

LANGUAGE VARIATIONS OF FOOD VLOGGERS ON TIKTOK IN BUILDING AUDIENCE INTERACTION: A SOCIOLINGUISTIC STUDY

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ABSTRACT

The development of social media has encouraged the emergence of increasingly dynamic digital communication practices, including in culinary content published by food vloggers on the TikTok platform. In this context, language serves not only as a means of conveying information about food but also as a communication strategy to build rapport with the audience and shape the creator's digital identity. This study aims to describe the forms of language variation used by food bloggers. A vlogger on TikTok Indonesia explains the communicative function of language in building interactions with viewers. This study uses a descriptive qualitative approach with a sociolinguistic perspective. The research data consists of utterances taken from TikTok video content uploaded by three popular culinary creators in Indonesia, namely Farida Nurhan, Si Bung-Bung, and Nanakoot. Data collection was carried out through observation and documentation techniques, while data analysis used content analysis techniques to identify forms of language variation and their communicative functions. The results show that the speech used by the creators tends to display communicative, expressive, and persuasive language variations. The use of greetings such as "teman-teman" or "Kalian" indicates the creator's attempt to build closeness and create a more personal impression of interaction with the audience, while expressions such as "percaya deh" or "tidak dapat ketinggalan" function as persuasive strategies in recommending food to viewers. These findings indicate that language variation in food content vloggers not only reflects the creator's communication style, but also becomes a linguistic strategy in building audience engagement and representing digital identity practices in the social media space.

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INTRODUCTION

The development of digital technology has bring significant changes from method man communicate. Change is especially seen in the current use of social media, not only functioning as a means share information, but also as a social enabling emergence of various linguistic practices. In space digital communication, language is frequently used in a way more flexible and dynamic compared to formal communication. This shows that practicing linguistics in

social media develops certain characteristics of digital platforms as well as the style of communication of its users.

Development use of social media the the more seen from an increasing number of internet users and digital platforms in various countries. We Are Social (2024) shows that social media has become an important part of everyday communication in a digital society, for sharing information, entertainment, and interaction in social contexts. This makes social media a new medium that allows various forms of expression and language to develop in a freer and more creative way (Crystal, 2011).

One of the social media platforms that is experiencing rapid growth is TikTok. This platform allows users to create and share short, packaged videos creatively so that they can capture the attention of their audience in a short time. Through this platform, various types of content are developed quickly, including culinary content produced by creators or *food vloggers*. In conveying culinary reviews, creators not only give information about food, but also display style, distinctive communication through word choice, intonation, and the expressions they use (Boyd, 2014).

In the study of sociolinguistics, phenomena that can be understood as part of variation emerging in language in social communication practice. Holmes (2013) explains that language variation is influenced by factors such as speakers, situations, context, and social factors in communication. Differences show that language is not static but continues to develop in response to the need for communication between speakers (Wardhaugh & Fuller, 2015).

A similar view was also expressed by Chaer and Agustina (2010), who stated that language variation can appear because of differences in speakers, usage, level of formality, and the means of communication used. In the context of social media, the difference can be seen from the style of language used by individuals when interacting with their audience in the digital space.

Using language in digital communication also does not let go of the formation process of identity. Bucholtz and Hall (2005) explain that identity is built through ongoing practice and ongoing interactions in a continuous way in the use of language. Thus, the choice of language used in communication can become a means for displaying identity and certain things in front of other people.

In line with this view, Coupland (2007) emphasized that the style of language is part of the communication strategy used by individuals to build and display social identity in social interactions. In the context of social media, the style of language used by the creator of content

can become a method for showing character communication as well as differentiating oneself from other creators.

Phenomenon this is more developed with the emergence of creator digital content that makes social media as room production information and entertainment. Abidin (2021) explains that creator content or influencers not only play a role as transmitters of information, but also as actors who build connections with the audience through a unique and personal communication. In practice, the relationship is often built through personal and communicative interactions so as to create proximity between creator and audience (Marwick, 2015).

In the study of digital sociolinguistics, practice language on social media is also understood as part of dynamic communication in online space. Barton and Lee (2013) stated that social media creates a new form of interaction that allows users to express identity, experience, and view themselves through the practice of digital language.

In addition, research on practice linguistics in digital space also shows that the use of language on social media often reflects a distinctive communication from its users. Androutsopoulos (2014) explains that language practice in digital media can reflect social identity as well as the style of communication of an individual in an online community.

