

**STRATEGIES USED IN TRANSLATING ENGLISH SLANG
INTO INDONESIAN FOUND ON TIKTOK FROM @XCLIPZ174**

SKRIPSI

Submitted to fulfil the academic requirements for the Sarjana Sastra (S.S) degree in the English
Literature Study Program, Faculty of Letters and Languages, Universitas Kristen Indonesia

By

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2026



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Jakarta, July 1st, 2026

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ABSTRACT

The rapid growth of digital trends has led to a massive language disruption, particularly in how Generation Z communicates on platforms like TikTok. This introduces highly contextual English slang that presents significant linguistic challenges when translated into Indonesian, as literal translations often fail to capture the unique internet humor. This study focuses on categorizing these slang types and determining the applied translation strategies. Therefore, this research aims to identify the types of English slang found on TikTok based on Allan and Burridge's (2006) theory and to describe the strategies used in translating these slang expressions into Indonesian based on Molina and Albir's (2002) framework. This study employed a descriptive qualitative method. Data were collected through non-participant observation and note-taking techniques from a highly relevant TikTok video. The collected data, consisting of exactly 40 distinct slang expressions and their Indonesian translations, were analyzed using the content analysis method. The findings reveal that the "Fresh and creative" type is the most dominant slang category, appearing 28 times, followed by Clipping (10), Imitative (1), and Flippant (1). Regarding translation strategies, "Borrowing" is the most frequently applied technique, utilized in 31 instances, alongside Established Equivalent (5), Modulation (2), Literal Translation (1), and Amplification (1). In conclusion, young internet users are highly creative in inventing new vocabulary for fast-paced communication. Furthermore, in modern digital trends, everyday users instinctively act as informal translators who confidently prefer to borrow foreign slang rather than translate it literally, proving that preserving cultural internet humor and group solidarity is far more important than adhering to strict dictionary rules.

Keywords: *English slang, translation strategies, TikTok, Generation Z, digital trends, language disruption.*

ABSTRAK

Pertumbuhan pesat tren digital telah menyebabkan disrupsi bahasa yang masif, khususnya dalam cara Generasi Z berkomunikasi di platform seperti TikTok. Fenomena ini memunculkan penggunaan slang bahasa Inggris yang sangat kontekstual, yang menghadirkan tantangan linguistik yang signifikan ketika diterjemahkan ke dalam bahasa Indonesia, karena terjemahan harfiah sering kali gagal menangkap humor khas internet yang unik. Penelitian ini berfokus pada pengategorian jenis-jenis slang tersebut serta penentuan strategi penerjemahan yang diterapkan. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi jenis-jenis slang bahasa Inggris yang ditemukan di TikTok berdasarkan teori Allan dan Burridge (2006), serta mendeskripsikan strategi yang digunakan dalam menerjemahkan ungkapan slang tersebut ke dalam bahasa Indonesia berdasarkan kerangka teori Molina dan Albir (2002). Penelitian ini menggunakan metode deskriptif kualitatif. Data dikumpulkan melalui teknik observasi non-partisipan dan teknik catat dari sebuah video TikTok yang sangat relevan. Data yang terkumpul, yang terdiri atas tepat 40 ekspresi slang yang berbeda beserta terjemahannya dalam bahasa Indonesia, dianalisis menggunakan metode analisis isi. Hasil penelitian menunjukkan bahwa jenis slang "Fresh and Creative" merupakan kategori yang paling dominan, dengan kemunculan sebanyak 28 kali, diikuti oleh Clipping (10), Imitative (1), dan Flippant (1). Adapun dalam hal strategi penerjemahan, teknik "Borrowing" merupakan teknik yang paling sering digunakan, yaitu sebanyak 31 kali, disusul oleh Established Equivalent (5), Modulation (2), Literal Translation (1), dan Amplification (1). Kesimpulannya, pengguna internet muda menunjukkan tingkat kreativitas yang tinggi dalam menciptakan kosakata baru untuk komunikasi yang serba cepat. Selain itu, dalam tren digital modern, pengguna sehari-hari secara naluriah bertindak sebagai penerjemah informal yang lebih memilih untuk meminjam istilah slang asing daripada menerjemahkannya secara harfiah, yang membuktikan bahwa pelestarian humor internet dan solidaritas kelompok jauh lebih penting daripada kepatuhan terhadap aturan kamus yang ketat.

Kata kunci: *slang bahasa Inggris, strategi penerjemahan, TikTok, Generasi Z, tren digital, disrupsi bahasa.*