



## Cyberpragmatics Analysis of Emoji Language in TikTok

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ARTICLE INFO	ABSTRACT
<b>Article history:</b>	This study aims to uncover the different meanings embedded in the various emojis used on TikTok, with a particular focus on their pragmatic implications. This article uses a qualitative descriptive methodology to investigate the cyberpragmatic aspects of emoji within TikTok's linguistic landscape and provides a comprehensive understanding of how emoji contribute to the broader pragmatic context within TikTok's unique language ecosystem. The investigation involved examining various TikTok interactions to determine the intricacies of communications conveyed through emojis. It is hoped that these findings can explain how complex the function of emoji is as a pragmatic tool in expressing meaning in the TikTok language community.
Received	
Accepted	
<b>Keywords:</b>	
Emoji	
Cyberpragmatics	
Language	
Tiktok	

## INTRODUCTION

TikTok is a social media platform that has revolutionized the way people interact and share content, it has become a major attraction for most users in this digital era. With an easy- to-use interface and a focus on short videos, TikTok is building a dynamic and creative community where users from various backgrounds can express themselves in unique ways. One way that users can communicate via TikTok media is by providing content and comments in the comments column in the content so that users can receive feedback from existing comments. Often comments given by users always include emojis in them.

Emojis have become a very significant language in social media like TikTok, opening the door to creative and immersive expressions. In this article, we'll explore how emojis not only serve as additional symbols, but also as key elements in conveying meaning and emotion on TikTok. Emojis give TikTok users the power to convey feelings and thoughts more quickly and effectively. An emoji can replace long words and become an instant way to communicate, enriching messages with emotional nuances that are difficult to convey with words alone.

Each emoji has an implicit cultural code, creating its own language among TikTok users. For example, a red heart can summarize a feeling of love or joy, or even a liking for something. Meanwhile, sad emojis can express sadness without the need for verbal explanation. In this way, TikTok users can feel connected to a collective understanding of the meaning of emojis. However, in this article we will analyze the meaning of emoji in depth, especially in the use of emoji as a language commonly used in TikTok.

Emojis can also become part of a person's digital identity on TikTok. Some users may have favorite emojis that they consistently use, creating a unique digital signature. Thus, emoji are not only a communication tool, but also a symbol of identity that strengthens the user's presence in cyberspace. While emojis provide richness in conveying emotions, there are also challenges and potential misunderstandings. Emojis have meanings that can vary based on cultural and social context. Therefore, a proper understanding of the context in which emojis are used is key to avoiding potential misunderstandings on TikTok.

Overall, the use of emojis on TikTok is not just a decorative addition to messages, but as a powerful language for conveying emotions, building digital identity, and enriching the experience of communicating on this platform. By understanding the complexity and depth of emoji meaning, TikTok users can better experience the richness of expression these small symbols offer.

Emojis, in the fields of linguistics and cyberpragmatics, serve as non-verbal cues that enhance digital communication. These small pictorial symbols convey emotion, tone, and context, compensating for the absence of facial expressions and intonation in online

interactions. They contribute to the pragmatic aspects of cyber communication, aiding the interpretation of messages and encouraging a more differentiated understanding of texts.

As a form of visual language, emoji plays an important role in shaping the pragmatic dynamics of online discourse. Cyberpragmatics is a field of linguistic study that examines the impact of digital communication on language use and social interaction. It involves an exploration of how online platforms, such as social media and messaging applications, influence pragmatic aspects of communication, including language choice, politeness, and the interpretation of meaning in digital contexts.

This research is intended to examine and analyze how emojis play a role in expressing a meaning in language or communicating with an interlocutor or someone either through content or providing comments on the online TikTok platform and find out the linguistic meaning of emojis used by most people, especially in Indonesia. Because it can be seen now that each emoji does not only have one meaning, but can have several different meanings depending on how social groups or society use it and has been accepted by many people.

Emojis were originally designed as a condensed way to express emotions in online communications, emojis are also sometimes referred to as sentiments, moods, or attitudes. (Lu, et al., 2016:771). Emoji is taken from Japanese which means “picture letter”, emoji are usually small images or symbols that represent a feeling, concept, etc. That are used to communicate via digital media. (Li & Yang, 2018:1).

Emojis are graphic symbols or ideograms that not only represent facial expressions but also conceptual ideas such as seasons, buildings, food, drinks, animals, plants, emotions and activities (Novak, Smailović, Sluban & Mozetič, 2015:1). So it can be concluded that emoji are symbols or small images in the shape of faces with various expressions which are usually used to show expressions to the person you are talking to online via social media. Sometimes not only facial shapes are displayed as emojis, but also other images such as heart shapes with various colors, animals, people with various professions, food, objects and also public places. Images like this are usually used more often as complements when conveying information or showing what the user wants to convey what he has.

