The Influence of Tiktok Media's Popular Language on Students Communication Styles

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Abstract. TikTok media has become an important part of everyday life because TikTok is a popular social media platform, TikTok has developed into a global phenomenon with millions of users. This study aims to explore the influence of popular language on TikTok social media on the communication styles of students at Universitas Muhammadiyah Sidoarjo (UMSIDA), using the diffusion of innovations theoretical framework. The influence of popular language in TikTok media on the communication style of Communication Science students of Universitas Muhammadiyah Sidoarjo class of 2021 is the subject of this study. This study uses quantitative methods. The hypothesis was tested with Simple Linear Regression Test. The results of the study show that the popular language of TikTok media has an effect on the communication style of the 2021 class of Communication Science students at Muhammadiyah Sidoarjo University, with a significance level of 0.000 <0.05. The results of this study indicate that the effect of using the popular language of Tiktok media on the Communication Style of Communication Science students of Muhammadiyah Sidoarjo University class of 2021 is very significant with a coefficient of determination or R square value of 64,6%. While the remaining 35,4% is influenced by other factors.

Keywords: Tiktok, Social Media, Communication Styles

I. INTRODUCTION

Social media is a tool that allows various information to be stored and accessed by all audiences. Social media users can also interact, exchange information, send messages, and establish relationships with people who have the same profession. They can share photos, videos, increase knowledge of various things, channel hobbies, and even find and add relationships with a wider range (Nisak & Hariyanto, 2017). When the internet emerged, the position of old media began to change and shifted to new media, namely social media. (Hariyanto & Mariyanto, 2020). Almost everyone in Indonesia must always stand with what is called social networking, and even then, social networking is one of the needs of everyone. Social media has many pros and cons, it's just how we use it wisely. The emergence of many sophisticated and modern applications makes it easier for people to find what they want. Social media itself is used by consumers as well as some businesses to make it easier to share information. In previous research, social networks with relatively high intensity of use include Instagram, Twitter and Facebook (Kotler, 2009: 328).

TikTok is a social media that operates as a social networking and music video platform. This application was launched by Zhang Yiming in September 2016. Meanwhile, in Indonesia, this application was launched in May 2017 (Aprilian et al., 2020). The Tiktok application is considered a

success, the success of this application is supported by the sensor tower application intelligence company explaining that the number of Tiktok installations is more than social networking platforms such as Instagram, Facebook, and YouTube in the United States. The largest application was defeated by Tik Tok in terms of downloads on September 29, 2018, where 29.7% of downloads came from the Tik Tok application. While the app's market share showed an increase of 42.4% downloads as of October 30. Tik Tok app downloads in the US also increased 237% compared to October last year 2017 (Deriyanto & Qorib, 2019). Along with the development of the Tiktok application in Indonesia, it was blocked by the Ministry of Communication and Information on July 3, 2018 due to many reports of negative content in the application. But this blocking is only temporary until there are content improvements to the Tiktok application. With the development of internet technology as well as Tiktok pages and applications, many people started using Tiktok continuously. Indonesia was listed as the country with the second largest number of TikTok users in the world in April 2023. There are at least 113 million users of this social network in this country. The majority of TikTok users are between 18 and 24 years old with 21.5% female users and 17.4% male users. The next age group is 25-34 years old with 17.3% of users and 15.1% of males. (Damayanti et al., 2022)

Tiktok is no longer used by students to enjoy leisure time. They have turned into active users of Tiktok media. TikTok users enjoy a variety of content and even imitate the language that is viral or popular and apply it to their daily activities because of the large amount of content presented, which can change the way they communicate. They tend to use TikTok media continuously and it changes the habits they already have (Zahroh, 2023).

The TikTok app is very influential on social life and has become a culture in Indonesian daily life, especially language. Language is not just a tool for communicating reality. More than that, language is a tool to structure reality. Different languages will create different expressions. Different languages will categorize experiences in different ways. Different languages provide alternative patterns for thinking and understanding (Didik Hariyanto, 2020). Language is a means of communication between members of society in the form of sound symbols produced by human speech organs (Dewani et al., 2024). Popular language is a term used to refer to something that is known and liked by many people. Popular words are often used in daily conversation and are important to be understood by anyone who studies Indonesian. These popular words help in communicating fluently and understanding everyday conversations.

