

# THE GEN Z SLANG IN SELECTED FACEBOOK CONVERSATIONS: A SOCIOLINGUISTIC ANALYSIS

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## ABSTRACT

This study utilized Holmes' (2013) theories of social factors and Zhou and Fan's (2013) theory on the linguistic functions of slang words to determine the social factors found in selected Facebook conversations of Gen Zs in terms of social relation, setting, and topic. It also aimed to identify the slang words based on two categories (newly interpreted and newly coined), analyze the contextual meaning of the slang, and state the linguistic functions of the slang identified from the Facebook posts. A total of 23 posts were collected from the Facebook group called Cavite State University-Indang Campus Unofficial (CvSU Main) and 90 slang words were identified, analyzed, and interpreted. Validation of the analyzed and interpreted data was done by two language experts. These were presented using graphs and thematic tables of analysis displaying the social factors, identification, contextual meaning, and linguistic functions of slang words. Frequency counts, percentage distribution, and narrative descriptions were used to present the results. Findings revealed that fellowship was the most noticeable social relation and the setting occurred in an online conversation, while the most common topic was intimate relationship. Additionally, most slang words were categorized as newly coined. The study revealed that the meaning of the slang words varies depending on how the term is used in context. Furthermore, among the three linguistic functions, expressing emotive feelings was the most common reason why Generation Z use slang words.

**Keywords:** *sociolinguistics, contextual meaning, Facebook conversations, Gen Z, linguistic functions, slang words*

## INTRODUCTION

Language is intertwined with social life at all levels because it is essential in humans' lives: it is a means of communication, self-expression, and comprehension. Besides, it is used to maintain a society's history, culture, and ideals. It is an invaluable instrument that helps individuals as well as entire societies from facilitating social contact to assisting in the development of psychological stability and cognitive functioning (Yusuf, 2023). Therefore, a person's social life is made up of the various bonds they form with others, such as family, friends, community members, and strangers. It can be measured by the duration and quality of their regular social interactions, both in person and online. Indeed, humans are a social spe-

cies motivated by a desire for community and belonging. That need is met through social interactions. They are also advantageous from an evolutionary standpoint, as social interactions assist people in developing communication skills and cooperating to achieve a common goal (Social life, n.d.).

Consequently, social media has the potential to increase individuals' social participation. Facebook is currently the most popular social medium for various types of communication (Bartfai et al., 2018). Accordingly, social media has altered how people use language in conversation; most likely, Generation Z (Gen Z) is doing the same. Gen Z, known as "true digital natives", have used technology in communication most of their lives. They were born from 1997



to 2012 (Lihawa *et al.*, 2021, as cited in Shalevska, 2023), and are aged 12 to 27 years old as of today. Generation Z enjoys learning new things. Some of them are extremely intelligent and adept at using their phones; they see phones as a portal into the unknown. Ask Gen Z any question or engage in a conversation, and they are more likely than other age groups to look up the answer quickly on their phones. Furthermore, Gen Z is a truth seeker; they are far less likely to accept something at face value or to follow a hunch or an assumption that does not make sense when they can google it.

As a result, Facebook Groups fit perfectly into that same thought process. When one cannot find the answer on Google, it is better to ask a real person, especially if the topic is not exactly well-formulated or lacks some context. While Gen Z might not be posting or checking their news feed as frequently, they do communicate in groups, almost like a constant chat session. They are also aware that group members are notified when a new question is posted. However, Gen Z is impatient and dislikes waiting for answers. They use groups in general because they know they will most likely find an answer quickly (Brandon, 2022). Gen Z thrives on a constant stream of communication through Facebook conversations. Subsequently, they have developed their own terminologies which are made up of acronyms and phrases to describe their interactions with the world. Considering that language is a creative system, people keep creating new terminologies to describe a feeling or emotion, their likes and dislikes, or just a thing in general. For instance, when describing someone or something as exceptional, outstanding, or excellent, people would refer to it as the GOAT or Greatest Of All Time. Other examples include extra (over-the-top, extreme), lit (amazing, cool, or exciting), gucci (good, cool), mood (relatable), fr (for real), etc. (Morin, 2022). Those terminologies are often found on social media and are usually referred to as slang words. According to Madaan (2022), slang words are informal phrases or words that are used by local groups or regional communities only. Slang is not a relatively new concept. Every generation has developed its own unique style of conversation (Daugherty, 2021). The reason is that when people use slang words in a casual conversation, it helps them communicate easily with a particular group of people. They feel a sense of

belongingness when they use slang words that are often used in the community they are a part of. In fact, using slang can be an effective way of communicating with someone to reduce formalities and make themselves seem approachable.

However, to determine if an expression is regarded as true slang, it must meet at least two of the following criteria: (1) its presence will markedly lower, at least for the moment, the dignity of formal or serious speech or writing; (2) its use implies the user's special familiarity either with referent or with that less statusful or less responsible class of people who have such special familiarity and use the term; (3) it is a tabooed term in ordinary discourse with persons of higher social status or greater responsibility; and (4) it is used in place of the well-known conventional synonym, especially in order (a) to protect the user from the discomfort caused by the conventional item or (b) to protect the user from the discomfort or annoyance of further elaboration (Dumas & Lighter, 1978, as cited in Sabbagh, 2018).

Holmes (2013) in his sociolinguistics approach, explained that to determine the suitable meaning of slang words, three social factors must be considered: social relation (or participants), setting, and the topic. As cited in Putri's (2020) study, social factors are essential for deciphering the contextual meaning of slang words. Zhou and Fan's (2013) research on the three interpersonal functions of slang directly relates to relationships and communication between people. These functions are the pursuit of self-identity, emotive feelings of the slang users, and achieving politeness (Zhou & Fan, 2013).

It is interesting to discover the various slang words that Generation Z frequently uses in Facebook conversations. Many of these slang words have become common globally, as social media usage has spread worldwide. The popularity of slang nowadays makes it an interesting subject to study. Although it is not widely taught in the curriculum, slang's presence persists. Based on the theories of Holmes (2013) and Zhou and Fan (2013), this study aimed to determine the contextual meaning and function of slang words in the everyday interaction of Generation Z in Facebook conversations.

## Objectives of the Study

Generally, the study aimed to analyze slang words Gen Zs used in selected Facebook conversations through a sociolinguistic view.

Specifically, it sought to:

1. Determine the social factors found in the conversations of selected Gen Z's Facebook posts in terms of:
  - a. social relation;
  - b. setting; and
  - c. topic;
2. Identify the slang words found in selected Facebook posts based on two categories:
  - a. newly interpreted; and
  - b. newly coined;
3. Analyze the contextual meaning of the slang; and
4. State the linguistic functions of the slang identified from the Facebook posts.

## METHODOLOGY

### Research Design

The study employed a descriptive design which is used to collect information that demonstrates the relationships and situations. This approach is crucial, as the study aimed to describe the connection of language in groups, explore how language is influenced by its social factors, and analyze the function of language function in conversations. Therefore, discourse analysis was utilized. Discourse analysis aims to explore the functions of language and how meaning is constructed in different contexts (Crosley, 2021).

