

**Vocabulary acquisition, linguistic variation, and innovation in popular culture language
among residents of Capiz**

Giselle De La Rama Arintoc*

Filamer Christian University, Inc., Roxas City, Capiz, Philippines

ABSTRACT

This study sought to measure the level of vocabulary acquisition, linguistic variation, and innovation in popular culture language among residents in the province of Capiz for the year 2025. This study utilized a mixed-methods of research with a combination of survey-correlational quantitative research design and focus group discussion as qualitative research design. The 384 respondents were chosen using inclusion and exclusion criteria. The data were gathered using researcher-made questionnaire on the vocabulary acquisition, linguistic variation, and innovation in popular culture language among Capisnons and researcher-made focus group discussion guide. The focus group discussion was conducted among six participants to gather their ideas, views, and experiences that are relevant to the research problem. The key results of the study were the level of vocabulary acquisition in popular culture language among residents in the province of Capiz in terms of fashion, music, and social networking sites was high, the level of linguistic variation in popular culture language among residents of Capiz in terms of fashion, music, and social networking sites was high, the level of linguistic innovation in popular culture language among residents of Capiz in terms of fashion, music, and social networking sites was high, there was a significant difference in the level of vocabulary acquisition in popular culture language among residents of Capiz in terms of fashion, music, and social networking sites, there was a significant difference in the level of linguistic variation in popular culture language among residents of Capiz in terms of fashion, music, and social networking sites, there was no significant difference in the level of linguistic innovation in popular culture language among residents of Capiz in terms of fashion, music, and social networking sites, there were significant relationships among levels of vocabulary acquisition, linguistic variation, and innovation in popular culture language among residents of Capiz.

Keywords: Vocabulary acquisition, linguistic variation, linguistic innovation, popular culture language.

Date Submitted: April 17, 2026

Date Accepted: April 22, 2026

Date Published: April 28, 2026

*Corresponding author / Email Address: gisellearintoc18@gmail.com
DOI: <http://doi.org/10.69651/PIJHSS05021088>

Recommended citation:

Arintoc, G. D. L. R. (2026). Vocabulary acquisition, linguistic variation, and innovation in popular culture language among residents of Capiz. *Pantao (The International Journal of the Humanities and Social Sciences)* 5 (2), 3215-3224. <http://doi.org/10.69651/PIJHSS05021088>

INTRODUCTION

Language evolves as a dynamic and adaptable system that changes along with the development of human culture, social interaction, and technological advancement. It does not stay the same; instead, it changes all the time to show the identities, values, and experiences of the people who speak it. Hence, language and culture come together to make a colorful tapestry of woven symbols and linguistic patterns that shaped popular culture. Because popular culture has such a big impact on society today, it is one of the most important things that affects how people use language. Crosman (2017), defines popular culture as the culture that is prevalent in society and is highly accepted by the people that exist in a particular society at a particular time. This may also refer to the acceptance of practice of majority of people and following certain ideology to change and to modernize society.

Moreover, popular culture is defined as the culture that is accepted by most people and adheres specific ideologies to modernize and transform society (Abhishek, 2022). The term “popular culture” originated in the middle of the 19th century, contrasting the cultural practices of the general public with the official culture associated with the state or elite group (Salyn, 2023). The influence of popular culture is very important in today’s society most especially in fostering collective identity among diverse groups of individuals. Popular culture provides a unique space for social groups and culture to grow, evolve and spread, especially now that we are living in a digital age.

The proliferation of global media, evolving fashion trends, popular music, and social networking platforms has transformed the modalities through which individuals communicate, express themselves, and create meaning. This is especially true for younger people, who are actively helping to spread and change language. Words, phrases, and expressions that came from popular culture are now a part of everyday speech. These changes in language show how popular culture can be both a mirror that shows how society is changing and a catalyst that pushes language to change.

