Digital Identity and Linguistic Play: A Study of Filipino Tiktok Slang among Generation Z

Mikeen V. Sawe

Graduate School, Agusan Del Sur State College of Agriculture and Technology (ASSCAT) Bunawan, Agusan del Sur, Philippines

ABSTRACT

The study explores how Filipino TikTok slang contributes to digital identity construction and social belonging among Generation Z in the Philippines. Utilizing a qualitative research approach, it employs discourse analysis to examine the morphological structures, phonetic alterations, and cultural references in commonly used slang terms. Data were collected from publicly available TikTok videos and analyzed through sociolinguistic and digital communication frameworks. The findings reveal that Filipino TikTok slang is not merely a playful linguistic trend but a significant cultural tool that fosters digital camaraderie and reflects evolving youth identity. Slang terms such as "Dasurv," "Forda Ferson," and "Maritess" illustrate how language adapts to digital spaces, blending traditional Filipino expressions with modern internet-inspired phrases. The study concludes that digital media plays a transformative role in shaping linguistic practices, reinforcing the idea that slang serves as more than just a means of communication but also as a marker of social belonging. Practical implications suggest that educators and linguists should recognize the evolving nature of language in digital contexts, integrating digital slang into linguistic studies to better understand modern language use. Furthermore, brands and digital marketers can leverage TikTok slang to engage more effectively with younger audiences. Future research should explore cross-cultural comparisons and examine the long-term impact of digital slang on formal language structures. By shedding light on the sociolinguistic aspects of digital communication, this study contributes to the broader understanding of language evolution in the digital era.

Keywords— Filipino TikTok slang, linguistic creativity, digital identity, Generation Z, digital media, Philippine youth culture, sociolinguistics, digital communication, cultural identity, slang morphology

INTRODUCTION

In the digital age, social media platforms like TikTok have become fertile grounds for linguistic innovation, particularly among Generation Z. In the Philippines, TikTok has emerged as a space where young Filipinos create and share content using a unique blend of slang that reflects their cultural identity, humor, and social interactions. This study seeks to examine how Filipino TikTok slang functions as a linguistic tool for constructing digital identity and fostering a sense of belonging among users. By analyzing the morphological processes and cultural references embedded in these slang terms, this research aims to shed light on the ways in which language evolves in digital spaces and how it reflects the social dynamics of Filipino youth.

The rise of TikTok as a global platform has provided a space for users to express themselves creatively, often through the use of slang and informal language. For Filipino youth, TikTok has become a digital playground where they can experiment with language, blending traditional Filipino words with modern, internet-inspired expressions. This linguistic creativity is not only a form of self-expression but also a way to build a sense of community and belonging among users who share similar cultural and social experiences (Boyd, 2014; Varis & Blommaert, 2015). For example, the term "Forda Ferson"—a playful way to indicate a user's activity for the day—has become a popular expression among Filipino TikTok users. It reflects the casual and humorous tone that characterizes much of the content on the platform. Similarly, "Maritess", a term used to humorously refer to gossipers, highlights the cultural references that are embedded in Filipino TikTok slang.

The study of slang, particularly in digital spaces, is important because it reveals how language evolves in response to technological and cultural changes. Slang is often seen as a marker of identity, used by specific groups to signal membership and solidarity (Eckert, 2012). In the case of Filipino TikTok slang, these terms are not just playful expressions but also serve as cultural markers that reflect the values, humor, and social dynamics of Filipino youth. For instance, the term "Dasurv"—a phonetic alteration of the word "deserve"—is often used to emphasize that someone deserves something good, such as a win or recognition. This term not only reflects the playful nature of Filipino TikTok slang but also underscores the importance of recognition and validation within the community.

By examining these slang terms, we can gain insights into how digital media shapes language and identity in the context of Philippine youth culture. The use of slang on TikTok is not just about communication; it is also about creating a shared cultural space where users can express their identities and connect with others who share similar experiences. This is particularly important for Generation Z, who are often described as digital natives and who use social media as a primary means of communication and self-expression (Prensky, 2001).