Furthermore, a qualitative method of data gathering was used to collect and analyze non-numerical data - such as text, video, or audio – in order to understand concepts, opinions, or experiences. This method was chosen because the main objectives of this study were to analyze the contextual meaning of the slang words, examine the social factors in the conversations, identify the slang words based on their usage, and explore the linguistic functions of slang words used by Gen Zs in Facebook conversations.

## Sources of Data

The primary source of data was the Facebook conversations, which included a total of 90 slang words gathered from the Facebook group called Cavite State University- Indang Campus Unofficial (CvSU Main). This is an unofficial Facebook group for CvSU students, specifically those from the Main Campus, who are mostly Gen Zs. It serves as a space to share and express their thoughts and make inquiries related to the institution. The researchers collected the data from March 10 to March 22, 2023 with the permission from the group's administrator.

## Sampling Technique

A purposive sampling technique was used in this study. The selected group consisted of Gen Z individuals. Their Facebook conversations (posts, comments, and replies) in which both Tagalog and English slang words were used, served as the primary source of data analyzed in this study. Additionally, the data were drawn from public Facebook conversations in the CvSU unofficial group where many Gen Z members are active and the content was conveniently accessible to the researchers.

## Data Gathering Procedure

This study used a qualitative method aimed at analyzing the selected Facebook conversations of Gen Z from a sociolinguistic perspective. Initially, public conversations from the Cavite State University-Indang Campus Unofficial (CvSU Main) group – comprising of posts, comments, and replies where interactions varied from inquiries to concerns - were collected. The conversations that contained slang words were documented through screenshots, resulting in a total of 139 slang words.

Based on these criteria, some slang words were eliminated: those with identical spelling, variants of another term, terms expressing profanity, and slang written in a different format but with the same contextual meaning. After elimination, only 90 slangs remained from the selected Gen Z Facebook conversations. Additionally, the interpretation and analysis of data were presented using the four thematic tables.

Table 1 shows the slang words, along with the corresponding utterance or original post, its social relation, setting, and topic. Table 2 shows the identification of slang based on two categories: newly interpreted and newly coined slangs. Additionally, Table 3 presents how slang words are defined based on the context in which they are used. Finally, Zhou and Fan's (2013) three linguistic functions of slang words are utilized in Table 4, classifying each slang word based on its usage.

### **Ethical Considerations**

Consent for gathering data from the Facebook group named Cavite State University-Indang Campus Unofficial (CvSU Main) was obtained from its administrator, to whom a formal letter was sent. Data collection took place after the group administrator granted permission. The researchers posted a public notice in the group to inform the members that some Facebook conversations (posts, comments, and replies) would be selected as the primary source of data for the study. Members of the group were given the opportunity to exempt themselves from the data gathering. To ensure anonymity, secrecy, and the avoidance of potential harm, all information were treated with strict confidentiality and were made accessible only to the researchers. The names and identities of the people involved in the Facebook conversations were not disclosed and were concealed in the manuscript, in compliance with Republic Act 10173, commonly known as the Data Privacy Act of 2012. Thus, all data, including the screenshots, were securely filed in a folder subject to deletion three months after the completion of the study.

### **Data Analysis**

The study employed discourse analysis, which involves researching the underlying meaning of qualitative data. It entails studying the relationships between information and its context by observing texts, audio, and videos which illuminate what the audiences think about a topic and why they feel the way they do about it (Amin, n.d.). Furthermore, the researchers and the language experts were the intercoders for the gathered data. The analysis and interpretation were validated by language experts to confirm whether the analysis was sufficient for inclusion in the results and discussion. After the Facebook con-

versations of Gen Z - particularly the Facebook posts, comments, and replies - were collected, slang words used in the conversation were identified based on the specific criteria. Afterward, the collected data were listed and presented using four thematic tables.

Figures 1, and 2, and Table 1 present the results of the analysis of social factors in which the slang words are used. These figures and table ascertains the first research question, which includes the three social factors proposed by Holmes in 2013. Moreover, the personal and specific information, particularly the name of the participant was not included in the gathered data and is referred to as Person 1 Comment 1 or P1 (C1), and R 1 means Reply 1 for the shortened term. Figure 3 presents the results of the analysis to show the identification of slang words, which contains the categories newly interpreted and newly coined; answering the second research question.

Table 2 depicts the results of the analysis showing the contextual meaning of the slang words, answering the third research question. The study utilized an adapted analysis table from the study of Putri (2020) that was conceptualized from the theories of Holmes (2013) and Zhou and Fan (2013) which contains the necessary determinants to find out the contextual meaning of slang words from the selected Facebook conversations of Gen Z. Furthermore, Table 2 has three columns wherein the first column contains the identified slang word and extracted utterance, while the last column contains the contextual meaning of the identified slang word. Hence, the derived meaning was based on its context and the identified social factors.

Lastly, to answer the fourth research question, Figure 4 is utilized to illustrate the results of the analysis of the linguistic functions of the collected slang words based on Holme's (2013) theory.

## **RESULTS AND DISCUSSION**

### **Social Factors Found in the Conversations of Selected Gen Zs' Facebook Posts**

The figures that follow show the social factors found in the conversation(s) of selected Gen Zs in their

Facebook posts, specifically in terms of the social relation, setting, and topic.

Twenty-three (23) selected Gen Z conversations from the Facebook group called Cavite State University Indang Campus Unofficial (CvSU Main), comprising a total of 102 conversations (posts, comments, and replies), were collected and analyzed. Only conversations containing slang words were included. Holmes’s theory of social factors (2013) was applied to analyze each conversation gathered.

As shown in Figure 1, the most noticeable social relation was “fellow”, which occurred 70 times, accounting for 68.6 percent of the gathered data. This was followed by “friend” with a frequency of 14 (13.7%). “Acquaintance” ranked third with a frequency of 7 (6.8%). The social relations, “classmate”, “school peer”, and “roommate” were the less prominent in the conversations. “Classmates” had a frequency of 6 (5.9%), while the “school peer” got a frequency of 4 (3.9%). And lastly, “roommate” was the least frequent social relations, with only 1.0. percent.

**Fellow.** It is the most distinguishable social relation in the selected Gen Z Facebook conversations.

- P15: Yan ha forda labas ang true colors di pa nag-sisimula school year*
- P15 (C3): Waiting for da bardagulan mga mare-cakes before akes grumaduate this month*
- P15 (C3-R1): yasss the exciting partt*
- P15 (C16): yan ang gusto ko bardagulan bago magstart school year*
- P15 (C9): Porda attitude mars*
- P15 (C10): waiting sa bs psych char*
- P15 (C16): Pahingi po ng link, gusto ko ng chika*

From the conversation above, everyone seemed to have known each other for quite some time; although, they only came together to discuss topics such as character issues, fights, and gossip. These topics indicate that Gen Z tends to be inclined towards subjects that they can relate to, as they are the most connected and progressive generation.