In this framework, vocabulary acquisition, linguistic variation, and linguistic innovation are interconnected processes that illustrate the dynamic connection among language and society. Vocabulary acquisition is the process by which people learn, use, and remember new words. This process can occur either consciously through intentional involvement or subconsciously through social exposure and repetition among individuals. The world of popular culture is marked by the quick spread of new words, which often come from creative, stylistic, or technological sources and quickly spread through communities. Sok and Han (2020), assert that vocabulary acquisition occurs through two main reasons which are either incidental or intentional. It is called intentional vocabulary acquisition when you try to learn the words on purpose, usually with clear goal in mind, to make sure you remember them. Conversely, incidental vocabulary acquisition means a systematic process of learning new words incidentally, through a person’s participation in an activity, rather than through deliberate or explicit learning. Therefore, emphasis placed on the fact that most fruitful method of acquiring vocabulary in context is the learning of new words by accident. This simply shows that as we communicate and use the vocabulary acquired from different areas of popular culture, this may also result to variations of the vocabulary depending on the situation and context where these are used.

Essentially, this implies that linguistic variation is the idea that people, groups, and situations use language in different ways. It shows up in differences in vocabulary, pronunciation, and style that are caused by age, socioeconomic status, social groups, geographical locations, and how much you have been exposed to different cultures. According to Wardini (2024), language variation constitutes a collection of human linguistic patterns, encompassing phonetics, vocabulary, and grammatical structure, and characteristics frequently

shaped by factors such as geographical context and the status of specific groups. In popular culture, variation is especially clear because language changes are made to fit different types of media and audiences. Fashion, music, and online communication all have their own words, but they all have a common tendency to be creative and think about culture. In short, when people with different cultural backgrounds use different languages, this also results in the creation of new words, phrases, and structures.

Therefore, linguistic innovation is the process by which new linguistic forms, structures, and utterances are formed. Linguistic innovation is the part of language that is creative and makes new things. Aside from this, social shifts frequently lead to linguistic innovation, with new words arising to characterize contemporary ideas or technological advancements. Aside from this, Carretero & Jeresano (2022), also indicated that language continually adapts to meet and serve the needs of its users regardless of age group where these people belong.

This study was grounded in Bandura's (1986) socio-cognitive theory, which integrates concepts and mechanisms from cognitive, behavioral, and emotional paradigms of behavior modification. Moreover, according to social cognitive theory, repeated exposure to, and the growing ability to organize and interpret, social information support children in internalizing gender roles. Furthermore, this study was also anchored to Social Identity Theory of Tajfel (1978), to examine how individuals' social identities influence their emotions and behaviors toward their own group and other groups.

With these observations, the researcher finds interest in exploring vocabulary acquisition, linguistic variation, and linguistic innovation in popular culture language among residents in the province of Capiz.

Statement of the problem

The main purpose of the study was to determine the level of vocabulary acquisition, linguistic variations, and innovations in popular language culture among residents of the province of Capiz for the year 2025.

Specifically, this study sought answers to the following questions:

1. What is the level of vocabulary acquisition in popular culture language of the respondents as a whole and in terms of fashion, music, and social networking sites?
2. What is the level of linguistic variations in popular culture language of the respondents as a whole and in terms of fashion, music, and social networking sites?
3. What is the level of linguistic innovations in popular culture language of the respondents as a whole and in terms of fashion, music, and social networking sites?
4. Is there a significant difference in the vocabulary acquisition in popular culture language of the respondents among levels of fashion, music and social networking sites?
5. Is there a significant difference in the linguistic variations in popular culture language of the respondents among levels of fashion, music and social networking sites?
6. Is there a significant difference in the linguistic innovations in popular culture language of the respondents among levels of fashion, music and social networking sites?
7. Are there significant relationships among the levels of vocabulary acquisition, linguistic variations, and linguistic innovation of popular culture language of the respondents?
8. What output can be derived based on the results of the study?

METHODOLOGY

The main purpose of this study was to determine the vocabulary acquisition, linguistic variation, and linguistic innovation in popular culture language among residents in the Province of Capiz. This study specifically used a mixed method as its research design with an emphasis on the survey correlational research design. According to Schoonenboom (2017), in mixed-method research, both the qualitative and quantitative data were gathered, analyzed, and interpreted to clearly understand a specific phenomenon and address the research issues.

