

The Salutations Used by Indonesian Society Through Comments on Social Media Platform TikTok

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Abstract

The salutations in TikTok comments exhibit diverse and unique forms that warrant exploration and study from a sociolinguistic perspective, utilizing components of speech. The aim of this research is to discern the various forms of salutations in TikTok comments, the variations thereof, and the factors influencing their creation. The research methodology employed is qualitative, analyzing textual fragments and comments perceived as forms of salutations within TikTok. Data sources comprise comments within the TikTok application, collected from March 3, 2023, to July 2023, totaling 42 instances. Data collection utilizes meticulous listening techniques, tabulated and subsequently clarified. Research findings elucidate speech events underlying the emergence of salutations diction in TikTok comments, predominantly among adolescents, particularly young women. The instrumentality of salutations is explicated within TikTok comment texts. Contributions of this research encompass analyses of salutations utilized in comments, revealing patterns of social interaction among TikTok users, offering insights into levels of respect and politeness conveyed through salutations, observing shifts in their usage, identifying potential new trends in salutations among TikTok users, and providing insights into the online behavior of Indonesian society.

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INTRODUCTION

Communication essentially involves the process of conveying messages from a sender to a receiver. The communication relationship between the sender and the receiver is built upon the construction of a code or language symbols by the sender (Nisa & Manaf, 2021). Communication can be controlled to enhance or support good relationships with others, but it can also be used as a means of expressing oneself. One prevalent form of communication today is through social media. These platforms facilitate user participation and more (Yuliyanti & Subyantoro, 2020), allowing social media not only to be used for information consumption but also for the creation and dissemination of information (Paramita & Subyantoro, 2022). TikTok is a social media application that provides a unique, engaging experience and can be easily used by its users to create captivating short videos that attract the attention of many viewers (Ariyana et al., 2021). TikTok also features a comment section that allows users to interact, greet, address, or simply acknowledge content creators. Hence, this application serves as a means of communication between content creators and other users who enjoy the creativity within the TikTok platform.

Communication can be established through social media, including TikTok. TikTok, as one of the media for communication, involves speech acts that include commenting, message conveyance, and communication. Language is a system of sounds agreed upon for use by members of a particular society in collaboration, communication, and self-identification. Through language, individuals can easily engage in interactions because language contains elements of salutations. The function of salutations words is to initiate or end a conversation with others. Generally, salutations words, in their usage contexts, can serve to express familiarity and respect (Kusuma et al., 2023). In this context, the use of salutations words serves to build harmonious and intimate communication. The use of salutations words can be influenced by various factors, including social factors, so that

the salutations words used by students, lecturers, students, and even nobles will experience differences in their usage, thereby forming a new linguistic variation.

The increasing use of TikTok social media among humans can lead to various salutations words becoming trends within social media; hence, salutations can be linked to diction. Diction is the choice of words according to Awalludin (2017), meaning that we can choose the right words to convey something. Therefore, diction can be one of the crucial elements, both in writing and in everyday spoken language. In this case, the term diction is not only used to indicate which words are used to express an idea or concept but can also encompass phrases, stylistic elements, and expressions.

In misunderstandings, word selection towards the interlocutor is often encountered, thus according to Tarigan (Ariana & Anggraini, 2021), language errors are aspects that have flaws in speech or writing. These errors are parts of conversations or compositions that deviate from standard norms. The selection of appropriate salutations words is intended to convey a specific meaning. Salutations in TikTok social media comments offer various and unique forms of salutations words, including words and phrases that arise from the process of absorbing vocabulary from foreign languages, the closeness of the speaker and the addressee, as well as from the observation process, which includes sentence abbreviations, fragments, acronyms, and contractions. Therefore, researchers are interested in examining the salutations diction present in TikTok social media, which will be studied from a sociolinguistic standpoint using the SPEAKING component. This theory is chosen because the subject under investigation is related to language found within society, specifically within the TikTok social media application.

Based on the research data, several discourse excerpts can be highlighted:

(1) *Mytha: anak kost elite gaes*

In the above data, the term " *gaes* " is used by the interlocutor to address the account owner in written comments on the TikTok account. The

variety of salutations terms used demonstrates language adaptation, namely adapting foreign writing into Indonesian. In discourse data (1), the term " *gaes* " originates from the word " *gaes* " in English, which means friend. The use of this salutations term implies that the interlocutor considers the account owner as a friend, commonly used by young people in familiar terms with their peers.

