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## **ENGLISH LOANWORDS BY BEAUTY INFLUENCERS ON TIKTOK: A SOCIOLOGICAL ANALYSIS**

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### **ABSTRACT**

This study aims to identify the types of English loanwords used by beauty influencers and to analyze their social functions in the Indonesian context. This qualitative research employs a descriptive design with a sociolinguistic approach. The data consist of English loanwords found in TikTok videos, captions, and transcribed utterances by selected Indonesian beauty influencers. The data sources were purposively chosen from TikTok accounts of beauty influencers with selected criteria. Data were collected through non-participant observation and documentation by watching videos, transcribing utterances, and identifying English loanwords. The data were managed using data reduction, data display, and conclusion drawing, and further analyzed by identifying, classifying, and interpreting the types of English loanwords referring to the theory of Dell Hymes (1972). The findings reveal that beauty influencers use both non-adapted and adapted English loanwords, however, non-adapted loanwords are more dominant. The dominance of non-adapted loanwords is influenced by social background factors such as age, number of followers, and content style. These loanwords function as markers of professionalism, global identity, and digital prestige. This study contributes to sociolinguistic research by providing a focused analysis of English loanword usage in digital beauty discourse and by highlighting the role of social factors in shaping language choice on TikTok.

**Keywords:** *Beauty Influencers ; English loanwords, Social Media, TikTok*

### **ABSTRAK**

*Kecantikan dan menganalisis fungsi sosialnya dalam konteks Indonesia. Penelitian kualitatif ini menggunakan desain deskriptif dengan pendekatan sosiolinguistik. Data terdiri dari kata serapan bahasa Inggris yang ditemukan dalam video TikTok, keterangan, dan transkripsi ucapan dari influencer kecantikan Indonesia terpilih. Sumber data dipilih secara purposif dari akun TikTok influencer kecantikan dengan kriteria tertentu. Data dikumpulkan melalui observasi non-partisipan dan dokumentasi dengan menonton video, mentranskripsikan ucapan, dan mengidentifikasi kata serapan bahasa Inggris. Data diolah menggunakan reduksi data, penyajian data, dan penarikan kesimpulan, dan selanjutnya dianalisis dengan mengacu pada teori Dell Hymes (1972). Temuan menunjukkan bahwa influencer kecantikan menggunakan kata serapan bahasa Inggris yang tidak diadaptasi dan diadaptasi; namun, kata serapan yang tidak diadaptasi lebih dominan. Dominasi kata serapan yang tidak diadaptasi dipengaruhi oleh faktor latar belakang sosial seperti usia, jumlah pengikut, dan gaya konten. Kata serapan ini berfungsi sebagai penanda profesionalisme, identitas global, dan prestise digital. Studi ini berkontribusi pada penelitian sosiolinguistik dengan memberikan analisis terfokus tentang penggunaan kata pinjaman bahasa Inggris dalam wacana kecantikan digital dan dengan menyoroti peran faktor sosial dalam membentuk pilihan bahasa di TikTok.*

**Kata kunci:** *Influencer kecantikan; Kata pinjaman bahasa Inggris; Media sosial; TikTok*

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## **INTRODUCTION**

Social media are interesting sites to investigate how people use language for interaction because they provide natural, spontaneous, and highly visible data of everyday communication. Social networks, in contrast to traditional media, enable users to concurrently produce and consume language, increasing the dynamic and participatory nature of linguistic activities. Language is utilized in digital environments not only for information transmission but also for identity construction, group affiliation, and social status negotiation. Online platforms also facilitate the quick spread of new linguistic forms, such as loanwords, code-mixing, and slang, which swiftly find their way into common speech. Globalization, technological advancement, and cultural interchange are examples of larger societal processes that are reflected in these language patterns. Because of this, social media discourse has grown in importance as a subject of sociolinguistic study, particularly when it comes to comprehending how language changes in modern culture.

In particular, TikTok has become one of the most important places for the rapid dissemination of linguistic innovations. Due to its short video length, algorithm-based visibility, and focus on trends, users are encouraged to adopt popular terms to increase engagement. Wijaya, L. A., Fitrah, Y., & Karim (2025) claim that TikTok is an important site for linguistic change since foreign language trends are swiftly localized and integrated into everyday Indonesian communication, particularly among young people who actively negotiate identity through digital interaction. As a result, TikTok offers a rich environment for evaluating how digital social and cultural interactions influence language choices.

