for its sweetness accompanied by sourness in other people's experiences. Marina Tasha highlighted that the "tape" tasted by the reviewer does not leave the pungent sensation.

The slang word "gut" from the expression "gut health" acts as a replacement for formal terms to bring a more casual and intimate atmosphere for the delivery of the message. A pragmatic outlook of the use of the slang terms explains how the slang enables the initiation of a casual conversation as a means of relaying messages pertaining to health in a more formal manner. Therefore, the use of the other formal term "gut" assists Marina Tasha in establishing a rapport with the audience.

Datum TI.5



*“This is wrapped in coconut leaf. Anyway you won’t hear
this **ASMR** cause it’s raining.”*

Marina Tasha uploaded a video on December 9, 2024, featuring Lepet, a traditional Indonesian food. Lepet is a dish made from glutinous rice cooked with coconut milk, filled with red beans, and wrapped in young coconut leaves. This wrapping process gives it a distinctive aroma that blends with the soft and chewy texture of the lepet. In the video, Marina Tasha casually explains the appearance and serving method of lepet.

The term ASMR (Autonomous Sensory Meridian Response) is commonly used in the context of digital media to refer to a soothing audio experience, such as the sound of food or the surrounding environment. This slang word is used to create a light, informal, and spontaneous conversation atmosphere. This

expression is not intended to convey key information about food, but rather to open and maintain a relaxed interaction with the audience. Therefore, the use of slang serves as a communicative strategy to create closeness and comfort in communication, which is in line with the function of slang words.

Datum TI.6



*“I’m **kinda** struggling to eat it and I’ve actually seen variations of stuffed tofu like the Chinese ones, but they’re usually steamed right?”*

Marina Tasha uploaded a video reviewing a food named Tahu Isi on December 14, 2024. The tahu isi shown in the video appears to have a crunchy texture on the outside and a soft texture on the inside, with a stuffing of shrimp, vermicelli, carrots, and vegetables. It is observed that the combination of these textures makes it a bit difficult to eat, keeping in mind its size and the mass

of the stuffing. Marina Tasha also states the differences between the Indonesian tahu isi and stuffed tofu from other cultures, which are usually steamed.

Pragmatically, the sentence here belongs to the function of slang words in the category of introducing a relaxed conversation. The function of the slang word “kinda” helps to reduce the strength of the sentence and introduces a relaxed and informal tone. The slang word introduces the conversation in a natural and informal way with the audience. Through the form of language, Marina Tasha introduces a light and relaxed communication context to the extent that the listeners feel in close proximity to follow the story of the food review.

Datum TI.7



*“We **gotta** put them all on top. It’s like snowflake falling since it’s winter right? Now, it’s cute.”*

Marina Tasha uploaded a video review about Kue Lumpang on the TikTok platform on December 28, 2024. Kue Lumpang is a traditional cake made from rice flour and coconut milk, which is known to have a soft and chewy texture, a light sweet taste, and a distinctive pandan fragrance. The cake is usually accompanied by grated coconut toppings to give it a combination of sweet and savory flavors. Marina Tasha in her video describes the action of arranging the Kue Lumpang in a pictorial and creative way, terming it to be like "the falling snow," in order to help the viewers visualize the look of the food in a more creative way.

"Gotta" is the slang expression used to begin the conversation in a relaxed manner because of the effect of this expression as a factor that leads to creating a light and relaxed setting for communication. Moreover, with the use of this type of language expression in the speech, the speech appears as though it's happening in a real conversation because of bringing the audience and the speech issuer much closer. Furthermore, the use of "snowflake falling" with a comparison of images in this aspect further enhances the light and humorous effect of the conversation initiation because of its friendly nature of engaging the audience.

Datum TI.8



*“One piece here. Wah hot! It’s stuffed tofu. We got karedok. **IMO** better than gado-gado or ketoprak. Don’t fight with me on it!”*

Marina Tasha posted a video review of Ikan Kare food on the TikTok platform on December 30, 2024. In the video, Marina Tasha described the foods she enjoyed. She enjoyed the hot stuffed tofu with a vegetable filling and karedok. Karedok is a Sundanese food made from raw vegetables mixed with a sprinkling of peanut sauce. From the description of the food, it is a combination of fresh, savory, and spicy flavors, along with crunchy vegetables and peanut sauce.