**Social Relation**

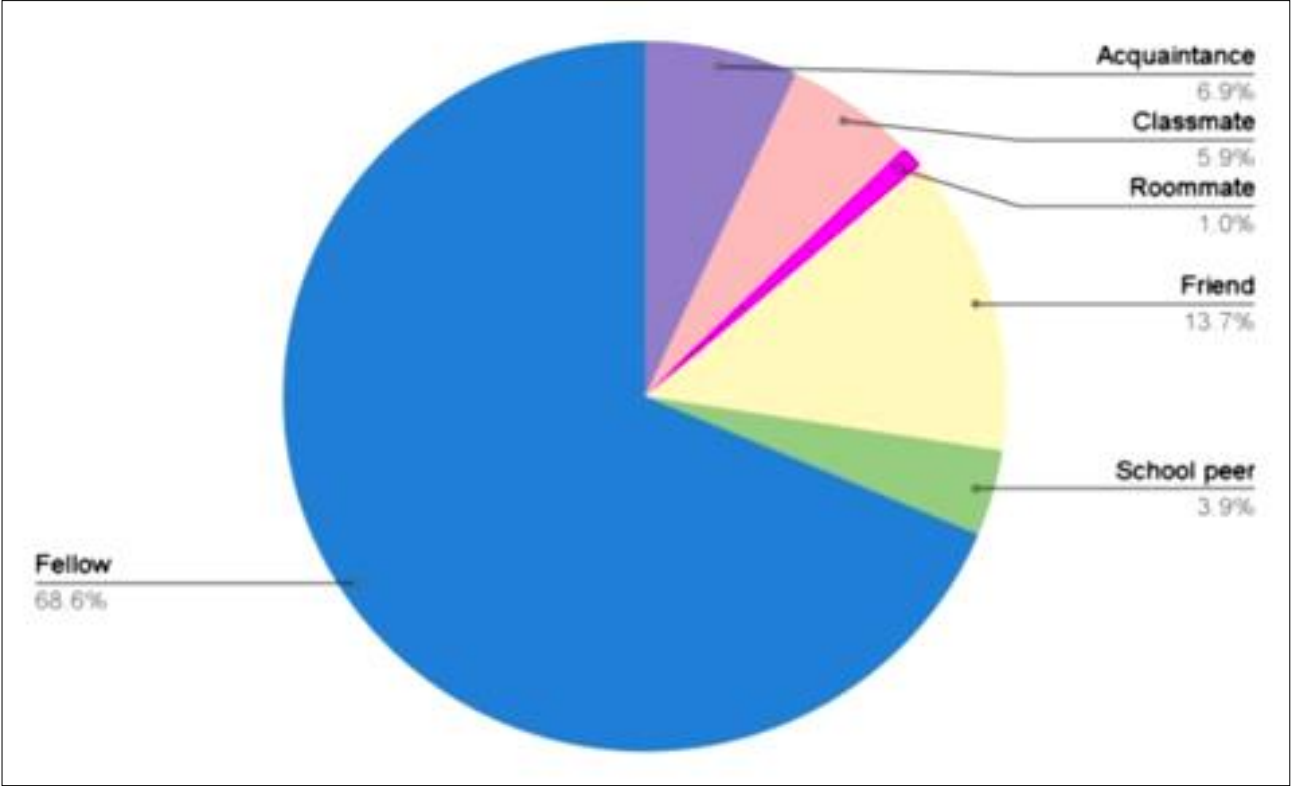


Figure 1. Percentage distribution of the social relation in the selected Gen Z Facebook conversations

Therefore, “fellowship” is a social relation that can be experienced everywhere. In the Facebook group called Cavite State University Indang Campus Unofficial (CvSU Main), every member is considered a fellow because they are mostly Gen Z individuals who came together to share and express their thoughts and make inquiries related to the institution. They are a group of people with shared interests. Additionally, this generation is at the forefront of many of the trending social issues that directly affect them (United Way NCA, 2022). Thus, the previous conversation reflected a social relation of a fellowship, where individuals are brought together by common interest and form a friendly association.

**Friend.** This is the second to the most apparent among the five social relations.

*P7 (C7): eto po, willing magkaroon sugar daddy cute mabait matangkad malayo pa lang nabubwis-it ka na*  
*P7 (C7-R1): jk lang HAHAAHAHA*

As shown in the extracted conversation, the playful interaction between the two people was shown to be a friend-like relationship. In this context, their conversation revolved around a post about finding a lover or romantic partner from a student at Cavite State University. This comment included the informal word “*sugar daddy*”, which is often used within a group of friends to tease one of their members. However, in reality, this term should not be used to talk about someone that a person doesn’t know. In other contexts, this slang word has a negative connotation, referring to a Filipino or gay person in an intimate relationship with a rich older man. Therefore, this term of endearment is generally used by a close circle of friends, as observed in Comment 7. However, the person tagged in this comment immediately denied that she was looking for a *sugar daddy*.

Furthermore, friendships are relationships with two important components: interdependence and voluntary engagement. Anyone who has ever been in a friendship knows how complicated the process and experience can be. True friendships are distinguished by each member’s willingness to interact with the other; it is about reciprocal interest in one another’s experiences and thoughts, as well as a

sense of ‘belongingness’ and connection. Besides, friendship necessitates reciprocity in the form of admiration, respect, trust, and emotional and instrumental support (Edmonds & Host, 2021). Therefore, a friend is often someone with whom we have a bond. They may share some common beliefs and values with friends, and often, a friend is a person that one can trust and enjoy being around. Friends can be in person or online and can vary in distance (Better Help Editorial Team, 2023).

**Acquaintance.** This is the fourth most contextual relationship that is less intimate than a friend, which means being casually familiar with someone or something.

*P1 (C15): di na talaga kita kinaya madam HAHAAHAHAHAHA kavogue*  
*P1 (C15-R1): ay kayanin mo beh, wala pa ako sa exciting part*

Based on the extracted utterance above, both the poster and commenter were discussing the effort put into the poster’s creative post on finding his classmates. The commenter 15 praised the poster; and the poster humbly accepted the praise, jokingly mentioning that he was still not at the exciting part; something ecstatic or thrilling was about to happen. As observed, their conversation was a light and brief interaction, which fits the social relation of an “acquaintance”.

Acquaintance is the most common type of relationship for someone who has little information about someone and is also known as a casual relationship that has several benefits, according to the scholars who have studied it. These bonds can foster a sense of belonging, generate bursts of positive energy, push someone to participate in activities, and expose a person to new information and opportunities—all without the emotional issues that frequently accompany tight relationships with family and friends (Graham, 2022). Additionally, according to the Macmillan Dictionary (2023), an acquaintance is someone a person knows slightly; knowledge or experience of something. Someone who is not a friend but a person who gets along and interacts with, like how two random people interacted from post 15 in the comment section.

**Classmate.** It is the third to the least social relation that was noticed within the interactions of Gen Z in the selected Facebook conversations.

P19: HELLO, PA ADD NAMAN PO AKO SA GC  
GAIZ. Thank youuuu!  
P19 (C1-R1): 3-3 ako besti

The previous conversation indicated that these two individuals were classmates. The poster made this inquiry last March 06, 2023 at the start of the second semester for the academic year 2022 to 2023. At that time, everyone in the group is either trying to find their professor or looking for their classmates in a particular subject or program. Additionally, the original post contained her subject and schedule code, which allowed the researchers to identify that the post was intended to find classmates. Considering that the Facebook group where the data were gathered consists mostly of students from Cavite State University; many of its members were likely either a school peers or classmates. According to Merriam Webster Dictionary (2023), a classmate is a member of the same class in a school or college. They are those people who come together to be part of a group where they can post their inquiries, be updated with the university announcements, and interact with their classmates, as how the extracted short interaction above happened.

