

CHAPTER 1

INTRODUCTION

Language is constantly evolving alongside changes in society, culture, and technology. The rapid growth of digital communication has created new ways for people to interact, allowing language to develop more quickly than ever before. Social media platforms have become spaces where users not only exchange information but also create new expressions, meanings, and communication styles that reflect contemporary social life. These developments demonstrate that language is dynamic and continuously adapts to the needs and identities of its users.

Among various digital platforms, TikTok has become one of the most influential spaces for linguistic innovation. Through videos and interactive comment sections, users actively participate in shaping new forms of communication, including the emergence of creative slang expressions. This phenomena highlights the close relationship between language and social interaction, making digital communication an important area of sociolinguistic research. Therefore, examining language in digital environments has become increasingly important, as online interaction continuously shapes new forms of communication and language variation. This phenomena provides a relevant context for investigating how contemporary slang emerges and functions within digital communities.

A. Research Background

Language is closely connected to social life, as it is not only used to communicate information but also to express identity, emotions, and relationships among speakers. In sociolinguistics, language is understood as a social phenomena that develops through interaction within a community. This means that language change does not happen randomly, but is influenced by how people use and share language in their everyday communication.

In the digital era, the process of language development becomes more visible and more rapid due to the presence of social media. Platforms such as

TikTok provide a space where users can interact continuously through short videos and comment sections. In this environment, communication tends to be informal, expressive, and highly creative. Users are not only consuming content, but also actively participating in interaction by responding, reacting, and engaging with others through language.

One interesting phenomena that appears in TikTok comment sections is the use of slang, particularly kitchen-related slang. This type of slang involves the use of everyday words related to food and cooking, such as tea, beef, cracked, glazing, and boiling, which are used in new and metaphorical ways. These expressions no longer represent their literal meanings, but instead function as tools to express opinions, humor, emotional reactions, and social evaluation. Their meanings are understood collectively by users who share the same context and experience within the platform.

This phenomena can be effectively explained through Janet Holmes' sociolinguistic theory, especially her explanation of vernacular language and the social nature of language variation. Holmes argues that language change does not only come from standard or prestigious forms, but also from vernacular or non-standard language that spreads within a community. These vernacular forms often emerge from everyday interaction and gain meaning through repeated use among speakers. In this context, slang can be seen as a form of vernacular language that reflects how people use language creatively in informal situations.

Holmes also emphasizes that language carries social meaning. This means that the use of certain expressions is not only about conveying information, but also about showing identity, solidarity, and group membership. In TikTok comment sections, the use of kitchen-related slang allows users to signal that they belong to a particular digital community. By using similar expressions, users create a sense of shared understanding and connection with others. This shows that language functions as a social resource, not just as a communication tool.

Furthermore, Holmes explains that language spreads through social interaction within a community. When certain expressions are used repeatedly, they become familiar and widely accepted. This process can be seen clearly in

TikTok, where users continuously interact and respond to each other. As a result, certain slang expressions, including kitchen-related slang, spread quickly and become part of common language use in the platform. This spread is supported by the nature of digital communication, where repetition and visibility play an important role in shaping language use.

Although the use of slang in social media has been widely discussed, studies that specifically focus on kitchen-related slang in TikTok comment sections are still limited. Most previous research tends to examine slang in general without focusing on specific categories or exploring how these expressions carry social meaning in interaction. In fact, TikTok comment sections provide a rich space for analyzing how vernacular language emerges, spreads, and functions within a digital community.

Therefore, this study analyzes kitchen-related slang in TikTok comments using Allan and Burridge's theory to identify its types and functions, while Janet Holmes' sociolinguistic theory is used to explain how these expressions develop and spread through social interaction. This research aims to identify the types of kitchen-related slang used by TikTok users and to analyze how these expressions are interpreted in terms of their meanings and social functions. By doing so, this study is expected to provide a deeper understanding of how vernacular language develops and how it reflects identity, interaction, and social meaning in digital communication.

B. Statement of Problems

Based on the background of this study, language changes quickly in the digital era, especially among young people who actively use social media. Tiktok, as one of the most popular platforms, shows interesting patterns of language use, including the use of kitchen-related slang. This slang is creative and also carries social meaning in online communities. Therefore, this study aims to explore how Tiktok users use and understand kitchen-related slang in Tiktok Comments. Based on the background problems can be formulated into the research questions as follows:

1. What types of kitchen-related slang are used by TikTok users in the selected comment sections?
2. How are these kitchen-related slang expressions experience semantic changes from literal cooking-terms to figurative meanings?

C. Research Purposes

Based on the research problems stated above, this study aims to:

1. To identify and describe the types of kitchen-related slang used by TikTok users in the selected comment sections.
2. To analyze the semantic changes experienced by kitchen-related slang expressions from literal cooking-related terms to figurative meanings in TikTok comments.

