

# GENERATION Z NAMES: CASE STUDY OF GENERATION Z IN YOGYAKARTA

by Ari Listiyorini, Suhardi, Teguh Setiawan, Prihadi, Siti Maslakhah

## ABSTRACT

This qualitative descriptive research on nicknames aims to reveal the ins and outs of generation Z nicknames in Yogyakarta. This research is based on the fact that nicknames always exist in every generation which can reveal the social life of each generation. Apart from that, as time goes by there are differences in the pronunciation of nicknames. Even though it is often seen as a joke or a form of friendship, nicknames are often not accepted by the person who gets the nickname because it is considered bullying or bullying. The data source in this research is 100 generation Z people aged between 19 years and 23 years who were born and live in Yogyakarta. From the results of the research that has been carried out, it is possible to identify the referent classification of nicknames, the factors that cause the emergence of nicknames, and the acceptance of generation Z in Yogyakarta towards their nicknames. There are 14 referent classifications of generation Z nicknames in Yogyakarta. The most common references are puns or language games. Furthermore, there are 8 factors that cause these nicknames to appear, the most common factor being the desire to use up a friend's name or their parents' name. The last one is related to generation Z's acceptance of their nicknames. As a result, most accepted the nickname and most considered it a form of familiarity/closeness and only a small number did not accept it.

Kata Kunci: *nickname, generation Z*