THE SOCIOLINGUISTIC ANALYSIS OF LANGUAGE STYLE

IN TIK TOK MEMES

Presented as a partial fulfillment of the requirement for the

Undergraduate Program

By:

BIRGITA BENGETYA SILABAN
20170600032

ENGLISH DEPARTEMENT

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

BUDDHI DHARMA UNIVERSITY

TANGERANG

2021

FINAL PROJECT PROPOSAL

Name   : Birgita Bengetya Silaban

Student Number   : 20170600032

Faculty   : Social Sciences and Humanities

Study Program   : English Linguistics

Final Project Title   : The Sociolinguistic Analysis of Language Style
in Tik Tok Memes

The Final Project Proposal has been approved.

Tangerang, 16th August 2021

Supervisor

Head of Department

Iwan, S.Pd., M.M., M.Pd.,

NIDN: 0427068703

Riris M. Paulina Simamora, SPd., M.Hum.

NIDN:0427068703

FINAL PROJECT APPROVAL

Final Project Title   : The Sociolinguistic Analysis of Language Style in Tik Tok Memes

Name   : Birgita Bengetya Silaban

Student Number   : 20170600032

Faculty   : Social Sciences and Humanities

Study Program   : English linguistics

The Final Project has been approved to be examined as a partial fulfillment of the requirement for the Undergraduate Program.

Tangerang, 16th August 2021

Supervisor

Iwan, S.Pd., M.M., M.Pd.,
NIDN: 0427068703

Head of Department

Riris M. Paulina Simamora, S.Pd., M.Hum.,
NIDN: 0427068703

ii

RECOMMENDATION FOR THE ELIGIBILITY OF FINAL PROJECT EXAMINATION

The Undersigned

Name   : Riris M. Paulina Simamora, S.Pd., M.Hum.

Position   : Supervisor

Certify

Name   : Birgita Bengetya Silaban

Student Number   : 20170600032

Faculty   : Social Sciences and Humanities

Study Program   : English Linguistics

Title of Final Project : The Sociolinguistic Analysis of Language Style in Tik
                          Tok Memes

It has been eligible to take the final project examination.

Tangerang, 16th August 2021

Supervisor   Head of Department

Iwan, S.Pd., M.M., M.Pd.,   Riris M. Paulina Simamora, S.Pd., M. Hum.

NIDN: 0427068703   NIDN: 0427068703

THE BOARD OF EXAMINERS

Name	: Birgita Bengetya Silaban
Student Number	: 20170600032
Faculty	: Social Sciences and Humanities
Study Program	: English Linguistics
Title of Final Project	: The Sociolinguistic Analysis of Language Styles in Tik Tok Memes

This Final Project has been examined by the board of examiners on August, 2021.

Name of Examiners

    Signature

1. Examiner I : **Dr. Lilie Suratminto, M.A**
   NIDN: 8875430017

2. Chairman : **Adrallisman, S.S., M.Hum**
   NIDN: 0427117501

3. Examiner II : **Sonya Ayu Kumala, M.Hum**
   NIDN: 0418128601

Acknowledged by,
Dean

Dr. Lilie Suratminto, M.A
NIDN: 8875430017

iv

STATEMENT OF FINAL PROJECT AUTHENTICITY

I declare that this final project is my own writing. It is true and correct that I do not take any scholarly ideas or work from others. That all cited works were quoted in accordance with ethical code of academic writing.

Tangerang, 16th August 2021

Birgita Bengetya Silaban

20170600032

ACKNOWLEDGEMENTS

The researcher would like to thank the Almighty God, Jesus Christ who has guided, blessed, strengthened her during finishing her research. The writer can finish his research because their wholehearted gratitude is delivered by my parents who always care, best prayers, and support for her every time she has difficulty. The researcher also wants to thank her sister who understood to give space and time for finishing his research.

The writer deeply realizes that this writing is prepared with so much help, support, and prayed from others and after going through several chapters and difficulties, the writer has finally been able to complete this thesis as one of the requirements in her study at the Faculty of Social Sciences and Humanities, Buddhi Dharma University.

