


# Language Variations in the Comment Column of 'The Face Temulawak' Content on Tiktok Account @Emang His Name Dilan

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## A B S T R A C T

This study aims to describe the forms of language variations found in the comment column on The Face Temulawak content on the TikTok account Emang is called Dilan. The development of digital technology, especially TikTok, plays a key factor that encourages changes in the way of language in society. Language variations arise due to social factors and related to conditions that make language variations on social media more diverse today, especially in the TikTok application. In addition, the public is free to comment so that new languages can emerge that are not standard. This study uses a descriptive qualitative research method, with sociolinguistic studies. The data source consists of comments collected from the social media platform of the Emang account named Dilan. This research method applies the technique of watching and taking notes. The findings of this study reveal that there are variations, namely the variation of the slang there are 9 data, the variation of the abbreviation language there are 10 data, and the variation of the Indoglish language has 9 data.

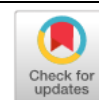
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## INTRODUCTION

Language has a very important role in human life as the main means of communication and social interaction. Through language, individuals can express ideas, feelings, and build relationships with others in social life (Chaer, 2014). Language is not static, but continues to develop and change along with the dynamics of culture, technology, and the social conditions that surround it (Andrian, 2020). The development and change of language can be understood through the theory of language variation in sociolinguistic studies. Holmes (2013) Janet Holmes (2013) explained that language variations arise due to differences in the social background of speakers, such as age, gender, education level, and social community. In line with that, Ronald (2010) stated that language always varies because it is used by diverse societies and in different situations.

In a multicultural society like Indonesia, language functions as a unifying tool as well as a marker of social identity in the midst of diversity. The phenomenon of language variation is increasingly evident as society enters the digital era. Interactions that previously took place face-to-face are now largely switched to virtual spaces. This change in communication medium also affects the form, style, and choice of language used by its speakers.

The development of digital technology in recent decades has brought significant changes to people's communication patterns. Social media, especially TikTok, is one of the platforms that plays a major role in shaping new ways of speaking in the digital space (Khoirunnisa et al., 2025). TikTok provides various interactive features, such as short videos and comment columns, that allow users to share information, respond to content, and communicate quickly and widely. This condition makes TikTok an active and influential

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digital social space in people's lives, especially among the younger generation.

The language used on social media tends to show high variation. TikTok users often use non-standard language forms, such as abbreviations, slang, a mixture of Indonesian and foreign languages, as well as elements of regional languages. These language variations do not appear randomly, but are influenced by various social and demographic factors, such as age, educational background, gender, and the social environment of the speakers (Fadhilah & Pratiwi, 2023). In addition, the characteristics of digital media that emphasize speed, creativity, and freedom of expression have also encouraged the birth of new forms of language.

The freedom of users to express their opinions through the TikTok comment column often gives birth to new vocabulary, terms, or expressions that have not been recorded in the Great Dictionary of the Indonesian Language. This phenomenon shows that social media is not only a means of communication, but also a productive space for the formation and dissemination of new language variations in society (Pelita, 2025). The language variations then spread rapidly and are widely used by certain communities, especially the younger generation, as markers of intimacy and group identity.

The phenomenon of language variation in digital media is closely related to sociolinguistic studies. Mujib (2009) states that sociolinguistics is a branch of linguistics that studies the use of language by considering extralingual factors, such as social context, norms, values, and the identity of the speaker. Through a sociolinguistic approach, the use of language on TikTok can be understood as part of a social practice that reflects the dynamics of digital society. Therefore, research on language variation in social media does not only focus on linguistic aspects, but also aims to understand the social, cultural, and identity changes that are developing in Indonesian society in the digital era (Amini et al., 2024).

This phenomenon can be observed interestingly through the comment column on viral content on TikTok, one of which is on the content "The Face Temulawak" from the account @Emang name Dilan. The video attracted public attention because of its distinctive delivery style, full of humor, and containing elements of parody. Comments from users show a diversity of language styles, ranging from slang, abbreviations, to the use of indoglish. This is in line with the view of Chaer & Agustina (2010) who stated that language variations arise as a result of the social diversity and social activities of its speakers.