This research is grounded in sociolinguistic theory, which examines the relationship between language and society, particularly how language use reflects and shapes social identities (Labov, 1972). Sociolinguistics emphasizes the role of language in constructing group identity and social belonging, making it a useful framework for analyzing how Filipino TikTok slang functions as a marker of digital identity among Generation Z. For example, the term "Besh/Beshie"—a shortened form of "best friend"—is often used casually to address friends, reflecting the close-knit and informal nature of relationships among Filipino youth. This term not only facilitates communication but also reinforces a sense of camaraderie and belonging.

In addition to sociolinguistics, the study draws on theories of digital communication, which explore how digital platforms facilitate new forms of language use and social interaction (Crystal, 2006). Digital communication theory highlights the ways in which online spaces, such as TikTok, provide opportunities for linguistic creativity and innovation. These platforms allow users to experiment with language, creating new forms of expression that reflect their cultural and social contexts (Androutsopoulos, 2011). For example, the term "Naur"—an exaggerated form of "No" inspired by an Australian accent—has become a popular way to express humorous refusal or surprise on TikTok. This term reflects the global influences that shape Filipino TikTok slang, as well as the playful and creative nature of digital communication.

Another key theoretical framework for this study is linguistic creativity, which refers to the ways in which language users manipulate linguistic forms to create new meanings and expressions (Carter, 2004). In the context of Filipino TikTok slang, linguistic creativity is evident in the use of phonetic play, abbreviations, and cultural references to create slang terms that are both humorous and meaningful. For example, the term "Char"—derived from "charot", meaning "just kidding"—is often used to add a playful tone to a statement. This term reflects the importance of humor in Filipino culture and the ways in which it is incorporated into digital communication.

Finally, the study is informed by theories of digital identity, which examine how individuals construct and express their identities in online spaces (Boyd, 2014). Digital identity theory emphasizes the role of language and other semiotic resources in shaping how individuals present themselves online. In the case of Filipino TikTok slang, these terms serve as markers of identity, allowing users to signal their membership in the digital community of Filipino TikTok users. For example, the term "Lodi"—an inverted form of "idol"—is often used to express admiration for someone, reflecting the importance of role models and influencers in Filipino youth culture.

The study addresses the following research question:

How does Filipino TikTok slang contribute to the construction of digital identity and a sense of belonging among Generation Z in the Philippines?

By answering this question, the research aims to contribute to the broader understanding of how digital media shapes language and identity in the context of Philippine youth culture.

LITERATURE REVIEW

Sociolinguistics and Identity Formation

Sociolinguistics examines the relationship between language and society, focusing on how language use reflects and shapes social identities. Labov's (1972) foundational work on sociolinguistics emphasizes the role of linguistic variation in signaling group membership. Eckert (2012) further argues that slang serves as a powerful marker of identity, enabling users to signal membership within social groups. The playful and creative nature of Filipino TikTok slang aligns with these observations, as slang terms such as "Besh/Beshie" (a casual address for friends) foster camaraderie and reinforce social belonging.

The sociolinguistic perspective underscores the importance of analyzing Filipino TikTok slang as a tool for constructing digital identities and fostering social connections. Similar to how linguistic variations in physical communities signal social alignment, slang terms on TikTok allow Filipino youth to create and maintain digital communities.

Morphological Processes in Generation Z Slang

Morphological processes involve the creation of new words through modifications such as blending, clipping, affixation, and phonetic alterations. These processes are prevalent in the slang used by Generation Z, including Filipino TikTok users. The term "Dasurv" (a playful alteration of "deserve") exemplifies phonetic modification, while "Lodi" (an inverted form of "idol") demonstrates metathesis.

Blending traditional Filipino language elements with modern digital expressions, these morphological innovations facilitate rapid communication while reinforcing cultural identity. The playful manipulation of language highlights the creative linguistic practices that characterize Generation Z slang on digital platforms.

Digital Communication and Linguistic Innovation

The rise of social media platforms has transformed communication practices, leading to new forms of linguistic expression. Crystal (2006) highlights how digital communication encourages language innovation by providing spaces for users to experiment with linguistic forms. Androutsopoulos (2011) emphasizes the role of digital platforms in facilitating linguistic creativity and cross-cultural exchange.

