



The Influence of TikTok Social Media On Language Ethics In The Modern Era

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ABSTRAK

Perkembangan media sosial di era digital memiliki dampak signifikan pada berbagai aspek kehidupan, termasuk dalam hal etika berbahasa. Salah satu platform populer adalah TikTok, yang memungkinkan penggunaannya untuk berbagi video pendek dan berinteraksi dengan banyak orang. Studi ini bertujuan untuk meneliti pengaruh media sosial TikTok terhadap etika berbahasa di kalangan generasi muda. Pendekatan yang digunakan adalah kualitatif, melalui analisis konten video TikTok. Temuan penelitian menunjukkan bahwa TikTok mendorong penggunaan bahasa yang lebih santai dan informal, dan seringkali mengandung bahasa gaul, serta meningkatkan kreativitas berbahasa di antara pengguna. Selain itu, terdapat juga kecenderungan untuk menggunakan kata-kata kasar dan tidak pantas, yang sering dianggap menarik perhatian atau lucu. Namun, beberapa pengguna menyadari pentingnya menjaga etika berbahasa, terutama dalam konteks profesional. Studi ini menyimpulkan bahwa meskipun TikTok memengaruhi pola berbahasa, baik dengan memperkenalkan bahasa baru maupun mengubah cara orang berkomunikasi, kesadaran akan etika berbahasa tetap dibutuhkan untuk mempertahankan norma sosial yang ada. Studi ini memberikan wawasan tentang pengaruh TikTok sebagai media sosial terhadap etika berbahasa di dunia nyata.

ABSTRACT

The development of social media in the digital era has a significant impact on various aspects of life, including in terms of language ethics. One popular platform is TikTok, which allows its users to share short videos and interact with many people. This study aims to examine the influence of TikTok social media on language ethics among the younger generation. The approach used is qualitative, through analysis of TikTok video content. The research findings show that TikTok encourages the use of more relaxed, informal language, and often contains slang, and increases language creativity among users. In addition, there is also a tendency to use harsh and inappropriate words, which are often considered attention-grabbing or funny. However, some users realize the importance of maintaining language ethics, especially in a professional context. This study concludes that although TikTok influences language patterns, both by introducing new languages and changing the way people communicate, awareness of language ethics is still needed to maintain existing social norms. This study provides insight into the influence of TikTok as a social media on language ethics in the real world.

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1. INTRODUCTION

In today's modern era, many changes and developments have occurred, including technological advancements that have significantly impacted various aspects of life, including how people communicate. Many social media platforms are widely used today, including TikTok. In this modern era, TikTok is no stranger; it has become an essential part of modern life, influencing how we communicate and use language. On the one hand, it makes interaction easier, but on the other hand, it raises ethical challenges in language use. This application was created by a Chinese man, Zhang Yiming. The TikTok we know today did not initially appear as TikTok. In September 2016, the Chinese company ByteDance launched a short-video app called Douyin. (Malimbe, Waani, and Suwu 2021).

Over time, TikTok has become a rapidly growing social media platform, even in Indonesia. In 2018, it became one of the most viral apps in Indonesia. However, the Ministry of Communication and Information Technology (Kominfo) blocked the app on July 3, 2018, for failing to provide educational content. However, just a month later, in August 2018, it was again available for download. (Asfuri et al. 2023) TikTok is an app featuring short videos as a form of self-expression used by various groups, especially the younger generation, who dominate social media usage. While TikTok facilitates easy interaction, it also presents ethical challenges in language use. Many users, especially teenagers, adopt informal, impolite language and slang, which can diminish the quality of formal communication. Furthermore, a lack of ethical understanding can lead to disinformation and hate speech. Therefore, TikTok contains a wide variety of languages that are interesting to study. Therefore, it is crucial to raise awareness of language ethics in this digital age.

This article examines the influence of TikTok on the ethics of language use in modern society, particularly among younger generations. This research also aims to identify the forms of language change resulting from TikTok's use and their impact on current communication norms and culture. This is expected to provide a deeper understanding of TikTok's role in shaping current communication patterns.