1. The late Dr. Sofian Sugioko, M.M., CPMA as the Rector of Buddhi Dharma University.

2. Dr. Lilie Suratminto, M.A, Dean of Social Sciences and Humanities, Buddhi Dharma University, Tangerang.

3. The late Iwan, S.Pd., M.M., M.Pd., the researcher's supervisor. Thank to him for given help, guidance, support, advice and his time, so the writer can finish this thesis.

4. Riris Mutiara Paulina S, S.Pd.M.Hum., as the academic advisor who has supported, encouragement and motivated her during finishing the writing of the thesis.

5. Riris Mutiara Paulina S, S.Pd., M.Hum., Head of the Department, Faculty

of Social Sciences and Humanities, Buddhi Dharma University Tangerang.

6. All of the lecturers and staffs of the Faculty of Social Sciences and Humanities, Buddhi Dharma University-Tangerang for unforgettable memories and experiences in the learning process from the first semester until the end.

7. Beloved best friends Angelina, Charles, Vera, Katarina and Lisa who never give up in supporting and motivating me until helps encourage me to do the thesis.

Finally, the writer realizes this thesis is imperfect. Any constructive critics and advice for the improvement of the thesis will always be warm-heartedly welcomed. She hopes this thesis will be useful for the readers commonly and especially herself as the writer.

Tangerang, 16th August 2021

Birgita Bengetya Silaban
20170600032

ABSTRACT

The subject of this research is the analysis of "Sociolinguistic Analysis of Tik Tok Memes Language Style". The research aimed to find out the type of language style displayed in the meme title found in the Tik Tok app. Tik Tok is one of the most popular social media applications in the world, available in more than 150 different markets and 75 languages. Tik Tok is designed for a new generation of content creators, allowing users to create fast and easy-to-use short, unique videos with various special effects, comedies, dances or other performances to share with friends and the world. In this study, the researchers used qualitative research in the type of content analysis, using the descriptive methods of the research to help analyze the data. The object of this research is the meme found in Tik Tok. Researchers used Martin Joos's (1976) language classification to analyze data related to the language style used in meme titles. In the analysis, the author identified five language style memes, namely, Frozen style, Formal style, Consultative style, Casual style and Intimate style. This research is expected to contribute to readers or the next researcher in understanding the types of language styles, the meaning of language styles, and making it easier to recognize language styles.

Keywords: *Sociolinguistics, Language Style, Tik Tok's Meme*

TABLE OF CONTENTS

CHAPTER I

INTRODUCTION

1.1 Background of the study

Language is the most important factor of communication among members of society and the source of their lives. Language has some functions, among others, as a means of communication, the expression of identity, imaginative expression, and emotional release. Language is a tool to interact and communicate with one another or a means to convey people's thoughts, ideas, concepts, or even feelings. Harley (2001) defines language as "a system of symbols and rules that enable us to communicate". If a person uses the language, he or she chooses words that match his or her needs. Basically, language has a certain function and is used as a means of self-expression, communication, organization and adaptation to the environment or social integration in the environment according to one's needs, as well as a means of social control. Keraf, (1997: 3).

As stated by Chaika (1982: 2), people use language to reveal or hide their identity, character and personal identity without realizing that they are doing it, so each person has their own way. Choose your own language style to be able to assert their identity. Some people may prefer to use strong connotative language to express a certain feeling. The role of language doesn't only confirm the identity that also transfers information from the speaker to the hearer through communication and in society, a few of people who have different characteristics. One of them is used to get the message and transfer information from one person to another one because in a society there are so many people who have different characteristics.

Chaika (1982: 29) believes that the function of language style is to convey social or artistic effects. Style is the ability and ability to make sentences in a good way. Specifically, the functions are expressive, informative, and directive.

People usually express their feelings, ideas, emotions, and thoughts by using sounds, gestures, and signals that have patterns. An object or symbol system, such as a sound or character sequence, can be combined in various ways according to a set of rules, especially to convey thoughts, feelings or instructions. The millennial generation is faced with the sophistication of information and communication technologyy that makes the world a place without limits. In modern times social media have become a necessity for people to do their daily activities. Social media are typically used by people for social interaction and access to news and information, and decision making. Social media are online media that make users participate, share and socialize among others. Most of them would like to share anything with anyone whether it is in happy or sad moments, starting from showing the results of cooking, engagement, wedding, funeral, etc. Hence, social media are valuable communication tools for users to interact with others locally and globally, as well as to share, create and disseminate information.