Although the phenomenon of language variation in social media has Lots become attention in various research, they generally still focus on the use of language in digital communication in general. Research that highlights the special variation of language on creator content culinary on TikTok as a practice of forming digital identity is still relatively limited, especially in the context of Indonesia. Therefore, research aims to analyze the variation of language used by the creators of content on Indonesian culinary delights on TikTok, as well as study how variation functions as a practice of digital identity in communication on social media. Research This focuses on three creator content culinary, namely Farida Nurhan, Si Bung-Bung, and Nanakoot, which are known for their own style, Language typical in conveying culinary reviews.

Through a sociolinguistic approach, this research is expected to provide a more comprehensive understanding of the dynamics of language variation in digital communication practices. Furthermore, this research is expected to contribute to the development of digital sociolinguistic studies, particularly in understanding how content creators use language variation as part of constructing digital identities on social media.

METHOD

Research Design

Study this qualitative descriptive approach to analyze variation in the language used by a creator of culinary content (food vlogger) on the TikTok platform. The approach chosen is qualitative because of the study's aim: to understand and describe phenomena in language that appear in digital communication, not to measure data or statistics. Through this approach, researchers can study how the variation in language used by creators to convey culinary reviews to the audience on social media.

In the study of sociolinguistics, a qualitative approach is often used for research on language in context, natural social settings, as well as to reveal meaningful social content in forms linguistics (Holmes, 2013). Therefore, research focuses on the identification and description of variation emerging in language in speech creator content, culinary on TikTok.

Data source

Data sources in the study originate from the review video culinary uploaded on the TikTok platform by three content creators, namely Farida Nurhan, Si Bung-Bung, and Nanakoot. The three creators are chosen because, in a way, they consistently produce content reviews, culinary, and have a style of speech to convey the experience of tasting food to the audience.

Research data in the form of speech containing variation emerging in language in a narrative review of food in TikTok videos. From observing several videos uploaded by the three creators, researchers identified eleven utterances that represent linguistic variations in TikTok culinary review content. These utterances were chosen because they demonstrate the characteristics of communicative, expressive, and persuasive language use in interactions between creators and audiences.

As one of the rapidly growing social media platforms, TikTok becomes a room for digital communication that enables users to express Language in a way more creative, interactive, and informal way to build proximity with the audience (Androutsopoulos, 2014).

Data collection technique

Data collection techniques in the study. This uses the technique of observation and documentation. At this stage, early researchers make observations of some video reviews of culinary content uploaded by creators that become object research on the TikTok platform.

Observation done in a careful way to identify speech containing variation in the delivery process, and review food.

Furthermore, the speech that has been identified was then transcribed and documented as research data. Documentation process. This is done by taking notes on the relevant speech with focused research. This technique allows researchers to obtain authentic linguistic data because it is taken directly from real digital communication (Barton & Lee, 2013).

Data Analysis Techniques

Data that has been collected, then analyzed using an approach to sociolinguistics with reference to the theory of language variation proposed by Chaer and Agustina (2010). According to the framework said, variations in language can be reviewed from several aspects, among others, based on speaker, usage, level of formality, and means of communication.

In this research, the analysis focused on the identification of form variation emerging in language in speech creator content, culinary on TikTok, as well as the communicative interpretation function in context review food on social media. The analysis process is done through three stages, namely data identification, data classification, and interpretation of linguistic functions to build interaction between the creator's content and audience.

FINDINGS AND DISCUSSION

Language Variation Used by TikTok Food Vloggers

Research results show that creator content on TikTok uses various forms of language to convey food reviews. Variations in language are seen through the use of informal language, expressive expressions, as well as communicative and persuasive communication. In the context of social media, the use of flexible language allows creators to convey a message in a way that is more interesting and easier to understand by the audience. This is in line with Holmes' (2013) opinion, which states that language variation often appears as form adjustment, speaker to context social as well as objective communication that is desired to be achieved.

One of the forms of variation frequently used in language appears in the culinary use of expressions to describe the taste of food. The expression is usually used to emphasize the taste experience felt by the creator so that the audience can imagine quality food being reviewed.

To provide a clearer overview of the language variations found on TikTok food review content, the identified data are summarized in Table 1. The table presents the excerpts of

utterances, the creators who produced them, the type of language variation, and their communicative functions in the context of digital culinary reviews.