Several previous studies have examined language variations on social media, such as research on language variations in Kalis Mardiasih's Instagram comments (Rejeki & Afrita, 2023), slang on Instagram Anindya & Rondang (2021), and slang on TikTok during the Covid-19 pandemic (Hamidah et al., 2023). However, these studies have not examined simultaneously variations of slang, abbreviations, and indoglish in the same object. Therefore, this study focuses on the analysis of the three forms of language variation in the comment column of the TikTok account @Emang her name Dilan. Academically, this research is expected to enrich sociolinguistic studies in understanding the phenomenon of language variation in digital media. Practically, the results of this research are expected to provide an understanding to the public, educators, and digital content creators about the patterns of language use in social media, thereby encouraging the use of polite, effective, and contextual language without ignoring language creativity in the digital space.

## METHOD

This study applies a descriptive qualitative method with a sociolinguistic approach. Referring to the opinion of Sugiyono (2016), a qualitative approach is used to research objects. The data taken from this study is in the form of cyber community comments on the TikTok content "The Face Temulawak" on the account Emang is called Dilan which is expressed in the form of word descriptions. The application of data is carried out by the technique of watching and recording, namely by observing the comments that appear on the content and recording the comments of netizens that contain variations of slang, abbreviations, indoglish (Mahsun, 2005). Data collection was carried out over a period of two weeks, from May 12 to May 26, 2025, taking into account the stability of the interaction on the upload. Sugiyono (2016), stated that data analysis is carried out through several stages, namely identifying data, classifying

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data based on the type of language variation, describing the form and meaning of language variation.

## FINDINGS AND DISCUSSION

### Slang Variations

Slang is a variety of language that appears in digital communication, especially in the comment's column of TikTok social media, and is a means of expression that is relaxed, creative and more youthful understood by the community (Sembring, 2025). Online media that is used by individuals to build relationships with social networks and other people who have the same desire, to interact in group and individual activities (Ramadhani, 2024). Often when we open social media, especially TikTok, we definitely find the use of slang in comments. The following is the data found in the form of examples of slang variations.

#### Data 1



Figure 1 Data 1

Based on the data raised, there was a comment written by a user with the name of @Riri account on TikTok social media. The use of the word "Kekeueh" in the TikTok comment column shows a variation of non-formal language influenced by the social background of the speaker. Sociolinguistically, this is in line with Labov's (1972) view that language choice is influenced by social factors and the identity of speakers. The word "Kekueh" which comes from the Sundanese language is used as a form of affirmation of attitudes, as well as reflecting the region in the digital space. The dominance of this informal variation is related to TikTok's digital culture that prioritizes proximity, self-expression and is influenced by brief characteristics, thus encouraging users of concise and contextual language. In addition, this kind of language variation often appears in the context of humorous or viral content, as it is more effective in conveying the speaker's attitudes and emotions.

#### Data 2



Figure 2 Data 2

Based on the data raised, there was a comment written by a user with the name of @vv account on TikTok social media. It can be seen that the word "ngakak" is a slang term that is often used by young people to describe loud laughter because something is considered funny. The use of this word in the TikTok comment column shows the variation of informal language used to express humorous responses in the content of the content. According to Chaer & Agustina (2010), slang is included in a variety of languages that are relaxed and function to create familiarity between users. Thus, the use of the word "ngakak" reflects the expressive function of language and the identity of the speaker as an active user on social media.

#### Data 3

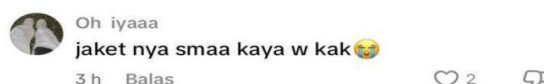


Figure 3 Data 3

Based on the data displayed, there was a comment written by a user with the name of @Oh account on TikTok's social media. It can be seen that the word "W" is listed indicating the dominance of slang variations in digital communication. The tendency to use this form reflects a digital culture that prioritizes clarity, speed, and impact that encourages language simplification. The use of the word "W" is neutral and flexible so that it can appear on various topics, both humor, virality, and casual conversations. This phenomenon can be explained through the theory of language economics (Zipf, 1949), the choice of "W" reflects the tendency

Language Variations in the Comment Column of 'The Face Temulawak' Content on Tiktok Account @Emang His Name Dilan of speakers to use shorter and more efficient forms. Thus, the "W" serves as a marker of identity and social closeness in digital communication.