Figure 4 exhibits the 35 topics that were talked about from the selected (23) Facebook conversations of Gen Z. These were identified and analyzed based on each utterance, slang word, and other social factors presented.

As shown in Figure 4, the most prominent topic from the 23 collected Facebook posts was about an intimate relationship, which accounted for 52.3 percent of the 34 identified topics. While, each post, comment, and reply has its topic depending on each utterance, intimate relationship is still one of the most common topics among Gen Z, as observed in the Facebook group called Cavite State University Indang Campus Unofficial (CvSU Main). The second most common topic was the midterm examination which made up 34.3 percent, corresponding to a frequency of 12 posts. The third most noticeable topic was about the aesthetic era, which obtained 31.42 percent with a frequency of 10. Additionally, a topic concerning the poster's traits became part of the conversation among Gen Z, with a percentage of 23 percent.

Furthermore, the topic related to a fight was observed as the fifth most common, accounting for 20 percent. The topic of airdrops also stood out with 14.3 percent, representing a total frequency of 5.

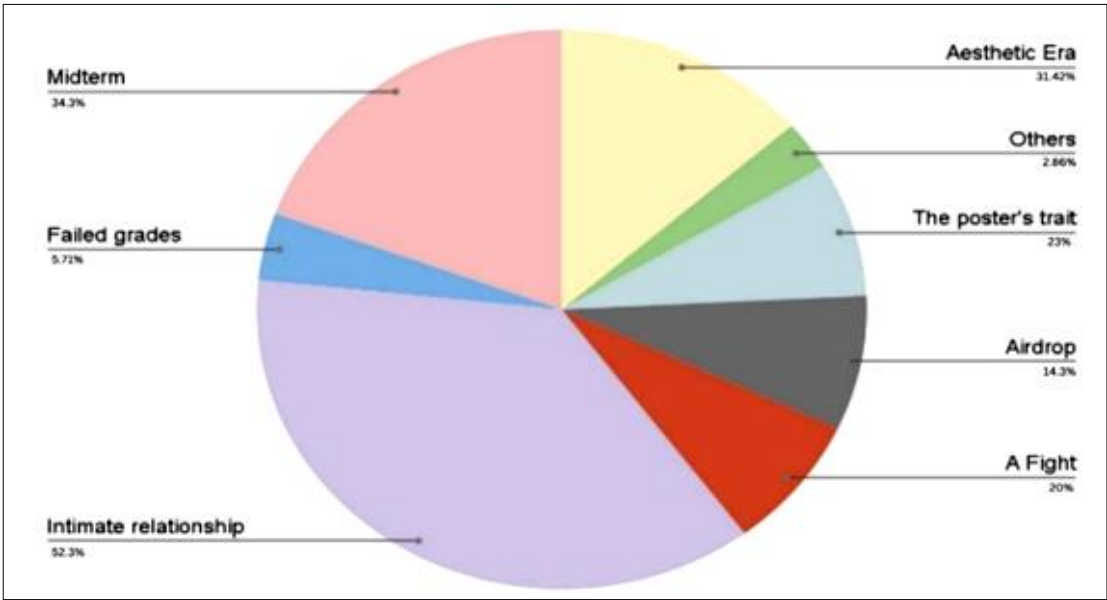


Figure 2. Percentage distribution of the topics in the selected Gen Z Facebook conversations

Conversations also included the topic of failed grades, which garnered 5.71 percent.

The remaining 18 topics which were named as others in Figure 4, covered subjects such as: looking for a dorm, birthday, finding a male bed spacer, sexual practices, single people, Taylor Swift songs, year level, school premises, issues, companion, emotional capacity, finding a chiropractor, and more. These topics collectively made up 2.86 percent, each with a frequency of 1.

For instance, the extracted conversation below shows that intimate relationships are the most common topic.

[Extracted utterances from post 14 with the comments and replies]

*P14: mapa SANA- OL nalang tayo kay ate at kuya kaninang Christmas Tree Annual lighting (sic). HHAHHAHH thank you po sa inyo.*

*P14 (C1): naol*

*P14 (C3): sana all*

*P14 (C20): Nugagawen*

[Extracted utterances from post 2 with the comments and replies]

*P2: Nakakamiss ang University Games ng CvSU. Tas makikita mo yung crush mo may jowa na.*

*P2 (C9): Wala pa ngang pasukan meron na siya e ems HAHAAAAHA*

*P2 (C9-R1): sadgirl*

[Extracted utterances from post 2 with the comments and replies]

*P7: LF JOWA URGENT ito Yung CvSU student gusto ko*

*P7 (C1-R1): enebe*

*P7 (C2): G NA*

*P7 (C6): ikaw na 'to be*

*P7 (C7): eto po, willing magkaroon sugar daddy cute mabait matangkad malayo pa lang nabub-wisit ka na*

*P7 (C7-R1): jk lang HAHAAAAHAHA*

*P7 (C9): Go mga ante ko*

The extracted utterances above are some examples of conversations that circulated around the topics of intimate relationships and searching for a dorm. Based on these examples, it was observed that intimate relationships were the most common topic

across all the 23 collected Gen Z Facebook conversations. Because Generation Z is the most connected generation, having grown up with social media and always being connected to the internet, it is no surprise that social media has become a vital component of their love lives. According to a recent survey, 30 percent of Generation Z used social media platforms to discover potential dates. Online dating is not unusual or unfamiliar for Generation Z. It is simply another method for finding a partner (Carlson, n.d.). However, considering that the selected Facebook group is created for students' inquiries, opinions, and announcements, some posts related to an intimate relationship are just for "clout", more specifically "seeking attention on social media."

As shown in Table 1, three topics were identified from the conversation around post 15: character issues, a fight, and gossip. These topics emerged because, as mentioned every conversation reaches when the subject naturally changes. Therefore, topics in conversations typically and randomly shift over time. According to Britz (2022), typical conversations evolve, and topics naturally change as the conversation progresses, especially in an online conversation. There might be a million reasons to change the subject. It might be off-topic, raising a sensitive issue, inappropriate, or simply irrelevant and a waste of time to discuss (Advanced English, n.d.). Every conversation eventually reaches a point when it's time to change the subject. As observed in the 23 collected Facebook conversations, each conversation involved two or more topics.

Overall, the results imply that Facebook conversations and social factors are fundamentally connected, and sociolinguistics is concerned with the analysis of the relationship between language and society, as well as how people use language in different social contexts. From the observations above, the most prominent social relation was "fellow". Regarding the settings, it took place in an online conversation, and the most distinguishable topic was intimate relationships. However, in every conversation, there were two or more topics involved. It was also analyzed that context and utterance are the key components in determining the social factors found in the conversations of selected Gen Z individuals in their Facebook posts, particularly in terms of social relation, setting, and topic.