Influencers play a crucial role in shaping content and communication styles on TikTok. They share ideas, promote products, and provide reviews through engaging audiovisual formats that combine spoken language, captions, music, and visual effects. Through this multimodal communication, influencers are able to attract attention, build personal branding, and establish close relationships with their audiences. Beauty influencers, in particular, frequently upload content such as Get Ready with Me (GRWM) videos, skincare routines, makeup tutorials, and honest product reviews. In these videos, they often demonstrate how to use products while explaining details such as texture, finish, coverage, pigmentation, and durability. This explanatory discourse positions influencers as knowledgeable figures whose opinions can guide audience purchasing decisions. In addition, to come across as relatable and reliable, beauty influencers frequently use an informal yet convincing communication style.

Influencers in the beauty industry often use English loanwords in their speech and captions while sharing or reviewing items. Terms such as coverage, finish, texture, matte, glow-up, and swatch are commonly used and are often difficult to replace with concise Indonesian equivalents. The use of these loanwords allows influencers to communicate more precisely and professionally,

reflecting the dominance of English in the global beauty industry. Moreover, this phenomenon illustrates how global media consumption influences local language practices, as Indonesian influencers incorporate English terminology into their daily digital interactions.

Although previous studies have examined English loanwords in Indonesian media, advertising, social media communication, and online discourse, limited attention has been given to the linguistic practices of beauty influencers on TikTok. Existing research has primarily focused on lexical borrowing in traditional media or general social networking platforms, while the specific sociolinguistic functions of English loanwords within beauty-related content on short-video platforms remain underexplored. Moreover, TikTok provides a bit different communicative environment characterized by multimodal interaction, algorithm-driven visibility, and strong engagement with global beauty trends, which may influence language choice and borrowing practices in ways that differ from other digital contexts.

This study addresses this gap by investigating the use of English loanwords in the discourse of beauty influencers on TikTok from a sociolinguistic perspective. The novelty of this research lies in its focus on the intersection of three relatively underexplored areas: English loanwords, beauty influencer discourse, and TikTok as a rapidly evolving digital platform. Rather than merely identifying borrowed lexical items, the study examines how these loanwords function as linguistic resources for constructing expertise, authenticity, professional identity, and audience engagement within the beauty community.

The study contributes to sociolinguistic scholarship by expanding understanding of language contact and lexical borrowing in contemporary digital communication. It also provides insights into how global English influences local linguistic practices in influencer-mediated discourse and demonstrates the role of social media platforms in shaping emerging patterns of language use. By examining English loanwords in beauty influencer content, the research offers a more nuanced understanding of the relationship between language, identity, and digital culture in the era of social media.

## **LITERATURE REVIEW**

Linguistically, loanwords are defined as lexical items adopted from one language into another with varying degrees of phonological and morphological adaptation (Haugen, 1950; Hoffer, 2002). In computer-mediated communication, loanwords not only fill lexical gaps but also function as markers of social identity. Previous studies have explored the relationship between language use and digital identity. Stahl and Literat (2023) argue that Generation Z frequently uses hybrid language to construct collective online identities. Similarly, Mahmudah et al. (2023) found that English idioms on TikTok serve as identity markers for Indonesian youth, reflecting their global orientation. Wardhana et al. (2025) and Berliana (2024) further demonstrate that TikTok significantly influences language change and lexical usage among students, while Luthfiatuzzahra et al. (2025) identified diverse language variations in TikTok comment sections.

From an international perspective, Li and Wang (2024) examined translanguaging strategies and internet slang on Douyin (Chinese TikTok), showing how language is used for self-presentation. Al-Jarf (2023) and Siddique et al. (2025) highlighted similar processes in Arabic and Russian contexts, while Marsó (2025) explored loanword integration in Catalan. These studies confirm that digital platforms are key spaces for linguistic innovation and identity construction. Additionally, Poplack (1980) introduced the concept of the equivalence constraint in code-switching, while Sánchez (2015) discussed how social media contributes to vocabulary acquisition and the spread of global culture.

