Lexical Semantic Review of Alpha Generation Terms; Previous Generation's Perspective

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Abstract-Our perception and analysis delve into the evolving linguistic landscape of Generation Alpha, a generation deeply intertwined with digital technology, by orienting to their language use often missed by their guardian. This paper intends to examine how language understanding impacts and may bring a new perspective. To discover the spot, this study utilized a convergent parallel mixed-methods design. A questionnaire survey of 130 respondents was conducted and randomly assigned among internet users through social media in aims to determine the population's attentive and digital language use preferences. The result we found was digital communication has become challenging that more than half of respondents derived from Generation Z in several countries, along with the semantics analysis of common slang that Alpha Generation frequently used such as Sigma, Mewing, Skibidi, Delulu, and Rizz which were chosen by respondents especially are familiar for Alpha Generation's educators and parents. Linguistics holds immense potential but faces significant challenges. Our research is of great significance to digital culture, especially teachers and parents. By inclined to present the understanding of language development anticipated to be a starting point to provide valuable insight into digital communication that may help young generation protectors to able to take precise steps.

Keywords: Alpha Generation, Digital Environment, Lexicology, Linguistics, Semantics.

I. INTRODUCTION

In this increasingly globalized world, expanding in every aspect of life. Digital technology provides the greatest changes, reciprocally to linguistic and literary evolution. Both studies are growing rapidly as well as information features that are easily accessed wherever and whenever. The concept of digital technology growth impacts took a few issues due to its negative effects, particularly to the young generation. However, numerous advantages still could be considered as progress.

Alpha Generation is well-known for its use of internet slang, memes, and expressions. The biggest influence of the Alpha Generation's language comes from Video Games and YouTube. Unlimited access to both things cause a mix and creates a new language which is seen through digital platforms, especially on social media. Interestingly, this phenomenon moves public attention to grasp those circumstances to join the trend.

For instance, Ben Boyce (2024), a father of Gen Alpha content creator on TikTok has posted several videos highlighting Gen Alpha slang trends. In one video that was posted on June 1st, where he greets his daughter with Alpha Gen slang "mewing". They frequently use Alpha Generation terms. These interactions highlight the rapid evolution of language in the digital age.

Strauss and Howe (1991) mention a generation as a people assembly born during a specific period, typically spanning 20 to 25 years. McCrindle (2022) in their Understanding Generation Alpha research-based article, adds that children born

between 2010 to 2024 are considered as Alpha Generation. In the year 2024, children aged 5 to 14 years old are predicted as influencers who contribute to digital language, particularly due to the rapid growth of media platforms like TikTok, YouTube, and Instagram, which coincide with the rise of Alpha Generation, coupled with limited direct social interaction that occurred throughout COVID-19. Their digital and real lives are intertwined, profoundly affecting their old-tempo childhood.

This research hereby discusses Alpha Generation's various slang uses, which have been developed into unfamiliar terms of both vocabulary and diction. Tom Hiddleston has said in Interview Magazine, "People don't fully understand the language of digital communication" (2015). Tom's quotes inspire the study of language to unlock the digital communication of Alpha's Generation.

Language is truly integral to our way of life as a social human being. An expert stated, "Language is a human method of communication to convey ideas, emotions, and desires" (Sapir, 1921). Language is the principal method of human communication with a flexible, meaningful, and structured symbol either written or spoken. The language used as one of the communication tools has developed in any social sphere and turned into a national identity that preserves cultural and historical heritage.

According to Noam Chomsky, he defines language as an inherent component of the human mind and is objectively portrayed in the brain (Chomsky, 2002:1). Human language progression begins when they are young. Children typically aged between 2 to 5 years old start to combine more than four words to form sentences, whereas at the ages of 7 to 12 years old begin to understand multiple meanings and relationships among words. Data proves that children's language develops more quickly than adult language learning skills.

Gee (1993:7) once said, language bloomed over eons of human evolution. It means language arose gradually alongside human development. Humans and language are not stop evolving; both must adapt to the fast-paced digital era. Meanwhile, the language of digital age among the Alpha Generation has substantial implications for future generations. Alpha Generation terms is one of the unique digital native and social dynamics and has led to the rise of distinctive vocabulary and diction.