#### Data 4



Figure 4 Data 4

Based on the data displayed, there was a comment written by a user with the name of @justttt account on TikTok social media. It can be seen that the word "bet" is listed as a form of slang derived from the abbreviation of the word "banget". It serves as an affirmation or marker of the intensity of meaning such as a pretty bet. This phenomenon can be analyzed through the theory of language variation according to (Holmes, 2013). This theory explains that language variations arise due to differences in social situations, communication media, and relationships between speakers. The use of the word "bet" indicates a variation of informal language that is commonly used in evaluative content, such as compliments or responses to visual displays, thus creating a sense of relaxation, familiarity, and correspondence to the communication character of the younger generation in the digital space.

#### Data 5

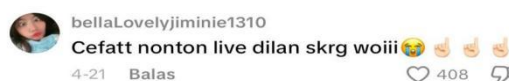


Figure 5 Data 5

Based on the data displayed, user comments @bellaLovelyjiminie1310 on TikTok's social media. It can be seen that the word "Cefatt" is listed indicating a variation of slang in digital communication. The word "Cefat", which is a non-formal form of "fast", reflects a digital culture that is concise and quickly understood by the audience. In terms of content context, it's commonly used in casual conversations or interactive comments that emphasize a quick response to content. This phenomenon is in line with the characteristics of TikTok as a short, visual-based medium, so that the use of non-formal language variations such as "Cefat" functions as a marker of identity, communication efficiency in the digital space, as explained by (Chaer & Agustina, 2010).

#### Data 6

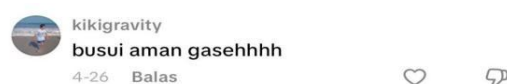


Figure 6 Data 6

Based on the data raised, there was a comment written by a user with the name of @kikigravity account on TikTok social media. It can be seen that the word "gasehhhh" is a word that is widely used by young people on social media such as Instagram, Twitter and TikTok. The use of the word "gasehhhh" reflects the creativity of young people's language on social media. In line with the concept of graphic elongation in digital language, according to Crystal (2011) in terms of content context, this term is commonly used in humorous comments, reactions, or casual interactions to reinforce emotional expression. This phenomenon is related to the characteristics of TikTok as a fast and performative medium, so the use of non-formal language variations such as "gasehhhh" functions as a marker of identity, communication style, and closeness of communication in the digital space, as explained by Androutsopoulos (2014).

#### Data 7



Figure 7 Data 7

According to the data that appeared, there was a comment written by a user with the name of @WidaFtrn account on TikTok social media. It can be seen that the abbreviation "mantull" is listed as slang for the abbreviation "mantap betul". The use of the word "bounce"

Language Variations in the Comment Column of 'The Face Temulawak' Content on Tiktok Account @Emang His Name Dilan can be explained through the economic theory of language (Zipf, 1949), which states that speakers tend to choose shorter, practical, and easy-to-pronounce forms of language without losing the main meaning. In the context of TikTok, this form is used to express compliments or positive responses in a relaxed way, flexibly appearing on various content topics. This phenomenon is related to the characteristics of TikTok as a visual-based performative media, so that the choice of non-formal language such as "mantul" functions as a marker of the identity and social closeness of the speaker in the digital space.

#### Data 8

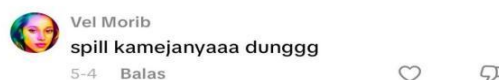


Figure 8 Data 8

Based on the data displayed, user comments @Vel Morib on social media TikTok using the word 'Dunggg' show the dominance of slang variations in digital communication. The word "dunggg" is used as a spontaneous response to affirm or express a specific reaction, reflecting the tendency of digital culture to emphasize familiarity in terms of the context of the content, this term commonly appears in casual or interactive comments as a form of quick response to content. This phenomenon is in line with the characteristics of TikTok as a short medium, so the use of non-formal language such as "dunggg" serves as a marker of social closeness and the speaker's relaxed communication style, as explained by (Chaer & Agustina, 2010)