This is considered a sentence that uses “slang words” to facilitate relaxed communication since the application of “IMO” (In My Opinion), as a slang word, acts as a cue that

signals a speaker's opinion, hence is expressed in a relaxed manner and is not binding to the audience. In fact, since the speaker uses his opinion expressed through “IMO,” it gives room for interaction with the audience, as if challenging or encouraging them to concur or not concur with his opinion. In fact, all these linguistic features above give a friendly, relaxed, and interactive environment, which is common among environments like TikTok, a social media platform. Therefore, application of “slang words” in a sentence not only passes a judgment regarding a taste, but it is also important in creating a relaxed environment that enables content developers to get close to their audience.

Datum TI.9



“So I’m gonna wait. The fried chicken here is aromatic.”

*Oh I **wanna** try the green chili. The green chili is not spicy enough.”*

Marina Tasha uploaded a video that reviewed a dish called Ikan Kari on December 30, 2024. From Marina Tasha’s video, Marina Tasha talks about the qualities that come along with the dish, especially its chicken that has been fried, which has a robust and inviting aroma from spices. Besides that, Marina Tasha also talks about another ingredient called green chili that comes along as a supplement to the dish, but it is only mildly spicy, as stated by Marina Tasha. From Marina Tasha’s description, it gives an understanding that it’s not only savory, but it also has an aroma, as well as contains some level of spiciness that’s quite acceptable by international standards.

The application of the slang expression “wanna” creates a communicator approach the conversation in a casual manner with the viewers. By applying the language that is closest to the way people talk when they are communicating verbally, Marina Tasha creates a natural communication environment as though she is addressing the viewers directly. The above technique is very effective in the social media platform as it helps to create a bridging effect between the two parties involved in communication, together with improving the absorption rate of the message using a friendly language style.

Datum TI.10



*“Is that time of the year that we’ve all been waiting for! **Nope,**
it’s not new years. It’s durian season!”*

Marina Tasha released a video reviewing “Lapis Legit Durian” on January 9, 2025. The video involves Marina Tasha featuring an Indonesian traditional cake, recognized for its soft texture, high level of sweetness, and pungent smell of durian. The durian season highlights that this is one of those foods that should be taken at a specified time of the year, in addition to provoking people’s interest in this special occasion.

Involvement of the slang expression “nope” in the expression functions as part of the initiation of a relaxed conversation because the expression is utilized to negate an aspect in a relaxed and casual setting. Additionally, the expression generates an informal and relaxed setting for the audience to become

associated with the conversation as they are able to feel a connection with the speech. From a pragmatic perspective, this aspect assists in initiating the conversation and increasing the appeal of the food presentation being discussed. Additionally, involvement of slangs generates significance in this regard because of the significance associated with relaxed interactions and audience engagement with food presentation content.

c. To Express Impression

Datum TE.1



*“You ate it all one bite? It’s really hot. **Damn.** We thought it would break that’s why we were kind of scared.”*

In a TikTok video posted by Tasha Marina on December 22, 2024, she is observed preparing ronde (a traditional Indonesian delicacy) alongside her mother. The focal excerpt unfolds as Marina reacts to her sibling consuming the ronde in a single bite, stating:

"You ate it all one bite? It's really hot. Damn. We thought it would break that's why we were kind of scared."

The term '*damn*' in this instance operates as an informal marker employed to convey an instantaneous, unscripted response to an unfolding event. Its application underscores the notable heat of the food under discussion, while simultaneously expressing astonishment and mild apprehension about her sibling's behavior. This slang element infuses the dialogue with a potent emotional layer, which can be likened to an 'emotional stimulant' imparted by the speaker.

Aligning with Allan and Burrige's (2006) framework on the roles of slang, the use of '*damn*' in this statement is categorized as a mechanism 'To Express Impression'. Within this theoretical model, this role involves deploying slang to articulate a vivid and abrupt emotional response, such as surprise or a strong impression. In this case, '*damn*' bolsters the illocutionary force of the utterance by conveying the speaker's perceptions of the event (namely, the sibling ingesting the scalding food in one go) and amplifying its urgency and significance (the potential discomfort or challenge posed by the heat). The incorporation of '*damn*' into the direct speech helps bridge any affective void that might arise in an otherwise logically coherent but emotionally detached statement. As a result, Tasha Marina's TikTok content exemplifies and documents the social and

communicative dynamics of 'damn' in executing the 'To Express Impression' function for viewers. This phenomenon not only highlights the role of slang in enhancing relatability in digital narratives but also underscores how such linguistic choices facilitate emotional authenticity in everyday interactions, enriching the study of informal discourse within contemporary social media platforms.