Alpha Generation uses their terms to connect with their peers. Those language elements we examine here in the research are more likely slang. Khairun Niswa et al. (2023) refer to slang as one of the informal languages that is genuinely used by a small group of people. Unfortunately, the vocabulary often consists of offensive words. Although, every generation has its own style, way of using language, and slang usually existed within a period. Therefore, understanding the culture and language in recent times will bring benefits to life.

Based on previous researchers who have studied Gen Alpha technology (Jha, 2020), characteristics of Gen Alpha (Astapenko et al. 2021), Gen Alpha education and culture (Ziatdinov, and J. Cilliers, 2022), Gen Alpha as the next Generation Marketing (Thomas & Shivany, 2020), expecting Human Resources strategies for Generation Alpha (Jaiswal, 2023), and other researcher investigated Alpha Generation in various field. In general, that research gave certain privileges and oppression of digitalization on Alpha Generation in any sectors with different points of view. Nevertheless, the linguistic features of Gen Alpha have not been specifically explored in prior linguistic studies.

II. METHODS

This research used mixed

qualitative and quantitative methods to elaborate the results. Regarding Ismail Pane, et al (2021:10), he concluded that mixed methods are a combination of quantitative method and qualitative method which are used together in some research to obtain enhanced comprehensive, valid, reliable, and objective data.

The chosen method considered by the following processes:

Research Design

There are basic designs to process mixed methods research; convergent parallel model, explanatory sequential model, and exploratory sequential model (Creswell:2014) Therefore, processing the sample concurrently (convergent parallel model) will suit this research considering the time constraints.

Research Technique

Quantitative and qualitative datasets collected through a techniques, include;

Questionnaire

The questionnaire is a collecting data technique with written questions to respondents for answers (Sugiyono, 2017:142). The questionnaire in this research is divided into two (2) parts; the quantitative method refers as ⌗**Section A** uses 10 close-ended questions approached with a 5-point scale by Likert to measure attitudes (1932), while the qualitative method refers as **Section B** with two (2) open-ended questions; one (1) required e-vote and one (1) optional paragraph question. The questions and statements asked are:

- **Section A** is necessary to understand digital interest and preferences on language based in their topic understanding, social media, and internet algorithms, along with topic-focused questions;
  Q1 You know much about Alpha Generation.
  Q2 Digital era influences the development and use of language.
  Q3 It is important to learn about trends (inc. Language; slang and gesture.
  Q4 You ever heard, seen, or used Alpha Generation language in your social media timeline.
  Q5 You ever heard, seen, or used Alpha Generation language for digital/direct interaction.
  Q6 In Alpha Gen language, you find a new vocabulary
  Q7 You are interested to know more about Alpha Generation and its Language.
  Q8 You find Alpha Gen language is unique.
  Q9 You feel that Gen Alpha language has advantages that positively affected the era.
  Q10 You find it necessary to know Gen Alpha language for digital interaction or real-life communication with your Alpha friends/students/kids.

- **Section B** is necessary to understand the respondent nuances of language in the learning journey and aspiration;
  Q1 *Please choose/mention 3 of Gen Alpha slang below that you have heard, seen, used, or found interesting the most.*
  Q2 *In your opinion and based on your social experience, why are languages important to learn, especially in the case of Gen Alpha language, what is the impact to current life?.*

Observation

Observation is a technique where researchers collect data directly by watching, listening, and reading the contents of Generation Z towards Gen Alpha terms in social media platforms such

as; TikTok, Instagram, YouTube, Twitter, and Facebook by the tags (#) *Alpha Generation Slang*.

Analysis

Quantitative data will be analyzed with descriptive analysis technique, and the respondents' aspirations systematically collected and processed using software applications such as Microsoft Excel, Google Forms, and Google Spreadsheets. While the Qualitative data was subjected to a narrative analysis to gain deeper insights into the participants' experiences and perspectives. To delve into newly coined terms that were collected by observation on this research, it is essential to employ the subfield of linguistics known as semantics and lexicology, which focuses on the study of word meaning.

Research Samples and Sampling

As the quantitative research method, while the population size of Alpha Generation in cyberspace is not detected, the unknown sample size can be calculated with Zahrowati & Suparwati formula (2018), which is:

$$N = (za.p) . 2$$
$$d$$

$$N = ((1.96)x(0.25)) . 2$$

$$N = 3.8416x0.0625$$

Contents:

N = Sample size

Za = Z-score / confidence level (95% -- 1.96)

p = Standard deviation (25% -- 0.25)

d = Margin of error (5% -- 0.05)

N= 96,04 rounded off to 96 respondents.