On TikTok, Filipino youth blend traditional Filipino language with modern, internet-inspired expressions. Terms such as "Forda Ferson" (used to humorously indicate daily activities) and "Naur" (a playful exaggeration of "No") illustrate how global influences shape local linguistic practices. This blending of linguistic elements reflects the dynamic nature of digital communication and highlights the platform's role as a space for linguistic experimentation.
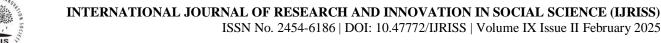
Linguistic Creativity and Cultural Expression

Linguistic creativity involves the manipulation of linguistic forms to generate new meanings and expressions (Carter, 2004). Digital platforms like TikTok provide fertile ground for such creativity, as users engage in phonetic play, abbreviations, and the incorporation of cultural references to create unique slang terms.

The term "Char," derived from "charot" (meaning "just kidding"), exemplifies the humorous tone prevalent in Filipino TikTok slang. Similarly, "Dasurv" underscores the importance of recognition and validation within the community. These linguistic innovations not only serve communicative functions but also reflect the values and social dynamics of Filipino youth.

Digital Identity Construction

Digital identity theory explores how individuals construct and express their identities in online spaces. Boyd (2014) emphasizes the role of language and other semiotic resources in shaping online self-presentation. Varis and Blommaert (2015) argue that linguistic practices in digital spaces are central to the construction of social

identities.On TikTok, Filipino youth use slang to signal their membership in the digital community and express their cultural identities. The term "Lodi" reflects the importance of role models and influencers in Filipino youth culture. By adopting and adapting such terms, users construct digital identities that align with the cultural and social dynamics of the TikTok community.

Theoretical Integration

The current study draws on sociolinguistic theory, digital communication theory, linguistic creativity, and digital identity theory to analyze Filipino TikTok slang. Sociolinguistics provides a framework for understanding how slang functions as a marker of identity and social belonging. Digital communication theory highlights the role of social media platforms in facilitating linguistic innovation. Linguistic creativity theory sheds light on the playful and meaningful manipulation of language, while digital identity theory emphasizes the role of language in online self-presentation.

The synthesis of these theoretical perspectives underscores the importance of studying Filipino TikTok slang as a linguistic and cultural phenomenon. By examining the morphological processes and cultural references embedded in these slang terms, the research aims to contribute to the broader understanding of how digital media shapes language and identity in the context of Philippine youth culture.

Empirical Studies

Several empirical studies provide valuable insights into the relationship between digital media, language use, and identity construction. For example, Tagg and Seargeant (2014) examine how social media users create and share linguistic innovations to construct social identities. Their findings highlight the importance of humor, creativity, and cultural references in digital communication—themes that are evident in Filipino TikTok slang.

In the Philippine context, Reyes (2016) explores the use of code-switching and hybrid language forms in social media interactions. Her study reveals how Filipino youth navigate linguistic boundaries to create new forms of expression that reflect their cultural and social experiences. This observation aligns with the current research's focus on the blending of traditional and modern linguistic elements in Filipino TikTok slang.

Furthermore, research by Androutsopoulos (2015) on digital discourse practices underscores the importance of analyzing platform-specific language use. TikTok's algorithm-driven content delivery system encourages the rapid spread of linguistic trends, making it a fertile ground for the study of slang and linguistic play.

Gaps in the Literature

While existing studies provide valuable insights into digital communication and linguistic innovation, there is limited research specifically focused on Filipino TikTok slang. The current study addresses this gap by examining how these slang terms contribute to the construction of digital identity and a sense of belonging among Generation Z in the Philippines.

By analyzing the morphological processes, cultural references, and social functions of Filipino TikTok slang, the research aims to provide a nuanced understanding of the ways in which language evolves in digital spaces. This study also seeks to highlight the cultural significance of linguistic play in the context of Philippine youth culture, contributing to the broader discourse on digital media and language.