Table 1. Language Variations in TikTok Food Vloggers ' Reviews

Data	Creator	Excerpt of Utterance	Type of Language Variation	Linguistic Function
1	Farida Nurhan	“Oh my God, this is nice and tasty! Got it, it's really spicy too !”	Expressive variation	Emphasizing taste experience and emotional reaction
2	The Old Men	“If you guys are past here, mandatory, try it. " Yeah.”	Communicative variation	Directly engaging the audience
3	Nanakoot	“Seriously, this is one of the tastiest meatballs I've tried.”	Persuasive variation	Strengthening the credibility of the recommendation
4	Nanakoot	“The price is still the same, pocket-friendly, so safe for those of you who are economical.”	Informal variation	Creating relatability with the everyday audience experience
5	Nanakoot	“This is the chicken cooked with enough strong spices, so it feels richer .”	Descriptive variation	Providing detailed information about the food
6	Farida Nurhan	“Oh my gosh, this is the chili sauce, Crazy damn! It's spicy, direct sting but makes demands very.”	Expressive variation	Intensifying emotional response to taste
7	Farida Nurhan	“Seriously, this is the broth that tastes really,	Expressive variation	Expressing personal emotional

		it feels like cooking homemade Miss."		connection with the food
8	The Old Men	"If you guys are past the area here, mandatory very try the fried rice ."	Communicative variation	Inviting the audience to try the food
9	The Old Men	"Friends, the place. This is really viral on TikTok, so I'm curious to try it ."	Communicative variation	Building informal interaction with viewers
10	Nanakoot	"Believe me, if you like spicy food, the place is suitable for you."	Persuasive variation	Convincing the audience through recommendations
11	Nanakoot	"The main thing is if you guys are searching for a good meatball in town, this place This No may missed."	Persuasive variation	Encouraging audience action through strong suggestions

As shown in Table 1, expressive language variation appears most frequently in the data, particularly in the utterances produced by Farida Nurhan. This indicates that emotional and evaluative expressions are commonly used by food vloggers to emphasize taste experience and attract audience attention.

Data 1

Creator Farida Nurhan:

"Oh my God, this is very nice, very tasty! Got it, it's really spicy too!"

Speech, the show uses language that is expressive and hyperbolic. Expressions like " nice really " and " nampol " confirm taste experience in general, excessive for giving emphasis to quality food reviewed. In the study of sociolinguistics, the usage of language is expressive. This can be understood as form, style, and purposeful language strengthen meaningful and interesting attention from listeners. Chaer and Agustina (2010) explain that language variation

often appears as a form of adjustment style communication, speaker to situation and goals communication, certain. Thus, the use of hyperbolic expressions in speech not only functions to describe the taste of food, but also becomes a communication strategy for increasing power pull content (Zulli & Zulli, 2020).

In addition to the use of expressive, creator content, language that is communicative is also often used, involving the audience in a way direct, speech-like way. This strategy allows for more interaction between creators and viewers.

Data 2

Creator Farida Nurhan:

"If you guys are past here, mandatory, very try it. " Yeah ."

Use of the word "you guys" in speech shows an effort to create a connection and communicate with the audience. The word is functioning as a marker that the creator currently directs messages directly to the audience. In the context of digital communication, using direct greetings is one of the strategies for creating more personal interactions. Barton and Lee (2013) stated that Language in social media is often used to build interpersonal relationships between speaker and audience through the use of a natural dialogic. Research on digital communication also shows that using direct in social media can increase emotional proximity between creators and audiences (Zappavigna, 2018). Therefore, the use of greeting words like "you guys" can strengthen the impression that the creator is currently speaking directly with the viewer.

Data 3

Creator Farida Nurhan:

"Oh my gosh, this is the chili sauce, Crazy damn! It's spicy direct sting But make demanding very ."

The expressions "yes," "forgive me," "crazy," and "hey" show strong emotions from the creator when feeling the food being reviewed. The words "nyengat", "make" and "collect" also work as a form of evaluation of the taste conveyed in a spontaneous way. According to Abdul Chaer and Leonie Agustina (2010), variations Language expressive often appear in purposeful speech to express feeling speaker to something experienced. In the context review food on TikTok, expressions kind of This function to strengthen the impression authentic from experience tasting food as well as increase viewer involvement.

Data 4

Creator Farida Nurhan:

“Seriously, this is it the broth tasty really, it feels it's like cooking home made Miss.”