The use of emojis in online communication is often used as a complement to textual communication which is used to convey expressions from the user to other users. However, what is currently happening is that not all communication participants understand the meaning of each emoji used because each person has a different intention in conveying their expression through the emoji they use. In other words, the use of emoji not only conveys the psychological expression of the speaker, but also contains pragmatic purposes or could be said to be cyberpragmatics because this communication takes place on digital media.

Pragmatics is the study of how speech has meaning in a situation. (Jumanto, 2017:39). Language functions also divided into two, namely pragmatic functions and magical. (Halliday & Hasa, 1989:15). Pragmatic function emphasizes the language function for communication. Cyberpragmatics examines the speaker's intentions by basing his interpretation on the context, whether social, cultural or situational, which usually takes place or occurs on social media. Speeches on social media can be hate speech, speech with humorous nuances, and the like. (Rahardi, 2020:13). Cyberpragmatics analyzes

communicative activities that occur between Internet users on social media. (Yus, 2011:14). In this research study, there are several emojis that will be studied for their intended use.

The emojis studied were: grinning face with big eyes 🤪, pleading face 🙏, loudly crying face 🥲, savoring food face 🍴, smiling face with hearts 😍, and moai 🗿. The Researcher chose to examine the use or pragmatic function of these six emojis because these emojis are often used by many TikTok users, especially users from Indonesia and are often used to express meanings that are not in accordance with the meaning that has been determined by the meaning of these emojis based on sources Emojipedia.

## METHOD

This research uses qualitative descriptive research, where the qualitative descriptive method is a method used in research that describes research data through words. (Endaswara, 2013:176). The main data sources in qualitative research are words and actions, the rest is additional data such as documents and so on. (Moleong, 2005:157). And the data source for this research is TikTok social media, especially those taken from the comments column as a form of communication between TikTok social media users. The object of research is how cyberpragmatics function in emojis in the context of speech meaning.

Thus, the data for this research are speech utterances in which emojis are inserted in the TikTok comments column. Data was collected using the reading method and accompanied by note-taking techniques. By careful recording, complete data is obtained which is then selected and classified to obtain the best data. (Rahardi, 2021:281). So, the researcher recorded all the findings in the comments on TikTok, then the researcher chose what comments would be used as data in this research.

## FINDINGS

The findings in this research are the pragmatic function of the emoji studied and the meaning of its use as a form of communication between TikTok users through the comment's column.

Table 1. Pragmatic functions of emoji in TikTok

No	Emoji	Names
1	🤪	Grinning face with big eyes
2	🙏	Pleading face
3	🥲	Loudly crying face
4	🍴	Face savoring food
5	😍	Smiling face with hearts
6	🗿	Moai

### 1. The function of emoji 🤪

This emoji, which depicts a yellow face with a wide smile showing upper teeth and enlarged eyes, is usually used to show happiness, which is in accordance with what emojiopedia has determined is that this emoji is used to convey general expressions of happiness and good entertainment. However, as a result of technological developments in social media, people's habits can change, especially in how they convey the desired expressions. According to Rahardi (2022:40), stated in the results of his research that the grinning face with big eyes emoji shows a person's sense of relief and gratitude and can also be used to show happiness according to the true meaning of this emoji.

In this study, the researcher discovered another function of this emoji. It can be seen from the data in the table below how TikTok users use this emoji to show expressions and communicate between TikTok users in the comments column.

Table 2. Data 1

No.	Explicature	Context
1	Gw di akhir 2023 ini makin nolep woilah 🤔 <i>At the end of 2023, I'm even more no life 🤔</i>	The user realizes that he is increasingly becoming an anti-social person.
2	Nonton sampai tengah malam, tantrum saya 🤔 <i>Watch it till midnight, I got tantrum 🤔</i>	The user is angry or doesn't like what he watch
3	Hashtag POV nya ketinggalan kak 🤔 <i>The POV hashtag is missing miss 🤔</i>	The user warns that something is missing

From the data above, it can be found that the use of emoji has different functions. In the first user, the user used this emoji when he showed that he was aware that by the end of 2023 he would be more of an anti-social person. In other words, he felt disappointed and shocked about what he experienced. In number 2, the user use this emoji to show an expression that he didn't like something in the TikTok content. Meanwhile, in number 3, the user use it to indicate any shortcomings in the content with a smile emoji.