Theoretical Lens

This study is grounded in sociolinguistic theory, which examines the relationship between language and society, particularly how language use reflects and shapes social identities (Labov, 1972). Sociolinguistics emphasizes the role of language in constructing group identity and social belonging, making it a useful framework for analyzing how Filipino TikTok slang functions as a marker of digital identity among Generation Z. For example, the term "Besh/Beshie"—a shortened form of "best friend"—is often used casually to address friends, reflecting the close-knit and informal nature of relationships among Filipino youth. This term not only facilitates communication but also reinforces a sense of camaraderie and belonging. Sociolinguistic theory helps us

understand how these slang terms serve as markers of identity, allowing users to signal their membership in specific social groups and communities.

In addition to sociolinguistics, the study draws on theories of digital communication, which explore how digital platforms facilitate new forms of language use and social interaction (Crystal, 2006). Digital communication theory highlights the ways in which online spaces, such as TikTok, provide opportunities for linguistic creativity and innovation. These platforms allow users to experiment with language, creating new forms of expression that reflect their cultural and social contexts (Androutsopoulos, 2011). For example, the term "Naur"—an exaggerated form of "No" inspired by an Australian accent—has become a popular way to express humorous refusal or surprise on TikTok. This term reflects the global influences that shape Filipino TikTok slang, as well as the playful and creative nature of digital communication. Digital communication theory helps us understand how these linguistic innovations are shaped by the affordances of digital platforms and the social dynamics of online communities.

METHODOLOGY

Research Design

This study employs a qualitative research approach to analyze Filipino TikTok slang among Generation Z. The research utilizes discourse analysis to examine the linguistic structures and social functions of slang terms used on TikTok. By focusing on the morphological processes, phonetic alterations, and cultural references embedded in these slang expressions, this study seeks to understand how digital identity and community belonging are constructed through language in online spaces.

Theoretical Framework

This study is grounded in sociolinguistic theory, particularly the works of William Labov (1972) and Penelope Eckert (2012), which explore how language reflects and constructs social identity. Additionally, the study incorporates digital communication theory from David Crystal (2006) and linguistic creativity theory as outlined by Ronald Carter (2004). These frameworks help analyze how slang functions within digital communities and contributes to identity formation.

Data Collection

The data for this study were collected from publicly available TikTok videos, comments, and captions where Filipino TikTok slang is commonly used. The following criteria guided the data selection:

1. Popularity and Frequency – Slang terms that have been widely used and recognized within the Filipino TikTok community.

2. Diversity of Use – Expressions that appear in different types of content (e.g., humor, trends, lifestyle, social commentary).

3. Cultural and Linguistic Relevance – Terms that showcase linguistic creativity and reflect aspects of Filipino youth culture.

A combination of manual searching and TikTok's algorithm-driven hashtag tracking was used to identify relevant slang terms. The primary hashtags analyzed included #FilipinoSlang, #GenZSlang, #TikTokPhilippines, and #TagalogSlang.

Data Analysis

The collected slang terms were analyzed using the following frameworks:

1. Morphological Analysis – Examining word formation processes such as abbreviation, phonetic play, inversion, and affixation.

2. Sociolinguistic Analysis – Investigating how slang functions as a marker of digital identity, social belonging, and community-building.

3. Thematic Analysis – Identifying recurring themes related to humor, identity expression, and cultural adaptation.

4. Digital Communication Analysis – Assessing the influence of social media dynamics on language innovation and the spread of slang terms.

Each slang term was categorized based on its linguistic form, meaning, and function. The contextual usage of these terms was also analyzed to determine their role in digital identity construction.

Ethical Considerations

Since the study relies on publicly available content, it adheres to ethical guidelines for digital research. No personally identifiable information from TikTok users was collected, and all data were anonymized. The study follows fair use policies by analyzing language patterns rather than individual content creators.

Limitations

While this study provides valuable insights into Filipino TikTok slang, it is limited in scope due to the rapid evolution of digital language. Additionally, the study focuses primarily on linguistic patterns within TikTok, and further research could explore the influence of these slang terms on other social media platforms and offline communication.

By employing a combination of qualitative research techniques, this study aims to contribute to the broader understanding of how digital media shapes language and identity in contemporary Philippine youth culture.