Speech shows use of language that is emotional and personal. The phrase “make miss” shows an existence taste association with the personal speaker. Variation Language like this shows how food vloggers not only describe food in an objective way, but also convey subjective experience. In perspective sociolinguistics, things reflect the function of expressive Language in building emotional proximity with audience.

In sociolinguistic studies, the use of language that expresses the speaker's feelings is part of the expressive function of language used to convey attitudes, emotions, and personal experiences in a communication interaction (Holmes, 2013). Through this linguistic strategy, content creators can build emotional closeness with the audience so that the message conveyed feels more authentic and persuasive in the context of digital communication (Coupland, 2007).

Language Variation as Communication Strategy

Variation Language in content TikTok culinary not only functions as a means delivery information, but also as a communication strategy to attract the audience's attention. Content creators often use language that is persuasive to influence the audience to be interested in trying the food they review.

Data 5

Creator of Si Bung-Bung:

“ Seriously , this is one of the meatball the tastiest ever I try .”

Use of the word " serious " in speech the functioning as strengthening affirmation opinion creator to the food being reviewed . The word used For increase level trust audience to assessment given by the creator . In communication persuasive , use of affirmative words often utilized For strengthen arguments presented to audience . According to Coupland (2007), the style language used by the speaker can become a rhetorical strategy For build credibility as well as influence perception listener to message conveyed . Research about digital communication also shows that use expression affirmation in social media content can increase perception authenticity and trust audience to creator (Kaye et et al. , 2021). With Thus , the use of the word

" *serious* " in speech the functioning as a linguistic strategy For increase trust audience to recommendation food provided .

In addition , the language used in TikTok content also tends to nature relaxed and informal. Use Language daily allows message conveyed by the creator more easy understood by the audience that comes from from various background behind social .

Data 6

Creator of Si Bung-Bung:

" The price is still the same pocket friendly , so safe for those of you who are economical . "

Speech the show use close language with experience life daily audience . Expression "*pocket friendly* " is form common metaphors used in informal conversation for describe affordable prices . In digital communication , the use of simple and communicative language be an effective strategy For reach larger audience wide . Androutsopoulos (2014) explains that practice Language in digital media tends to use style informal and easy language understood For create proximity between speaker and audience .

Data 7

Creator of Si Bung-Bung:

"If you guys are past area here , mandatory very try the fried rice . "

Use of the word "*you guys*" show that creator in a way direct greet audience . Form greeting the signify existence effort speaker For involving viewer in ongoing communication so that created deeper relationship near between creator and audience . Speech This reflect function communicative purposeful language build interaction with viewer in context delivery review culinary .

According to Chaer and Agustina (2010), variations Language communicative appear when speaker adapt choice language used to convey the message can understood with easy by the opponent speech . Adjustment style Language the become an important strategy in interaction social Because allows occurrence more communication effective .

In the context of social media , greeting strategies direct to audience also functions For create impression more conversation relaxed and interactive . Practice linguistics like This often found in digital communication , where users utilise style more personal language for build proximity with audience (Barton & Lee, 2013).

Data 8

Creator of Si Bung-Bung:

“Friends , the place This is really viral on TikTok, so I I'm curious to try it .”

The phrase “ friends ” works as greeting that shows proximity between creators and audiences . Use relaxed and friendly language is a common communication strategy used by content creators on social media . With use style Language like this , creator try build a more personal relationship with viewer so that content felt more relatable.

Use relaxed and familiar language is also a common communication strategy used by content creators on social media . Through style informal language , creator make an effort create impression more natural and unobtrusive communication distance with audience . Phenomenon This in line with view that practice language in digital media is often used For build identity social as well as create proximity with community audience (Bucholtz & Hall, 2005).

With use style Language like this , creator try build a more personal relationship with viewer so that content felt more *relatable* . In context digital communication , use style speech that is interactive and personal is one of the strategies used creator For increase involvement audience to content delivered (Androustopoulos , 2014) .

Language Variation as Digital Identity Practices

Variation language used by the creator content culinary can also understood as part from practice formation digital identity . In the study sociolinguistics , identity No only formed through background behind social someone , but also through practice language used in interaction communication .

According to Bucholtz and Hall (2005), identity built through practice ongoing interactions in a way continuously in use language . In the context of social media , style language used by the creator content be one of method For display character communication they to audience .

Data 9

Creator of nanakoot :

“This is the chicken cooked with spice enough spices strong , so it feels like richer .”