Concerning users' age, social media have been widely used from teenagers to adults and has become a necessity to a lot of people. Social media have content including blogs, social networks, Wikipedia, forums, and virtual worlds. Currently, there are many types of social media that people may have used. Some of them are Instagram, YouTube, Facebook, Twitter, and Tik Tok. Nowadays, Tik Tok has become popular. Tik Tok is one of the applications that many people enjoy doing now that has successfully facilitated the construction of popular culture on young

people. If people's purpose of using Tik Tok is observed, most of them use the social media application as a means of expressing themselves following their mood at that time and delivering messages and feelings such as ideas, information, hopes, beliefs, which are carried out by one person with another directly (face to face) or indirectly (through the media) to convey attitudes, behavior, and someone's point of view.

The application is a Chinese-made entertainment application based on the creation of a video form. Tik Tok is now part of many people's daily life activities. It has been expanded through technological and social evolution to become commonplace in many cultures. It provides a variety of interesting features that can be used to put the imagination of its users, such as special effects, music clips, duets, short clip recordings, and a selection of background music. Features that make it easier for anyone to record and edit a fun 15-second video on their smartphone. This application is a platform for social media users to show their creativity in the form of videos, music, and photos. In the Tik Tok application, interactions occur by using the forms of words, images, gestures, and objects.

In this research, the author tried to analyze the language style found in the meme caption of the Tik Tok application as an object. A meme is an idea, behavior, or style that spreads from person to person in a culture ". The Tik Tok users use the language style which is appropriate with images, gestures, and objects in making memes. Memes have become very familiar in the world, and most people know memes. Memes, as a unit that carries cultural thoughts, symbols or practices, can be transferred from one person's thoughts to another's thoughts through words, words, gestures, rituals or other imitable phenomena with imitating themes. In this

research, the data is taken from meme caption of the Tik Tok user and the memes choices are interesting to be investigated and the popular category and the most like of memes by people then analyzing the language style that used memes in Tik Tok, to know specifically what kinds of language styles are used by memes on Tik Tok. The objectives of the study are to describe the kinds of language styles of the meme captions in the Tik Tok application and to find out the meaning in the meme captions and find the most frequent language style in Tik Tok memes based on three hashtags.

1.2 Statement of the Problem

According to the background of the research, the author is interested in analyzed language style on the captions of each meme found on Tik Tok applications. There are many kinds of memes found on the Tik Tok applications. One of them is the forms of memes which are pictured ones, along with the captions and video forms. The author just uses picture memes with English descriptions, which are also shared by English speakers. Pictured English memes with captions are selected because this paper analyzes the written language style that is used in the Tik Tok memes. Pictured English memes also attract attention as they have small text captions and often use funny pictures and facial expressions to entertain the reader. For that reason, this article focuses on the analysis of the linguistic styles found in Tik Tok memes.

1.3   Research Questions

Collerated with the statement of the problems, the writer formulates the research of

statement, that is:

1. What are language styles found on the Tik Tok memes?

2. What meanings do the Tik Tok memes reveal?

1.4   Goal and Function

Researchers must determine their research objectives and benefits before

conducting their research. In doing so, the researchers will make every effort to

focus on their research and complete it successfully.

1.4.1   Goals

The following are the goals of the research.

1. To find what language styles on the Tik Tok memes.

2. To find the meanings of the Tik Tok memes.

1.4.2   Functions

Based on the discussion of the problem statement of this study, this study infers

several functions such as:

1.   Theoretical function

     The focus of the research is to understand the types and meanings of

     sociolinguistics in meme titles in the application.

2. Practical function to the readers

    Readers will get new information about language style. Researchers have always expected this study to be a good reference for those who want to do the same research on sociolinguistic language styles.