FINDINGS AND DISCUSSION

Table I The List of Filipino Generation Z Slang Collected

Slang Term	Form	Meaning/Function	Example Usage
Forda Ferson	Phonetic Play	Indicates a user's activity for the day	*"Forda shopping ang ferson."* (I'm going shopping!)
Maritess	Cultural Reference	Refers to gossipers, often used humorously	*"Ang dami na namang Maritess sa labas."* (There are a lot of gossipers outside.)
Anyare	Abbreviation	Short for *"Anong nangyari?"* (What happened?)	*"Anyare sa inyo?"* (What happened to you?)
Naur	Phonetic Imitation	Exaggerated *"No,"* inspired by Australian accent	*"Magha-hiatus daw ang BTS? Naur!"* (BTS is going on hiatus? No!)
Alam Na This	Phrase Adoption	Implies a shared, obvious understanding	*"Alam na this."* (We already know this.)
Dasurv	Phonetic Alteration	Means *"deserve,"* used to emphasize deserving something good	*"Dasurv ni Catriona ang win!"* (Catriona deserves the win!)

Char	Shortened Phrase	Derived from *"charot"* meaning "just kidding"	*"Mayaman ka na? Char!"* (You're rich now? Just kidding!)
Naol	Abbreviation	Short for *"Sana All,"* meaning "I wish I had that too!"	*"Sana all may bagong phone."* (I wish I had a new phone too.)
Yarn	Recontextualization	Stylized form of *"iyan"* (that), used to emphasize or question	*"Ganda yarn?"* (Is that beautiful?)
Ganern	Phonetic Variation	Playful form of *"ganun"* (like that), used for emphasis or agreement	*"Pak, ganern!"* (That's how you do it!)
Besh/Beshie	Term of Endearment	Short for "best friend," used casually	*"Kumusta ka na, besh?"* (How are you, friend?)
Lodi	Inversion	Inverted form of "idol," used to express admiration	*"Lodi, pahinge ng advice."* (Idol, give me some advice.)
Pa-mine	Marketplace Slang	Used in live online selling, means "claim this item"	*"Pa-mine na lang po ng bag."* (Claim the bag.)
Budol	Marketplace Slang	Refers to impulse buying, derived from the term for scam or persuasion	*"Na-budol ako sa sale!"* (I was persuaded to buy during the sale!)

The table above presents a comprehensive list of Filipino TikTok slang terms, showcasing the linguistic creativity and cultural references that characterize Filipino Generation Z slang. These terms reflect the playful and informal nature of communication on TikTok, where users often blend humor, cultural references, and linguistic innovation to create new expressions. For example, "Forda Ferson" is a playful way to indicate a user's activity for the day, while "Maritess" humorously refers to gossipers, reflecting the social dynamics of Filipino youth culture. These terms not only facilitate communication but also reinforce a sense of community and identity among users. The use of abbreviations, such as "Anyare" (short for "Anong nangyari?"), and phonetic alterations, such as "Dasurv" (from "deserve"), highlights the creative ways in which users manipulate language to create new meanings. These slang terms serve as markers of identity, allowing users to signal their membership in the digital community of Filipino TikTok users.

Table II Filipino TikTok Slangs: Forms and Meanings

Form	Description	Example
Phonetic Play	Altering words to mimic sounds or accents for humor or emphasis	*"Forda Ferson"* (For the person)
Cultural Reference	Using terms that reference Filipino culture, humor, or social dynamics	*"Maritess"* (gossipers)
Abbreviation	Shortening phrases or words for convenience or stylistic effect	*"Anyare"* (Anong nangyari?)
Phonetic Imitation	Mimicking accents or sounds from other languages or cultures	*"Naur"* (No, in an Australian accent)
Phrase Adoption	Adopting phrases that imply shared understanding or inside jokes	*"Alam Na This"* (We already know this)

Phonetic Alteration	Changing the spelling of words to reflect how they sound in speech	*"Dasurv"* (Deserve)
Shortened Phrase	Reducing phrases to a single word or shorter form	*"Char"* (Charot, meaning "just kidding")
Recontextualization	Using words in new contexts or with new meanings	*"Yarn"* (Iyan, meaning "that")
Term of Endearment	Using affectionate or casual terms to address friends or peers	*"Besh/Beshie"* (Best friend)
Inversion	Reversing the order of letters or syllables for stylistic or humorous effect	*"Lodi"* (Idol)
Marketplace Slang	Terms specific to online selling or shopping culture	*"Pa-mine"* (Claim this item)