2. METHOD

Research methodology is a method or effort to obtain data aimed at solving research problems and drawing conclusions. Commonly used research methodologies include qualitative, quantitative, and mixed methods, which combine qualitative and quantitative methods. Research design is the plan, framework, or strategy used in a study. Qualitative methods are used in this study.

Qualitative research is a research method used to research natural object conditions, where the researcher is the key instrument, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono 2010). Qualitative methods are research methodologies that involve observing social phenomena, events, or attitudes. This research uses content analysis to study and observe how social media, specifically TikTok, influences language use and speaking etiquette, such as language changes, the use of slang, violations of language norms, and changes in the style of language used in TikTok videos, as well as the impact these have on users.

This research uses a case study method to focus on TikTok, a social media platform with significant influence on social media use and language. Content analysis is the primary approach in this study. A research approach is a method used in a study that includes

procedures or plans to be implemented. This study also uses content analysis as a data collection technique. Content taken from several TikTok videos will be analyzed to identify language use, such as abbreviations, slang words, or language variations.

The research data was obtained from TikTok videos relevant to the theme of language and language ethics. Generally, data sources can be either primary or secondary. Therefore, this study used secondary data obtained through content analysis of TikTok videos related to the topic of language and ethics in language use. Therefore, the collected data was analyzed using qualitative techniques by examining linguistic elements, such as word choice, sentence structure, and impolite expressions, to identify patterns of language use in the videos. The subjects of this study were TikTok users who actively produce videos containing language-related content on the platform.

3. RESULT AND DISCUSSION

Use of More Casual and Informal Language

On the TikTok platform, a tendency toward more relaxed, informal language was a key finding of this study. Many users tend to use informal language, such as slang and abbreviations, when communicating. For example, in the first TikTok video content with the link <https://vt.tiktok.com/ZSjECE4TD/> which contains words like "sans" (short for "santai") and "YTTA" (short for "yang tau tau aja" used to tell something only to people who understand), and the second TikTok content video with a link <https://vt.tiktok.com/ZsjEXb3q1/> which contains words such as "bjir" (an abbreviation of "buset anjir" which is an exclamation that shows a feeling of surprise at something) and "sabi" (formed from the word "bisa" which has its syllables reversed in writing or reading).

The Influence of Creativity on Language

Because many TikTok users prioritize creativity in creating TikTok video content, this has sparked new innovations that influence how language is used in communication to attract a wider audience. One example is combining Indonesian with foreign languages, as seen in TikTok video content with links <https://vt.tiktok.com/ZsjE4LwjF/>. In the video, there are English words in the pronunciation of Indonesian sentences, some of which are "I'm literally confused about what to do" (literally here means "literally") and "I think it's better if you think about your decision again" (better here means "better").

Use of Rude and Inappropriate Utterances in Language

After analysis, several TikTok videos were found to contain rude, insulting, or inappropriate language, leading to a violation of language ethics that should prioritize respect for others but instead can cause offense. An example is one TikTok video with a link <https://vt.tiktok.com/ZsjE4gcPg/> which explains the use of the phrase "aura maghrib" (referring to verbal bullying sentences thrown at people with dark skin or tan skin).

Formation of New Language

In the formation of new language, TikTok has also contributed significantly to the development of unique terms that were initially used only among TikTok users but have now become everyday words and phrases outside the social media platform, creating new language trends that continue to evolve over time. In TikTok video content with

links <https://vt.tiktok.com/ZsjEVsYUm/> shows the many new terms that have emerged, such as “redflag” (a sign of negative behavior), “greenflag” (a sign of positive behavior), “uwu” (an expression of love), “sus” (suspicious), and so on.

4. CONCLUSION

Based on these conclusions, it is clear that TikTok, as a social media platform, has a significant influence and impact on language ethics, affecting language patterns in the modern era. This is evident in the use of more relaxed or informal language and the creation of new language and terms that do not always conform to existing language norms and ethics. The use of more relaxed and informal language on TikTok could risk a decline in current language ethics and trigger the creation of new language and terms in communication.

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