In this case, this research obtains unexpectedly 130 respondents.'

This research goal is to understand language acquisition, investigate how Gen Alpha acquires language in the digital age, and how the impact of it to the social or direct to the childhood education and its implications for communication, culture, and society.

III. FINDINGS

Respondent identified

The participants were English-spoken digital users that were randomly assigned through social media; Instagram, TikTok, and Twitter. To ease the analysis process, participants are busted into a subgroup based on their generation according to their birth year (McCrindle, 2022) without including the Alpha Generation to see other generations' perspectives on Alpha Generation and its digital language.

Based on the result, 72% of the respondents themselves have come from Generation Z, or known as Millennials (born during 1995-2009) who may be familiar with internet culture and emerging online trends. It can also be concluded that they acknowledge the terms to interact socially directly or digitally since they were the most digitally native demographic.

As the questionnaire is widespread on researcher social media, the research involved participants from a variety country including Indonesia, that get a substantial number rolled out across several cities, followed by Malaysia, Singapore, Brunei Darussalam, Thailand, Japan, South Korea, United States, Canada, Australia, Oman, England, and Netherlands.

Scores of Alpha-Digital Language Interest

Category	Frequency	%
Strongly Agree	28	21.54
Agree	69	53.08
Neutral	26	20.00
Disagree	1	0.77
Strongly Disagree	6	4.62
Total	130	100

Overall, a majority (74,62%) of respondents indicate an understanding of Alpha Gen language, with 53.08% agreeing. This suggests that while there is growing awareness and potential interest, a deeper understanding of technology and its implications is still developing. This high-level interest also suggests that Alpha language could reach significant market demand for products and services. This finding also supports speculation that the future growth of the Alpha language appears promising, with continued development and adoption likely.

However, there are more important things to pay attention to, like several factors that will influence the actual adoption and impact such as technology maturity and ethical considerations. To further capitalize on this prominent level of interest, it is essential to research to foster industry, academic, and policymakers collaboration to address challenges and promote responsible development, and raise awareness about Alpha Generation and its potential benefits, while also addressing misconceptions.

Language Development: Semantic Lexical Analysis

Language, with its intricate web of symbols, rules of grammar, and societal customs, assumes a vital role in facilitating effective communication and fostering mutual understanding among individuals (Adika & Budiarsana, 2023). Individuals in this context are Alpha generation. Below are words that Alpha generation commonly used and its meaning from Oxford English Dictionary and Urban Dictionary.

No.	Observed Objects	Dictionary Register		Meaning from Oxford English Dictionary	Urban Dictionary
		Yes	No		
1	Aura	X		Figurative	Vibes, charm, or attraction
2	Ate	X		To take into the mouth piecemeal	Impressive, to do something exceptionally well and deserve praise
3	Bet	X		You are certain something is true or will happen	Expressing agrees, OK.
4	Bussin'		X	-	Verry Good
5	Cap	X		A hat	Lier
6	Cook	X		Food has been prepared	Opportunity to do something
7	Delulu		X	-	Shorten of delusional
8	Dog Water		X	-	You did not do an excellent job,
9	Fannum Tax		X	-	A food thief
10	Fax	X		Facsimile	Truth, no lies, facts
11	Flex	X		To bend	To show off
12	Gucci		X	-	Awesome or excellent
13	Gyatt		X	-	Abbreviation of 'goddamn', often reference to a large posterior or rear (butt)
14	Lowkey	X		Art and photography	Secret, other to say we cool in a chilled way
15	Mid		X	Occupying a central, medial, or intermediate position; middle	Something boring and not good but not bad
16	Mog		X	-	To be significantly more attractive than someone else
17	Mewing	X		To shut away	Dental exercise
18	Ohio	X		Native to the south-eastern and central United States	Cringey, or odd
19	Omega	X		The last letter of the Greek Alphabet	Weak, sick, and legendary
20	Pookie		X	-	Someone you love
21	Ratio'd		X	-	The statement when you