Table 1. Selected Gen Z Facebook conversation that shows multiple topics

DATA CODE	UTTERANCE	SLANG WORD	SOCIAL RELATION	SETTING	TOPIC
P15	Yan ha forda labas ang true colors di pa nagsisimula school year	Forda True colors	Fellow	Online Conversation	Character issue
P15 (C3)	Waiting for da bardagulan mga marecakes before akes grumaduate this month	For da Bardagulan Marecakes Akes	Fellow	Online Conversation	A fight
P15 (C3-R1)	yasss the exciting partt	Yasss	Fellow	Online Conversation	A fight
P15 (C6)	yan ang gusto ko bardagulan bago magstart school year	Bardagulan	Fellow	Online Conversation	A fight
P15 (C9)	Porda attitude mars	Porda Mars	Fellow	Online Conversation	Character issue
P15 (C10)	waiting sa bs psych char	Char	Fellow	Online Conversation	A fight

Furthermore, the theory of social factors proved that language can influence the development of a person, group, community, or country in their activities as mentioned in the study of Irrisa and Ariyanti (2009), slang words may vary depending on the factors in each interaction. Social factors are a variety of social and formal environmental elements that influence the diversity of one's utterances. This occurs as a result of one's speaking style that pertains to the category of linguistic variation concerned with the concept of social factors.

Identification of the Slang Words Found in Selected Facebook Posts

Figure 5 shows the identification of slang words found in the selected Facebook posts, categorized into two groups: newly interpreted and newly coined. As shown in Figure 5, most slang words belong to the “newly coined” category, accounting for 53.3 percent, or a frequency of 48. On the other hand, “newly

interpreted” slang words account for 46.7 percent or a frequency of 42.

In this section, the researchers present the data they acquired from a Facebook group, which is one of the features of the Facebook app. Initially, there were 139 slang words in total. However, the final list of slang words was selected based on the following criteria: slang terms with the same spelling, variants of another term, words that showed profanity, and words written in different formats but with the same contextual meaning.

As a result, a total of 90 slang words were selected from Gen Z Facebook conversations. Additionally, during the process of identifying slang words, the study identified two categories that helped determine whether a word would be considered a slang term: “newly interpreted” and “newly coined” slang words.

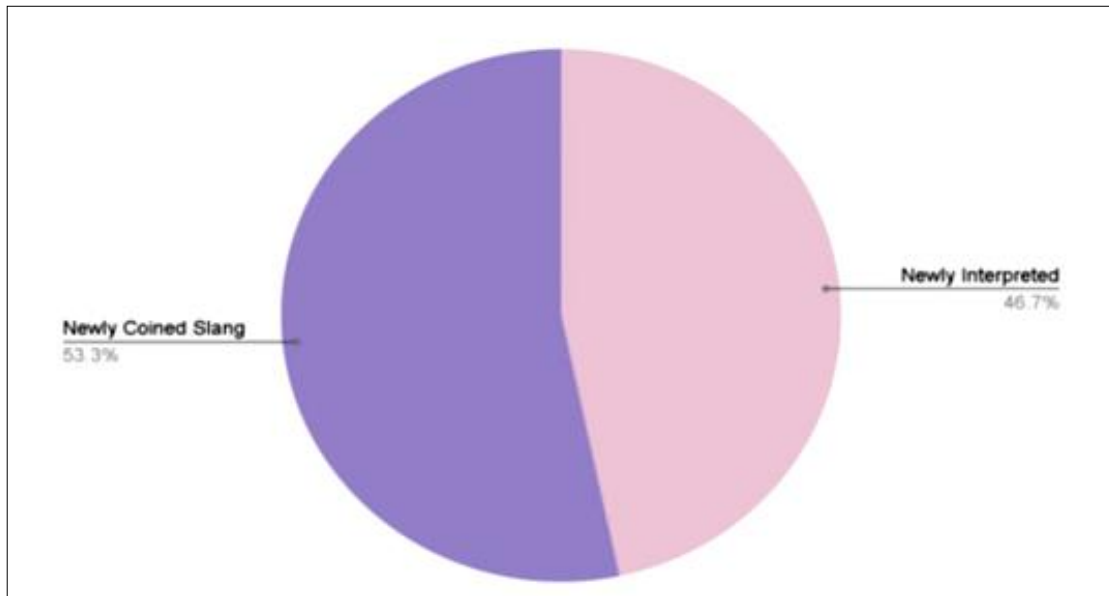


Figure 3. Percentage distribution of the identified slang terms

When a word already exists and has a meaning in Standard English, it is said to be “newly interpreted”. Whereas, when a word does not exist in Standard English, it is called “newly coined” (Ulfah, 2021).

### Newly Coined Slang

**Accla.** The term queer is often used as an umbrella term to denote sexual identity within a particular community, specifically those people who are part of the LGBTQIA+ community (Hidalgo & Barber, 2023). However, many Filipinos are not familiar with the word “queer.” Therefore, rather than using the term without truly understanding it, the term *accla* was coined as the Filipino community’s own umbrella term for non-heteronormative identities. It was derived from the Filipino word *bakla*, which means “queer” in Standard English. Besides, according to Cruz (2022), the term *accla* is being used on Twitter by the gay community to refer to each other.

**Bardagulan.** In modern times, the term *bardagulan* refers to differing opinions. It signifies the fast and witty retort, as it originated in the streets. Because it is street slang, only specific social class understands its meaning and implications. On the other hand, according to Frebiee Mnl (2022), the slang term

*bardagulan* was derived from the root word *bardagul*, which refers to the act of fighting. This term emerged when *Pinoy* action films were at their peak, and slang Tagalog was often used in scripts. Hence, when a *bardagulan* takes place in an online setting, this could also be identified as online bullying; starting a fight; shit-posting (Tagalog Dictionary: Bardagulan, 2023).

**Epal.** A Filipino slang term that usually refers to a person who inappropriately presents themselves in a situation or butts into a conversation. The slang term *epal*, despite its common use in informal talk, is derived from the Filipino word *mapapel* or *pumapapel*, which shares the same connotation as *epal* (Inquirer.net, 2011).

**Marecakes.** It is the newest term that was added to the family of slang terms, such as, “mars” and “mare”. This slang term is particularly used by girls and their gay best friends to refer to female and feminine friends. It is a quirky, new term used to address female or gay friends on private chats and on social media, replacing the older Filipino words “*mare*” or “*kumare*”. Meanwhile, the older slang term “*mars*” is more commonly used in real-life interactions.

Additionally, since Filipinos, especially Gen Zs are creative in inventing new words, the suffix “-cakes” has been added to make nouns used to refer to friends sound more endearing. Aside from *marecakes*, there are also *beshiecakes* and *lodicakes* (The Smart Local, n.d.).

**Yorme.** A Filipino street slang for *Mayor* is spoken by the second syllable and is intentionally mentioned first before the first syllable that is pronounced as *Yor-Meh* (Urban Dictionary: Yorme). However, this slang term was first heard and used to refer to the former Manila mayor, Isko Moreno. Other times, this newest slang word was occasionally used as a term of endearment for a friend depending on the context it's being used in.

### Newly Interpreted Slang

**Convo.** Most people often shorten words to save time and space – reducing phrases to a collection of letters far easier and quicker to say and understand. Besides, it also turned into something of a fashion statement among the younger generation, including Generation Z (Bhana, 2013). Therefore, according to Cambridge Dictionary (2023), the slang term *convo* is short for the English word conversation. In Standard English, the word conversation refers to an informal, usually private, talk in which two or more people exchange thoughts, feelings, or ideas, or in which news or information is given or discussed.