1.5   Scope and Limitation

The scope of this research is sociolinguistics, especially on language styles used by people found on social media applications. However, the researcher limits her research on language styles used in Tik Tok memes. In this regard, she employs an appropriate theory of sociolinguistics to make her data analysis. To give an understanding, the researcher has been using Martin Joos (1976) theory on language styles. The theory discusses five language styles, encompassing: Frozen style, Formal style, Consultative style, Casual style, and Intimate style. The author focuses on the conversation memes that found on Tik Tok accounts. She uses the memes as her research data to be analyzed.
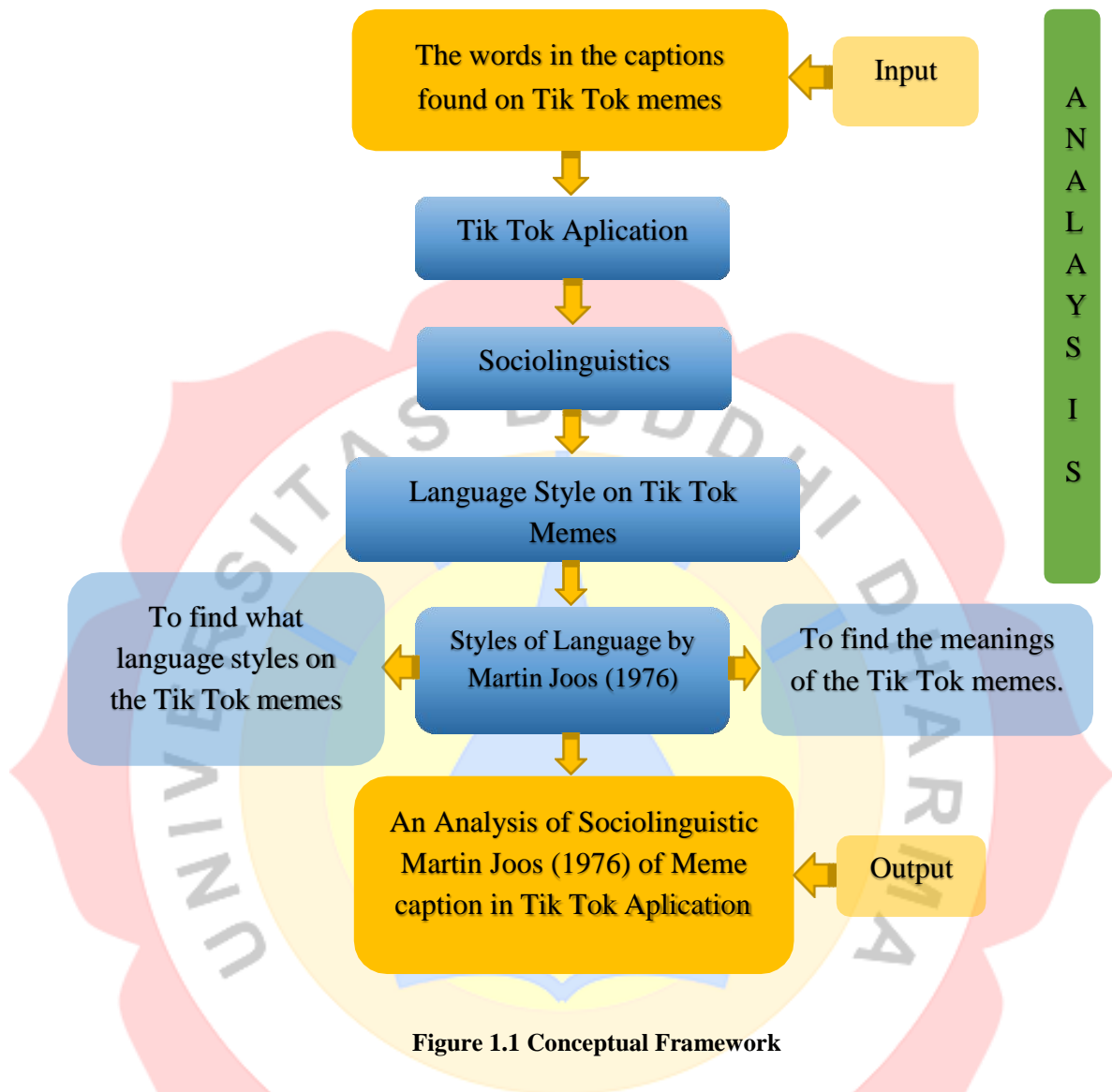
1.6   Conceptual Framework

Figure 1.1 Conceptual Framework

The conceptual framework of this research is that the researchers analyze the written. The type of language style revealed by the meme title of the Tik Tok app. The object of this research is a meme found in Tik Tok. The researcher used Martin Joos (1976) classification of language to analyze the data related to the language style used in the meme caption. The author focuses on the words found in meme captions on the Tik Tok applications to obtain information on the language styles and the meanings of the Tik Tok memes.