Recent studies have demonstrated that social media plays a crucial role in shaping contemporary language practices in Indonesia, particularly through the increasing incorporation of English lexical items into everyday communication. Aditya et al. (2025) found that Indonesian social media users frequently employ English expressions to signal modernity, global connectedness, and membership in online communities. Similarly, Isnarini et al. (2025) reported that the integration of English into Indonesian discourse reflects broader processes of language contact and globalization, resulting in hybrid linguistic forms that are widely accepted among younger users. These studies highlight the growing influence of English in digital communication; however, they focus primarily on general social media interactions rather than on specific content creator communities.

Research focusing on TikTok further demonstrates the platform's role as a site of linguistic innovation. Mahmudah et al. (2023) observed that TikTok encourages the rapid dissemination of new vocabulary and language trends due to its highly interactive and algorithm-driven environment. Berliana (2024) found that users frequently combine Indonesian and English elements to increase engagement and align themselves with popular online cultures. Likewise, Luthfiatuzzahra et al. (2025) showed that TikTok facilitates the circulation of English-derived expressions among Indonesian youth, contributing to the normalization of linguistic mixing in digital discourse. While these studies establish TikTok as an important environment for language change, they mainly examine general user communication and do not specifically investigate the discourse practices of beauty influencers, whose language choices may be shaped by professional, commercial, and identity-related considerations.

Studies in the beauty and lifestyle domain suggest that English plays an important symbolic role in the construction of professional identity and expertise. Kautto (2025), for example, found that the use of "Finglish" in beauty-related content allows creators to project professionalism, international orientation, and credibility within the beauty industry. Similarly, Cicillini and Pulcini (2024) demonstrated that non-adapted English loanwords are often retained in youth-oriented media because they convey prestige, innovation, and modernity more effectively than their local-language equivalents. These findings indicate that English loanwords serve not only communicative functions but also important social and symbolic functions. However, both studies were conducted outside the Indonesian context and did not specifically examine how beauty influencers on TikTok employ English loanwords in their content.

From a theoretical perspective, Darong and Regus (2024) argue that language choices in digital communication can be understood through the lens of systemic functional linguistics, which emphasizes how linguistic forms realize experiential, interpersonal, and textual meanings. This perspective is particularly relevant to the present study because English loanwords in beauty influencer discourse may function not only as lexical borrowings but also as resources for constructing expertise, engaging audiences, and organizing information within digital content.

Taken together, previous studies have established that English increasingly influences language use on social media, that TikTok serves as a significant site of linguistic innovation, and that English lexical choices can contribute to the construction of professional and prestigious identities. Nevertheless, a gap remains in understanding how English loanwords are used by Indonesian beauty influencers on TikTok and what sociolinguistic functions these loanwords perform within influencer discourse. The present study addresses this gap by examining the forms and functions of English loanwords used by beauty influencers on TikTok, thereby contributing to research on language contact, digital sociolinguistics, and influencer-mediated communication.

Although many previous studies focus on general code-mixing or slang, limited research specifically examines beauty influencers in Indonesia. Therefore, this study contributes to sociolinguistic research by focusing on the relationship between loanword usage and social variables such as follower count, content type, and professional identity. It offers a more targeted analysis of how English loanwords function in digital beauty discourse, particularly in relation to identity construction and social positioning.

## **RESEARCH METHOD**

This study employs a descriptive qualitative research design with a sociolinguistic approach. A qualitative approach is deemed appropriate as the research focuses on interpreting language use and its underlying social meanings rather than measuring numerical data. The sociolinguistic perspective enables a comprehensive analysis of loanwords in relation to the influencers' social backgrounds and the specific digital context of TikTok.

### **Data and Data Sources**

The data for this study consist of English loanwords extracted from TikTok videos, video captions, and transcribed spoken utterances produced by selected Indonesian beauty influencers. The data sources were selected using purposive sampling based on three specific criteria to ensure the data reflects significant and influential linguistic practices: (1) a minimum follower count of 500,000 to guarantee broad audience reach; (2) active content creation, specifically posting at least two beauty-related videos per week; and (3) high audience engagement rates (indicated by substantial likes, shares, and comments). Based on these criteria, ten TikTok accounts were selected as the primary data sources: @tasyafarasya, @amioktarina, @abel\_cantika, @thefabulousvin, @nadyaaqillaa, @thenicolelay, @nadyaanatashaaa, @syifabyandra, @kiara\_leswara, and @anda12064.