Before the advent of TikTok, there were already many words and phrases in Indonesian that were considered popular and often used in everyday life. Some of these examples of popular language have become part of Indonesian conversational culture:

1. Kepo: This is a Hokkien term that means curious or overly curious about other people's business. This word is often used to describe someone who likes to meddle in other people's affairs.
2. Baper (Bring on the Feelings): This term is used to describe someone who gets carried away or offended too easily, even in situations that should be taken for granted.

3. Mager (Lazy Movement): This is an acronym that describes the laziness to do any activity, especially moving from one place to another.

4. Ciyee: This word is often used to tease or make fun of someone who is in a romantic situation or feeling embarrassed.

5. Galau (Giddy): This term is used to describe feelings of confusion or anxiety, especially in the context of romantic relationships or personal problems.

6. Jaim (Jaga Image): This is an acronym used to describe someone who tries to maintain their image in front of others, usually by behaving more politely or differently than usual.

7. Lebay: This word is used to describe someone who is exaggerated or overly dramatic in response to a situation.

8. BT (Bad Mood): This abbreviation is used to express a bad feeling or a bad mood.

9. Bucin (Love Slave): This term describes someone who is so infatuated with their partner that they would do anything for love.

10. Gokil: This word is often used to describe something extraordinary, hilarious, or absurd in a positive way.

11. Slay: This word is often used in comments as a compliment or appreciation of someone who does something really well or looks amazing.

These words have long been used and widely recognized by Indonesians, being part of everyday conversation even before the TikTok era.

These terms may influence other TikTok users to use the language in their daily interactions, including on campus.

Communication style is a certain way to convey and organize thoughts and feelings that are obtained verbally and nonverbally. For example, when delivering greetings, intonation, words or expressions, appearance, and length of speech (Alex Sobur, 2016: 126). The dominance of a person's communication style depends on the circumstances of his communication derived from the attitude pattern (Fadhilah, 2022). Tubbs and Moss (2008) explain about the kinds of communication styles, among others:

1. The Controlling Style

   This controlling communication style is characterized by a desire or intention to limit, force and regulate the behavior, thoughts, and responses of others. People who use this communication style are known as one-way communicators or one-way communications.

2. The Equalitarian Style

   An important aspect of this style of communication is the existence of a common ground. The equalitarian style of communication is characterized by the enactment of a two-way flow of verbal and written messages.

3. The Structuring Style

This structured communication style utilizes written and oral verbal messages to solidify orders that must be carried out. The sender of the message pays more attention to the desire to influence others.

4. The Dynamic Style

Dynamic communication styles have aggressive tendencies, because the sender understands that the environment is action-oriented.

5. The Relinguishing Style

This communication style reflects more a willingness to accept suggestions, opinions or ideas of others, rather than a desire for orders, although the sender of the message has the right to give orders and control others.

6. The Withdrawal Style

What arises if this communication style is used is the weakening of communication acts, meaning that there is no desire from people who interpret this style to communicate with others, because there are some interpersonal problems or difficulties because there are some interpersonal problems or difficulties faced by these people.

Communication styles imply that communication skills belong to the highest level of self-awareness. Therefore, to understand a communication style, each person can create and maintain their own communication style as a personal characteristic. That way, style is also called personality. So that the style is a person's characteristic when communicating (Fadhila et al., 2023).

The author also lists previous research that is used as a reference in the relationship between research problems. Research conducted in 2022 was conducted by Adelia Regina Damayanti, Linda Anjarsari, Namira Anjani, entitled Pengaruh Penggunaan Media Sosial Tiktok Terhadap Gaya Hidup Berpakaian Remaja Ilkom Untidar. The purpose of the study was to determine whether Tiktok social media has an effect on the dressing style of teenage Communication Science students at Tidar University. The method used is quantitative method with Likert scale measurement.

Research conducted in 2024 was conducted by Shinta Laura Dewani, Sesy Briliana Presida, Agung Faizs Saputra, Cahya Soviyah Putri, entitled Realitas Penggunaan Bahasa Indonesia dalam Media Sosial TikTok Mahasiswa. The purpose of the research is to find out how the TikTok media platform can make changes and influence the development of students' Indonesian, the role of the TikTok social media platform in influencing the formation of language subcultures in campus communities, and the impact if students are not wise in using language on the TikTok media platform. The results of this study show that the TikTok social media platform contributes to the influence of students' use of Indonesian, contributing to the formation of a language subculture in the campus community through creativity and self-expression as well as the use of new terms and phrases.

