

ABSTRAK

Alifah Nisrina, Muhammad Yahya, Arni, 2026 “Penggunaan Dialek Sosial Bahasa Pergaulan Generasi Z : Studi Kasus Mahasiswa Fisip Universitas Muhammadiyah Makassar”.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis penggunaan dialek sosial bahasa pergaulan Generasi Z di kalangan mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Makassar. Fenomena penggunaan bahasa gaul di kalangan Generasi Z semakin berkembang seiring kemajuan teknologi dan media sosial yang memengaruhi pola komunikasi mahasiswa dalam kehidupan sehari-hari. Penelitian ini menggunakan teori sosiolinguistik William Labov yang menekankan hubungan antara bahasa dan struktur sosial masyarakat.

Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri atas sembilan mahasiswa aktif Fisip Universitas Muhammadiyah Makassar yang dipilih secara purposive. Hasil penelitian menunjukkan bahwa penggunaan dialek sosial bahasa pergaulan Generasi Z dipengaruhi oleh lingkungan pergaulan, media sosial, serta kebiasaan komunikasi antar mahasiswa. Bentuk dialek sosial yang digunakan berupa singkatan, campuran bahasa daerah dan bahasa asing, serta istilah gaul digital seperti “*otw*”, “*spill*”, “*gaskeun*”, “*seng*”, “*baper*”, “*mblo*”, dan “*ceunah*”. Penggunaan bahasa tersebut berfungsi untuk menciptakan keakraban, mempererat solidaritas kelompok, mengekspresikan identitas sosial, dan menyesuaikan diri dengan perkembangan tren komunikasi digital. Selain itu, mahasiswa cenderung menyesuaikan gaya bahasa sesuai situasi komunikasi, baik dalam konteks formal maupun informal. Penelitian ini menyimpulkan bahwa dialek sosial tidak hanya menjadi alat komunikasi, tetapi juga menjadi penanda identitas dan dinamika sosial Generasi Z di lingkungan kampus.

Kata Kunci: dialek sosial, bahasa pergaulan, Generasi Z, mahasiswa, sosiolinguistik.

ABSTRACT

Alifah Nisrina, Muhammad Yahya, Arni, 2026 “The Use of Social Slang Dialects Among Generation Z: A Case Study of Students at the Faculty of Social and Political Sciences, Muhammadiyah University of Makassar”.

This study aims to describe and analyze the use of social slang dialects among Generation Z students at the Faculty of Social and Political Sciences, Muhammadiyah University of Makassar. The phenomenon of slang usage among Generation Z is growing alongside advances in technology and social media, which influence students' communication patterns in daily life. This study employs William Labov's sociolinguistic theory, which emphasizes the relationship between language and the social structure of society.

This study employs a qualitative descriptive method, utilizing data collection techniques such as observation, interviews, and documentation. The research informants consist of nine currently enrolled students from the Faculty of Social and Political Sciences at Muhammadiyah University of Makassar, selected through purposive sampling. The results indicate that the use of social dialects in Generation Z's everyday language is influenced by their social circles, social media, and communication habits among students. The forms of social dialect used include abbreviations, a mix of regional languages and foreign languages, as well as digital slang terms such as “*otw*,” “*spill*,” “*gaskeun*,” “*seng*,” “*baper*,” “*mblo*,” and “*ceunah*”. The use of this language serves to foster familiarity, strengthen group solidarity, express social identity, and adapt to evolving trends in digital communication. Additionally, students tend to adapt their language style according to the communication context, whether in formal or informal settings. This study concludes that social dialect serves not only as a communication tool but also as a marker of identity and social dynamics among Generation Z within the campus environment.

Keywords: social dialect, slang, Generation Z, students, sociolinguistics.