(2) *Juleha juvee: coba ad di bontang bun*

The salutations term " *bun* " used by the interlocutor to address the account owner is marked in the comment column on the content creator's account. Based on the abbreviation process, the salutations term " *bun* " falls into the category of clipped words, formed by shortening and retaining one part of the lexeme, with retention occurring in the first syllable " *bun* ." The term " *bun* " is derived from " *bunda* ," which means mother. Typically, " *bun* " is used as a term of address among adult women, but it is used across various demographics.

(3) *Tu ris dolar troboz: saya suka gaya bang densu darimuda sampai sekarang, pengalaman anda memang luar biasa, apalagi memahami karakter*

The salutations term " *densu* " used by the interlocutor to address the account owner is based on the abbreviation process, falling into the category of acronymic compounds, formed by combining two words, such as " *denny sumargo* " being combined into " *densu* ." The emergence of this term is derived from the background of the account owner's real name, which is *Denny Sumargo*. Therefore, the interlocutor addresses *densu*, fitting into the category of a familiar nickname salutations.

The research on TikTok social media focusing on salutations will specifically explain regarding this further. The fundamental difference of this research compared to previous studies lies in its problem focus. While earlier research focused on the variation of salutations words, the current study centers on the forms of salutations existing in TikTok social media, the diversity of salutations, and the underlying factors contributing to their creation.

Communication on social media, particularly TikTok, is highly diverse. Speakers

utilize various forms of salutations, which come with diverse variations and underlying factors. Furthermore, the reasons for using salutations on social media vary according to the intended purpose. TikTok social media is not only used by teenagers but also by individuals of various age groups and educational backgrounds. In the creative comment section of TikTok, speakers naturally use a plethora of informal salutations.

Language in TikTok social media can be analyzed using syntactic, morphological, pragmatic, semantic, ethnolinguistic, and sociolinguistic approaches. Syntactic analysis covers syntactic structures, including three levels: functional, categorical, and roles, as well as linguistic units such as phrases, clauses, sentences, and discourse. Morphology discusses language structure parts, including words and their components, namely morphemes. Pragmatics examines language use principles such as conversational principles, politeness, and implicatures. Semantics delves into lexical and grammatical meanings. Ethnolinguistics explores the relationship between language and culture. However, in this study, the researcher focuses on sociolinguistics, emphasizing the use of salutations in TikTok social media.

Based on the identified issues above, the research is limited to analyzing from a sociolinguistic perspective. The utterances used as data sources are salutations found in the comments of TikTok content creators' accounts. Specifically, the scope of the problem includes the forms of salutations found in TikTok social media, the variety of salutations in comments on TikTok social media, and the factors contributing to the creation of salutations on TikTok social media through sociolinguistic analysis.

The problem formulations to be discussed in this research are as follows:

1. What are the forms of salutations in comments on TikTok social media?
2. What are the varieties of salutations in comments on TikTok social media?
3. What are the factors underlying the creation of salutations in comments on TikTok social media?

This research is important as it contributes to the corpus of linguistic knowledge, particularly in the field of sociolinguistics. It also advances the study of sociolinguistics, particularly in the area of language choice. Additionally, it is expected to serve as a reference for future researchers. Thus, this research is beneficial in enriching, enhancing, and broadening the scope of sociolinguistic studies. It contributes to the knowledge and theories regarding salutations, while also expanding insights, particularly in the concentration of sociolinguistic theories related to salutations in social media. Furthermore, it is hoped that this research can contribute to the understanding of various forms of salutations on TikTok for both society and social media users. This can foster closer social interactions. Moreover, for linguistics educators, especially in sociolinguistics courses, the findings of this research can serve as teaching materials. Additionally, for students and scholars, this research can broaden their understanding of sociolinguistic studies, sparking ideas for future research on salutations diction, which is continuously evolving and diversifying, thus potentially introducing new variants of diction, particularly in the study of salutations forms. Subsequently, for future researchers, it can serve as a learning tool for deepening their knowledge of sociolinguistic observation and analysis.