Datum TE.2



*It's called Sop Brenebon. Pour some siup on it. **Umami fatty creamy.** I'm gonna mix it up with the bone."*

The text excerpt analyzed is from a TikTok video uploaded by Tasha Marina on November 22, 2024, as she enjoyed a delicious dish called *Sop Brenebon*, a Manado style red bean soup. The quote describing this culinary delight is: "*This is called Sop Brenebon. Pour a little siup on top. Umami, fatty, and creamy. I'm going to mix it with the bones.*"

The essence of this description is the phrase “*Umami fatty creamy*,” which succinctly and appetizingly captures the essence of the dish. Fundamentally, this expression combines a familiar culinary term (“umami”) with a description of texture and taste (“fatty” and “creamy”), thus clearly conveying the deep deliciousness, richness, and softness characteristic of *Sop Brenebon*.

The use of the phrase “*Umami fatty creamy*” is in line with the slang function called “*To Express Impression*” by Allan and Burridge (2006). This function relates to the use of slang to express strong, instant emotional responses, admiration, or sensory perceptions. Here, Tasha Marina goes beyond an objective description of the food; instead, she expresses the peak of her satisfaction and enjoyment of the dish's flavor nuances. This phrase serves as a spontaneous and passionate exclamation, highlighting the depth of her sensory experience.

By compressing the complex details of taste and texture into a short expression, Tasha Marina achieves an “*emotional freeze*,” directly engaging the audience and encouraging them to share their emotional appreciation for the rich, delicate texture of the soup. As a result, the phrase “*Umami fatty creamy*” in Tasha Marina's TikTok video becomes an example of the application of slang to fulfill the function of “*To Express Impression*” described by Allan and Burridge (2006), particularly in enriching conversation,

strengthening emotional impact, and building deep communicative bonds with the audience at the experiential level. This example highlights the dynamic role of slang in bridging personal sensory experiences with collective engagement, offering insights into how informal linguistic innovation can elevate everyday interactions into captivating narratives of shared enjoyment.

Datum TE.3



*“My taste buds are so used to that **spicy kick** that if I eat something without it.”*

The data under examination is derived from a TikTok video posted by Marina Tasha on November 28, 2024, in which she chronicles her inaugural encounter with reviewing and sampling Manado Porridge, also known as *Tinutuan*. The video highlights Marina's animated style of food critique, illustrating her enjoyment of the dish evidently through the addition of sambal or supplementary seasonings and her conveyance of astonishment and

admiration for its robust flavor and consistency. This material suggests that Marina's intent extended beyond mere documentation of the meal; rather, it aimed to impart a genuine and enveloping sensory journey to her viewers via unrehearsed personal articulation.

Manado Porridge, or Tinutuan, represents a distinctive gastronomic tradition from North Sulawesi, celebrated for its nourishing elements that integrate rice with an array of vegetables, including spinach, water spinach (kangkung), sweet potato, pumpkin, and corn, often accompanied by salted fish or sambal roa. The dish is distinguished by its intricate savory taste and velvety mouthfeel. This backdrop of a profoundly flavored preparation is essential for comprehending why the speaker, Tasha Marina, deemed it imperative to utilize vividly descriptive and affective language to encapsulate the multifaceted nature and potency of the flavors she encountered.

The pivotal expression, “*My taste buds are so used to that spicy kick that if I eat something without it,*” appears between the 00:57 and 01:01 timestamps in the video. The concept of “*spicy kick*” is deeply embedded in the sensory realm it conjures. In essence, the word ‘kick’ functions as a slang metaphor within culinary discourse, denoting an abrupt, potent, and indelible burst of heat that invigorates the palate. Linguistically, the phrase “*spicy kick*” is reliably categorized as embodying the ‘To Express Impression’

function, as proposed by Allan and Burridge (2006). This function underscores the deployment of informal lexicon to articulate a forceful and instinctive emotional response, sensory perception, or sentiment, as opposed to a strictly denotative account. In this scenario, the slang expression is harnessed to forge and amplify profound sensory involvement, prompting an intensified affective reaction from the audience. "*Spicy kick*" effectively conveys the speaker's entrenched affinity for bold tastes, thereby operating as a streamlined communicative device that corroborates the Allan and Burridge (2006) framework by bolstering the emotional and experiential linkage with viewers. This example further illuminates the adaptive utility of slang in transforming subjective sensory preferences into relatable, shared narratives that enhance interpersonal discourse.