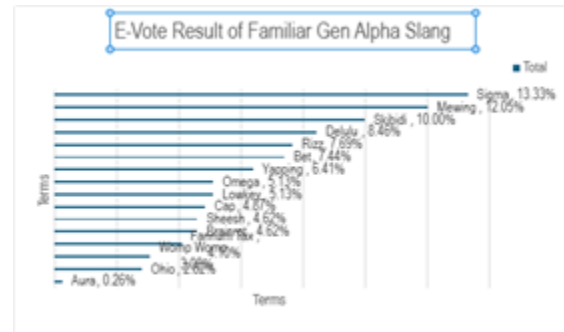|				lose the arguments
22	Rizz		X	-	Charisma
23	Sheesh	X		Expressing surprise	Disbelief, (WOW)
24	Sigma	X		18th letter of the Greek alphabet	Leadership and dominant male
25	Skibidi		X	-	Bad/Ugly
26	Womp Womp		X	-	A noise of failure or to mocking someone
27	Yapping	X		Shrill bark	Talking too much

The objects above are found in various social media content, mostly found on Instagram. In a comparative lexical-semantic analysis of 27 Alpha Generation terns collected, we revealed 12 (twelve) new entries and 15 (fifteen) emerging terms across two different dictionaries. These findings could be considered as proof that language never stops growing. Though every generation has its group terms in language that is used among them, this linguistic innovation reflects the influence of digital culture, social media, and emerging trends.

By comparing the Oxford English Dictionary (OED) and Urban Dictionary (UD) provides a unique lens to examine the rapid evolution of language, particularly among younger generations like Gen Alpha. The formal historical definitions in the OED with the informal contemporary definitions in the UD, researchers can identify emerging trends, cultural shifts, and the impact of digital technology on language. This comparative analysis offers valuable insights into the adaptable nature of language and its ability to adapt to changing social and technological landscapes.

The key implications of this phenomenon involve digital native culture in online interactions, gaming experience, and vast social media uses; are driving the creation of new terms and expressions. The rapid pace of change in Alpha slang highlights the accelerating speed with which words and speech evolve in the digital age.

Vote result of Popular Alpha Generation terms

Since this vote aims to find out whether respondents are familiar with alpha slang or not to align our target population with context, and from the votes, we draw 5 words from the most chosen slang as samples for further analysis. Despite these, the evolution of terms reflects the dynamic nature of language and the influence of internet culture. By understanding the cultural context and the diverse interpretations, we can determine the language use and impact to acquainted with the better digital environments.

Sigma

Become a popular term in Gen Alpha slang, sigma is used to describe a person with dominant and influential as a leader, self-confident, cool, and popular. It is originally from the Greek letter sigma (Σ) to represent the summation of a series of numbers. As its name of the generation; Alpha, adopted from the Greek letter Alpha considered a cultural phenomenon in how their slang is reflects the same acquisition of sigma, omega, and beta. It is a fascinating blend of internet culture, pop psychology, and a desire for unique self-expression.

Furthermore, the sigma is used towards boy or man, which means it was a masculine noun since at the beginning, it was known as *Sigma Male*. Lexically, Sigma is also known in some online fiction subgenre which features a dominance

hierarchy [1]among humans as well as independent and detached character types. Even so, the core meaning remains consistent; a person who stands out from the crowd and is admired for their unique qualities. This evolution reflects the desire for unique identity and nonconformity among the younger generation.

Mewing

Word mewing (action verbs) is originally from dental practice to improve facial structure and health by positioning the tongue against the upper mouth. On the other side, in the online culture of Gen Alpha, they develop the language context to a gesture that describes a particular facial expression or pose, which is often associated with a certain aesthetic or personal type. Somehow, mewing could mean good for someone who has a jaw firm, or ironically used to not answer questions by just making a finger gesture along the jawline, meaning "*I am busy with mewing* (my jawline practice) *exercise, cannot answer*" which happened when teacher asking in lessons.

Skibidi

Skibidi is going viral on from YouTube serial "*Skibidi Toilet*". The usage of the word skibidi has extended beyond the original context, becoming a versatile slang term with multiple interpretations. Initially, skibidi was associated with specific internet memes and a series of surreal and often disturbing videos.

In Alpha terms, Skibidi is used to describe something bad or negative, which can be a person, situation, or thing that is unpleasant. It is well describes as weird, strange, or nonsensical. While the exact meaning of skibidi may vary depending on the context, it is generally used to comment on bizarre situations or simply to express amusement.

Delulu

This word first entered the internet in 2014, Delulu which shortens of delusional that K-pop fans on Twitter use to describe any unrealistic fantasies such as over-optimistic about meeting their favorite star. Over 7 years, delulu has re-entered the internet with most of Alpha Gen's uses to humorously characterize people who may engage in excessive fantasizing, especially within the context of celebrity fandoms or personal relationships.