This table categorizes Filipino TikTok slang terms based on their forms and meanings, revealing the diverse linguistic processes involved in their creation. The use of phonetic play, such as in "Forda Ferson" and "Naur", reflects the playful and humorous nature of Filipino TikTok slang. These terms often mimic sounds or accents, adding a layer of humor and creativity to the language. Cultural references, such as "Maritess" (gossipers), highlight the importance of humor and social commentary in Filipino youth culture. These terms not only facilitate communication but also create a sense of shared understanding and belonging among users. The use of abbreviations, such as "Anyare" and "Naol", reflects the convenience and stylistic effect of shortening words or phrases in digital communication. Similarly, phonetic alterations, such as "Dasurv" (deserve), demonstrate how users manipulate language to create new meanings and expressions. These linguistic innovations reflect the dynamic and evolving nature of Filipino TikTok slang, as well as its role in shaping digital identity and fostering a sense of community among users.

Table III The Morphological Structures (Word Formation Process)

Process	**Description**	**Example**
Abbreviation	Shortening words or phrases	*"Anyare"* (Anong nangyari?)
Affixation	Adding prefixes or suffixes to words	*"Dasurv"* (Deserve)
Phonetic Play	Altering words to mimic sounds or accents	*"Naur"* (No, in an Australian accent)
Inversion	Reversing the order of letters or syllables	*"Lodi"* (Idol)
Recontextualization	Using words in new contexts or with new meanings	*"Yarn"* (Iyan, meaning "that")

This table outlines the various word formation processes observed in Filipino TikTok slang, highlighting the linguistic creativity of Filipino youth. Abbreviation is a common process, as seen in terms like *"Anyare"* (short for *"Anong nangyari?"*), which reflects the convenience and informality of digital communication. Affixation, such as in *"Dasurv"* (deserve), involves adding prefixes or suffixes to create new meanings. Phonetic play, such as in *"Naur"* (No, in an Australian accent), reflects the playful and humorous nature of TikTok slang. Inversion, such as in *"Lodi"* (idol), involves reversing the order of letters or syllables for stylistic or humorous effect. Finally, recontextualization, such as in *"Yarn"* (iyan, meaning "that"), involves using words in new contexts or with new meanings. These processes highlight the dynamic and evolving nature of Filipino TikTok slang, as well as its role in shaping digital identity and fostering a sense of community among users.

Table IV The Morphological Structures (Word Formation Processes) - Change Of Spelling

Slang Term	Original Word	Change in Spelling	Purpose
Naur	No	Mimics Australian accent	Humorous refusal or surprise
Dasurv	Deserve	Phonetic alteration	Emphasizes deserving something good
Yarn	Iyan	Stylized spelling	Emphasizes or questions something
Ganern	Ganun	Phonetic variation	Playful emphasis or agreement

This table examines how changes in spelling are used to create playful and humorous slang terms. For example, *"Naur"* mimics an Australian accent, adding a layer of humor and creativity to the term. Similarly, *"Dasurv"* reflects the phonetic pronunciation of *"deserve"*, emphasizing the playful and informal nature of TikTok slang. The term *"Yarn"*—a stylized form of *"iyan"* (that)—is often used to emphasize or question something in a playful way, reflecting the creative and humorous nature of Filipino TikTok slang. These changes in spelling highlight the linguistic creativity of Filipino youth, as well as the ways in which they manipulate language to create new meanings and expressions.

Table V The Morphological Structures (Word Formation Processes) - Affixation

Slang Term	Affixation	Base Word	Meaning
Pa-mine	Prefix "Pa-"	Mine	Claiming an item in online selling
Na-budol	Prefix "Na-"	Budol	Being persuaded to buy impulsively

This table focuses on the use of affixation in the formation of slang terms. For example, "Pa-mine" uses the prefix "Pa-" to indicate claiming an item in online selling, reflecting the growing influence of e-commerce in Filipino youth culture. Similarly, "Na-budol" uses the prefix "Na-" to indicate being persuaded to buy impulsively, highlighting the playful and humorous way in which users describe their shopping experiences on TikTok. These examples demonstrate how affixation is used to create new meanings in Filipino TikTok slang, reflecting the linguistic creativity and adaptability of Filipino youth.