Datum TE.4



*“You get the sweetness from the vegetables and the cakalang it’s savory. It’s like a seafood porridge. I would say for a porridge this is **quite hearty** there’s like a lot of things going on.”*

Marina Tasha posted a video review where she tasted the dish named Bubur Manado on November 28, 2024. Bubur Manado has been one of the traditional foods from North Sulawesi. In the video, Marina Tasha introduces that the taste of the porridge comes from the vegetables that provide natural sweetness and the skipjack tuna that has a savory contribution to the taste. Apart from that, the density of the porridge due to its ingredients makes the porridge quite hearty, which means that even though the porridge is light in nature, the amount and the composition of the taste will make sure that the person consuming the porridge will feel full after consuming the porridge.

The phrase “quite hearty” is used to express an impression, as it is used to express a subjective judgment and immediate impression of the food being consumed. In this regard, Marina Tasha employs informal language to show her immediate and emotional reaction to the food, as a way to facilitate the audience to form a clear understanding of the nature of the food. The application of informal language enhances the application of pragmatic functions, as it is a form of self-expression, as opposed to mere transmission of

information. In fact, Marina Tasha effectively communicates a positive impression about the hearty nature of food provided by Bubur Manado, as well as maintaining a more relaxed form of communication.

Datum TE.5



*“Melts in your mouth. **Have a sweet sweet day**, like my sweet sweet desserts that I have right here.”*

Marina Tasha has shared a video titled review Kue Lumpang on December 28, 2024. From Marina Tasha’s video, it is clear that she describes Kue Lumpang as a food which has a soft and chewy texture that readily melts in the mouth, along with a sweet taste coming from a combination of rice flour, coconut milk, and sugar, as well as an aroma that comes from pandan. These sensations are complemented by a topping of grated coconut that has a savory taste, which gives a pleasant mix of sensations to a food enthusiast.

“Sweet sweet day” in the sentence falls under the category of the slang word which helps the speaker express positive impressions, happiness, and emotional fulfillment. In the context, the slang word is employed to express Marina Tasha's personal impression of “Kue Lumpang” while at the same time presenting an atmosphere that is sweet and lovely. This employment of the slang word helps indicate that slang words are employed in the content to express the immediate reactions of the speaker while at the same time helping in enhancing the emotional appeal of the content.

Datum TE.6



*“Banana fried maybe don’t scoop that much cause I just got like the worst **brain freeze** ever. But, I don’t like the contrast between the cold and also the warm.”*

Marina Tasha posted a video titled Banana Fried on January 13, 2025, which featured a food that consists of a banana being fried, a typical Indonesian food that is enjoyed as a snack. The video

portrays a scenario where the fried bananas are accompanied by a cold side dish, thus resulting in a contrast between the warmth and crunchiness associated with the fried bananas and the cold experience related to the side dish. Marina Tasha expresses her spontaneous experience while enjoying the food, especially when the extreme conditions associated with the impact of the hot and cold foods resulted in a temporary disturbance in her head.

The use of the slang word "brain freeze" in the sentence is a slang word used to express impressions, it is a slang term that aims to express personal impressions and experiences expressively, instead of delivering objective information about food. The use of a slang term here adds to the sense that it is an honest, spontaneous communication.

Datum TE.7



*“I have to save im really a **savoury kind of girl**. The spice and the salt combined with the slight sweetness of the banana fried. Compliment each other like yin and yang.”*

B. Discussion

The results of this investigation indicate that the slang word types observed in Marina Tasha's TikTok videos encompass five categories outlined by Allan and Burridge (2006): new and creative, compounding, imitative, acronyms, and clipping. Compounding emerges as the most prevalent category, followed by clipping and imitative forms. This pattern implies that linguistic innovation on social media platforms is influenced not solely by the demand for conciseness but also by performative and emotional drivers (Crystal, 2011; Tagg, 2015). In digital interactions, compounding facilitates the formation of expressive phrases that enhance emotional immediacy, a trait aligned with the attributes of online discourse (Androutsopoulos, 2014).

Additionally, the prominence of compounding demonstrates that digital content creators, such as Marina Tasha, deliberately merge familiar lexical elements to convey subtle experiences, in line with research by Frastiwi and Aisyah (2022), which identifies compounding on social media as a strategy to revitalize commonplace expressions. Likewise, Lee and Abidin (2023) underscore that TikTok users leverage linguistic novelty to boost audience engagement via affective narratives.

From a critical standpoint, the widespread use of informal structures like "gonna," "cuz," and "damn" points to a deliberate linguistic adaptation toward genuineness and closeness, rather than adherence to formal norms. This corroborates Abdul Razak et al. (2024), who contend that influencers employ slang to forge relatable online personas. Far from signifying linguistic decline, this trend exemplifies a practical adjustment to the conventions of social media (Igiri et al., 2020; Advisor et al., 2024).