7

CHAPTER II

THEORETICAL BACKGROUND

2.1   Review of Previous Studies

In the process of doing this research, the researchers found that some previous studies were related to this research. Many studies have been conducted. The first study was conducted by Indra from the English Department Faculty of Languages and Art (2018) entitled "*An Analysis of Language Style of Teenagers Found in Facebook Status*". This research is a qualitative study, discussing the types of sociolinguistic analysis of language styles and the frequency of styles used by Facebook users in Indonesia. He has used the theory of language style from Joos (1998) theory. The author adopts a description method, which is to describe the phenomenon according to the data source. This study analyzes the status of Facebook users to find out the type of language style. The focus of this study is the language style used by Facebook users in Indonesia from adolescence to adulthood. The data is taken from the status of Facebook users. The author collected a total of 100 pieces of data from Facebook users. From the 100 data found, casual style is a language style that mainly appears in the Facebook status, and the proportion of the 100 data is about 70%. According to the survey results, it can be concluded that there is a close relationship between Facebook users through language style. Casual style is the style most used by Facebook users in Indonesia. This means that facebook users like to use facebook as a social media. Facebook allows users to express their feelings, even if it is related to their own privacy.

The second research was conducted by Muhammad Sood from Universitas Islam Negeri Malik Ibrahim Malang (2018) entitled "*Language Style Used by Women Accounts on Instagram Captions*". Qualitative methods and strategies are suitable for this study because specific data are required. Data analysis follows the language style theory based on sociolinguistic gender identity, especially in the study of social media language style. He has been using Chaika's theory (1982). The author uses a descriptive method, that is, to describe social phenomena according to the source of the data. The collected data will be categorized according to different types of language styles. The female account with the most followers will be categorized according to the Instagram title. The researchers selected six different female accounts. Instagram as a social media is used to identify the type of language style through social media on Instagram subtitles. The researchers selected and captured subtitles composed of one language style type, and only focused on analyzing seven of the 20 Instagram subtitles, which are categorized as different parts of the language style. In the end, the researchers found almost all the language styles and types themselves. There are two types that are difficult to find on Instagram subtitles. For example, Frozen and Consultative style rarely appear on Instagram subtitles, only in conversations.

In this research, there are similarities and differences compared to the previous studies above. The similarities are the second research used Marin Joos theory and both of them use social media as an object. Qualitative research discusses the sociolinguistic analysis types of language style. The writer has used the descriptive method which is describing the phenomenon based on the source of data. The difference between this study with Muhammad Sood's research is the theory used.

Where he uses the theory from Chaika (1982) while this research uses the theory of Martin Joos (1976). This research used Tik Tok memes as an object of the research, which is analyzed the caption memes in Tik Tok based on the most like in Tik Tok memes to find the types of language styles while the first previous study analyzed used Instagram based on Instagram captions by women accounts with the most followers and the second based on the Facebook status of a teenager (12-21 years old) to find the types of language styles.

2.2 Sociolinguistics

Sociolinguistics study the relationship between language and society (Holmes, 2013:1). Sociolinguistics is the study of how language in our daily life plays a role in our casual conversations and the media we meet, as well as the existence of social norms, policies and laws to solve language problems according to Wardhaugh & Fuller (2015:1). It means that in everyday life, people are always communicating with one another. In all sides of life of the language used to do the communication. It is very interested in how we speak in different ways in different social environments. They are concerned with the social function of recognizing language and the way it conveys social meaning. Studying the way people use language in different social environments can provide a wealth of information about how language works, social relationships in communities, and all aspects of people communicating and constructing their social identities through language.

2.3 Language Style

The language style is the way people selection of words to interact with others which depends on the topic, who they are talking to, when and where those dialogues take place and one condition. Language style is crucial to the construction of sociolinguistic variation research Maraden (2016). The language that the speaker uses in communication will be different, depending on certain aspects. There are many kinds of people with different personalities, and each person has his own style in communication. For example, the language used by teachers and students at school will be different from the language used by students and their friends when joking in the mall or outside of class. May be affected by the place or place they talk. As stated of Todorov (1993:44), language style is a choice among other options for using language. This means that the speaker can use another language with the same meaning in communication. It can also be concluded that language style means different ways of communicating with others with the same meaning depending on the situation, person or recipient, setting and subject.

