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An Analysis of Generation Z's Communication Styles in Public Speaking on the Social Media Platform TikTok

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Abstract

The development of social media, particularly the TikTok platform, has introduced a new form of public speaking practice among Generation Z. TikTok serves not only as a medium for entertainment but also as a space for expression, opinion sharing, education, and digital public communication. Generation Z, as TikTok's dominant users, has a unique and distinct communication style compared to previous generations. Therefore, this study aims to analyze Generation Z's communication style in public speaking on the TikTok social media platform.

This study used a qualitative approach with descriptive methods. Data were collected through observation of TikTok video content, content analysis, and interviews with several content creators from the Generation Z community. Data analysis techniques included data reduction, data presentation, and drawing conclusions. Data validity was tested using triangulation of sources and techniques.

The results show that Generation Z's communication style in public speaking on TikTok tends to be relaxed, expressive, visual-oriented, and communicative. The use of simple language, dynamic intonation, strong nonverbal expressions, and the utilization of TikTok features such as music, text, and visual effects are key characteristics in conveying messages. Furthermore, the short video duration encourages Generation Z to convey messages concisely and directly to the point. This study concludes that TikTok serves as an alternative public speaking medium, shaping new communication styles for Generation Z in the digital age..

Keywords: *Generation Z, communication style, public speaking, TikTok, social media*

1. INTRODUCTION

The development of digital technology and social media has brought significant changes to the way people communicate, including the practice of public speaking. While previously synonymous with direct oral communication in front of an audience, the

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practice has now evolved into digital communication through social media platforms. One of the most popular platforms among Generation Z is TikTok (Sutin & Rizky, 2022).

Generation Z is a generation born and raised in the digital age, so they have different communication characteristics than previous generations. They tend to be more expressive, visually oriented, and accustomed to conveying messages concisely and creatively through digital media. (Prensky, 2001; Seemiller & Grace, 2016). TikTok, as a short-form video platform, provides a space for Generation Z to convey ideas, opinions, education, and entertainment to a wide audience, thus categorizing it as a form of digital public speaking.

In practice, Generation Z's communication style on TikTok exhibits distinctive characteristics, such as the use of relaxed language, dynamic intonation, strong nonverbal expressions, and the utilization of visual and audio features. This communication style is interesting to study because it reflects the transformation of public speaking in the social media era. Furthermore, analyzing this communication style is crucial for understanding how Generation Z constructs messages, influences audiences, and adapts to the characteristics of digital platforms.

Therefore, this study is crucial to analyze Generation Z's communication style in public speaking on TikTok, thereby contributing to the study of communication, social media, and communication skills development in the digital age.

2. METHOD

This study uses a qualitative approach with a descriptive qualitative approach. This approach was chosen to deeply understand Generation Z's communication styles in public speaking practices on TikTok. Data collection was conducted through observation of TikTok video content created by Generation Z, content analysis to examine the language, intonation, expression, and visuals used, and in-depth interviews with content creators to understand their background and communication goals.

3. RESULTS AND DISCUSSION

Based on the results of observations of TikTok content, video content analysis, and interviews with content creators from Generation Z, several key findings were obtained regarding public speaking communication styles on the TikTok platform as follows:

1. Characteristics of Verbal Communication Style

The research results show that Generation Z's verbal communication style on TikTok tends to use simple, relaxed, and conversational language. Informants often use everyday language that is easily understood by a wider audience. The informal choice of words aims to create a close relationship with the audience. Furthermore, Generation Z delivers messages concisely and to the point, adapting to the relatively short duration of TikTok videos. Engaging opening patterns, such as provocative questions or statements, are often used to capture the audience's attention from the start of the video.

2. Nonverbal Communication Styles in Digital Public Speaking

In terms of nonverbal communication, Generation Z displays expressive facial expressions, dynamic body gestures, and eye contact with the camera to represent the audience. Their intonation tends to be varied and energetic, making their messages more lively and persuasive. The use of visual elements such as supporting text, emoticons, image transitions, and background music plays a crucial role in reinforcing the message. This demonstrates that public speaking on TikTok relies not only on verbal communication but also on the integration of verbal and visual elements.

3. Utilizing TikTok Features in Public Speaking

Observations show that TikTok features, such as captions, background music, filters, and text overlays, are being utilized optimally by Generation Z to support their communication style. These features help simplify messages, clarify meaning, and enhance content appeal. Using these features also helps creators convey complex messages more easily and quickly, thereby achieving effective communication.

Generation Z Communication Styles in the Context of Digital Public Speaking

Research findings indicate that Generation Z's communication style in public speaking on TikTok differs from conventional public speaking. This aligns with Prensky's (2001) opinion, which states that Generation Z, as digital natives, tends to communicate quickly, visually, and through technology. The relaxed and relaxed language reflects Generation Z's efforts to create emotional closeness with the audience. In this context, public speaking is no longer formal, but rather dialogic and participatory.

The Role of Nonverbal and Visual Communication

The research findings support McCroskey's (1982) view that public speaking effectiveness is determined not only by verbal messages but also by nonverbal elements. On TikTok, nonverbal elements play an even more dominant role because audiences rely on both visuals and audio simultaneously. The integration of expressions, gestures, and visual elements strengthens the persuasiveness of the message and helps maintain the audience's attention for a limited duration.

TikTok sebagai Medium Baru Public Speaking

TikTok serves as an alternative medium for public speaking, shaping a new communication style in the digital era. In line with Kaplan and Haenlein (2010), social media allows individuals to become public communicators without having to be in the same physical space as the audience. The results of this study indicate that Generation Z is able to adapt to the characteristics of the TikTok platform and utilize it as a creative, effective, and appropriate means of public speaking for today's communication needs.

4. CONCLUSION

Based on the research results and discussion, it can be concluded that Generation Z has a distinctive public speaking communication style when utilizing the TikTok social media platform. This communication style is characterized by the use of relaxed, simple, and communicative language, as well as concise and direct message delivery. These characteristics demonstrate Generation Z's adaptability to TikTok's limited duration and visual character. In addition to verbal aspects, nonverbal communication plays a crucial

role in digital public speaking. Expressive facial expressions, dynamic body gestures, varied vocal intonation, and the use of visual and audio elements are key supporting factors in conveying messages effectively. The integration of verbal and nonverbal communication makes messages more engaging and easier for the audience to understand. This study also concludes that TikTok functions as a new medium for public speaking, shaping public communication patterns in the digital era. This platform provides space for Generation Z to express ideas, opinions, and information creatively, so that public speaking is no longer limited to physical spaces, but develops into a more flexible and participatory form of digital communication.

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