D. Research Significance

This research is expected to contribute to sociolinguistic studies, especially in discussions about language variation in digital media. By focusing on kitchen-related slang used by TikTok users in TikTok comments, this study provides insight into how lexical variation appears and develops in online communication. The findings show that digital interaction plays an important role in shaping creative and non-standard language use.

In addition, this research helps to deepen the understanding of communication patterns among TikTok users in the digital era. As active social media users, they show unique language practices that reflect identity, humor, and a sense of group belonging. Through the analysis of TikTok comment sections, this study explains how kitchen-related slang functions as a shared language resource that helps build social connection and collective identity in digital communities.

Furthermore, the results of this study are expected to be useful for The writer, educators, and language practitioners. For The writer, this study can serve as a reference for further research on language variation, slang, and digital discourse from a sociolinguistic perspective. For educators, understanding the features of digital language use can help connect formal language learning with students' everyday communication. Overall, this research contributes to a better

understanding of how technological development influences language use and variation in digital contexts.

E. Conceptual Framework

This study is based on sociolinguistic theory, which sees language as something that changes depending on social context and the people who use it. Language is not always formal or fixed because people use language differently in different situations and communities. Social media platforms such as TikTok also create spaces where users communicate in more informal, flexible, and creative ways through comment sections.

Language variation in this study is explained through social and digital factors that influence how people use language. First, language use is influenced by social factors such as age, identity, friendship, and community. Second, the communication platform itself also affects the way language is used. In digital spaces like TikTok, users often create and use informal language that fits online interaction and internet culture.

These ideas lead to the use of slang as the applied theory in this study. Slang is a type of informal language that is commonly used to express identity, humor, creativity, and solidarity. In online communities, slang can spread quickly because users repeatedly use expressions that are familiar within their group. In this study, the focus is on kitchen-related slang, which uses food and cooking vocabulary in metaphorical ways.

This study mainly uses the sociolinguistic theory of Janet Holmes, especially her explanation about language variation and the spread of vernacular forms. Holmes explains that non-standard language can spread through social interaction and carry social meanings related to identity and group membership. In TikTok comment sections, repeated interaction makes certain slang expressions familiar and widely understood among users.

To support this explanation, the concept of Communities of Practice proposed by Penelope Eckert is used to explain how shared language habits develop through interaction within digital communities. In addition, this study also uses

Allan and Burridge's classification of slang to identify the types of kitchen-related slang found in the data.

Based on this conceptual framework, this study focuses on analyzing the types, meanings, and functions of kitchen-related slang used in TikTok comments. This study uses a qualitative approach to understand how these slang expressions are used and interpreted in digital communication.

F. Previous Research

Several studies have discussed language and communication on social media, especially among Generation Z.

Wulansari et al. (2025, pp. 10209–10213) studied the use of Gen Z slang on TikTok and its effect on standard Indonesian. The study aimed to find out how slang on TikTok affects the way young people use language. The writers used questionnaires, interviews, and observations to collect data. The results showed that many Gen Z users often use slang words such as mager, baper, bestie, gaje, and kepo not only on TikTok but also in daily conversations. The study found that TikTok helps these words become popular because users often see them in videos and comment sections. Because of this, many slang words become part of everyday communication among young people.

Musfirah et al. (2023, pp. 329–336) studied how Generation Z communicates in the digital era. The study looked at the role of technology and social media in shaping the way young people communicate with others. Using a library research method, the writers found that Generation Z prefers to communicate through social media and messaging applications. The study also found that young people often create and share digital content, which helps new words and expressions spread quickly. In addition, users often repeat the language they see online, making certain expressions more common in digital communication.

Dewi (2025, pp. 60–65) studied the language styles used by Millennials and Generation Z on social media. The study aimed to identify the language features that are commonly used in online communication. The findings showed that users

often use slang, abbreviations, code-mixing, emojis, GIFs, and other informal expressions when communicating online. The study also found that language on social media is usually short, creative, and expressive. In addition, social media helps new words and expressions spread quickly and become part of daily communication among users.

From these studies, it is clear that social media affects both communication patterns and language use among young people. Wulansari et al. (2025) found that TikTok helps spread slang and affects the way Generation Z uses language every day. Musfirah et al. (2023) showed that digital platforms influence communication and help new expressions become popular among users. Dewi (2025) found that social media encourages the use of slang, abbreviations, code-mixing, and other informal language features. However, these studies mainly discuss language use and slang in general. There is still limited research that focuses specifically on kitchen-related slang, especially in TikTok comment sections. Therefore, this study focuses on kitchen-related slang to understand its types, meanings, and functions in digital communication.