Research conducted in 2023 was conducted by Fatiha Nur Zahroh, entitled Pengaruh Penggunaan Media Sosial Tik Tok Terhadap Gaya Komunikasi Siswa MI SALAFIYAH Barek

Pucangnom Kebonsari Madiun. The purpose of this study was to determine whether there is an influence of Tiktok social media on the communication style of MI Salafiyah Barek Pucanganom Kebonsari Madiun students and how much influence it has on their communication style. The author uses a survey method to apply a quantitative approach. The results of data analysis show that there is an influence between Tiktok social media on students' communication styles.

This research is interesting to study because it wants to examine popular language in TikTok media, because the language used in TikTok often reflects the latest social and cultural trends. Content on TikTok tends to spread quickly and has the potential to go viral. Popular language that appears on TikTok can quickly spread and be adopted by many users, including university students. And also the communication style of college students greatly affects their social interactions. The popular language from TikTok can influence the way they interact with each other, both on campus and off campus. This research focuses on Communication Science students of Universitas Muhammadiyah Sidoarjo class of 2021, this approach has the aim of knowing whether there is a significant relationship between the use of popular language on Tiktok media on the communication style of Communication Science (IKOM) students of Universitas Muhammadiyah Sidoarjo (UMSIDA) class of 2021 and if there is a relationship, what is the effect of Tiktok media popular language on the communication style of IKOM UMSIDA students class of 2021.

II. METHODS

This research uses a quantitative approach. With the distribution of questionnaires as a data collection technique. A questionnaire is a list sent directly to respondents who want to be asked for answers about their attitudes and perceptions towards achieving research objectives (Iskandar, 2009: 82). Researchers gave questionnaires to respondents and then filled in online via google form. This scale is measured by a Likert scale. This Likert scale is used so that researchers can measure the attitudes, opinions, and perceptions of IKOM UMSIDA students in the 2021 active generation. With a Likert scale, the variables to be measured are described as a starting point for synthesizing the instrumental items to be used (Kriyantono, 2012: 97).

The variables in this study include two variables, namely the independent variable (X), namely the use of popular Tiktok media language and the dependent variable (Y), namely communication style. The subjects studied include Communication Science students of Muhammadiyah Sidoarjo University class of 2021 who actively use the TikTok application. Population is the total number of units studied. In this case, the population is said to be a set consisting of individuals with predetermined qualities and characteristics (Sugiyono, 2017: 80). Based on what was obtained, the total population of Communication Science students at Muhammadiyah University of Sidoarjo class of 2021 was 119 people. According to Sugiyono (2012: 73), the sample is a component of the population and its characteristics. Sampling of the population must be truly representative

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(representative). According to (Arikunto, 2006) based on research conducted because the population was more than 100 respondents, therefore the authors took 10-15% or 20-25% of the total population in the 2021 class of IKOM UMSIDA students, namely 119 people. And after the questionnaire was distributed, the results were 62 respondents. To determine the effect of the two variables to be tested, the analysis used by researchers is the validity test, reliability test and simple linear regression test.

III. RESULTS AND DISCUSSION

A. Validity Test and Reability Test

In this study, the validity test was used to calculate the instrument data that must be calculated. In this validity testing process, researchers use SPSS tools to evaluate the validity of the questionnaire results. The recapitulation results of the variables (X) and (Y) that have been tested show that all indicators used to calculate the variables of this study have a correlation coefficient (r count), which is 0.180> from the r-table. Therefore, each indicator is declared valid.

To test whether the question items are reliable, the researcher conducted a reliability test using the help of the IBM SPSS Application with the following results:

Reliability Statistics

Cronbach's Alpha	N of Items
.768	9

The reliability test aims to see whether the questionnaire has consistency. The basis for taking the Cronbach alpha reliability test according to Wiratna Sujerweni (2014), the questionnaire is said to be reliable if the Cronbach alpha value is> 0.6. And from the results above, Cronbach alpha 0.768> 0.6 from the results of the item shows that the item is reliable.