**G.** In modern times, the letter G is commonly used to mean “*game*” or “*go*”. This slang term is typically used by the younger generation to avoid lengthy words and express coolness in a simpler way. However, in Standard English, the slang “G” refers to the seventh letter in the alphabet.

**Mars.** In Filipino slang, *mars* or *mare* is used as an endearment between women, and is called “*Sis*” or “*Friend*” in English. Aside from that, in the Philippines, back then, the term “*mare*” was often heard and used by a mother to talk to her friends. Whereas, nowadays, it is also used by younger females to refer to their friends (Aglibot, 2023). Nonetheless, according to Cambridge Dictionary (2023), Mars is the fourth planet in order of distance from the sun, after the Earth and before Jupiter. Mars is also called the red planet because of its distinctive color.

**Par.** In Filipino slang terms, *par* is an alternate spelling of the Tagalog word “*pare*”. A term for one's male buddy/friend; male best friend; and used to refer to an unknown person of the same age (Tagalog Dictionary: Par, 2023). However, based on Merriam-Webster Dictionary (2023) the English word *par* is the established value of the monetary unit of one country expressed in terms of the monetary unit of another country using the same metal as the standard of value. Other times, the term *par* often refers to The Philippine Area of Responsibility (PAR) in a weather forecast. The PAR is an area in the Northwestern Pacific where PAGASA, the Philippines' national meteorological agency, monitors weather occurrences.

**Slay.** The term “*slay*” is a commonly used slang word which explains that someone is doing a great job or is a good person. It means that someone is the best of the best. It can also be used to convey admiration and gratitude towards someone (Apindi & Simwa, 2022). However, according to Cambridge Dictionary (2023) the term “*slay*” is defined as to kill a person or an animal in a violent way. On the other hand, the English word “*slay*” also refers to making someone laugh; having intercourse with someone; or doing something spectacularly well, especially when it is related to fashion, artistic performance, and self-confidence (Thesaurus, n.d). Nonetheless, despite the multiple meanings of the word *slay* in the English language. Its meaning in Filipino slang particularly on social media would be perpetually different from the original meaning.

### Contextual Meaning of Slang Words

Table 2 presents the contextual meaning of slang words found in the selected Facebook conversations of Gen Z. According to Pateda (2010, as cited in Putri, 2020), contextual meaning or situational meaning emerges as a result of the relationship between speech and context. Therefore, the relationship between speech and context is taken into account when determining the meaning of a word or sentence. At the same time, context, itself takes several forms. In this study, the researchers collected a total of 90 slang words, which were analyzed to identify the contextual meaning of each word in the conversation.

Through further analysis of the utterances, the contextual meaning was determined. As shown in Table 2, the researchers analyzed each of the Gen Z conversations through their Facebook posts, comments, and replies, which resulted in the two divisions of the meaning of each slang word. The first division holds

the official meaning based on the dictionary and articles, while the second requires contextualization to determine its meaning. Moreover, the examples below show how slang words change meaning depending on how they are used in utterances and conversations.

Table 2. Selected slang words with its contextual meaning

SLANG WORD	UTTERANCE	CONTEXTUAL MEANING
Accla	Inexpose si <b>accla</b>	A spelling variation of the word “bakla” which means gay but in this context, it has become a term of endearment among friends even if they are not part of the LGBTQ+ community
Bhie	May paa ka naman <b>bhie</b> lakad ka na lang emz	An endearment came from the word “babe or baby.”
Convo	Pwede ba kung magrarant kayo ishow nyo buong <b>convo</b> para iwas reverse card	Clipped from the word “conversation”
Dasurv	<b>Dasurv</b> HAHAAHAHA CHAR	A colloquial way of spelling “deserve(d)” which is used when someone deserved whatever happened to them.
Ferson	For da pa labarn ang <b>ferson</b>	A new internet slang that just referred to a “person”
Goods	LF: 1 male bedspacer near CVSU (5-10mins), dalawa lang kayo sa kwarto at tatlo lang tayo lahat sa bahay. BSC or BSEE sana, pero if hindi <b>goods</b> lang basta may balak magtagal	It means “goods” but in this context, its is used to indicate that whatever it is, it is okay or fine
Jowa	Nakakamiss ang University Games ng CvSU. Tas makikita mo yung crush mo may <b>jowa</b> na.	It means a lover, boyfriend, or girlfriend in English term.
Kaldag/Kaldagan/ Kumaldag/Kinaldagan	Buti na lang malakas ako <b>kumaldag</b>	In another way, it refers to sexual practices. But in this context, it has a hidden meaning which means scheme/cheating.
Lowkey	Feeling ko pag nagging irreg me magiging <b>lowkey</b> cold ferson friendless era na hot nalang ako	It can variously mean quiet, moderate, or low intensity but in this context, it means quiet, fairly, or somewhat
Madam	Na p-pressure aq teka <b>mad- am</b>	A polite or respectful way to address a woman

Table 2. Continued

SLANG WORD	UTTERANCE	CONTEXTUAL MEANING
Marecakes	Waiting for da bardagulan mga marecakes before akes grumaduate this month	Another way of saying BFF (best friend forever) which means a person's best friend that is used for a female friend.
Peeps/Pips	Hello dasma peeps kapag tinapos yung event mamay (kabsuhenyo night) may sasakyan pa pauwi?	It is a spelling variation of the word "people" which is used to address or refer to a number of people.
Sugar daddy	Eto po, willing magkaroon sugar daddy	Another term for the word "AFAM" which means A Foreigner Assigned to Manila, who is usually in a relationship with a Filipino or gay individual. In another way, it is a rich old man who gives money to a young woman.
Tamang Behavior	Yes <b>TAMANG BEHAVIOR</b> CHIAVE HA- HAHSHSHSHSHSGS	This expression is said when someone approved or an act or behavior
Yorme	Ang kalat yorme hahhahaa char	A colloquial way of saying "mayor" but in this context, it is just a term of endearment used for a friend.

**Goods.** With the given utterance “*LF: 1 male bed-spacer near CVSU (5-10mins), dalawa lang kayo sa kwarto at tatlo lang tayo lahat sa bahay. BSC or BSEE sana, pero if hindi goods lang basta may balak magtagal*”, the slang word *goods* contextually meant as okay or fine. The word *goods* has its own Standard English meaning. *Goods* are things that a person owns or sells, (Cambridge Dictionary, 2023). The meaning of slang word *goods* has now changed from the Standard English to the contextual meaning, which is okay or fine. This is evidently from the root word *good*, and Gen Z only added the suffix “s” to make it look cute.

**Kaldag/Kaldagan/Kinaldagan/Kumaldag.** It is a Filipino slang that is almost new to the mainstream and mostly used by Filipino teens. It refers to someone humping the air. Additionally, the slang term “*kaldag*” originated from a dance move among many Filipino TikTokers. However, this slang term has a negative connotation and is often associated with sexual practices. On the other hand, *kaldag* was used differently in the collected conversation from post 20 (including the comments and replies). Poster 1 shared this content: “*Sorry guys hindi natin nadaan sa kaldag ang midterms.*” In this context, the original

meaning of the slang term *kaldag* does not align with the content of the post. Thus, contextually, it means a scheme or cheating. Additionally, an extracted utterance from the comment 6 of post 20 comment 6 state, “*buti na lang malakas ako kumaldag.*” If the poster is part of a group where most of the members are students, and some of their friends or professors are also part of this group, they would likely avoid publicizing this comment if it referred to a sexual practice with negative connotation. Therefore, it was observed that the poster was using the term *kaldag* to avoid being caught trying to cheat on their mid-term exam in any possible way.