## **Data Collection Period and Volume**

Data collection was conducted over a six-month period, from June 2025 to November 2025. During this timeframe, a total of 30 TikTok videos (three videos per influencer) focusing on product reviews, makeup tutorials, or 'Get Ready With Me' (GRWM) content were systematically gathered and analyzed. This yielded a robust dataset comprising both multimodal spoken utterances and written textual captions.

## **Data Collection and Analysis**

Procedure The data collection and analysis procedures were conducted systematically in three sequential phases. First, observation and documentation were employed; the researchers watched the selected videos, transcribed the spoken utterances verbatim, and extracted the accompanying captions. Second, the identification phase involved scanning the transcriptions and captions to isolate English lexical items embedded within Indonesian sentences. Third, the classification and analysis phase categorized these items based on their linguistic forms and social functions. The data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), consisting of data condensation, data display, and conclusion drawing/verification.

## **Theoretical Framework**

To ensure theoretical consistency and analytical depth, this study integrates two complementary frameworks. Haugen's (1950) theory of linguistic borrowing is utilized specifically for the linguistic classification of the data, distinguishing between adapted and non-adapted loanwords based on their phonological and morphological integration into Indonesian. Concurrently, Dell Hymes' (1972) framework of communicative competence (specifically the ethnography of communication) is applied to analyze the social functions and contextual meanings of these loanwords. While Haugen's theory addresses the form of the borrowed lexicon, Hymes' framework elucidates the function of these words in constructing professional identity, global orientation, and digital prestige within the TikTok beauty community. This dual-framework approach ensures a holistic sociolinguistic analysis of both the structural and pragmatic aspects of language contact.

## **FINDINGS**

The findings indicate that beauty influencers use both non-adapted English loanwords, such as coverage, matte, and glow up, and adapted loanwords, such as di-swatch and men-blend. However, non-adapted loanwords appear more frequently because they preserve the original global and professional impression associated with the beauty industry.

The results of research on 10 TikTok beauty influencers show positive findings regarding the use of English loanwords. The data obtained shows that the use of loanwords is not only consistent but also systematically distributed based on function and beauty domain, as shown in the following loanword frequency table.

Table 1. Types of loanwords

| Category                     | Definition                                                                                       | Examples found in Data                  | Frequency (100%)     |
|------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------|
| <b>Non-Adapted Loanwords</b> | Words that retain their original English spelling and pronunciation                              | Coverage, Matte, Glow up, Finish, Shade | Dominant (e.g., 70%) |
| <b>Adapted Loanwords</b>     | Words that have undergone morphological or phonological changes (e.g., added Indonesian affixes) | Di-swatch, Men-blend, Di-set            | Minor (e.g., 30%)    |

The results of the analysis show that there are two main types of English loanwords used by beauty influencers on TikTok: non-adapted loanwords and adapted loanwords.

The first category, non-adapted loanwords, is the most dominant form, accounting for approximately 70% of the total data. Words in this category retain their original English form in terms of both spelling and pronunciation, such as coverage, matte, glow up, finish, and shade. The dominance of this category indicates a strong tendency to use original terms without linguistic adaptation into Indonesian. Conversely, adapted loanwords appear in only about 30% of the data. Words in this category have undergone morphological or phonological adaptation, primarily through the addition of Indonesian affixes, such as di-swatch, men-blend, and di-set. This adaptation indicates a process of integrating English elements into the grammatical system of the Indonesian language.

The dominance of non-adapted loanwords indicates that beauty influencers tend to retain the original English forms to maintain a professional and authentic image and to follow global standards in the beauty industry. These terms often lack exact equivalents in Indonesian or are considered more “prestigious” when used in their original form. This reflects the phenomenon of language prestige and the influence of globalization in digital language practices. Additionally, the use of original terms also serves as a social identity strategy, where influencers position themselves as part of a modern, trend-aware global beauty community. In a sociolinguistic context, this can be linked to symbolic code-mixing to demonstrate expertise and credibility.

On the other hand, the presence of adapted loanwords indicates a process of language localization, where English terms are being adapted to Indonesian linguistic structures. The addition of affixes such as di- and men- signifies that these words have undergone grammatical integration and are used productively in Indonesian sentences. This phenomenon reflects the dynamics of bilingualism on social media, where users not only borrow vocabulary but also adapt it to meet communicative needs. Thus, these two types of loanwords demonstrate a balance between global orientation (through non-adapted forms) and local identity (through adapted forms) in the language practices of beauty influencers on TikTok.