As for relevant studies, they include research conducted by Ngozi Ugo Emeka-Nwobia (2020), Jenny Nilsson, *et al.* (2020), and Siregar, *et al.* (2023). Ngozi Ugo Emeka-Nwobia's study, titled "Re-Enacting Identity In The Salutations And Address Pattern Among Nigerian Pentecostals," explores the patterns and functions of salutations and salutations common in Nigerian Pentecostal churches. The study employed Castell's identity theory and Bernard Spolsky's framework. Similarly, previous research depicted salutations patterns among various Pentecostal religious groups. In contrast, the current study examines the forms of salutations found on TikTok social media among content creators, differing in methodology and research focus.

Jenny Nilsson, *et al.*'s research titled "The Social Meaning of Salutations in Sweden-Swedish and Finland-Swedish Service Encounters" explores the Swedish language's pluricentric nature and investigates how national variables influence variations in salutations forms using variational pragmatic methodology. Similarly, the focus is on studying salutations forms, but the difference lies in the research focus: while previous studies used variational pragmatic methodology, the current study employs sociolinguistics to examine TikTok salutations forms.

Siregar, *et al.*'s study titled "The Betawi Lexicon of Kinship and Salutations" provides insights into the forms, meanings, and functions of salutations used by the Betawi community. While there is a similarity in the focus on salutations forms, there is no complete overlap. Additionally, the difference lies in the methodology, as the previous study used semantics while the current study employs sociolinguistics to investigate the forms and factors underlying salutations on TikTok social media.

The objectives of this research include: 1) Describing the forms of salutations in comments on TikTok social media. 2) Describing the varieties of salutations in comments on TikTok social media. 3) Describing the factors underlying the creation of salutations in comments on TikTok social media.

METHODOLOGY

The approach used in this research comprises theoretical and methodological approaches. The theoretical approach employed is sociolinguistics, while the methodological approach is qualitative. The presentation utilizes descriptive methods (Sugiyono, 2005). The data in this study consist of discourse fragments suspected to contain forms of salutations in TikTok social media. The data source comprises discourse within the TikTok social media application, examined from March 3, 2023, to July 2023, totaling 42 data points. These include TikTok content creator accounts such as Bella

Bonita, Denny Sumargo, Ria Ricis, and Oki Setiana Dewi. During the research, if the same salutations occurred multiple times, the data were not included. Secondary data sources were used in this research (Sugiyono, 2015). The data in this study consist of salutations words and factors underlying speech events, specifically the salutations used by TikTok account owners or fan partner accounts that indicate the presence of salutations. From these sources, the researcher will obtain the forms, varieties, and factors underlying the salutations in written form.

The data collection method in this research is the observation method (Sudaryanto, 2015). The researcher acts as an interested observer, paying attention to what is being said. Furthermore, the researcher observes potential data emerging from language events that occur naturally. Notes are taken on a table, followed by clarification. The collected data will be recorded in a data analysis table to facilitate the analysis process. Words suspected to involve language choices are recorded in a data analysis table based on the form, variety, and factors underlying the salutations.

The data analysis method used in this research is the matching method (Sudaryanto, 2015). The matching method used is the referential matching method, where the determinant tool is the reference. Therefore, all reactions or responses from the conversational partner determine identity. Another data analysis method used in this research is the distribution

method. The distribution method, also known as the direct element distribution or BUL (Sudaryanto, 2015), relies on the linguistic intuition force as the driving force for the determinant tool or instrument, dividing the data well into several elements, initially depending on the sharpness of linguistic intuition, then the use of certain intervals. After selecting the salutations words, the data are classified based on the form of the salutations, variety of salutations, and factors underlying the salutations in comments on TikTok social media. The classified and categorized data are then analyzed using advanced techniques from the distribution method. An advanced technique from the distribution method is the replacement technique (Sudaryanto, 2015). The replacement technique involves substituting certain elements of the linguistic unit concerned with specific elements outside the linguistic unit concerned. The replacement technique is used to analyze the forms of salutations.

Additionally, the varieties of salutations and the factors underlying these salutations are analyzed using contextual analysis methods. Contextual analysis is an analysis method applied to data based on its context. It considers and relates to the context, which serves as a means to clarify a purpose in the form of a situation related to an event. Contextual analysis is applied to data by linking it to situations (Miles and Huberman, 1992).