## 2. The function of emoji 🤔

This emoji, which depicts a frowning face with furrowed eyebrows, a small frown and puppy eyes, is usually interpreted in emojiopedia as adoration or feeling touched by a loving gesture. According to Berlianty (2020:31), the pleading face emoji shows an expression of sadness for happiness with glassy eyes holding back tears and also shows a pleading expression to ask for something.

Table 3. Data 2

No.	Explicature	Context
1.	Nyesel gw potong rambut 🙄 <i>I regret cutting my hair 🙄</i>	The user regret having cut his hair
2.	Jelas banget di telinga gw 🙄 <i>It's very clear to my ears 🙄</i>	The sound heard from the content is very clear to hear
3.	Ga sabar kelanjutannya 🙄 <i>Can't wait for the next update 🙄</i>	The user wanted to quickly see the continuation of the content.

Based on the findings above, it can be seen that in the first number, the user uses the pleading face emoji to show her regret because the user has cut her hair even though in the content she saw tips for cutting beautiful hair. In the second number, it can be seen that the TikTok user was amazed by the clear sound in one of the content on TikTok. Meanwhile, in number three, it can be seen that the user feels impatient with the continuation of one of the existing content. And it can also be interpreted that the user also hoped that content creators will provide updates quickly.

### 3. The function of emoji 🙄

This emoji with a yellow face that continues to shed lots of tears and a wide open mouth can easily be interpreted as a very deep sadness that is difficult to console. According to Inderasari, et al., (2023:11), in the results of their research it can be found that the function of this emoji is to show sadness, anxiety and hope for understanding from the person he is talking to. The following is the data found in this research.

Table 4. Data 3

No.	Explicature	Context
1.	Muka sebelum make up sudah cakep 🙄 <i>The face before make up is already beautiful 🙄</i>	The user sees a person's face as beautiful even without make up
2.	Pengen ngerasain salju sekali aja 🙄 <i>I want to feel snow just once 🙄</i>	TikTok user's desire to experience snow
3.	Ga bisa liatnya ga kuat ganteng banget 🙄 <i>I can't see him, he's so handsome 🙄</i>	The user is very interested and amazed by someone's good looks

In no.1, the user used the loudly crying emoji to show feelings of amazement at seeing someone's very beautiful face even without make up. In no.2, the user used emojis  
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to show a deep desire for something such as wanting to see snow even just once. And on no. 3, the user used this emoji to express interest and fascination with the good looks of someone in the TikTok content.

#### 4. The function of emoji 🍷

The savoring food emoji depicts a yellow face with closed eyes, a smiling and closed mouth and a tongue sticking out. According to emojiopedia, this emoji usually shows a person's desire to eat something and conveys that the food served is delicious. The following is data from research obtained in comments on TikTok regarding the use of the savoring food emoji by TikTok users.

Table 5. Data 4

No.	Explicature	Context
1.	Mending gue temenin mba, gue hapal dancenya 🍷 <i>I'd better accompany you miss, I know the dance 🍷</i>	The user offers to accompany girls in video content
2.	Akhirnya ada yang sendirian juga hihhi 🍷 <i>Finally someone is alone too hihhi 🍷</i>	The user feels happy when someone is alone too and want to be with them too
3.	@.. 🍷???	The user invites her friends to participate in existing content

It can be seen from the data above that TikTok users do not use the savoring food emojis as a function to show someone's desire to eat something or something related to food. In no.1, the user uses an emoji to show that he wants to accompany the girl on the grounds that he is also good at dancing, or you could say that the user is trying to seduce someone. In no.2 it is also like that, it can be seen that the user is happy when he finds out that someone is alone or single so he wants to flirt with her. At no. 3, the user uses this emoji to show their desire for something. The user wants to invite her friends to join in on the make-up trend together.

#### 5. The function of emoji 🥰

Emoji with a yellow face with closed eyes, a smiling mouth and hearts around the face, sometimes there are 3 hearts or even more. According to emojiopedia, this emoji is usually used to express happiness, feeling loved and also feelings of affection. In this study, the researcher found that the smiling face with hearts emoji has a slightly different pragmatic function that is used by several TikTok users. The following is some data found in the description of one of the contents or the comments column on several contents on TikTok.