To gather the data needed for the study, a combination of qualitative and quantitative research methods was utilized. Qualitative research typically deals with experiences rather than numerical data and provides detailed and at the same time comprehensive understanding of social phenomena and its natural environment (Chiyere et.al., 2023). On the other hand, quantitative research answers questions such as “how long”, “how many” and “the certain degree of which”. Moreover, it relies on data collection and data analysis based on the logical method (Ghanad, 2023). Moreover, Hermina et.al (2025) emphasized that survey correlations research is best used to identify and analyze the relationships between two or more variables without manipulation. In a similar view, Yusuf (2017) emphasized that correlational research allows simultaneous measurement of multiple variables including the analysis of the relationships between the variable of the study and the analyses within a natural setting.

Moreover, Focus Group Discussion (FGD) was used to investigate qualitative data. The responses of the participants from the surveys and other quantitative research were validated through the focus group discussion involving 6 participants who were not involved in the surveys from the different municipalities in the province of Capiz representing different age groups who have knowledge in popular culture language used in fashion, music, and social networking sites. The selection of respondents and Focus Group Discussion (FGD) participants was guided by clearly delineated inclusion and exclusion criteria anchored on four (4) principal parameters: age, residency, exposure to popular culture language, and digital connectivity. Collectively, these criteria ensured an appropriate, reliable, and contextually grounded selection of participants capable of providing valid insights into the linguistic dynamics under investigation.

The respondents of the study were 384 Capisnons selected from the total population of 804,952 who have knowledge in the language used in various areas of popular culture such as fashion, music, and social networking sites. The required number of respondents from the study was determined using Cochran’s formula set at 0.05 margin of error. The study utilized a stratified random sampling in determining the number of participants from the different municipalities and a city in the province of Capiz. This approach involves breaking the population into smaller units called strata.

The quantitative data in this study were gathered using three researcher-made questionnaires. The research instruments were formulated based on the articles, studies conducted and published books related to the study at hand. These questionnaires were subjected to face and content validation and reliability testing. This research instrument was divided into three (3) areas: 60-item researcher-made survey questionnaire was utilized to determine level of vocabulary acquisition in popular culture language among areas of fashion, music, and social networking sites, 60-item researcher-made survey questionnaire was utilized to determine level of linguistic variation in popular culture language among areas of fashion, music, and social networking sites, and 60-item researcher-made survey questionnaire was utilized to determine level of linguistic innovation in popular culture language among areas of fashion, music, and social networking sites.

To gather the data needed for the study, the researcher secured permission from the office of the provincial governor and the municipal mayors to administer the research study on vocabulary acquisition, linguistic variation, and innovation in popular culture language among

residents. After permission was granted, the researcher identified the respondents who met the criteria.

The researcher personally administered the questionnaire in the first district of Capiz and sent the link of the questionnaire through a google form to the respondent of the study in the second district of Capiz. The questionnaires and the link were distributed and sent proportionately to all sixteen (16) municipalities and one (1) city in the province of Capiz. The data gathered from the responses of the respondents were tabulated, analyzed and interpreted using the appropriate statistical tools. The researcher made sure that the responses of the respondents and results of the study were treated with utmost confidentiality.

Moreover, to support and verify the results of the study, the qualitative data of the study were gathered using a face-to-face Focus Group Discussion among six (6) participants from different municipalities in the province of Capiz who are from different age groups.

The data gathered from the study were analyzed and interpreted using the Statistical Package for the Social Sciences (SPSS) software. The statistical tools were used for the analysis of the data were mean, standard deviation, One-Way Analysis of Variance (ANOVA) set at 0.05 alpha level was used to determine the significant difference on the level of vocabulary acquisition, level of linguistic variations, and level of linguistic innovations in popular culture language among residents in the Province of Capiz and Pearson r set at 0.05 alpha level of significance was used to determine the significant relationship with the level of vocabulary acquisition, level of linguistic variations, and level of linguistic innovations in popular culture language among residents in the Province of Capiz.

