

PENGARUH PENYUSUNAN PESAN BAHASA GAUL GEN ALPHA TERHADAP KENDALA PERCAKAPAN GEN Z DI YOGYAKARTA

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ABSTRAK

Bahasa adalah alat vital dalam komunikasi manusia, berfungsi sebagai sistem simbol untuk menyampaikan pikiran, perasaan, dan ide. Bahasa gaul Gen Alpha, yang dipengaruhi oleh teknologi dan media sosial, menciptakan dinamika komunikasi lintas generasi. Penelitian ini mengkaji pengaruh Pengaruh Penyusunan Pesan Bahasa Gaul Gen Alpha Terhadap Kendala Percakapan Gen Z di Yogyakarta. Menggunakan metode survei kuantitatif dengan teknik pengumpulan data stratifikasi di lima wilayah, penelitian ini menerapkan teori Konstruktivisme dan teori Kendala Percakapan. Hasil analisis regresi linier sederhana menunjukkan nilai koefisien determinasi (R^2) sebesar 0.913, yang berarti 91.3% variasi dalam kendala komunikasi dapat dijelaskan oleh variabel Konstruktivisme. Uji linearitas, uji F, dan uji T menunjukkan bahwa penggunaan bahasa gaul Gen Alpha mempengaruhi kendala komunikasi Generasi Z dengan nilai signifikansi $p < 0.05$. Kesimpulan penelitian menunjukkan bahwa penggunaan bahasa gaul Gen Alpha oleh Generasi Z di Yogyakarta dipengaruhi oleh berbagai variasi dimana semakin besar konstruktivisme semakin besar kendala percakapan.

Kata kunci: Konstruktivisme, Kendala Pesan, Bahasa Gaul Gen Alpha, Generasi Z, Yogyakarta

**THE EFFECT OF GEN ALPHA SLANG MESSAGE PREPARATION ON
GEN Z CONVERSATION CONSTRAINTS IN YOGYAKARTA**

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ABSTRACT

Language is a vital tool in human communication, serving as a system of symbols to convey thoughts, feelings, and ideas. Gen Alpha slang, which is influenced by technology and social media, creates a dynamic of communication across generations. This study examines the influence of Gen Alpha Slang Message Preparation on Gen Z Conversation Constraints in Yogyakarta. Using a quantitative survey method with stratified data collection techniques in five regions, this study applies the theory of Constructivism and the theory of Conversational Constraints. The results of simple linear regression analysis showed a coefficient of determination (R^2) value of 0.913, which means that 91.3% of the variation in communication obstacles could be explained by the Constructivism variable. The linearity test, F test, and T test showed that the use of Gen Alpha slang affected Generation Z's communication constraints with a significance value of $p < 0.05$. The conclusion of the study shows that the use of Gen Alpha slang by Generation Z in Yogyakarta is influenced by various variations where the greater the constructivism, the greater the conversation obstacle.

Keywords: *Constructivism, Message Constraints, Gen Alpha Slang, Generation Z, Yogyakarta*