Table 6. Data 5

No.	Explicature	Context
1.	Hope u guys like it 🥰	This TikTok user hopes that other users like the content he creates
2.	Goth make up cakep kali ya 🥰	The user wants to try doing goth make up
3.	Kalau polosan gini bocil banget, giliran udah dandan dewasa tapi tetap imut 🥰 <i>If plain like this, she looks really like a child. But after dressing up she looks mature but still cute 🥰</i>	The user praised someone who he felt looked like a child but who looked different after dressing up

It can be seen from the findings in table 6. Data 5, that the pragmatic function of using the smiling face with hearts emoji has different functions. At number 1, the user uses this emoji in the hope that other TikTok users will like the content he has created. This means its function is as hope. On the other hand, in number 2, the user uses this emoji to show her desire to do gothmake up because she feels that the make up looks good on her face. So, the second user uses the emoji as a function of conveying the user's wishes. Meanwhile in number 3, the user uses the smiling face with hearts emoji to show good appreciation or praise for one of the content on TikTok because the person looks mature and cute after dressing up.

#### 6. The function of emoji 🗿

This emoji is very unique, researcher chose to examine this moai emoji because many TikTok users use this emoji to communicate between users in the comments column or in descriptions of content. According to emojiopedia, this moai emoji is an emoji depicting a Moai, which is one of the giant stone statues on Easter Island. This emoji depicts a statue in the shape of a gray face with prominent eyebrows and nose and is often made to face to the left. And sometimes this emoji is used to show a stoic, flat, or silly expression. The following is some of the data found on TikTok, either in the description of content or in the comments column.



Table 7. Data 6

No.	Explicature	Context
1.	Kenapa nama cowonya sama kayak nama crush gw 🤔 <i>Why does her guy's name sound like my crush's name 🤔</i>	The user finds that the person in the video looks like the person he used to like.
2.	Padahal ngarep jadi ubi 🥔 <i>I wish I was the sweet potato though 🥔</i>	The user expected to be a sweet potato in existing videos.
3.	Nama gw Namira 🤔 <i>My name is Namira 🤔</i>	The user tried to tell her name and her name was Namira.

From the data above, it can be seen that the pragmatic function of the moai emoji has various functions. In number 1, the user uses this moai emoji to show a confused and stoic expression, she sees that the person in the content video is similar to her crush which makes her confused and sad because she remembers that the person is similar to the person she used to like. At no. 2, the user uses this moai emoji to show a wish or hope that will definitely be impossible to be true. In one of the comments on TikTok, it shows that the user expressed his ridiculous wish of wanting to be a sweet potato in the content video. Meanwhile in no. 3, the user uses this moai emoji to announce that her name is Namira, the same as the name in the story shown in the TikTok content. However, because the response from other users seemed to not believe her, she mentioned her name once again by adding a moai emoji, which here has the function of showing a steadfast expression.

## CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that due to developments in time and technology, the use of emoji in pragmatic functions has progressed and there have been several changes in its use. Some of the emojis chosen by researchers to study their pragmatic function are the grinning face with big eyes 🥳, pleading face 🙏, loudly crying face 🤯, face savoring food 🍴, smiling face with hearts 🥰, and moai 🤔.

Judging from the results of the first data regarding the grinning face with big eyes 🥳 emoji, it was found that this emoji has various pragmatic meanings or functions. Some of the pragmatic functions found in this emoji are that it has the function of showing feelings of disappointment and surprise regarding what one is experiencing. And also shows an expression of disliking something and is used to tell someone that there is something lacking in them.

Meanwhile, based on the results of research that has been carried out, it can be concluded that the pleading face emoji also has different pragmatic functions, such as being useful for showing feelings of regret, for showing feelings of amazement about something and also showing feelings of impatience about something you want.

For the loudly crying 🤯 emoji, it was also found that there are many pragmatic functions in using this emoji. Based on the results of research, several meanings of using emojis are to show feelings of amazement about something, to show a deep desire for something, and also to express interest and fascination with something that exists. Based

on research results, the savoring food 🍽️ emoji also has various pragmatic functions. Some of its functions are to show the purpose of tempting someone, and also to show his desire not only in food but in doing something.

The smiling face with hearts 😍 emoji also has several other pragmatic functions apart from its use as a feeling of being loved. Based on the results of research, this emoji is used to show hope to someone, to convey the user's wishes, and also this emoji can be used to show good appreciation or praise for something. And the moai 🗿 emoji also has various pragmatic meanings and functions. Based on the results of this research, it can be found that this emoji functions to show a confused expression as well as a feeling of resilience about something that has happened, this moai emoji also shows a desire or hope that is impossible to happen or can be called a ridiculous hope.

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