RESULTS AND DISCUSSION

This study was conducted to determine the level of vocabulary acquisition, linguistic variation, and innovation in popular culture language among 384 residents in the province of Capiz for the year 2025. Through mixed methods, with an emphasis on the descriptive correlational research design and Focus Group Discussion (FGD), the result of the study shows that the level of vocabulary acquisition of residents in the province of Capiz is “high” with the mean of 3.8, and standard deviation of 0.79. Specifically, respondents have “high” level of vocabulary acquisition in popular culture language in the areas of fashion, music, and social networking sites. The “high” level of vocabulary acquisition in popular culture language implies that Capisnons are not only exposed to various sources of popular culture language, but they are also actively engaging with the linguistic expressions used in fashion, music, and social networking through a share conversation across communities. This proves the resourcefulness of respondents in adapting new linguistic forms they encounter in the community. The result of the FGD also shows that participants agreed that the natural creativity of Capisnons when it comes to language use helped them acquire vocabulary from different areas of popular culture language. Capisnons often use unique and creative vocabulary not just as a form of self-expression but also to establish connection among people. The result also affirms the study of Singh (2022), the rapid rise of digital media and other areas of popular culture contributed to the formation of unique and rich vocabulary of popular culture.

In terms of linguistic variation, on its entirety, the residents in the province of Capiz have “high” level of linguistic variation in popular culture language with the mean of 3.88 and standard deviation of 0.78. Correspondingly, the respondents have “high” level of linguistic variation in popular culture language in the areas of fashion, music, and social networking sites. The respondents’ high level of linguistic variation reflects the Capisnons’ adaptability and creativity when it comes to local and global cultural influence. Respondents were able to

understand specialized terms, borrowed words, and hybrid expressions in used fashion. Moreover, they incorporate linguistic forms such as clipping, slang, and code-mixing in the field of music, and they manage to shift from formal to informal registers such as adopting the in the field of social networking sites. The FGD result also supports the result of the study. Participants shared fashion, music and social media terms are trend driven and words and terms in these areas of popular culture change from time to time, hence, this resulted in variation of language. The result also corroborates the result of the study of AlBader (2015), whose findings of the study revealed that language diversity is greatly affected by things like regional dialects, social hierarchies, migration, and historical events like colonization. Globalization and digital communication also speed up language change by adding new words and changing the way words are put together.

In terms of linguistic innovation in popular culture language, respondents were in “high” level in general with the mean of 4.00 and standard deviation of 0.81. In a similar manner, there is a “high” level of linguistic innovation in popular culture language in the areas of fashion, music, and social networking sites. This high result implies that Capisnons were able to generate new terms from various field of popular culture such as playful modification of style-related and trend-based terms in fashion, blending of traditional and modern expressions in music, and fast-paced spreading of localized slangs and digital expressions in social networking sites. The participants of the FGD also affirmed the results of study and highlighted that linguistic innovation in popular culture language was due to language expansion from various social groups and classes proving that linguistic innovation is both cultural and social. Participants also highlighted the eagerness of Capisnons to a sustainable global connection while maintaining their identity has indeed shaped the linguistic variation from different areas of popular culture. The result of the study also conforms with that of Carretero & Jeresano (2022) whose findings showed that the use of codes or symbols proves we are part of a certain group who help introduce new trends, show creativity, adaptability, and adoptability. However, language is always changing, evolving and adapting to the needs of its users regardless of age and people continue to change, so will the language.

On the inferential analysis of the study, the result of the Analysis of Variance shows that there is a “significant difference” in the vocabulary acquisition in popular culture language among levels of fashion, music, and social networking sites ($F= 13.156$) with $p= 0.000$ at 5% alpha level. This means that the more Capisnons are exposed to fashion, music, and social networking sites, the higher their vocabulary acquisition with music as the strongest contributor of vocabulary followed by social networking sites and fashion as the least. The result shows that music primary source of vocabulary among Capisnons due to its accessibility to various mediums such as radio, television, streaming sites, and social networking sites. Aside from this, constant exposure to music allowed Capisnons to pick up new terms and expressions that often blend English, Filipino, and local dialect in the lyrics to cater wider audience contribute significantly to respondents’ rich and wider vocabulary. Moreover, linguistic environment in social networking sites is marked second due to the trend-driven and fast-paced development of new terms, slang, and expressions learned from various platforms. Hence, as new terms emerge, recently learned vocabulary may quickly become obsolete unlike music which creates greater impact among Capiznons. All discussed form the FGD also agreed with the result added that the difference in terms of vocabulary acquisition reflects how language evolves depending on the area or field it is used. The findings of the study also affirm the result of the study of Mallick (2025), which revealed that each generation's attitudes and lifestyles are reflected in the new words and expressions that have been introduced by movies, TV shows, music, and internet platforms.