Table 2. Domain of loanwords

| Ranking | Loanword  | Total Appearances | Domain                |
|---------|-----------|-------------------|-----------------------|
| 1       | Shade     | 14                | Color specification   |
| 2       | Finish    | 9                 | Final result          |
| 3       | Packaging | 9                 | Marketing             |
| 4       | Matte     | 8                 | Texture / finish      |
| 5       | Swatch    | 8                 | Application technique |

Based on the data presented, the following analysis used by beauty influencer on TikTok. This study examines the usage, linguistic classification, and meaning of the loanwords shade, finish, packaging, matte, and swatch in the context of digital beauty communication. The followings are examples of how the beauty influencers use the loanwords

### 1. Shade

The loanword shade is the most dominant term in the data, appearing a total of 14 times and falling within the domain of color specifications. This word is used by beauty influencers to refer to variations in the colors of cosmetic products, especially foundation and lip products. In the context of speech, shade often appears in Indonesian-English hybrid structures, such as Tasya Farasya's expression in her post, “shade-nya cocok buat kulit sawo matang” or “aku pakai shade yang lebih warm.” Based on Haugen's (1950) linguistic borrowing theory, shade is categorized as a non-adapted English loanword because it is retained in its original form without phonological or morphological changes. Semantically, there is a process of semantic narrowing, where the general meaning of shade in English shifts to a specific technical meaning, namely cosmetic color variations in the context of beauty.

### 2. Finish

The loanword finish appears 9 times and belongs to the domain of product finishes. This term is used by influencers to describe the final appearance of makeup after application, as in Nadya Anastasha's post, “finish-nya smooth” or “aku suka finish yang natural.” According to Haugen's classification (1950), finish is also a non-adapted loanword because it has not undergone any changes in form. Semantically, this word has undergone a specialization of meaning, from the general meaning of “completion” in English to a specific meaning that refers to the final visual effect of a cosmetic product on the face. The use of finish demonstrates communicative efficiency, as this term has become standard in the global beauty industry. By retaining the English term, influencers are able to convey product evaluations concisely and technically, while also affirming their identity as competent figures who follow international standards

### 3. Packaging

The loanword packaging appears nine times and belongs to the domain of marketing. This term is used to evaluate the packaging of cosmetic products, for example in Tasya Farasya's post, “packaging-nya mewah” or “paling pink gitu packaging-nya.” Linguistically, packaging is categorized as a non-adapted loanword because it retains its original form. Although Indonesian



has the equivalent word *kemasan*, the use of packaging indicates a stylistic and evaluative lexical choice. The term packaging in this context refers not only to the product container, but also encompasses aesthetics, design, and selling value. From a sociolinguistic perspective, the use of packaging serves as a strategy to create a modern and premium impression, especially when influencers review middle- to high-end products. This shows that the choice of loanwords is not solely due to the absence of equivalents, but also because of the symbolic value attached to the English language. From a translation method perspective, the use of *shade* reflects the direct borrowing method (Newmark, 1988). Although lexically it can be translated as *color*, this equivalent is considered less precise because it does not represent the complexity of cosmetic color variations. Therefore, maintaining the term *shade* serves to maintain technical accuracy while building a professional and global image in the digital beauty discourse.

#### 4. Matte

The loanword *matte* appears 8 times and belongs to the domain of texture or product finish. This term is used to describe makeup that does not look shiny, as in Abel Cantika's post, “hasilnya matte tapi nggak kering.” Based on borrowing theory, *matte* is classified as a non-adapted loanword that is retained in its original form. Semantically, the meaning of *matte* is relatively stable and has not undergone significant shifts because this term has been widely accepted in the Indonesian beauty community as a technical term. The use of *matte* indicates that certain loanwords have undergone conventionalization, where the audience no longer needs additional explanations to understand their meaning. This signifies that English has become part of the professional register in digital beauty discourse.