Data Analysis Table

No	Data	Code	Aspects studied			Description	Interpretation
			B	R	KT		
1.		DT/B.1.3/K T					

Notes:

1. D which shows salutations word data.
 2. B shows shape
 3. R shows a variety of salutations
- KT shows the component data aspects of speech events

RESULTS AND DISCUSSION

Research Findings

1. Forms of Salutations Based on Absorption Process

The following is an elaboration of the research findings on the forms found in TikTok social media.

- (1) *Mytha: anak kost elite gaes*
- (2) *Mirrorhei: baca caption gais*

In the data above, the salutations words "gais" and "gaes" are found, which are used by conversational partners to greet the account owner in written comments on the TikTok account. The salutations words displayed are highly varied, indicating language adaptation, namely adapting from foreign writing into Indonesian. In the speech data:

(1) The salutations word "gaes" originates from the word "guys" in English, which means friend. The appearance of this salutations word suggests that the conversational partner considers the account owner as their friend. This word is typically used by young people to greet their peers.

(2) The salutations word "gais" also originates from the word "guys" in English, which means friend or buddy. The appearance of this salutations word suggests that the conversational partner considers the account owner as their friend. This word is typically used by young people to greet their peers.

2. Forms of Salutations Based on Abbreviation Process

a. Fragments

Fragments refer to the shortening of words into one part of the lexeme, such as: *Prof* (Professor), *bu* (mother), *pak* (father).

4. *Messy r: cobain sist @notyourfavgirlllllll*
5. *Xixi: anak kos elit ya bund @urlildemon @kochenghitam_ @akubungbell*
6. *Juleha juvee: coba ad di bontang bun*

In the data above, in data (4), the salutations word "sist" is found, which is used by the conversational partner to greet the account

owner. Based on the abbreviation process, the salutations word "sist" belongs to the form of clippings, as it originates from the word "sister" by shortening and retaining one part of the lexeme, with the retention process applied to the first syllable, "sist". This salutations word uses English, meaning older sister, and is typically used among women during communication. Furthermore, in data (5), the salutations word "bund" is found, used by the conversational partner to greet the friend marked in the comments column of the content creator's account. Based on the abbreviation process, the salutations word "bund" belongs to the form of clippings, originating from the word "bunda" by shortening and retaining one part of the lexeme, with the retention process applied to the first syllable, "bund". The salutations word "bund" comes from the word "bunda", meaning mother, typically used among married women during communication. In (6), the salutations word "bun" is found, used by the conversational partner to greet the friend marked in the comments column of the content creator's account. Based on the abbreviation process, the salutations word "bun" belongs to the form of clippings, originating from the word "bunda" by shortening and retaining one part of the lexeme, with the retention process applied to the first syllable, "bun". The salutations word "bun" comes from the word "bunda", meaning mother, typically used among married women during communication.

b. Acronyms

According to Nik Safiah Karim *et al.* (2013), an acronym is an abbreviation formed by combining the initial letters of syllables or a combination of initial letters and syllables from a phrase, and is written and pronounced as a regular word, for example, *Bernamea* (*Berita Nasional Malaysia*), *Gapena* (*Gabungan Penulis Nasional*), and *MARA* (*Majlis Amanah Rakyat*).

(12) *Deni salo: saya suka gaya bang densu darimuda sampai sekarang, pengalaman anda memang luar biasa, apalagi memahami karakter*