Meanwhile, the result shows that there is a “significant difference” in linguistic variation in popular culture language among the levels fashion, music, and social networking

sites ($F= 5.440$) with $p= 0.004$ at 5% alpha level. The data implies that the degree of linguistic variation in popular culture language varies significantly across the areas of fashion, music, and social networking sites. The result also implies that the exposure to different areas of popular culture influence how Capisnon use and adapt the language in the community with social networking as the primary medium among Capisnons. The respondents' regular use of social media platforms such as Facebook, Instagram, TikTok, X and YouTube for social interaction contributed to social networking sites' dominance among the three areas of popular culture. Terms, expressions, and slang were easily created, reshaped, combined, and quickly spread among Capisnons in this area resulting to a fast-paced modification and alteration of language suitable to respondents' age group and social background and the context where their terms and expressions are used, thus, linguistic variation in this area marked significantly. The findings of the study corroborate with those of Wardini et al., (2024), who found that human language patterns made up of words, sounds, and grammatical elements that can be impacted by outside variables like geographic location and social and cultural characteristics which results in language variation. It can appear in a variety of settings, depending on the speaker, usage, formality, and communication medium. Language and the use of linguistic variation evolve over time.

Moreover, the result of the Analysis of Variance shows that there is "no significant difference" in the linguistic innovation in popular culture language among levels of fashion, music and social networking sites ($F= 1.605$) with $p= 0.201$ at 5% alpha level. The result implies that Capisnons' interaction with fashion, music, and social networking sites are comparatively equal as evidenced by the result of no significant difference in the level of linguistic innovation among these three areas. This shows that respondents have their distinct way of creating, modifying, and expanding the language in these three areas of popular culture. Hence, the newly created terms and expressions from fashion and music are also circulating in social networking sites and vice versa resulting in a consistent level of linguistic creativity across all areas. The findings of the study support the finding of the study of Carretero and Jeresano (2022), whose findings revealed that language is always changing, evolving and adapting to the needs of its users regardless of age and people continue to change, so will the language. Hence, language accommodates innovation through people's creativity.

In addition, result shows that there is a "significant relationship" between vocabulary acquisition and linguistic variation, $r = 0.745$ with $p = 0.000$. Also, There is a "significant relationship" between vocabulary acquisition and linguistic innovation in popular culture language, $r = 0.703$ with $p = 0.000$. Moreover, there is also a "significant relationship between linguistic variation and linguistic innovation in popular culture language, $r = 0.814$ with $p = 0.000$. The "significant relationship" between the vocabulary acquisition and linguistic variation, and linguistic innovation in popular culture among residents implies that Capisnons developed the ability to choose, modify, combine, and reshape the language of popular culture in the daily communication. This significant relationship also shows that the more vocabulary the respondents acquire and learn, the more capable they are in creating new linguistic structures.

CONCLUSION

This study aims to determine level of vocabulary acquisition, linguistic variation, and innovation in popular culture language residents in the province of Capiz for the year 2025. The data revealed that due to the high-level vocabulary acquisition demonstrated by residents of Capiz, the province's language environment is expected to grow rapidly. As new words from

fashion, music, and social networking sites spread, Capisnon are likely to learn them faster and more easily. Capisnons' linguistic landscape is expected to become even more dynamic in the coming years due to the high level of linguistic variation in popular culture language. They will keep on trying out new styles, combining new trends with the way people in their area talk, and coming up with more creative and varied ways to express themselves. Also, as residents engage with new fashion, music, and social networking sites, they are likely to produce even more unique expressions since they have shown a high level of linguistic innovation in popular culture language.