While delulu can be used in a lighthearted manner, it can also be used more critically to point out the potential dangers of excessively unrealistic dreams and hope. By understanding the tendency, the terms allow for self-awareness and humor. Thus, it is important to use the term responsibly and to avoid perpetuating harmful stereotypes or stigmatizing individuals.

Rizz

Rizz refers to charm, charisma, or attractiveness, particularly in a romantic context. Urban Dictionary found that rizz comes from the word "charisma" whereas Southern Baltimore, United States, started to shorten charisma as a rizzma. Rizz could be said to be a skill or talent of being captivating. Exception to this term, rizz has become Oxford Word of The Year 2023 by Oxford University Press yet still unrecorded to the newest Oxford Online Dictionary.

Rizz is popularized through media platforms like TikTok, where users often share tips and tricks on how to improve their rizz. The terms rizz able to navigate social situations with ease and can easily make a positive impression on others.

Again, one notable development emergence of related terms like rizzler and rizzing. These terms further emphasize the concept of flirtation, often used to describe individuals who are skilled in social interaction and romantic pursuits. Moreover, "skibidi ohio rizz" is a prime example of how rizz can be incorporated into playful and humorous phrases.

Alpha Gen terms represented by older generations' perspective

Alpha slang established to respondent's role:

Resp. No.	Responses
1	I am an English teacher, learning Gen Alpha slang helps me to understand them more, create chemistry so that the lessons I convey can be accepted by them, and educates them to filter which slang is good or not for good interaction to society.
4	I am a management student who is learning about marketing. By learning the language of the new generation who will become productive age, it means we learn about communicating with our future customers. It gives us potential to arrange tactics, especially in this technological age. Language selection can determine marketing targets, it would be good if non-linguistic person like me to explore a language background in purpose to seek a group attention to my product.
7	The importance of language learning extends beyond communication and cultural understanding. It enriches cognitive development, enhances problem-solving abilities, and fosters empathy and global citizenship. For Gen Alpha's parents, learning their children's language offers benefits such as Improved Communication, Deeper Connection, Enhanced Understanding, Improved Parenting, Etc. In today's interconnected world, language learning is essential for personal and professional success. It opens doors to new cultures, expands horizons, and empowers individuals to thrive in a globalized society.

Alpha Language core themes:

Resp. No.	Responses
5	For these young individuals must know that they're the first to grow up entirely in a digital world to improve this environment deeply influences their expectations of learning styles and interactions because this thing called alpha generation defining some of characteristics into their unique strength to examine their learning habits, and so, by understanding how this generation alpha learns and interacts with the world for now/current situation, can better prepare it to create future ready learning environments
15	Language is crucial for Generation Alpha as it shapes their identity, facilitates communication, and fosters social connections. Growing up in a digital age, they are immersed in diverse languages and slang influenced by technology and pop culture. This exposure enhances their ability to navigate global interactions, express themselves uniquely, and build community bonds.
8	It is important to know more about the next generation's culture or new things. It might help us to be easier to adapt and approach them, in this context, Gen Alpha. In this era of globalization, it would be better if we could follow the flow of developments of the times, it can help bridge the generation gap, improve communication, and provide insight into emerging cultural and social trends. Not to mention, we are more likely to work with them in a work field. So, it would be useful to get to know their language because language is the thing that will bridge the constructive interaction process of ours.

The two tables above served a diverse set of statements regarding Alpha Generation terms. The first table is focused on practical implications from distinct roles; the respondents emphasized understanding Gen Alpha language. Each role offers a unique perspective on the benefits of linguistic knowledge.

Moving to the second table where delves deeper theorical and significance of understanding Gen Alpha's unique characteristics and language use. By recognizing the impact of digital culture and the evolution of language, we can better prepare ourselves for the future and build stronger relationships with the next generation.

IV. CONCLUSION

The advent of the digital age has ushered in a new era of language evolution. As Gen Alpha continues to grow and shape the digital landscape, their impact on language will persist. Language innovations will influence future generations and further reshape the way we communicate in the digital age. The emergence of new terms has created unique linguistic nuances that can be challenging for older generations to navigate.

As the generation preceding Gen Alpha, Millennials are well-versed in digital culture. However, they often struggle to keep pace with the rapid evolution of language. This generational divide in linguistic norms is a recurring pattern throughout history.

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