**Yorme.** With the statement “*ang kalat yorme hahhahaa char*”, the slang term was used as a term of endearment, especially to a friend. Because the post where the comment came stated, “*Sa mga naghahanap ng Dorm pero takot sa multo, dapat po ganito kayo matulog para po ‘di kayo lapitan ng mu-mu. Welcome in Advance.*” Additionally, this post contained a photo of two people hugging each other while sleeping, which made the commenter from Comment 6 state a slang term with *yorme*.



The slang word *yorme* is Filipino street slang for the word mayor and is mainly used by the *Manileños* to refer to their former mayor, Isko Moreno. Isko Moreno, mostly known as *yorme* is popular among the millennials; he used numerous slangs to make good engagements with his citizens as well as to make a better connection with the younger ones. However, in the context above, the person who commented was not referring to the former mayor of Manila.

Overall, it implies that even though some slang words have their own definite meaning in the Standard language, both in English and Filipino, some slang words totally entrust the context, depending on how a person uses them in a conversation. However, if a person knew some of these slang words still without their context, they would be totally confused about them, just like in the given examples above. People converse with the use of slang words instead of talking straight to the point because they are afraid to be labeled as rude (Brech, 2023). Some words have a strong impression to some people when said straight to the point; hence, some people tend to sugarcoat their words through the use of slang words.

Figure 4 displays the results of identifying the function of the slang words. A total of 90 slang words were gathered, 53 slang words (58.90 percent) were categorized as expressing emotive feeling, followed by 24 slang words (26.68 percent) related to the pursuit of self-identity, while achieving politeness, accounted for 14.45 percent or 13 slang words. The majority of the posts found in the Cavite State University-Indang Campus Unofficial (CvSU Main) are conversations among Gen Z individuals discussing topics they can relate to. As noted in this study, Gen Zs tend to have shorter attention spans; however, if the topic is something that they can relate to, they will not mind spending hours discussing it, and they are not afraid to share their experiences or sentiments about it. Gen Zs are known as social and collaborative (De Witte, 2022). Results also showed that almost all the posts with significant engagement from the Gen Zs were about their experiences or situations at Cavite State University-Main Campus, as well as their daily lives, which many of the Gen Zs can relate to. Consequently, the majority of the slang words used fell under the function of expressing emotive feelings.

Moreover, Gen Zs have their own unique way of communicating. In contrast to the slang used by past generations, their slang is easier to understand because it is simplified. According to Tribune News Service (2021), millennial slang words like *snatched*, *canceled*, *woke*, and *blessed* can be easily understood without context included. On the other hand, Gen Zs' slang words are much more complex since some of them mix the speaker's native language with the Standard English language. Only members of this group, such as those at Cavite State University-Indang Campus Unofficial (CvSU Main), can fully understand these slang terms. Since the members of this group are part of Generation Z, they can comprehend the slang words posted, which is also why the pursuit of self-identity accounted for a significant percentage.

Furthermore, Gen Z is recognized for setting some boundaries, making them respectable (Henderson 2023). This is evident in this study, as many members of the Cavite State University-Indang Campus Unofficial (CvSU Main) group set boundaries regarding whom they engage in conversations. Most of the time, they maintain a formal tone. Gen Z tends to adopt this behavior mainly to avoid being misunderstood by the other generations. According to The New York Times (2018), Gen Zs are lacking when it comes to resilience, unlike any other generation. Therefore, Gen Z are careful with their behavior toward people that they are not familiar with. This may be the reason why achieving politeness only got the lowest percentage.

Overall, this implies that with 90 different slang words from each utterance in the conversations that took place in the Cavite State University-Indang Unofficial (CvSU Main) group, each of these slang serves social functions such as identifying members of a group, shifting the level of conversation toward informality, and opposing established authority.

Sharing and maintaining a continually evolving slang vocabulary promotes group cohesiveness while both including and excluding people (McArthur, n.d.). People can use the function of the slang as a guide. Here are some of the slang word data based on their function:

Pursuit of Self-Identity

The first function of the slang word that was identified was the pursuit of self-identity, and as stated by Zhou and Fan (2013) these are the slang words that only members of the community can understand.

P17: *Gusto ko lang naman i-request na sana mag play kayo ng kahit isang Taylor Swift song, para naman ma heal ang aking broken (sic) #ERASTOUR heart TS dawter hanggang memet3y~*

The slang word under this function is the word *dawter*. It has the contextual meaning of the spelling variation *daughter*, which means a Swiftee fan, officially known as Swiftees. Only true fans of Taylor Swift can identify this slang.

Emotive Feeling

The second function of a slang word is the emotive feeling, which shows how the speaker expresses a certain feeling about the topic that they are talking about (Zhou & Fan, 2013). An example of an identified slang word under this function was the word *aguy*.

P8: *Ramdam ko sa second year ako magka kajowa. Kasi yung time na yun, nasaktan na ang mga babae ng mga gwapo. Kaya samang pangit din kayo pupunta.*  
P8 (C37): *Kaso may poging freshman na na man aguy hahaha*

The comment posted talks about how every handsome man always breaks women’s hearts; thus, they should look for less attractive men. However, someone commented that there was another handsome freshman. The contextual meaning of the slang word “*aguy*” is “ouch”, which refers to the emotion of the user who posted the comment, expressing “hurt” because the presence of another handsome man reduces the chances of less attractive men finding a relationship. This slang word is used in the utterance to express disappointment over missed chances, highlighting its function to convey emotions.

P11: *Lf dorm inside cvsu Baka po may alam kayo, thank u*  
P11 (C6): *May natagos sa pader jan hahahah chariz*