Because of this significant difference in the level of vocabulary acquisition of popular culture language, it is expected that the future development of vocabulary among Capisnons will continue to be driven primarily by music and online platforms. Similarly, with the significant difference in the level of linguistic variation of popular culture language among residents, it is expected that the extent of linguistic variation in the province of Capiz will continue to evolve and broaden, with digital platforms functioning as the primary venues for language variation. Meanwhile, since there is no significant difference in the level of linguistic innovation of popular culture language among residents in the province of Capiz, it is expected that new words and phrases will continue to spread evenly and steadily throughout all areas of popular culture in Capiz. Residents will keep making, changing, and spreading new forms of expression, whether they come from fashion trends, music, or social networking sites.

REFERENCES

- Acharya, S. (2015). *Popular Culture and English Learning: A study Among Youth in India*. Department of Humanities and Social Sciences National Institute of Technology, Rourkela, India.
- Adawiah, R. et al. (2023). Code Mixing Used By K-Pop Lovers on Social Media. *Inspiring: English Education Journal*, 6(1), 36–45.
- AlBader, Y. B. (2015). *Semantic Innovation and Change in Kuwaiti Arabic: A Study of the Polysemy of Verbs*. Doctoral dissertation, University of Sheffield.
- Alfaiz, M.K et al. (2025). Exploring How Exposure to Pop Culture English Movies Enriches Vocabulary. *Journal of English Education Program*, 9(2), 56-57.
- Baharan, J. et al. (2025). Popular Culture: A Content Analysis of Filipino Music by the Group SB19. *Psychology and Education A Multidisciplinary Journal* 46(6):766-78
- Bharti B. (2025). *Lingua Pop: Exploring the Role of Popular Culture in Modern English Communication*. *Forum for Linguistic Studies*. 7(4): 652–659. DOI: <https://doi.org/10.30564/fls.v7i4.9270>
- Carretero, M. & Jeresano. E. M. (2022). *Digital culture and Social Media Slang of Gen Z*. Sorsogon State University, Philippines.
- Crossman, A. (2017). *Sociological Definition of Popular Culture: The History and Genesis of popular Culture*. Retrieved on 29/06/2017 from <https://www.thoughtco.com/popularculture-definition-3026453>

Fiveable. (2024). Linguistic innovation – Intro to English Grammar. <https://library.fiveable.me/key-terms/fundamentals-of-the-grammar-of-standard-english/linguistic-innovation>

Gustilo, L. & Dino, C. (2017). Digitalk: An Analysis of Linguistic Features and Their Functions in Filipino Computer-Mediated Communication. *Advanced Science Letters*.23.1055-1059.10.1166/1sl.2017.7994

Hanzilia, S et.al. (2024). The Influence of Popular Music on Youth Culture. *International Journal of Progressive Sciences and Technologies*.vo.45 no.1.

Herman, H. & Singa, Y.K. (2022), Discovering the Pattern of Pop Song Artist's Word Formation Process for Slangs. *Journal for English Language Studies*. Vol 4(2).s

Hudson, M. (2022). Pop culture fashion explored: The cultural trend phenomenon. Retrived from <https://fashinnovation.nyc/pop-culture-fashion-explored-the-cultural-trend-phenomenon/>

Kumar, R. (2024). Language Variation in Online Communication: A Corpus-Based Study. 1(1), 47–52.

Lucy, L., & Bamman, D. (2021). Characterizing english variation across social media communities with Bert. *Transactions of the Association for Computational Linguistics*, 9, 538–556. https://doi.org/10.1162/tacl_a_00383

Magirang, T. (2019). Get Ready for Tech-savvy Gen Z! *The Manila Times*. Retrieved from <https://www.manilatimes.net/2019/03/24/business/sunday-business-i;t/get-ready-for-tech-savvy-gen-z/530014> on April 12,2021

Mallick, P. (2025). Influence of pop culture on modern English vocabulary [Blog post]. *TOEFL Test Prep*. <https://toefltestprep.com/blog/influence-of-pop-culture-on-modern-english-vocabulary>

Mardikantoro, H. B. et al. (2023). Investigating Indonesian Language Varieties in Social Media Interactions: Implications to Teaching Practices. *Indonesian Journal of Applied Linguistics*, 13(2), 306–316.