2.4 Kinds of Language Style

The author uses the Sociolinguistic theory regarding Martin Joos (1976: 153-155) stated discusses five language styles: frozen style, a formal style, a consultative style, a casual style, and intimate style. The feature of styles into five language styles, as follows:

1. **Language Style of Frozen Style**

   Frozen style is a style of speech, usually used in very formal occasions, such as speeches in place, church ceremonies, national ceremonies, and other occasions.

11

It is called "frozen" because it already has a mode that cannot be changed. Frozen's sentence is longer than the others. This style of vocalization must be seriously accepted by the listener.

2. Language Style of Formal Style

The formal language style usually pays more attention to pronunciation, when doing important or serious things, such as speeches, formal meetings, textbooks, classrooms, formal speeches, sermons, etc., the choice of word and sentence structure. Formal language is mostly used for formal conversations, when she or he is talking with other people, strangers, or knowledgeable people. It is usually a single topic, indicating a low degree of intimacy between the speaker and the listener, where the communication is one-way communication meaning there is no interruption. Its purpose is to inform some important things so that the speaker sometimes needs to prepare first.

3. Language Style of Consultative Style

Consultative is a style used in semi-formal occasions. It happens in two-way participation, which means it must be a pair of conversations. This is a language needed by everyday speakers. It is usually active when one person is speaking, and the other person will give a short response. Another feature of this style is the structure of sentences. It has a subject and a predicate in every utterance, but some words in the vocabulary are not standardized. Choose the words carefully and the sentence structure is complete, but the sentences are often short, and the flatness is poor. The consultative style is usually used to communicate with

strangers. Consultative can be found in conferences, schools or production meetings.

4. Language Style of Casual Style

Casual style is a style that is used for conversation in informal or casual situations and is suitable for conversations with close friends, such as outside the classroom where friends, colleagues, and student chat. This is influenced by the dialect used. The casual style is characterized by the use of jargon, where the language does not follow the rules of grammar. Slang is a non-standard word form that is known and used by certain groups. There is no auxiliary verb in the subject. When people use this language, it is often omitted.

5. Language Style of Intimate Style

Informal language style is a completely personal language that is developed in family, lovers and close friends. Martin Joos (1976:156). Intimate groups often include intimacy labels such as lover, lover, lover, mother, and father. Nicknames can be used in this situation. Informal language styles are often used by participants who are very close, such as family members and close friends. This language has an incomplete and short wordless language, and is generally devoid of clear expressions. This is because the participants already understand each other. The reason for using informal language style is to express affection between speakers and to reveal intimate phenomena.

2.5 Social Media

Social media is an information and communication technology tool that people use to communicate online. Social media is also a well-known platform used by people of all ages and levels. Social media is the result of technological advancements today (Monica & Anamaria, 2014). According to (Kaplan & Haenlein, 2010), social media is a set of Internet applications that allow various content to be created in the world. This is one of the reasons why most people use these social media. There are many social media websites or applications that our society is familiar with, such as Instagram, Facebook, Whatsapp, Youtube, Twitter, Snapchat, etc. These applications can be downloaded for free in the "Play Store" of Android or other devices and are easy to register for free. In order to have their own social media accounts, people only need to download the required apps and register using email or mobile phones. After that, the user writes a password for their account, and the account is ready to use.

The ease of obtaining apps and creating accounts is why people use social media and are interested in it. In the past, social media in society was regarded as a kind of entertainment. But now, many people use social media for the business aspect. People get some money from their social media accounts and use as a profession. The profit from using social media also makes people more interested in creating social media accounts. They even have more than one social media account. The researcher in this paper has one of the social media accounts used only for entertainment, such as Tik Tok, Instagram, Twitter, Youtube, and Facebook. We can use social media for entertainment because we can find interesting content through pictures, videos or written form. In Tik Tok, we can find some pictures,

videos, sounds and humorous content that we call memes. The meme is shared for free, and social media users can enjoy it every time.