(13) *Aii: deni nikah sama belbon hatinya tetap buat happy asmara*

(15) *Chika suka ciki: astaghfirullah bestie @pipit*

In the data above, in (12), the salutations word "*densu*" is found, used by the conversational partner to greet the account owner. This salutations word is based on the abbreviation process and falls into the form of a two-word acronym, by combining two words like "*Denny Sumargo*" into "*densu*". The emergence of the word is seen from the background of the account owner's real name, which is *Denny Sumargo*, hence the conversational partner addresses him as *densu*. In (13), the salutations word "*belbon*" is found, used by the conversational partner to greet the account owner. This salutations word is based on the abbreviation process and falls into the form of a two-word acronym, by combining two words like "*Bella Bonita*" into "*belbon*". The emergence of the word is seen from the real name of the account owner, which is *Bella Bonitarafnortfic Agassydan*, hence the conversational partner addresses her as *belbon*. In (15), the salutations word "*UAS*" is found, used by the conversational partner to greet the account owner. This salutations word is based on the abbreviation process and falls into the form of a two-word acronym, as it originates from "*Ustadz Abdul Somad*" by combining the title and the real name. The emergence of this salutations word is due to the followers of Islamic studies combining the name of their teacher, and it is used for familiarity between the congregation and their teacher. Additionally, in (15), the salutations word "*UAH*" is found, used by the conversational partner to greet the account owner. This salutations word is based on the abbreviation process and falls into the form of a two-word acronym, as it originates from "*Ustadz Adi Hidayat*" by combining the title and the real name. The emergence of this salutations word is due to the followers of Islamic studies combining the name of their teacher, and it is used for familiarity between the teacher and the congregation of the Islamic assembly.

B. Varieties of Salutations

The results of this study indicate that there are 42 (forty-two) forms of salutations words used by conversational partners and account owners on the TikTok social media platform. The varieties of salutations words include *bestie, gais,*

gaes, bun, mase, maszehh, ngab, sist, boss, sultan, bund, sam, kawand, ayang, mbaa, mimin, min, biii, ndan, bosku, bang, pak, beb, kak, lur, ay, ricis, cipung, densu, belbon, omay, mas bos, tofu, uti, oma cetar, do dodot, umma, pak muh, lyly, mamamum, uas, uah.

1. Varieties of Salutations Based on Proximity of Speakers

The forms of salutations in TikTok categorized based on informal terms of endearment are as follows:

(33). *reemon: berasa main wahana lur yo kerjo yo wisata*

In data (33), the salutations word "*lur*" is found, originating from the word "*sedulur*." This term is often used by young people to greet and foster closeness among peers, both in daily life and on social media. The term is commonly used by both males and females.

Varieties of salutations in TikTok categorized based on titles and familiarity are as follows:

(23). *Nita: suka kali kalau lihat ustadz UAS ceramah*

In data (23), the salutations word "*UAS*" is found, which is a term used for one of Indonesia's preacher figures named *Ustadz Abdul Somad*. The term "*UAS*" originates from the followers who address him to establish familiarity with the distinguished teacher by combining his title and real name.

Varieties of salutations in TikTok categorized based on terms of endearment are as follows:

(25) *dinda: @amar raj nah gini beb wkwk*

In data (25), the salutations word "*beb*" is found, originating from the word "baby" in English, meaning darling. The appearance of the salutations word signifies the conversational partner's affection towards the account owner, symbolizing love towards a partner. Typically, this term is used by young people to address their significant others.

Varieties of salutations in TikTok categorized based on other nicknames are as follows:

(28). *Via: bukanya elu yang pansos dot dodot*

In data (28), the salutations word "*dot dodot*" is found, used by the conversational partner to address the account owner. This term, based on the abbreviation process, falls into the form of a two-word acronym. The emergence of this term reflects the conversational partner's frustration or even resentment towards the account owner due to controversies in the entertainment industry.

Varieties of salutations in TikTok categorized based on nicknames are as follows:

(31). *Aida: deni nikah sama belbon hatinya tetap buat happy asmara*

In data (31), the salutations word "*belbon*" is found, used by the conversational partner to address the account owner. This term, based on the abbreviation process, falls into the form of a two-word acronym, originating from "*bella bonita*." This term is used by the conversational partner as a nickname for the account owner.

Varieties of salutations in TikTok categorized based on popular terms are as follows:

(34) *sisi: anak kos versi elit ya bund @urlildemon @kochenghitam@akubungbelll*

In data (34), the salutations word "*bund*" is found, originating from the term "*bunda*." This term is predominantly used as a salutations among females but also towards the opposite gender. It has become increasingly common for young people to greet each other on social media using this term.

C. Factors Underlying Salutations

There are eight components of speech events that underlie the emergence of addressing in comments on the TikTok social media platform among Indonesian society, namely setting, participant, ends, act sequences, key, instrumentalities, norm of interaction, and genre. This will be explained as follows.