Mendrofa, K.F. et al. (2025) Exploring Slang Language in Different Songs Between Pop and Country Genres. *Journal Of Applied Linguistics*. Vol.4 No.2, January 2025

Monderin, C. & Go M. (2021). Emerging Neatspeak Word Choices in Social Media of Filipino Pop Culture. *International Journal of Linguistics, Literature and Translation*. 4. 49-61.10.32996/ijllt.2021.4.6.7.

Negus, K. (2019). Nation-States, Transnational Corporations and Cosmopolitans in the Global Popular Music Economy. *Glob Media China* 4(4):403–418. <https://doi.org/10.1177/2059436419867738>

Ng, E. (2020) Reflections on Cancel Culture and Digital Media Participation. *Telev N. Media* 21(6):621–627. <https://doi.org/10.1177/1527476420918828>

- Nisar TM, Prabhakar G & Strakova L (2019). Social Media Information Benefits, Knowledge Management and Smart Organizations. *J Bus Res* 94:264–272. <https://doi.org/10.1016/j.jbusres.2018.05.005>
- Nuraida & Halim A. (2023), The Use Of Slang In Selected Songs By Black Eyed Peas Lyrics. *Journal of English Literature and Linguistics Studies*. Vol 2 (1) 2023.
- Olonade, P. (2023). Linguistic Innovations In The Social Media English Of Generation Z. *School of Postgraduate Studies University of Lagos, Nigeria*.
- Pineda, A. (2023). Filipino Language in the Fashion Industry: A Harmonious Fusion of Tradition and Innovation. *Fluent Filipino*. <https://fluentfilipino.com/filipino-language-in-fashion-industry/>
- Pratama, D. et al. (2022). Variasi Bahasa Remaja Dalam Penggunaan Media Sosial. 9(1), 2022. <https://doi.org/10.26618/jk/5455>
- Salyn. (2023). *Popular Culture Module 2: Understanding Its Impact and Definitions*. University of Iloilo - PHINMA.
- Sawe, M. (2025). Digital Identity and Linguistic Play: A Study of Filipino Tiktok Slang among Generation Z. *International Journal of Research and Innovation in Social Sciences*.
- Singh, A. K. (2022). A Study of Popular Culture and Its Impact on Youth's Cultural Identity. *The Creative Launcher*, vol. 7, no. 6, pp. 150-157, 2022.
- Smith, S. (2024). Language in Fashion: The Influence of Language on Style. <https://dayinterpreting.com/blog/language-in-fashion-the-influence-of-language-on-style/>
- Suizo, Christy D. (2024). Gen Z's Language Identity and Contemporary Philosophies in the Digital Era. *Journal of Natural Language and Linguistics (JNLL)*. vol. 2.1.
- Telaumbanua, Y. et al., (2024). Analyzing the language Style of Generation Z Teenagers in their Instagram Posts. *Journal of English Language Teaching in Literature*. Vol 5(2). Pp. 588-600.
- Wardini, et al., (2024). Edu-Kata Language Variations of K-Pop Fans On The @Caratstalk Auto-Base Account In X. *Sociolinguistic Study*. vol. 10,2.
- Werner, V. (2022). Pop Cultural Linguistics. *Oxford Research Encyclopedia of Linguistics*. Retrieved 28 Apr. 2025, from <https://oxfordre.com/linguistics/view/10.1093/acrefore/9780199384655.001.0001/acrefore-9780199384655-e-999>.
- Zainal, Z., & Rahmat, N. H. (2020). Social Media and Its Influence on Vocabulary and Language Learning: a Case Study. *European Journal of Education Studies*, 7(11), 1–18. <https://doi.org/10.46827/ejes.v7i11.3331>