#### Data 9



Figure 9 Data 9

Based on the data displayed, there are comments from @grkanlo users on TikTok social media who use the word "WOYY" in the comment column. The use of the word shows a variation of non-formal Bahasa influenced by social context and speech situation. Sociolinguistically, this is in line with the view of Holmes (2013) who states that language choice is closely related to participant factors and communication goals. The word "WOYY" serves as an informal form of greeting used to attract attention, affirm attitudes, or express the speaker's emotions. The use of this word reflects the level of familiarity between speakers and a relaxed communication style in the digital space. The word "WOYY" often appears in the context of humorous or viral content because it is more effective in conveying the intensity of the speaker's attitude and emotions.

#### Variations of Abbreviated Language

Abbreviations are the result of reducing the form of language by using initial letters, certain parts of words, or combinations of syllables (Mutiah Zahra, et al., 2024). This compact shape is used to replace the original shape to make it more efficient. In the perspective of language variation, abbreviations appear in response to changes in communication situations, both in the formal and informal realms (Hanifah Monika Sulistyowati, et al., 2020). This shows that abbreviations are not just a word approach, but also part of a communication strategy to convey messages quickly and practically. The following is the data found in the form of examples of abbreviated language variations.

#### Data 10



Figure 10 Data 10

Based on the data raised, there was a comment written by a user with the account name @hiskia Siregar on TikTok social media. It can be seen that the abbreviation "btw" comes from the English abbreviation "by the way". Initially to add or redirect one topic to another in the conversation. In Indonesian, the meaning is similar to "by the way". The use of this term

Language Variations in the Comment Column of 'The Face Temulawak' Content on Tiktok Account @Emang His Name Dilan reflects the tendency of social media users to communicate casually and concisely. In the context of content, "btw" often appears in informal comments that are interactive. This phenomenon is in line with the characteristics of TikTok as a short platform, so the use of abbreviations such as "btw" serves as a marker of the speaker's identity as well as a practical communication strategy, in accordance with the view of Holmes (2013).

#### Data 11

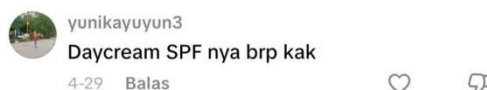


Figure 11 Data 11

Based on the data displayed, there was a comment written by a user with the name of @yunikayuyun3 account on TikTok social media. It can be seen that the abbreviation "SPF" comes from the abbreviation *sun protection factor*. This term comes from English and is usually used to protect the skin from the sun that causes the skin to burn. The use of "SPF" in the TikTok comment column shows a variation in language in the form of an abbreviation that is often used in non-formal contexts, especially on beauty topics. According to Wardhaugh (2006), language variation is influenced by the area of use and the topic of conversation. Thus, the use of "SPF" reflects the adjustment of the speaker's language to the context and field being discussed in social media communication.

#### Data 12



Figure 12 Data 12

According to the data shown, users commenting @Keviano Faza Won social media TikTok using the abbreviation "co" show a variation of non-formal language in digital communication. The acronym "co" is often used in the context of online shopping to simplify responses and speed up the selection of concise and efficient forms of language according to Holmes (2013) theory, which states that language choice in informal situations is influenced by social conditions and communication goals of the speaker. This phenomenon is in line with the characteristics of TikTok as a short and fast medium, so abbreviations such as "co" function as a practical communication strategy as well as a marker of the speaker's identity in digital interactions.

#### Data 13

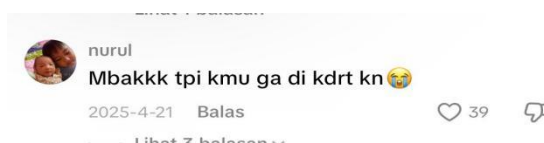


Figure 13 Data 13

Based on the data displayed, there was a comment written by a user with the name of @nurul account on TikTok social media. It can be seen that the abbreviation "domestic violence" is an abbreviation for "domestic violence" which is used to refer to acts of violence that occur in the family environment. The use of this abbreviation in TikTok's social media comment column shows the use of abbreviated language in conveying information. Wardhaugh (2006) states that language variation is influenced by context and topic of conversation. Thus, the use of the abbreviation "domestic violence" reflects the way speakers adjust their language choices to the needs of communication in the digital space.