Speech the show use language that is informative and descriptive in explain characteristics food . Use description like “ *spice enough spices strong* ” and “ *it feels richer* ” help audience imagine the taste experience described by the creator . In the context of review culinary , style Language descriptive functioning For give more detailed information about food

reviewed. Crystal (2011) explains that in digital communication, language often used not only for convey information, but also for build experience imaginative for audience. With Thus, the use of Language descriptive in speech the participate form image creator as an informative and communicative culinary reviewer.

Based on findings said, can concluded that variation language used by the creator content culinary on TikTok is not only functioning as means communication, but also as a strategy in interesting attention audience as well as build digital identity. Through use style distinctive language, creator can create character differentiating communication they from creator others on social media platforms.

Data 10

Creator of nanakoot:

“ Believe me, if you like it food spicy, place This Certain suitable for you.”

Speech the show function persuasive Language Because speaker try convincing audience For try recommended food. The words " *trust me* " functioning as a rhetorical strategy that strengthens invitation as well as give impression that recommendation the based on experience personal speaker.

In the study sociolinguistics, usage Language For influence attitude or action against speech is part from function persuasive Language in communication social (Holmes, 2013). Through linguistic strategies said, the speaker make an effort build trust audience to information conveyed.

Phenomenon this is also often found in practice communication in digital media, where creators content use style convincing language For build credibility as well as increase interest audience to something product or the experiences they have share (Abidin, 2021).

Data 11

Creator of nanakoot:

“ The main thing is if you guys are search meatball good in town this place This No may missed .”

Phrase " *No may missed* " is form functional emphasis For strengthen recommendations conveyed by the speaker. Expressions the show the existence of linguistic strategies used For confirm quality medium food reviewed so that audience pushed For trust recommendations given.

Persuasive language like This often used by *food vloggers* For build trust audience to the reviews they convey. In the study sociolinguistics, the purposeful use of language strategies

influence attitude or action against speech is part from function persuasive in communication (Holmes, 2013).

The strategy also shows How Language can utilized as tool For influence decision consumption viewer in context digital communication . In social media practice , style convincing language often used by creators content For increase Power pull as well as credibility the recommendations they make give to audience (Abidin, 2021).

Comparative Discussion of Language Variation Among TikTok Food Vloggers

research results also show existence difference style the language used by each creator content culinary on TikTok. Farida Nurhan tends to use expressive and emotional language in describe the taste of food . Use expression hyperbolic like " *nice very* " or " *hit* " show style spontaneous and dramatic communication so that capable interesting attention audience . Different with Farida Nurhan, Si Bung-Bung is more often use relaxed and communicative language with involving audience in a way direct through use of greetings like " *you guys* " . Communication style the create impression more interaction familiar between creators and viewers . Meanwhile that , Nanakoot tend use more languages informative and descriptive when explain characteristics food reviewed . Language style the show approach more communication analytical compared to with two creators other .

Phenomenon use Language in TikTok content shows existence construction digital identity built through choice style Language certain . In perspective sociolinguistics , style Language the No only functioning as tool communication , but also as means For display identity social certain (Holmes, 2013). In line with that , Bucholtz and Hall (2005) explain that identity built through practice interactions that occur in context social certain , including in digital spaces such as social media .

Difference style Language the show that every creator have different communication strategies in convey content culinary on social media . Variations emerging language No only influenced by preferences personal creator , but also related with method they build image self and attractive attention audience . With Thus , variations Language in content TikTok culinary can understood as part from practice digital identity that allows creator display character distinctive communication in interaction with follower they .

CONCLUSION

Study This show that creator content culinary on TikTok using various form variation Language in convey review food to audience . Variation Language the seen from use expressive , communicative language , and tend informal . The difference style the language used by Farida Nurhan, Si Bung-Bung, and Nanakoot show that every creator own character distinctive communication in convey content culinary . Expressive , persuasive , and expressive language style descriptive No only functioning as means delivery information about food , but also become part from communication strategy in interesting attention audience . In addition , variations language used by the creator content culinary can understood as practice formation digital identity on social media . Through use style distinctive language , creator capable build image self as well as strengthen connection communication with follower them on the TikTok platform.

Research result This give implications for study sociolinguistics , in particular in understand dynamics use Language in digital communication . In addition , research this also shows that social media can become important space in form practice linguistics new at a time become means for individual For display identity communication them in the digital space .

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