Simple Linear Regression Test

Based on research that has been tested using a simple linear regression test to determine whether the use of popular Tiktok media language (X) has an effect on communication style (Y). The requirements of the simple linear regression test have been met. In addition, two things can be considered as the basis for using the simple linear regression test to make decisions is to compare the significance value with a probability value of 0.05.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	847.678	1	847.678	109.473	.000^b
	Residual	464.596	60	7.743		
	Total	1312.274	61			

a. Dependent Variable: Gaya Komunikasi

b. Predictors: (Constant), Bahasa Populer

Based on the output above, it is known that the value of F count = 109.473 with a significance level of 0.000

<0.05, so the regression model can be used to predict the variable use of popular language or in other words there is an influence of the popular language variable (X) on the Communication Style variable (Y).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804[a]	.646	.640	2.783

a. Predictors: (Constant), Bahasa Populer

The results show the magnitude of the correlation or relationship (R), which is 0.804, and the coefficient of determination (R Square) is 0.646. If the coefficient of determination is entered into the equation, the result is 64.6%. This means that 64.6% of the "Communication Style" variable is the contribution of the variable "use of popular Tiktok media language". While the remaining 35.4% can be explained by other reasons. R square ranges from 0 to 1, noting that the smaller the R square, the weaker the relationship between the two variables.

The research results using the theory tested are in accordance. Students through Tiktok media see what content they have in it and then imitate the style of communication in their daily lives.

According to the communication style theory proposed by Tubbs and Moss (2008), there are six different communication styles: The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style.

1. The Controlling Style is a communication style in which the individual tends to dominate the conversation, control the flow of communication, and direct the interaction according to his or her wishes. The use of popular language such as "slay" can reinforce this style, especially when used to show dominance or influence the opinions of others in the interaction.

2. The Equalitarian Style reflects a more open and egalitarian communication, where all participants are given equal opportunities to speak. Popular language such as "Ciyee" may be used to acknowledge or reinforce consensus within the group, thus reinforcing a more egalitarian communication style.

3. The Structuring Style focuses on structuring communication in a clear and organized way. The use of popular language from TikTok can play a role in structuring conversations in a more relaxed yet focused way.

4. The Dynamic Style is an energetic and passionate communication style, often used to attract attention and motivate. Terms such as "slay" may often appear in this context, used to give praise or encourage.

5. The Relinquishing Style involves giving up control to the other person in communication. The popular language of TikTok, which is often collaborative and viral in nature, may support this style by promoting more flexible and decentralized interactions.

6. The Withdrawal Style is a communication style in which individuals withdraw from the conversation or refuse to participate. Although popular language tends to encourage participation, it is possible that some students may use terms such as "Kepo" to signify their desire to end the interaction or withdraw from the discussion.

This research is in line with the findings of several previous studies that also highlighted the significant influence of social media on students' communication styles. For example, research conducted by Shinta Laura (2024) shows that the use of social media, including TikTok, affects the way students communicate by increasing the use of informal language and new terms popular among social media users.

However, the results of this study add a new dimension by showing that the influence of using popular language from TikTok on communication styles is not only limited to aspects of informality but also includes a variety of more structured communication styles as described by Tubbs and Moss (2008). This result confirms that social media not only affects the way of communicating, but can also shape and modify the communication styles used in daily interactions.

With the existing value in the research results, this study confirms that the use of popular language from TikTok has a significant influence on students' communication style. This shows that the popular language developed on TikTok has not only become part of college students' everyday language but also has a real impact on the way they communicate, both in formal and informal contexts.

IV. CONCLUSIONS

From the results of the discussion above, the results of this study indicate that the influence of the use of Tiktok media popular language on the Communication Style of Communication Science students of Muhammadiyah Sidoarjo University class of 2021 is very significant with the coefficient of determination or R square is 64.6%. While the remaining 35.4% is influenced by other factors. And based on the output obtained, it is known that the value of F count = 109.473 with a significance level of 0.000 <0.05, so the regression model can be used to predict the variable use of popular language or in other words, there is an influence of the popular language variable (X) on the Communication Style variable (Y). There is an influence relationship between the use of popular language in Tiktok media on student communication styles.

This shows that the use of popular language in Tiktok media has a big influence on students' communication styles. However, it is important for students to maintain a balance between the use of TikTok media popular language and the development of more traditional and important interpersonal communication skills.

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