CONCLUSION OF FINDINGS AND DISCUSSION

The findings of this study underscore the vibrant linguistic creativity and cultural expression evident in Filipino TikTok slang, which plays a crucial role in the construction of digital identity and fostering a sense of belonging among Generation Z in the Philippines. By analyzing the morphological processes and cultural references embedded in these slang terms, the research highlights how digital communication platforms like TikTok provide fertile grounds for language innovation.

The study reveals that slang terms such as *Forda Ferson* (indicating daily activities) and *Dasurv* (playfully meaning "deserve") not only facilitate informal communication but also serve as markers of social identity. These expressions reflect the humor, creativity, and evolving cultural dynamics of Filipino youth. The blending of traditional Filipino language elements with modern internet-inspired expressions demonstrates a dynamic linguistic adaptation to digital environments.

Moreover, the morphological processes identified, such as phonetic play, abbreviation, and affixation, illustrate the inventive manipulation of language by Filipino TikTok users. The cultural references embedded in terms like *Maritess* (a humorous reference to gossipers) highlight the intersection between traditional social narratives and contemporary digital discourse.

The findings emphasize that Filipino TikTok slang is more than just playful language—it is a medium for cultural expression, community-building, and digital identity formation. By actively participating in these linguistic practices, Filipino youth navigate and shape their social realities in digital spaces, reinforcing a sense of cultural pride and belonging.

Future research could benefit from cross-cultural comparisons, longitudinal studies, and qualitative interviews to gain deeper insights into the broader implications of digital slang on language, culture, and identity in digital media contexts.

REFERENCES

1. Androutsopoulos, J. (2011). Language change and digital media: A review of conceptions and evidence. Journal of Sociolinguistics, 15(4), 422-446.
2. Bauer, L. (1983). English Word-Formation. Cambridge University Press.
3. Boyd, d. (2014). It's Complicated: The Social Lives of Networked Teens. Yale University Press.
4. Crystal, D. (2006). Language and the Internet. Cambridge University Press.
5. Eckert, P. (2012). Three waves of variation study: The emergence of meaning in the study of sociolinguistic variation. Annual Review of Anthropology, 41, 87-100.
6. Labov, W. (1972). Sociolinguistic Patterns. University of Pennsylvania Press.
7. Plag, I. (2003). Word-Formation in English. Cambridge University Press.
8. Tagliamonte, S. A. (2016). Teen Talk: The Language of Adolescents. Cambridge University Press.
9. Thurlow, C. (2003). Generation Txt? The sociolinguistics of young people's text-messaging. Discourse Analysis Online, 1(1).
10. Varis, P., & Blommaert, J. (2015). Conviviality and collectives on social media: Virality, memes, and new social structures. Multilingual Margins, 2(1), 31-45.
11. Hutabarat, E., Rezeki, T. I., & Sagala, R. W. (2020). Slang as a non-standard language used in informal settings. Journal of Language and Literature, 15(2), 123-135.
12. Seariac, M. (2023). The convenience of slang: Why Generation Z loves it. Social Media Today.
13. Parker, K., & Igielnik, R. (2020). On the cusp of adulthood and facing an uncertain future: What we know about Gen Z so far. Pew Research Center.
14. Lestari, S. (2020). The role of slang in social media communication. Journal of Communication Studies, 12(3), 45-60.
15. Zhou, Y., & Fan, Y. (2013). A sociolinguistic study of slang in online communication. Journal of Sociolinguistics, 17(4), 456-478.
16. Samploon, J. (2022). The informal nature of slang: Implications for language learning. Language and Education Journal, 10(2), 89-102.
17. Lycle, T. (2011). The use of slang in the classroom: Challenges and opportunities. Journal of Language Teaching and Research, 2(5), 1123-1130.
18. Abbas, F., Rehman, S., & Khan, M. (2021). The dynamic nature of slang: A study of meaning change in different contexts. Journal of Linguistics and Language Teaching, 8(1), 34-50.