Regarding functionality, the study identifies three primary roles of slang in Marina Tasha's content: to engage directly, to foster casual dialogue, and to convey reactions. These roles validate Allan and Burridge's (2006) framework while expanding it to reveal that slang in digital culinary contexts promotes interpersonal intimacy and cultural exchange. Tasha's deployment of phrases such as "spicy kick" and "savory kind of girl" illustrates how personal sensory depictions are transformed into storytelling devices that promote Indonesian cuisine on a global scale a communicative approach that integrates linguistic play with cultural advocacy (Lee & Abidin, 2023; Made et al., 2024).

Critically, the findings illustrate slang's role as a semiotic tool in shaping identity expression within digital environments. As Tagg (2015) emphasizes, linguistic elements on social platforms are purposeful, closely linked to self-representation and audience considerations. Consequently, Tasha's frequent adoption of colloquial language reflects her effort to uphold authenticity while embodying Indonesian culinary heritage for an international viewership. This resonates with the concept of "glocalization" in digital communication, wherein global platforms like TikTok adapt language to highlight cultural distinctiveness (Androutsopoulos, 2014; Lee & Abidin, 2023).

Furthermore, the results underscore that slang in digital contexts fulfills affective and pragmatic roles that extend beyond conventional linguistic limits. As Creswell (2018) observes, qualitative analyses of language must account for contextual and intentional factors. Thus, the emotional depth in expressions like "damn," "brain freeze," and "sweet sweet day" serves expressive purposes and fosters interactive discourse that deepens the connection between creator and audience.

Ultimately, these observations reveal the evolution of slang from a casual linguistic feature into a vital communicative mechanism within digital culture. Instead of merely mirroring informal speech, slang in TikTok content serves as a cultural conduit, redefining the articulation of Indonesian identity online. This aligns with Crystal's (2011) perspective that digital language constitutes a dynamic system, perpetually evolving to meet users' innovative and emotional needs.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research findings from Marina Tasha's TikTok content, five types of slang words were identified: fresh and creative, compounding, imitative, acronym, and clipping. Among these, compounding was the most dominant type in terms of frequency, followed by imitative and clipping. The most commonly observed function of slang was to express impression, serving as a vivid and direct way to convey feelings or reactions. These findings support the hypothesis that slang plays a vital role in digital communication as a flexible and adaptive tool to build closeness, emotional expression, and informal interaction on social media platforms.

The implications of this study are both theoretical and practical. Theoretically, it enriches the study of informal pragmatics and digital sociolinguistics by affirming that slang spontaneously develops in social and media contexts, reflecting ongoing cultural dynamics and language change. Practically, the findings offer guidance for content creators to use slang effectively in fostering audience engagement and creating more intimate and appealing communication, particularly on TikTok. However, the study's limitation lies in its data source, which was confined to a single influencer and platform, possibly limiting the generalizability of the findings. Therefore, future research is recommended to broaden the scope by involving multiple influencers and diverse social media platforms to deepen understanding of digital language and culture evolution.

B. Suggestion

According to the findings of this study, it is recommended that practitioners and content creators make use of various types of slang, particularly the compounding, imitative, and clipping categories, to develop more personal and engaging communication on digital platforms such as TikTok. The use of authentic and contextual slang has proven effective in enhancing audience engagement and strengthening emotional connections within online interactions.

For academics, this research opens opportunities for broader exploration into slang usage across different social media channels, encouraging the integration of both quantitative and qualitative analysis methods to gain deeper insights into the variations and functions of slang words.

For further research development, it is suggested that future studies involve more diverse samples across multiple platforms to improve the validity and generalizability of the findings. Longitudinal studies could also be conducted to observe the evolution of slang language over extended periods, capturing the dynamic nature of linguistic change in digital communication contexts. These efforts will provide a more comprehensive understanding of language development within digital communication and contribute significantly to communication sciences and socio-cultural linguistics in the digital age.

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CURRICULUM VITAE

Hani Syadha was born in Pasuruan on June 2, 2003. She completed her secondary education at MAN 1 Pasuruan and graduated in 2021. During her school years, she actively participated in OSIM, an experience that fostered her development in leadership, collaboration, and various school-based organizational activities. In the same year, she pursued her academic studies at UIN Maulana Malik Ibrahim Malang, where she cultivated her academic interests and enhanced her personal and intellectual maturity throughout her undergraduate program. Outside of her academic pursuits, she enjoys reading and singing.