2.6 Language Style in Social Media

Social media is a communication platform. People usually use formal and informal methods when communicating, depending on how they communicate with others. As a communication system, language continues to develop with the development of human knowledge. The media used for communication is also growing. Almost everyone already knows and is familiar with social media such as the Internet. Through social media, anyone can understand the development of language. This research reveals how much creativity has emerged on social media. Creative aspects of human language include the use of social media to express ideas. Keraf (1991: 113) said that language style is a way of expressing thoughts in special language to express the author's soul, spirit and concert (the use of vocabulary). The language style usually used in every communication in oral or written form, especially in social media, must have 4 elements, namely: honesty, respect, politeness, and the last one is interesting. The meaning and language style used can be identified from 4 elements, whether it is insinuation, complaint or disappointment, encouragement, joke, information, and the use of abbreviated words condensed, abbreviated word initials, shortened suffixes, shortened greetings, abbreviated words, Acronym; Alai language; expression.

2.7 Tik Tok Memes

A meme is "an idea, behavior, or style that spreads from person to person within a culture". Memes can provide unique snapshots of cultural events at a certain moment. As a unit that carries cultural ideas, symbols, or practices, memes can be transferred from one person's thoughts to another's thoughts through words, speech, gestures, rituals, or other imitable phenomena with imitating themes. Memes provide a powerful new way to combine a few things such as creativity, art, information, and most memes are photos with captions designed to arouse humor. Memes can also convey more information than simple text alone. Similarly, emojis have been used to convey complex emotions or emotions, and memes can convey a complex idea, mentality, or shared understanding faster than typing and reading a written explanation of an idea. Memos provide users and companies with the opportunity to cite established internal jokes of which the entire Internet is a part. The topic of memes in social media often criticizes what is happening in society. Citizens are more interested in memetic criticism, it can get more attention, attention, and it is easy to persuade people to do something.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

A research method is a method or procedure, and a technique is selected to collect data. To conduct this research, the researchers used descriptive methods to help analyze the data using qualitative research in the content analysis type. Qualitative research is a means to explore and understand the meaning of individuals or groups to social or human issues. In qualitative research, data analysis techniques are designed to answer research questions. Related to this research, the researchers analyzed the language style of sociolinguistics and the meaning of the entire subtitles, aiming to deepen the understanding of the content and information of memetic subtitles.

3.2 Data Types

Data is an important thing in all research. To complete the analysis of this article, the author uses qualitative research as a method to reveal language style. According to Bogdan and Taylor (1992: 21-22), qualitative research is a research process that generates descriptive data in the form of speech or writing, as well as the behavior of observers. Qualitative methods are expected to provide in-depth descriptions of individuals, groups, communities, or organizations, and specific internal speeches, writings, and/or observable behaviors. Researchers use qualitative methods because in this study, researchers describe any information by collecting linguistic units, such as words, phrases, clauses, and sentences. They are looking for the memetic

title of the Tik Tok app, and the researchers have concluded which language style dominates.

3.3 Data Source

Referring to the source of the data, there are two major kinds that are primary data and secondary data. (Sugiyono, 2012:225) defines "The primary data is a data source which is got by the writer directly. This primary source can be the interview result which is done by the writer. Besides that, the writer does a field observation and collects the data in a form of notes about situations and cases around the object of the research. Secondary data is a data source that does not directly provide information to the author. It can be accessed in the form of data collected from different sources, such as books, journal articles, websites, reports, other research, and some reference materials that can support the analysis process. etc. In this research, the data type which the researcher used was secondary data because the source of data is the form meme caption which is uploaded on the Tik Tok application. The researcher chooses the pictured English meme in the Tik Tok application based on three hashtags from three hashtags (#collegememes, #schoolmemes, #memefunny) with the most liked post in March until December 2020 that the meme captions consist of language style.

3.4 Data Collection Method

In collecting the data, to get the data needed the researcher used her personal account to find out the data, searches, and chooses the pictured English memes based on the most liked with a caption on Tik Tok application that consists of language style. Then the researcher chooses the meme from any accounts by using hashtags (#collegememes, #schoolmemes, #memefunny). The meme is collected, and saved by the researcher by screen shoots or download the picture.

3.5 Data Analysis

In order to collect data, the author takes the following steps:

1. First, the researcher has to open a Tik Tok account.

2. Then, write the hashtag in the search bar.

3. After that, screen shoot or download the meme that was found.

4. Finally, the researcher analyzed the types of language style revealed in the meme caption and showed the research findings.