(19). *Nykenayu: masyaallah.. aku kagum dgn perjuangan umma dr sulaiman lahir. Sehat selalu umma sulaiman dan keluarga aamiin*

The components of speech events depicted in the above data are carried out by the account owner *Okky Setiana Dewi* and the interlocutor named *Nykenayu* as participants, seen from the

category of participant names being female. The relationship between the account owner and the interlocutor as idol and follower establishes familiarity, which can be seen from the closeness of the speakers showing the addressing nickname "*umma*." Because the speaker maintains a friendly relationship, communication is conducted using a non-formal setting. The sentence "*Nykenayu: masyaallah.. aku kagum dgn perjuangan umma dr sulaiman lahir. Sehat selalu umma sulaiman dan keluarga aamiin*" demonstrates ends aimed at the interlocutor admiring someone referred to as "*umma*." Act sequences, the addressing word "*umma*" uses positive assumptions because the addressing word "*umma*" means "dear mother." Additionally, the key component is found using a foreign term, namely "*umma*," indicating the religious aspect of the interlocutor. The use of this foreign term is influenced by the habit of other followers or fans also giving the nickname "*umma*" because indeed, from the family of the account owner, they already have a habit of addressing with the nickname "*umma*." Instrumentalities in this conversation use written oral channels. The word "*umma*" appears because the interlocutor and the account owner are not close and are only limited to a female preacher (*Ustadzah*) and fans, which falls under the norms component, aimed at respecting the account owner, with the genre used being comment text.

DISCUSSION

This study found forms of addressing diction in TikTok comment sentences. In addition to the forms of addressing diction, there are also components of speech events that influence the emergence of addressing diction in sentence comments on TikTok. In this case, the approach used is sociolinguistics because this approach can be used to understand the relationship between language and society. Based on this, the forms of addressing, varieties of addressing, and components of speech events that influence the emergence of addressing diction in sentence texts on TikTok will be explained based on the analyzed data below.

A. Forms of Salutations in TikTok

Based on the analysis of all the data, the forms of address in TikTok can be summarized into several details.

Firstly, forms seen from their appearance consist of words, specifically the class of words being nouns. In this research, the class of words most frequently encountered is nouns. Addressing words in the form of nouns found in the data include "Gaes," "gais," "bestie," "beb," "mase," "maszeh," "ngab," "sist," "sam," "kawand," "ayang," "mbaa," "mimin," "min," "mas bos," "oma cetar," "dot dodot," "pak muh," "lyly," "mamanum," "biii," "ndan," "bosku," "bang," "pak," "ay," "kak," "lur," "utii," "thofu," "omay," "belbon," "densu," "cipung," "sultan andara," "bun," "ricis," "uas," "uah."

Secondly, forms seen from their absorption process include adapted forms of address (*gaes, gais, bii, beb*).

Thirdly, forms seen from their linguistic characteristics based on abbreviation, namely forms of clipped words (*Sist, Beb, Bund, Mbaa, Min, Pak muh, Ndan, Biii, Pak, Ly, Ay, Kak, Lur, Bun, Ayang*), and forms of acronyms (*belbon = bella bonita, densu = denny sumargo, thofu = thoriq fuji*).

B. Varieties of Salutations

Based on the analysis of all the data, the variety of salutations on TikTok can be summarized into several details.

First, salutations categorized by the proximity of speakers, informal terms of endearment consist of "Gais" (friendly term from the word "guys"), "Gaes" (friendly term from the word "guys"), "Lur" (friendly term from the word "sedulur"), "Sist" (friendly term from the word "sister"), "Ngab" (friendly term from the opposite of "bang"), "Bestie" (friendly term for a friend from the word "best friend"), "Sam" (friendly term from the opposite of "mas"), "Mase" (friendly term for "mas"), "Maszehh" (friendly term from the word "mas"), "Bosku," "Bund" (friendly term from the word "bunda"), "Kak" (friendly term from the word "kakak"), "Bun" (friendly term from the word "bunda"), "Umma" (friendly term for religious woman), "Kawand" (friendly term from the word "kawan/teman"), "Mimin" (friendly term

from the word "admin"), "Min" (friendly term from the word "admin").

Second, salutations categorized by the proximity of speakers, titles and ranks consist of "Uah" (term for *Ustadz Adi Hidayat*), "Uas" (term for *Ustadz Abdul Somad*).