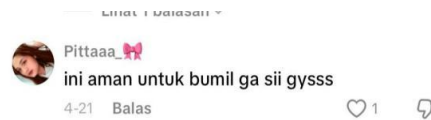
**Data 14**

Figure 14 Data 14

Based on the data displayed, @Pittaaa\_ user comments on TikTok's social media using the abbreviation "bumil" show a variation of informal language in digital communication. The abbreviation "bumil", short for "pregnant woman", makes it easier to convey information and can be used in both formal and informal conversations. The use of this term shows the tendency of speakers to adapt language to the context of conversation while marking attachment to certain social groups, according to the view of Eisenlauer & Teipel (2019). This phenomenon is also in line with the characteristics of TikTok as a short medium, so the use of abbreviations such as "bumil" functions as a practical communication strategy as well as a marker of the identity and familiarity of the speaker in digital interaction.

**Data 15**

Figure 15 Data 15

Based on the data displayed, there was a comment written by a user with the account name @theycallme(haniwww) on TikTok social media. It can be seen that the abbreviation "BPOM" is listed indicating the adaptation of formal language into digital slang. This term is used as a marker of product safety. This phenomenon can be explained through the theory of social identity in digital language put forward by Eisenlauer & Teipel (2019). Stating that the use of certain forms of language in social media is not only to simplify communication, but also to mark membership in certain social groups. In the context of TikTok, the use of the abbreviation "BPOM" reflects Gen Z's identity, accelerates communication, and strengthens social attachment among platform users.

**Data 16**

Figure 16 Data 16

Based on the data displayed, there was a comment written by a user with an anonymous account name on TikTok social media. It can be seen that the abbreviation "oplas" reflects the creativity of the speaker in adjusting the language in adjusting the language to the norms of the online community. This is in line with the opinion of Wardhaugh (2006) who states that language variation emerges as a form of adjustment of speakers to certain social and community contexts. The use of the abbreviation "oplas" facilitates quick interaction, conveys meaning directly, and functions as a marker of the speaker's social identity in digital communication. In addition, the characteristics of TikTok as a visual-based platform and abbreviations make the use of abbreviations an efficient communication strategy in expressing digital identity.

**Data 17**

Figure 17 Data 17

Based on the data displayed, there was a comment written by @nerista user on TikTok social media. In the comment, the use of the term "postage" was found which is an abbreviation form of postage. The use of this term reflects the tendency of speakers to use concise and efficient forms of language in online communication, as explained by Crystal (2011) regarding the characteristics of language on the internet. The term "postage" serves to speed up the delivery of information and maintain the effectiveness of interaction without losing clarity of meaning. In addition, the use of this term also acts as a marker of the speaker's involvement

Language Variations in the Comment Column of 'The Face Temulawak' Content on Tiktok Account @Emang His Name Dilan in digital communication. This phenomenon is in line with the characteristics of TikTok as a platform that emphasizes the speed and practicality of communication, thus encouraging the use of economical forms of language as part of the digital formation of speakers.

#### Data 18



Figure 18 Data 18

Based on the data displayed, there was a comment written by user @Cpricron1294 on TikTok social media. In the comment, the use of the abbreviation "tipkul" was found, which is an abbreviation for "skin type". The use of abbreviations reflects the speaker's creativity in shortening the language in accordance with digital communication norms, as explained by Wardhaugh (2006) who emphasizes that language variations are influenced by the social context and communication goals of the speaker. The term "tipkul" serves to convey information quickly and concisely while facilitating interaction between users in discussions about beauty or skin care. In addition, the use of this term is also a marker of the speaker's involvement in online communication and the digital identity they build. This phenomenon is in line with the characteristics of TikTok as a visual-based platform and quick interaction, so that the abbreviation "tipkul" is an efficient communication strategy.