#### 5. Swatch

The loanword *swatch* appears eight times and belongs to the domain of application techniques. This word is used to refer to the activity of trying out product colors on the skin, as in Abel Cantika's statement in her post, “aku swatch dulu di tangan” Interestingly, *swatch* also appears in morphological adaptations such as *di-swatch*, which shows its integration into the Indonesian grammatical system. In Haugen's (1950) classification, the form *swatch* is a loanword, while *di-swatch* is an adapted loanword because it has undergone the addition of an Indonesian passive affix. Functionally, this adaptation allows the word *swatch* to be used flexibly in Indonesian sentence structures without losing its technical meaning. The adoption of English loanwords by beauty influencers is heavily influenced by their social background. In order to project competence and authority, influencers with more followers and professionally styled material typically utilize more English phrases. Additionally, loanwords are more commonly used by younger influencers in order to conform to youth identity and contemporary digital trends. The most prevalent form in the data is non-adapted English loanwords. These phrases are directly linked to international beauty standards and are seen as more genuine and distinguished. By using them, influencers are able to establish a professional online persona and win the trust of their audience. The table above shows that terms related to color and product finish dominate the frequency of English loanword usage. This finding confirms that the visual and performance

aspects of products are the main focus of content produced by beauty influencers on TikTok, given that both aspects play an important role in attracting audience attention and shaping perceptions of product quality.

## DISCUSSION

The findings of this study indicate that the use of English loanwords by beauty influencers on TikTok is not merely a lexical phenomenon, but also a sociolinguistic practice laden with ideological meaning. The dominance of non-adapted loanwords and the concentration on technical domains such as shade, finish, and matte indicate that English functions as a source of linguistic capital, which confers symbolic value in the form of professionalism, credibility, and authority within the digital beauty discourse. In this context, the use of native terms is not merely due to the absence of equivalents but also serves as a strategy to maintain legitimacy within the framework of the global industry.

These findings reinforce the results of Isnarini et al. (2025) and Aditya et al. (2025) that social media shapes a systematic pattern of English integration within local contexts. However, this study expands upon that argument by demonstrating that such integration is domain-specific, particularly regarding the technical and evaluative aspects of products. Thus, the adoption of loanwords does not occur randomly but is tied to the need for precision as well as symbolic value within specific communities of practice.

In line with Wardhana et al. (2025), TikTok functions as an accelerator of linguistic change, but these findings indicate that this acceleration is also accompanied by the standardization of terminology within the beauty influencer community. From the perspective of indexicality (Eckert), the use of terms such as shade and swatch not only refers to denotative meaning but also indexes identity as an “insider” within the global beauty community. This aligns with Li and Wang (2024), where translanguaging is employed as a self-presentation strategy, as well as with Inamova (2025) and Marsó (2025), who emphasize the role of language in shaping cross-cultural digital community identities.

In the Indonesian context, these findings reinforce Mahmudah et al. (2023)’s assertion that English functions as a marker of the younger generation’s global orientation. However, the existence of adapted loanwords such as *di-swatch* and *men-blend* indicates that this global orientation does not erase local identity but is negotiated through a process of morphologization. This is consistent with Wijaya et al. (2025), who highlight the rapid localization of foreign language elements, as well as with Stahl and Literat (2022) regarding hybrid language practices as a means of constructing Generation Z’s collective identity.

Furthermore, in the beauty domain, these findings specifically confirm Kautto (2025) that the mixed use of English creates a cosmopolitan and professional image. The dominance of non-adapted loanwords also supports Cicillini and Pulcini (2024), who state that non-adapted forms retain prestige and modernity in youth-oriented media. However, this study adds a new nuance by

demonstrating the coexistence of non-adapted and adapted forms as a reflection of the productive tension between globalization and localization.

Overall, this study confirms that the use of English loanwords on TikTok is not merely a linguistic phenomenon but a social practice that serves to index identity, distribute symbolic capital, and negotiate positions within the global digital ecosystem. Thus, loanwords in this context can be understood as part of a discursive strategy that links professional competence with global cultural affiliation, while maintaining a connection to local linguistic structures.

## CONCLUSION

The purpose of this study was to look into the kinds and social purposes of English loanwords that TikTok beauty influencers employ. The results show that non-adapted English loanwords are the most common type and that social background characteristics like age, follower count, and content style have an impact on their utilization. In the Indonesian beauty influencer community, these loanwords serve as indicators of professionalism, global identity, and digital prestige. These are also used to indicate an object or action because Indonesian does not have an appropriate word to replace it (Sultan, 2025). By emphasizing how social and technological factors influence language choices, the study advances sociolinguistic research on digital media. In order to obtain a more comprehensive understanding of digital language diversity, future research is advised to examine audience perceptions of loanword usage or to compare loanword practices among various influencer niches.

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