Achieving Politeness

Linguistic Functions of Slang Words

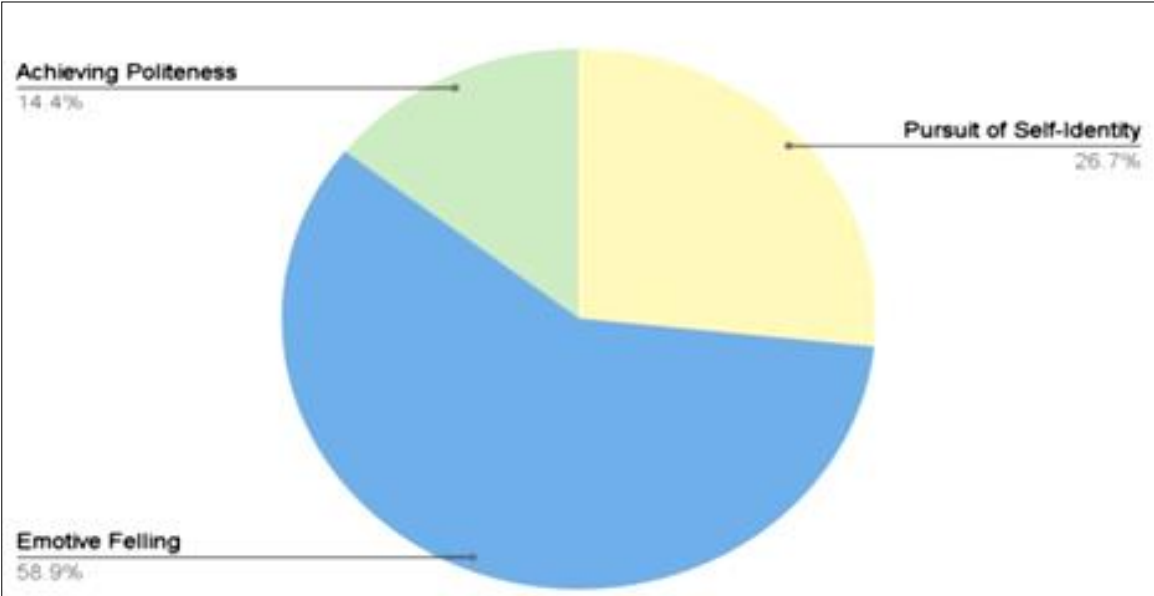


Figure 4. Percentage distribution of the linguistic functions of slang words

The last function analyzed was achieving politeness. There are a few things to remember when using slang under this function. Three factors affect the characteristics of writing a certain domain of communication. The choice of register is influenced by three factors: the occasion (formal or informal), the addressee (age, gender, occupation, degree of familiarity), and the content of the conversation. To preserve the closeness between speakers and those close to them (Zhou & Fan, 2013).

*P12: Hello dasma peeps kapag tinapos yung event mamaya (kabsuhenyo night) may masasakyan pa pauwi?*

*P12 (C49): Alam ko boss meron yan, kinabukasan na nga lang.*

An example slang word under this function was “boss”. The user posted asking people from Dasmariñas if there was still transportation after the *Kabsuhenyo* night event. Someone jokingly commented “yes, boss, there still is, but its tomorrow.” Notice how the person who commented did not address the user by their real name and used “boss” instead. This implies that the commenter was trying to build a friendly atmosphere between themselves, even though they did not know each other.

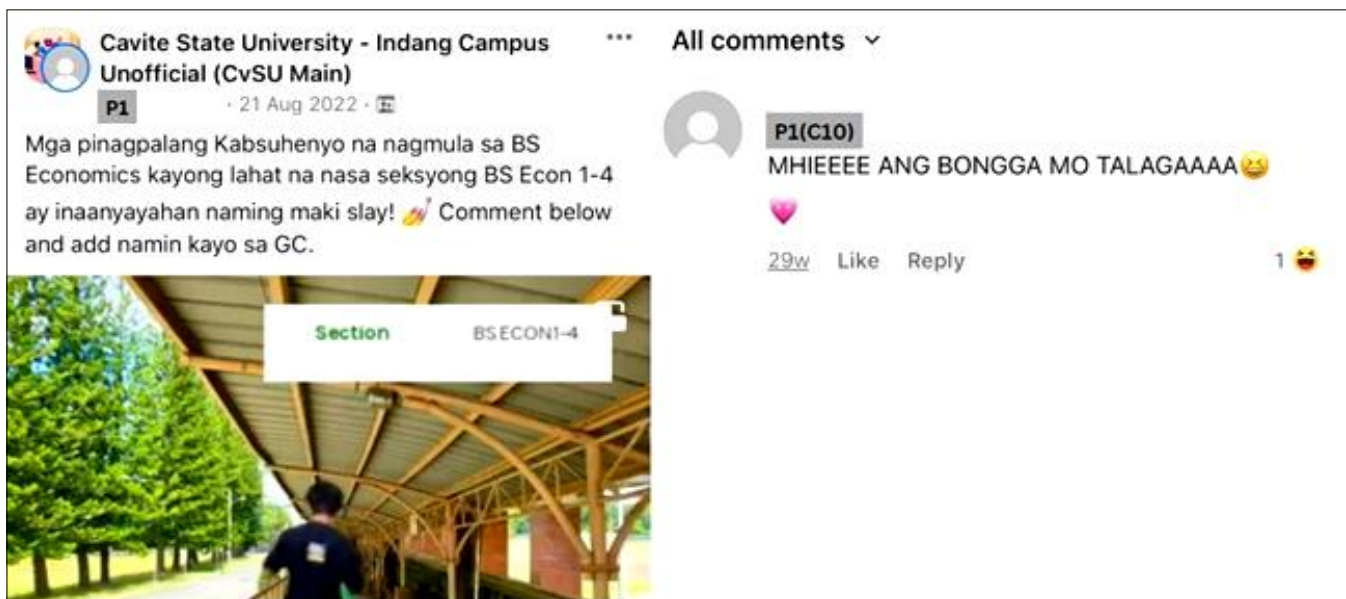


Figure 5. Sample conversation from post 1

## Conclusion

Most of the Facebook posts that contain slang words in their utterances are those posts that aim to create Facebook engagements; including reactions (including likes), comments, and shares. Hence, posts that showed formality and used fewer slang words were disregarded due to their limited engagements. Therefore, slang plays a significant role in conversations, particularly avoiding misunderstandings, and fitting into groups. Specifically, using slang words helps someone grasp the essence of language in conversations.

Coining new words is part of language revitalization. Most people simply combine existing words, which together create a sensible representation of new ideas in modern concepts.

Context gives the intended message significance and clarity. Conversations and context are inseparable from each other. Some slang words can be understood without context, while others have their own Standard English meanings; however, some people use them in a different context. This can lead to confusion in grasping and understanding what the



speaker or writer is trying to imply. Therefore, for effective communication, it is important for people to convey their message properly, as this is what makes good communication effective.

By using slang words, people may distinguish themselves from others in their group. They may also use slang words to express their feelings about a certain subject that they wish to engage with and they maintain relationships in a meaningful way. Therefore, using slang words appropriately in the right situations is a pivotal part of social interaction within a subset of people.

## RECOMMENDATIONS

Considering that the gathered data from this study mainly came from the Facebook group, the condition is limited to online conversations. Nonetheless, if future researchers include more diverse settings where conversations take place, researchers can more easily identify the contextual meaning and the linguistic functions of slang words. Additionally, the social relationships and topics can be further identified and analyzed. Therefore, the scope of this study can be expanded by using a real-life setting where people use a wide range of slang words.

The study used the theory of social factors by Holmes (2013) and Zhou and Fan (2013) to analyze the function of slang words, and it was conceptualized using the sociolinguistic approach. However, since studying slang is broad, the types of slang and its word formation could be an interesting starting point for understanding how slang words were created. A morphological approach could be used to explore this. Additionally, semantic and lexical approaches could be applied to study youth slang in cultural linguistics by analyzing its lexical and semantic components, helping to recreate the linguistic context.

Slang can vary in different aspects; there are slang terms for advertising, gaming communities, online business, movies and TV shows, political discourse, classroom discussion, etc. Therefore, numerous studies on slang can be conducted, as slang is extremely complex and plays a significant role in people's daily lives.

Generational differences in the use of slang words is also an interesting area of study because every generation has its own slang. It would be fascinating if the future researchers conduct studies that focuses on how selected slang words change their meaning and function over time.

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