#### Data 19



Figure 19 Data 19

Based on the data displayed, there was a comment written by user @ spil yellow basket on TikTok social media. In the comment column, a user was found to abbreviate "vt", which stands for "TikTok video". The use of this abbreviation reflects the speaker's creativity in shortening language to fit digital communication norms, as explained by Eisenlauer & Teipel (2019) who emphasizes the role of digital practices in shaping effective communication strategies and online social identity. The abbreviation "vt" serves to speed up the delivery of information and facilitate interaction in the context of rapid communication, without reducing the clarity of meaning. In addition, the use of this term is also a marker of the speaker's involvement in the online communication of digital identities that they build. This phenomenon is in line with the characteristics of TikTok as a visual-based platform and quick interaction, so that the abbreviation "vt" becomes an efficient communication strategy while expressing the digital identity of the speaker.

#### Variations of the Indoglish language

Indoglish is a combination of Indonesian and English, which is a new language phenomenon that emerges along with the development of technology, information, and communication (Sedeng & Indrawati, 2019). The presence of indoglish is the result of borrowing English words by Indonesian speakers to create a mixed language form or Indoglish (Ratni Bnatu., et al., 2025). The following is the data found in the form of examples of abbreviated language variations.

#### Data 20



Figure 20 Data 20

Based on the data displayed, there was a comment written by a user with an anonymous account name on TikTok social media. It can be seen that the word "approve" is listed showing the use of informal language in digital communication. Kta "approve" reflects the adaptation of speakers in combining language elements according to the norms of the online community, as explained in the theory of digital language practice Labov (1972). This

term shows a relaxed and contemporary communication style that is commonly used by the younger generation on social media. This phenomenon is in line with the characteristics of TikTok as a short platform, so the use of the word "approve" serves as a communication strategy and a marker of the speaker's identity and social engagement.

#### Data 21



Figure 21 Data 21

Based on the data displayed, there was a comment written by a user with the name of @bellaLovelyjiminie1310 account on TikTok social media. It can be seen that the word "search" comes from English, usually this word is used when someone wants to search for images, songs, videos or anything else on the internet. The use of this term reflects the development of language variations influenced by technology and digital media, this is in line with the opinion of Crystal (2011) who states that digital communication encourages language borrowing as a form of adaptation in online interaction. In addition, "serach" is popular among young people on social media because it sounds contemporary and easy to understand. So that it is in accordance with the characteristics of TikTok as a short and fast medium.

#### Data 22

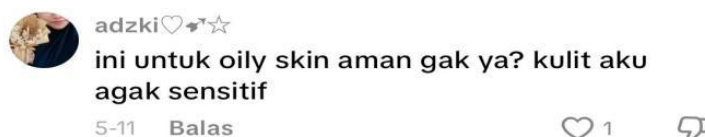


Figure 22 Data 22

Based on the data displayed, there was a comment written by a user with the name of @adzki account on TikTok social media that contained the term "oily skin" featuring the use of informal language in digital communication. This term includes Indoglish, which is a mixture of English and Indonesian, which is commonly used to describe skin type in the context of skincare. The use of "oily skin" reflects the influence of the influence of social context and the identity of the speaker, in line with Holmes (2013), as well as showing the efforts of the speaker to display a modern image and follow the trends of the younger generation. This phenomenon is relevant to the characteristics of TikTok which functions as a communication strategy and the digital identity of the speaker.

#### Data 23



Figure 23 Data 23

Based on the data displayed, there was a comment written by a user with the name of @uciyy account on TikTok social media. It can be seen that the word "bodycare" is used more often than the Indonesian translation which means body care because it is popular among young people and often appears in beauty and skincare content on social media. The use of this word reflects the influence of social context and the identity of the speaker, according to Holmes (2013), as well as showing the speaker's efforts to create a modern impression and build closeness to the TikTok audience. This phenomenon is relevant to the characteristics of TikTok, so the term "bodycare" functions as an efficient communication strategy as well as a marker of the speaker's digital identity.