Third, salutations categorized by the proximity of speakers, terms of endearment consist of "Ay" (darling), "Ayang" (darling), "Biii" (baby), "Beb" (baby).

Fourth, salutations categorized by the proximity of speakers, other nicknames consist of "Cipung" (personal nickname for *Rayanza Malik Ahmad*), "Utii" (personal nickname for *Fuji Utami*), "Omay" (personal nickname for *Farida Nurhan*), "Dot dodot" (personal nickname for *Doddy Sudrajat*), "Oma cetar" (personal nickname for *Trihartati*), "Sultan Andara" (personal nickname for *Raffi Ahmad*).

Fifth, salutations categorized by the proximity of speakers, familiar nicknames consist of "Densu" (from the personal nickname of *Denny Sumargo*), "Belbon" (from the personal nickname of *Bella Bonita*), "Ricis" (from the personal nickname of *Ria Ricis*), "Thofu" (from the personal nickname of *Thoriq and Fuji*).

Sixth, salutations categorized by the variety of slang language include "bestie," "lur," "gaes," "gais," "bund," and "maszehh."

C. Speech Event Components Influencing Salutations in TikTok Social Media

Based on the analysis of all data, it can be concluded that there are eight speech event components influencing the appearance of salutations in TikTok social media. Firstly, the setting situation in the data shows that during conversations, the chat situation between conversational partners and account owners is observed.

Secondly, the Participant component comprises individuals involved in the dialogue, including *Ganis, mira, dinda, bima, sujatmiko, indraa, messy, bernando, sisi, farkoo, cindya, mikha, jenea, kelyasa, diana2, budianto, aigudena, via, nykenayu, rani, berta, galuuh, nita, winduwibisana, widimaris, piseso, andri, kangipit, yerri indra, sakina asa, gita oktaria, remoon, yesi, nasakha, zana, aida,*

deni salo, megayati, nobiki, juleha, nienie. On average, the participants are young people.

Thirdly, the Ends component found in the salutations data in TikTok social media refers to the purpose and intention of a discourse conveyed.

Fourthly, the Act component found in this salutations diction data includes positive assumptions and negative assumptions.

Fifthly, the Key component found in the salutations word data includes foreign terms, specific words, common words, and popular words.

Sixthly, the Instrumentalities component, language channels found in salutations diction data, is when delivering a discourse using written channels.

Seventhly, the norms component refers to norms or rules in interaction, marked by familiarity.

Eighthly, the genre component refers to the type of delivery form, such as narration, poetry, proverbs, prayers, and so on. In this study, the form of delivery uses comment text on TikTok.

CONCLUSION

The research concludes that the form of diction used in TikTok consists primarily of words. In this study, the most frequently appearing word class is nouns. The forms observed include language adaptation, seen through the process of absorption. Forms resulting from abbreviation processes include clipped words and acronyms. Varieties of salutations based on the closeness of the speakers include terms of endearment, nicknames, affectionate calls, other calls/nicknames, titles and affectionate calls. Forms based on social varieties include the presence of slang. The speech event components underlying the emergence of salutations diction in TikTok include the ongoing speech event situation. The individuals involved in the discourse, namely content creators and conversational partners, are mostly young people, with females being the predominant gender. The purpose and intention of message delivery depend on the content and

context of the message. The act sequence component found in salutations diction data refers to the use of salutations words by conversational partners towards account owners. The use of foreign terms, popular words, and common words falls under the key component. The instrumentalities found in salutations word data use oral channels that are written down. Norms of interaction and interpretation refer to the norms followed by conversational partners and account owners during communication, with the genre used being comment texts on TikTok social media.

Contributions of the research include analyzing the salutations used in comments, revealing patterns of social interaction among TikTok users in Indonesia. This research can provide insight into the level of respect and politeness in the salutations used. It also examines differences in formality levels among salutations used by TikTok users. Furthermore, the research can observe changes in the use of salutations, identify new trends in salutations used by Indonesian TikTok users, and highlight specific words that are currently popular and rapidly changing. This study not only provides insights into the online behavior of Indonesian society but also offers valuable information for companies, governments, or researchers about communication on the TikTok platform.

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