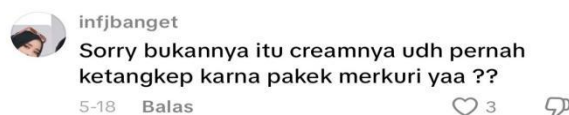
**Data 24**

Figure 24 Data 24

According to the data displayed, there was a comment written by a user with the name of @infjbanget account on TikTok social media. It can be seen that the word "sorry" can be analyzed through the digital pragmatic theory of Crystal (2011), which states that in online communication, the speaker chooses socially and contextually effective words or phrases to convey the intention briefly. In this context, "sorry" is used by young people as a relaxed form of apology.

**Data 25**

Figure 25 Data 25

According to the information displayed, there was a comment written by a user with the name of @happy15 account on TikTok social media. It can be seen that the word "recommend" can be interpreted as suggesting or recommending something. This phenomenon can be explained through the digital pragmatic theory of Crystal (2011), which emphasizes the importance of choosing the right words in online communication. The use of the term "recommend" indicates a clear communication strategy in conveying suggestions to the audience. This phenomenon is also in accordance with the characteristics of TikTok social media as a marker and social involvement of speakers.

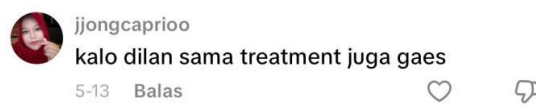
**Data 26**

Figure 26 Data 26

Based on the data displayed, there was a comment written by a user with the name of @jjongcaprioo account on TikTok social media. It can be seen that the word "treatment" is included in the Indoglish language which is used to refer to care or health in a concise and young understood manner. Labov (1972) explained that language variation is influenced by social factors as well as the context of language use, including the identity of the speaker and the communication situation. In the context of social media, particularly on beauty and health content, speakers tend to choose certain forms of language to fit in with their community and audience. The use of the term "treatment" reflects the speaker's efforts to build a modern identity that is relevant to digital trends.

**Data 27**

Figure 27 Data 27

Based on the information displayed, there was a comment written by a user with the name of @regina account on TikTok social media. It can be seen that the word "double cleansing" is listed indicating the use of the indoglish language in digital communication. Indoglish is popular in the beauty era which focuses on the two-stage facial cleansing process aimed at removing dust on the face, oil and makeup residue thoroughly. This phenomenon can be explained according to Labov (1972), who states that the younger generation uses foreign terms or a mixture of languages to indicate social identity, familiarity with digital trends, and involvement in online communication. The use of "double cleansing" is also relevant to the characteristics of TikTok as a short visual-based platform, so that this term functions as an

Language Variations in the Comment Column of 'The Face Temulawak' Content on Tiktok Account @Emang His Name Dilan efficient communication strategy as well as a marker of the speaker's identity and familiarity with the audience.

### Data 28



Figure 28 Data 28

According to the data displayed, there was a comment written by a user with the name of @vi account on TikTok social media. It can be seen that the word "bodyguard" is a person who has martial arts, security and protection strategies, specifically in securing someone he guards. This phenomenon can be analyzed through the concept of digital pragmatics (Crystal, 2011), which explains that online communication encourages the use of language that is short, effective and easy to understand by users. In this context, the use of the term "bodyguard" serves as a form of efficient communication while reflecting the involvement of the audience in the language practices that are commonly used in the digital space.

## CONCLUSIONS

The results of this study show that the variety of language used in the comment column of the content "The Face Temulawak" on the TikTok account @Emang the name Dilan is so diverse. These variations include slang, abbreviations, and indoglish (a mixture of Indonesian and English). Slang is often used by young people to show creativity, familiarity. For example, the words *kekeuh*, *ngakak*, *bet*, and *gaseh* reflect the relaxed speaking style on social media. The use of abbreviations such as *btw*, *mantul*, *bumil*, and *BPOM*, also shows the tendency of modern society to abbreviate words to make it easier to communicate while indoglish emerged because of the habits of young people who often use English terms such as *approve*, *search*, *treatment* in daily communication, especially on social media. Overall, this study confirms that social media, especially TikTok, is a place where new languages develop, which reflect social, creative dynamics. Language variations show that languages continue to develop according to the times and the needs of their use.

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